Assignment #6 (Chap 10) Instructions: Always Urgent: Memo pleading case for holding a Red Cross blood drive

Utilizing a "Memo Format" MEMO WRITING SKILLS

Your task: Write a memo persuading the Pechanga board of directors to host a public Red Cross blood drive. You can learn more about what’s involved in hosting a blood drive at www.givelife.org (click on “Sponsor a Drive”). Ask the board to provide bottled water, orange juice, and snacks for donors. You will organize food service workers to handle the distribution, but you will need the board’s approval to let your team volunteer during work hours. Use a combination of logical and emotional appeals.

8. Always urgent: Memo pleading case for hosting a Red Cross blood drive.

This morning as you drove to your job as food services manager at the Pechanga Casino Entertainment Center in Temecula, California, you were concerned to hear on the radio that the local Red Cross chapter put out a call for blood because national supplies have fallen dangerously low. During highly publicized disasters, people are emotional and eager to help out by donating blood. But, in calmer times, only 5 percent of eligible donors think of giving blood. You are one of those few.

Not many people realize that donated blood lasts for only 72 hours. Consequently, the mainstay of emergency blood supplies must be replenished in an ongoing effort. No one is more skilled, dedicated, or efficient in handling blood than the American Red Cross, which is responsible for half the nation’s supply of blood and blood products.

Donated blood helps victims of accidents and disease, as well as surgery patients. Just yesterday, you were reading about a girl named Melissa, who was diagnosed with multiple congenital heart defects and underwent her first open-heart surgery at one week of age. Now five years old, she has used well over 50 units of donated blood, and she would not be alive without them. In a thank-you letter, her mother lauded the many strangers who had “given a piece of themselves” to save her precious daughter—and countless others. You also learned that a donor’s pint of blood can benefit up to four other people.

Today, you are going to do more than just roll up your own sleeve. You know the local Red Cross chapter takes its Blood Mobile to corporations, restaurants, salons—any place willing to host public blood drives. What if you could convince the board of directors to support a blood drive at the casino? The slot machines and gaming tables are usually full, hundreds of employees are on hand, and people who’ve never visited before might come down to donate blood. The positive publicity certainly could not hurt Pechanga’s community image. With materials from the Red Cross, you are confident you can organize Pechanga’s hosting effort and handle the promotion. (Last year, you headed the casino’s successful Toys for Tots drive.)

To give blood, one must be healthy, be at least 17 years old (with no upper age limit), and weigh at least 11 0 pounds. Donors can give every 56 days. You will be urging Pechanga donors to eat well, drink water, and be rested before the Blood Mobile arrives.

The local Red Cross chapter’s mission statement says, in part, that the Red Cross is “a humanitarian organization led by volunteers and guided by the Fundamental Principles of the International Red Cross Movement” that will “prevent and alleviate human suffering wherever it may be found.” All assistance is given free of charge, made possible by “contributions of people’s time, money, and skills”—and in the case of you and your co-workers, a piece of yourselves.