To: President George Benson  
From: Rebecca Lazear  
Date: September 14, 2011  
Re: Proposal for Funding Campaign

Dear President Benson,

Our college is in a critical position. I believe that if we can effectively persuade the state legislature and the public to not make any more budget cuts, it would make our situation much better. In this proposal, I have outlined seven ways of appealing to our audience. I hope you find these suggestions useful and worthwhile.

• Human Interest  
Providing the point of view of a student here at the College of Charleston and how their educational experience has been affected by the budget cuts would appeal to the emotions of the legislature. Basically, we need to present a story about a student who either relies heavily on the funding or even how the budget cuts have eliminated our ability to provide supplies for students.

• Examples  
After speaking about a specific student, a good idea would be to then give examples of how badly we need this funding. I suggest mentioning how we have had to stop construction projects and cut student groups because of lack of funding. Also mention overcrowding in the dorms as well as our need to update our classrooms and how the funding would help us to improve our school, therefore improving our students, who will become residents and taxpayers.

• Statistics  
By presenting statistics about our school, we will not only be presenting facts, but also appear to be credible. Some of the statistics I suggest for this campaign are from the freshman class statistics. We also should bring up the rate at which our funding has fallen. One such statistic could be that in 1999 we had 16.4 percent funding by the state. This year we have about 8 percent funding from the state. Comparisons of our funding to our neighboring schools in other states could be effective as well.

• Surveys and Polls  
Make sure to include information from surveys and polls from Newsweek, U.S. News and World Report, and The Princeton Review. The college was recently ranked fifth for “A Strong