

COLLEGE of
CHARLESTON
FOUNDED 1770

66 George Street Charleston, SC 29424, 843.805.5507, www.cofc.edu

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 ^{his or her} ~~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