

Block Style Letter

THE HUB

WRD
5

OVERVIEW

Businesses know the importance of being socially responsible. Doing so can attract not only customers and investors, but also committed, quality employees. Customers love doing business with organizations that give back to the community. More customers means a higher return on investments, so when The Hub looks to its investors for more capital, the investors know they are making a sound investment.

STRATEGIES

1. Use the Internet to learn about charities, choose one that you feel is important, and answer the following questions:
 - What is the charity's name?
 - Who/how do they help?
 - When was the charity founded?
 - Why do they mean so much to you?
2. Persuasive communication should include clear, organized information while stressing the importance of your suggestion.
3. Read through all instructions prior to completing the project.

INSTRUCTIONS

1. Using Microsoft Word, open Project WRD-3 Letterhead in your "Word" folder under "The Hub" folder.
 2. To avoid overwriting your original letterhead file, save the document as Project WRD-5 Block Style Letter in your "Word" folder under "The Hub" folder.
- HINT:** Remember to use "Save As."
3. Choose an easy-to-read font, and keep the font size to a maximum of 10 - 12 points, unless otherwise noted.
 4. Be sure your document's line spacing is set up using single spacing with no additional line spacing between paragraphs.
 5. At approximately 2.5 inches down from the top, key the following date left-aligned:

March 26, 20__

6. Quadruple-space and key the following inside address single-spaced:

Your Instructor's Name

Your School Address

City, State Zip Code

your TASK

Your task is to write a persuasive letter (using Block Style format) to convince the head of The Hub advisory board (your teacher) to consider the charity you feel most passionate about for The Hub's next fundraiser. Choose a charity, then use a reliable source to find out more information about them, including who they are, who they help, and when they started.

the SKILLS

- Format a block style letter
- Write a persuasive letter

Block Style Letter

- 7.** Double-space after the inside address and key the following salutation:

Dear *[Insert your Instructor's Name]:*

- 8.** Double-space after the salutation and key the following first paragraph left-aligned and single-spaced:

We all have a favorite charity or cause we feel passionate about. Here at The Hub, we are no different. This month, The Hub would like to sponsor a Buy-a-Brick program to support *[Insert the Name of Your Researched Charity]*. As you know, The Hub Wall of Fame is an integral component of the Center. Members strive to see their name and picture hanging on that wall, no matter if it is for winning Battle of the Bands, a dance contest, or a video game tournament. And that Wall serves a greater purpose. Each brick that covers the Wall represents how generous our members are. We are hoping that you approve this charity and support our efforts to raise money for this worthy organization.

- 9.** Double-space and compose a paragraph that includes a description of the charity you have selected left-aligned and single-spaced. Your paragraph should include the following:

[The name of the charity, who/how they help, when the charity started, and why you have selected this charity. Also include why/how this charity would benefit from the proceeds of the fundraiser.]

- 10.** Double-space and key the following conclusion paragraph left-aligned and single-spaced.

In the past, we have raised over \$5,000 for charities such as The United Way, Habitat for Humanity, and the Heifer Foundation. Our hope is to exceed our past successes for this charity. We would like to offer members the opportunity to be part of our efforts. If you approve of this charity, we will ask members to consider buying a brick to support *[Insert the Name of Your Researched Charity]*. A donation form will be included with a letter outlining suggested donation amounts. Please contact me directly if you have any questions about this initiative.

- 11.** Double-space and key the following complimentary close left-aligned. Be sure to quadruple space between the closing and your name so that you can sign your printed letter.

Sincerely,

[Student's Name]
Microsoft Office Specialist

- 12.** Carefully proofread your work for accuracy and format. The document should fit on one page.
13. Resave the file.
14. Print a copy of the document if required by your instructor.

THE HUB

March 26, 2012

Ms. Johnson
453 W. Collins, PO BOX 200
Mendon, IL 62301

Dear Ms. Johnson

We all have a favorite charity or cause we feel passionate about. Here at The Hub, we are no different. This month, The Hub would like to sponsor a Buy-a-Brick program to support ***[name of your researched charity]***. As you know, The Hub Wall of Fame is an integral component of the Center. Members strive to see their name and picture hanging on that wall, no matter if it is for winning Battle of the Bands, a dance contest, or a video game tournament. And that Wall serves a greater purpose. Each brick that covers the Wall represents how generous our members are. We are hoping that you approve this charity and support our efforts to raise money for this worthy organization.

[This paragraph will include the name of the charity, who/how they help, when the charity started, and why you have selected this charity. Also include why/how this charity would benefit from the proceeds of the fundraiser.]

In the past, we have raised over \$5,000 for charities such as The United Way, Habitat for Humanity, and the Heifer Foundation. Our hope is to exceed our past successes for this charity. We would like to offer members the opportunity to be part of our efforts. If you approve of this charity, we will ask members to consider buying a brick to support ***[name of your researched charity]***. A donation form will be included with a letter outlining suggested donation amounts. Please contact me directly if you have any questions about this initiative.

Sincerely,

Leah Johnson
Microsoft Office Specialist

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