

Part I: Invention/Analysis

Issues:

- The Hawaii Community Foundation wants to expand its college fund to increase the amount of scholarships it can offer
- The people on the fence need to be convinced that donating to HCF will help provide more opportunity to students to help these students reach their goals

Goals:

- My proactive goal is to gain at least 11 donors (the majority of the audience) to support HCF's college fund, and to increase aid available to future students
- I need my speech to keep the 7 people already sympathetic to my cause on my side

Audience:

- **Scope** – The speech occurs at a joint charity gala where two organizations are speaking about their causes. A group of 21 local Hawaii citizens are at the event with the descriptions that seven are sympathetic to my cause, seven are against my cause, and seven are on the fence. The group sympathetic to my cause is composed of the people already donating to my organization, while the group against donating to HCF is composed of the people currently supporting the other organization & not wanting to change or donate to both. This group against me is my secondary audience. My primary audience consists of the seven individuals currently undecided about which charity to support.
- **Ethos** – The group I'm trying to persuade is already sympathetic to charities in general. However the difficulty of this situation is that there are two organizations trying to persuade the group of 21 to donate, and most people in the audience don't feel inclined to support both. I'm appealing to the audience's emotions by using the analogy that money should not be the one factor that prevents a student from succeeding by going to college. It is my hope that we will attain enough donations to provide more scholarships this year than in years past, and that my speech will convince the donors to help us reach our goal.
- **Need** – The entire audience cares about donating to a cause, but the difficulty resides in choosing which charity to donate to. One of the issues brought up by the people on the fence might be "why your charity and not the other?" Another issue that would arise from the people against HCF could be "I'd be giving you money, when I could be giving more money to my current organization. Why should I donate to both?"

Core Idea/Entymeme:

Because more students are heading to college every year, we need to increase our college fund so that we can simultaneously increase the amount of scholarships we offer and thus aid more students by helping them pay for their college education.

Part II: Persuasive Speech

Enthymeme: Because more students are heading to college every year, we need to increase our college fund so that we can simultaneously increase the amount of scholarships we offer and thus aid more students by helping them pay for their college education.

Good evening ladies and gentlemen. My name is Audrey Hara, and I'm the Director of Finance for the Hawaii Community Foundation. Tonight I'll be speaking on behalf of our Scholarship Fund department, and I'll also be explaining the goals that HCF stands for.

But to start off the night, I want to share a vivid high school memory with you. Now some of you might have loved high school, while others might have had, well, a less enjoyable experience. And whether or not you admit it, you all had at least one class you enjoyed. A few people liked Math, some preferred Music, and a large majority of my friends considered Lunch their favorite. But my favorite class was Biology. I loved Biology because every Wednesday, we performed hands-on experiments. We dissected frogs and birds, analyzed genes; we even collected our own DNA and got to keep it! And even if you don't like Biology, you've got to admit that collecting DNA is pretty neat.

There was one experiment I remember in detail though, and this experiment was about how light affects plant growth. It was a fairly simple project where we each took our spinach plants, placed two by the window for sunlight, and placed the other two in a sealed, dark compartment below our desks. Over the course of one week, we watered our plants and noted any growth we saw. I'm sure many of you remember doing something like this in a science class. And as the week progressed, I noticed that the plants in the light were alive and well, while the plants in the dark were slowly dying.

Now of course this wasn't a new discovery or anything like that. I mean by the time we finish 7th grade, we all know that a plant will die if it doesn't have access to light. But for some reason, I was really upset to see that the plants in the dark were dying. They were so wilted, so helpless, and I kept thinking to myself, 'why should this one factor, light, prevent the plant from reaching its full potential?'

In the same light, no pun intended, why should money be the one factor that prevents a student from attending college and reaching his or her academic goals? If a student has demonstrated his ability to succeed in the classroom through top scores and excellent grades, but he cannot afford college tuition, who's to say that money should be the only factor holding him back?

And while you're pondering that question, here are a few facts you should know. Number one, most students who attend college rely on government or school loans. To be exact, a recent study identified that 86% of U.S. students attending a 4-year college depend on loans to fund their education. Number two, this group of students also tends to graduate with an average debt of about \$23,000. And number three, bringing the focus back home, 62% of working professionals in Hawaii are still paying back loans twenty years after graduation.

Now if the facts aren't convincing you, let's look at this in another way. I know many of you are going back and forth, trying to decide whether or not donating to our organization would be the right decision. After all, each of the charity groups here tonight wants you to donate to their cause. Maybe you feel that donating to a scholarship fund seems unnecessary in comparison to feeding starving children in Rwanda. Maybe the speaker from Feed the Children had a point when she said that they can send over 760,000 meals overseas with your donations. And I'll be honest; no one can argue that feeding a child is less important than sending a child to college.

But I want you to take a step back and look at the bigger picture. I mean what are we really here for tonight? If you really stop and think about it, tonight isn't about deciding which organization needs the most money; it isn't even about choosing which organization will change the most lives. Every organization has its own priorities, and it's not for me to say which charity is more justified.

Instead, tonight is about proving that people in the world are not selfish. Proving that some people are still willing to help improve the lives of a complete stranger, and that some people, like each and every one of you in the audience tonight, have hearts full of love and a desire to make a difference in the world. No one is forcing you to choose to donate to one organization or another; that's an internal choice that I want you to figure out for yourself.

But if you're already donating to another organization, you might be thinking 'why should I donate to more than one group?' I can't answer that question for you, but I do want to ask, 'why not?' You hear people say 'the children are our future,' all the time, but consider this: isn't it the responsibility of our generation to ensure that the next generation is even more educated and successful than we were? I mean you can go to your financial planner, analyze your finances, and put a number to what you think each charity is worth to you. But I don't want your donation to be based on a calculated budget; I want you to be giving what you can because you know it's what your heart is telling you to do.

You see, to me donating is about believing in a small but growing opportunity, and I state this from personal experience. Do you know why I chose to work for HCF? It's because I was once an HCF scholarship recipient. It was because of kind-hearted donors like you that I attended college, attained degrees in both Finance and Information Systems, and now stand before you as HCF's Director of Finance. Someone believed in my ability to succeed when I was a student, and now it's my turn to help someone else achieve his or her goals.

I encourage you to donate to HCF, because in making this donation, you will be investing your money towards the growth of a student's knowledge and helping him to develop his story. HCF's President, Kelvin Taketa, said it best in a recent interview, and I quote, "the fact [is] that in every person, there's this great story...and it's really about just believing in people, and the story that people have." Someone believed in my story, and I want to make sure that this opportunity is given to as many students as possible. After all, the world is full of young minds reeling to get new ideas out there. Each donation given to HCF will make the light for each student shine a little bit brighter, and as this light grows, so will future possibilities. Let's brighten the future of our kama'aina, our children, and build up the Scholarship Fund for HCF with your donations tonight. Thank you.