

## 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/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.