

Memo

To: Haley Springer

From: Paige Lobuts and Sarah Rodes

Date: March 17, 2016

Re: Letter of Agreement

For our writing for the community project, we will be creating promotional material for “The Reading Road Show - Gus Bus.” As volunteers for this organization, we have assessed the needs and determined that the organization needs more promotional material to draw in volunteers from the JMU community.

Project Objectives

This promotional material will include the following:

- Mission statement and organization goals
- Detailed description about the program and how it serves the families of Harrisonburg, Rockingham, and Page counties.
- Facts and frequently asked questions
- Testimonials from parents and volunteers
- Contact information
- Volunteer opportunities and why there is a need for more volunteers
- Roles and responsibilities of Gus Bus volunteers

Our goal is to benefit The Gus Bus in any way possible, and we believe that a promotional packet (three-fold brochure, two posters, and contact sheet flyer) would best suit this organization. We believe that The Gus Bus lacks in hardcopy promotional materials to attract student volunteers. If we created these materials, the organization could distribute and advertise them throughout campus and the heavily student-populated areas of Harrisonburg.

What We Need From You

In order to create a brochure for “The Reading Road Show - Gus Bus,” we request the following items from you:

- Basic information about the organization, such as
 - Hours of operation, travel locations, volunteer roles and responsibilities, and etc.
- Logo of organization in digital format best for print (preferably in TIFF or JPEG).
- Authorized photos of volunteers working with students on the bus
- Preferred software format, if any, so you are able to revise the promotional information in the future
- Constructive feedback on drafts

Hopefully, We are able to gather these items via email or in person within the week of March 21.

Timeline

Currently, we have been volunteering on the bus, in the office, and/or in a student's home. We plan to volunteer with "The Reading Road Show" until the end of the semester. Our volunteer hours will help us create a concrete promotional packet for the organization because we have experienced how the program operates. In addition to our volunteer hours, we will start to build the packet. Here is our current project schedule:

- March 29** Submit completed first draft
- April 1** Receive constructive feedback on first draft
- April 1- 5** Revise first draft and develop second draft
- April 5** Submit completed second draft for feedback
- April 12** Receive second draft feedback
- April 5-May 3** Finalize all material within promotional packet
- May 3** Submit final draft completed in print and digital formats

In order to keep in touch, we have included our email addresses below. We will always respond within 48 hours. We will both serve as main contacts.

This is our understanding of the project. Please feel free to share your thoughts with us about our plans, especially if it doesn't align with your intentions or the program's objectives. We look forward to working with you on this project and corresponding with you soon.

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