**Magnified Giving Argument Guide**

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| {30 – 50 cm} | **Non-Profit Organization Name**  **Claim: Why is your N.P.O. MOST deserving of the $1,000 grant money?**   * AUDIENCE: Your audience is the Northern Kentucky community: students, staff, parents, and other members of our community. * HOW DO YOU PLAN TO APPEAL TO YOUR AUDIENCE? WHAT IS YOUR HOOK? * WHAT SOCIAL CAUSE ARE YOU ADVOCATING FOR? cancer, substance abuse, or mental health * WHAT EXPERIENCES HAVE CUASED YOU TO BECOME INTERESTED IN THIS SOCIAL CAUSE? You can include comments and quotations from an informal survey you conducted with people you know, you can also explain how other people you know feel about the subject. You can include personal experiences of family or friends. Mention misconceptions related to your topic, if any. |
| {1 meter}   * **ISSUE**: issue is **most** important in our community; * **NEED**: org. has a need and grant money will make a huge difference in their success; * **IMPACT OF GRANT MONEY**: huge impact on long-term causes of issue OR huge impact on the problems caused by the issue. | **Reason #1 Supporting your claim.** |
| **Reason #2 Supporting your claim.** |
| **Reason #3 Supporting your claim** |
| **Closure (1 PARAGRAPH): Creative and thought-provoking**   * Do you have a solution to the social cause/problem?  (This may or may not be applicable.) * What is your counterargument (counterclaim)? * **What does the future look like without some resolution to this problem?** |
| {50 cm} | **Describe Additional Contributions**   * What have YOU done to help this social cause or N.P.O.? |

Use an appropriate writing style…

* by means of professional and strong words that carry appropriate [connotations](https://www.mesacc.edu/~paoih30491/ArgumentsBestFriends.html#conno); be sure that you don't sound overly emotional,
* by using mostly [3rd person](https://www.mesacc.edu/~paoih30491/PointofView.html). Only use [1st person](https://www.mesacc.edu/~paoih30491/PointofView.html) when providing a *specific personal experience.*

Highlight the strategies you are using to make your argument more convincing.

**ETHOS**: Demonstrate that you understand what you are arguing.

A. You are providing

* personal experience or
* know someone else who has personal experience,

B. You are using expert support

* through extensive research,
* through up-to-date research,
* through recognized authorities in the field (this will also help to prevent your appeal from seeming too personal), quote statements from someone close to the social cause or an expert

**LOGOS**: You appeal to logic when you rely on your audience’s intelligence and when you offer credible evidence to support your argument. That evidence includes:

C. Facts

* These are valuable because they are not debatable; they represent the truth

D. Examples

* These include events or circumstances that your audience can relate to their life

E. Precedents

* These are specific examples (historical and personal) from the past

F. Authority

* The authority must be timely (not out of date), and it must be qualified to judge the topic

**PATHOS**: How will you appeal to the passions or emotions of the reader?

This kind of appeal can be very effective if it’s not over-done, especially if your topic is an emotional one.

G. Emotional Appeal

* Using words that carry appropriate connotations or bring about certain emotions.