Memorandum

From: Cynthia Wheatley

To: Classmates

CC: Greg Larson

Date: March 5th, 2013

Subject: Business Communication Project

**Overview:**

In this memo I want to propose an idea to all of you of a goal and a project I have wanted to approach, present, and work on as a team for quite some time now. I want to propose a few ideas on how we can get more funding and volunteers to this school to help with the communication needs of the deaf and blind. The USDB School has a basketball team that the school is very proud of and the basketball team is the area where I think this funding and volunteer work would be most appreciated. Below are some ideas that I feel could be beneficiary.

**Research Question:**

Will we have enough time to make sure we can raise enough money for the basketball team to be able to work with a bigger budget for their team? Could a better website improve their funding?

**Feasibility:**

The Utah school for the Deaf and the Blind (USDB) offers the Deaf and blind Services Division serves students (birth through 21) across the state that have both a documented vision and hearing loss. Highly trained personnel work in partnership with IEP/IFSP teams to offer a wide variety of service options. Activities help families and service providers gain access to information and resources in support of the child’s educational program. For more information you can go to their website usdb.org.

**Materials and Methods:**

* Create free ASL classes by volunteers offering their time to those willing to learn ASL and in return only ask for donations for the school, this would help improve communication and raise funds.
* The NPO USDB School needs more efficient ways to collect funds and donations for the school such as putting out a fund jar at other businesses, or send out emails and mailings to previously people who have donated.
* The USDB schools could create some brochures to promote and market their program and create awareness of the school’s needs.
* The basketball team at USDB has very little funding for team uniforms and the travel expenses of their games so some methods we could do to increase awareness for these needs would be put together school fundraisers for their basketball team.
* Reach out to other schools, or colleges and students who would like to intern at USDB to increase volunteer awareness.
* All types of connection ideas are going to be involved in this project
* Big Buddha loves Basketball and he would be a good contact to air our cause on television to help raise awareness.
* Social Media

**Personnel:**

I have spent some time with the school of the deaf for a few years now and they have very low funding and very few volunteers and it’s sad to see them not have the same privileges as other schools.

**Time Frame:**

The time frame of putting together this project should be working together 2 hours a week, for three weeks and requires at least 4-5 people. It’s important as a group that we come up with as many ideas as possible.

**Hurdles:**

In order to increase this organization we need to create public awareness, put together more goals, project organization and participation, volunteer awareness in order to accomplish this project. This project may have some hurdles because of communication barriers with the deaf however I promise you it will be a very memorable experience for you and a project that you can be proud of.

Thank You,

Cynthia Wheatley