

December 12, 2017

Brendan Healy
English 306: Professional writing
4116 Ravine Drive
Crystal Lake, IL

To my employer,

Alongside my peers in professional writing, we have worked towards promoting, fundraising and collaborating with local community gardens and the FCG. Collaborating with other group members for advertising and marketing at the same time, our primary focus was on a social media campaign narrative to help convince people to help donate to local community gardens. Working on various social media posts, posters, slogans and various letters to SNC establishments to help gain their support for fundraising events.

For my own contributions, I helped mold a basic timeline of when certain events take place and how our group should pace itself. I also worked on a letter to FCG board members and an ethics statement based on the Belmont reports that help assure community members of their basic human rights and dignity. The ethics statement in particular was important in making sure that various members of the community could feel secure in their human rights being respected and noticed. Without the ethics statement many local members may be concerned over how we may use certain data pertaining to themselves or other local gardeners. Clarity and assurance that no details or information will be shared against express permission and your person will not be manipulated against your will. With this statement being visible, a greater trust could be earned by people on the outside looking in on donating to FCG.

While a thank you letter to FCG board members serves as gratitude for the collaboration process with them and their assistance in gaining various reports and information for us to use in advertising. On the surface, a thank you letter is straightforward however this letter's importance lies in recognizing how our project could neither exist or be successful without these key members. I also made a point to show how their efforts alongside ourselves will help build a better, healthier future in the local community.

Since these projects needed to be written from an anonymous person, my name never directly appears on any of my projects outside of my contributions to setting a timetable. This was both in and outside my comfort zone. While I enjoy working behind the scenes, I found these works to be difficult because I held back on style and without my own voice distinction in order to send a more clear, even message.

In total, my works serve a more complementary role rather than being a main force behind the whole project. Even so, their functions still served a huge importance in terms of building professional relationships and gaining audience trust.

December 12, 2017

Brendan Healy
English 306: Professional writing
4116 Ravine Drive
Crystal Lake, IL

Thank you,

Brendan Healy