

4.6.17: Assignment- Research

Retailers are becoming increasingly aware of how charitable contributions to local communities and non-profit organizations can impact customer buy-in and brand loyalty to the company. Your general manager has asked you to research a possible community service opportunity for your workplace. Some examples include reading to children at a school, sponsoring a blood drive with the Red Cross, or a local wildlife volunteer event, or a local volunteer litter clean-up event etc.

Your task for this assignment is to write a three-paragraph (minimum) memo addressed to the general manager and team leads at your store. In your memo, recommend one charitable organization you wish to partner or volunteer with that you found via a web search. This memo will briefly discuss the rationale and benefits of partnering with a non-profit, and propose a date for a meeting for your team and members of the charitable organization.

Part 1: Research

Create a short screen capture demonstrating your online search methods for the questions below (should only be 2–3 minutes long). You will submit this video per the course instructor's directions.

1. How many non-profit or charitable organizations are in your city?
2. How many non-profit or charitable organizations are within a 5, 10, 15, and 20 mile radius of the school/business you work for?
3. Find the five best rated non-profit or charitable organizations within a 5, 10, 15, and 20 mile radius of the school location/business you work for.

Part 2: Analysis

After searching and collecting the information for the questions in Part 1, you will analyze this data to decide which charitable organizations would be the best match with your team. Use the chart linked below to compare your data from Part 1, Question 3.

You'll rank the charities, provide their names and answer the following two questions: 1) What is the organization's mission and what do they do? 2) How does this match the school or company's goals?

- [Click here to download a PDF of the Analysis chart.](#)
- [Click here to download a .docx file of the Analysis chart.](#)

Part 3: Writing

After you decide on one organization that best aligns with the goals and mission of your company write a memo or email message analyzing your findings. Make it clear in this memo which organization is your first recommendation that you wish to partner with and propose a date for a meeting on the organization to work with. This memo should briefly discuss the rationale and benefits of partnering with a non-profit, explain your recommendation for a non-profit foundation found during your research, and propose a date for a meeting with the charitable organization.

Grading Rubric

Criteria	Not Evident	Developing	Proficient	Exemplary	Points

Criteria	Not Evident	Developing	Proficient	Exemplary	Points
Organization and format	4 pts Writing lacks logical organization. It may show some coherence but ideas lack unity. Serious errors and generally is an unorganized format and information.	6 pts Writing is coherent and logically organized, using a format suitable for the material presented. Some points may be contextually misplaced and/or stray from the topic. Transitions may be evident but not used throughout the essay. Organization and format used may detract from understanding the material presented.	8 pts Writing is coherent and logically organized, using a format suitable for the material presented. Transitions between ideas and paragraphs create coherence. Overall unity of ideas is supported by the format and organization of the material presented.	10 pts Writing shows high degree of attention to details and presentation of points. Format used enhances understanding of material presented. Unity clearly leads the reader to the writer's conclusion and the format and information could be used independently.	10 pts
Content	4 pts Some but not all required questions are addressed. Content and/or terminology is not properly used or referenced. Little or no original thought is present in the writing. Concepts presented are merely restated from the source, or ideas presented do not follow the logic and reasoning presented throughout the writing.	6 pts All required questions are addressed but may not be addressed with thoughtful consideration and/or may not reflect proper use of content terminology or additional original thought. Additional concepts may not be present and/or may not be properly cited sources.	8 pts All required questions are addressed with thoughtful consideration reflecting both proper use of content terminology and additional original thought. Some additional concepts may be presented from other properly cited sources, or originated by the author following logic and reasoning they've clearly presented throughout the writing.	10 pts All required questions are addressed with thoughtful in-depth consideration reflecting both proper use of content terminology and additional original thought. Additional concepts are clearly presented from properly cited sources, or originated by the author following logic and reasoning they've clearly presented throughout the writing.	10 pts

Criteria	Not Evident	Developing	Proficient	Exemplary	Points
Development – Critical Thinking	8 pts Shows some thinking and reasoning but most ideas are underdeveloped, unoriginal, and/or do not address the questions asked. Conclusions drawn may be unsupported, illogical or merely the author's opinion with no supporting evidence presented.	12 pts Content indicates thinking and reasoning applied with original thought on a few ideas, but may repeat information provided and/ or does not address all of the questions asked. The author presents no original ideas, or ideas do not follow clear logic and reasoning. The evidence presented may not support conclusions drawn.	16 pts Content indicates original thinking, cohesive conclusions, and developed ideas with sufficient and firm evidence. Clearly addresses all of the questions or requirements asked. The evidence presented supports conclusions drawn.	20 pts Content indicates synthesis of ideas, in-depth analysis and evidence beyond the questions or requirements asked. Original thought supports the topic, and is clearly a well-constructed response to the questions asked. The evidence presented makes a compelling case for any conclusions drawn.	20 pts
Grammar, Mechanics, Style	4 pts Writing contains many spelling, punctuation, and grammatical errors, making it difficult for the reader to follow ideas clearly. There may be sentence fragments and run-ons. The style of writing, tone, and use of rhetorical devices disrupts the content. Additional information may be presented but in an unsuitable style, detracting from its understanding.	6 pts Some spelling, punctuation, and grammatical errors are present, interrupting the reader from following the ideas presented clearly. There may be sentence fragments and run-ons. The style of writing, tone, and use of rhetorical devices may detract from the content. Additional information may be presented, but in a style of writing that does not support understanding of the content.	8 pts Writing is free of most spelling, punctuation, and grammatical errors, allowing the reader to follow ideas clearly. There are no sentence fragments and run-ons. The style of writing, tone, and use of rhetorical devices enhance the content. Additional information is presented in a cohesive style that supports understanding of the content.	10 pts Writing is free of all spelling, punctuation, and grammatical errors and written in a style that enhances the reader's ability to follow ideas clearly. There are no sentence fragments and run-ons. The style of writing, tone, and use of rhetorical devices enhance the content. Additional information is presented to encourage and enhance understanding of the content.	10 pts
Total:					50 pts

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