

Business Writing Assignment 2: Memo

Instructions: Utilizing the writing and design principles discussed in Chapters 5 and 6, prepare a company memo based on the scenario and information provided below.

Memos go to people inside your organization. In the past, memos were printed and physically distributed within the organization, but today most company memos are distributed as email attachments. The memo should begin with a title, such as *Memo*, *Memorandum*, or *Interoffice Correspondence*. Following the title are usually four headings: *Date*, *To*, *From*, and *Subject* (lined up vertically). Memos DO NOT contain a salutation, complimentary close, or signature.

- Address the memo to the correct “audience” (not your instructor).
- Organize the content of the message.
- Use design guidelines to create a visually effective document.
- Close with an appropriate paragraph (e.g., encouraging employees to take advantage of the plan, who to contact for more information, etc.).
- Revise the document to ensure the message is clear and complete and uses “you-attitude.”
- Edit the document to correct grammar, spelling, punctuation, and word usage.
- Proofread the document to ensure it is free from typographical errors.

Scenario and Information

Your company has decided to offer a group accident insurance plan to all company employees at a reasonable cost. As the human resources manager, you need to send a memo to all employees announcing the availability of the group accident insurance plan. You have made the following notes about the information you need to include in the memo, but you need to organize the information. (Hint: Organize the list of items into a few main categories, group related ideas under those categories, and then put all items in logical order.)

Cost for coverage is only pennies a day

Benefit is \$100,000 for accidental death on common carrier

Benefit is \$100 a day for hospitalization as a result of motor vehicle or common carrier accident

Benefit is \$20,000 for accidental death in motor vehicle accident

Cost for individual coverage is only \$5.95 per month; family coverage is just \$8.95 per month

No physical exam or health questions

Convenient payment—cost will be deducted from monthly paycheck

Guaranteed acceptance of all applicants

No individual rate increase

Free, no-obligation examination period

Cash benefits paid in addition to any other insurance you may have

Covers accidental death when riding as fare-paying passenger on public transportation, including buses, trains, jets, ships, trolleys, subways, or any other common carrier

Covers accidental death in motor vehicle accidents occurring while driving or riding in or on automobile, truck, camper, motor home, or nonmotorized bicycle