

Preparation Outline # 5: Persuasive-Action

Vote for Candidate X

by

Larry Sather

Specific Purpose: I want the audience to vote for candidate X in the general election.

Thesis: Vote for candidate X in the general election.

Introduction

I recommend that you vote for candidate X in the general election. Websites and books dealing with voter registration have been reviewed. It is in the company's best interests to begin a voter registration program for all employees. Beginning a voter registration program for our company may encourage our employees to vote on issues critical to our organization in the next general election.

Body

- I. I have conducted a survey of voters in Snohomish County designed to determine how many voters voted in the last general election.
  - A. Of those 18-19 years of age, 5% voted in the last general election.
  - B. Of those 20-29 years of age, 10% voted in the last general election.
  - C. Of those 30-39 years of age, 15% voted in the last general election.
  - D. Of those 40-49 years of age, 25% voted in the last general election.
  - E. Of those at least 50 years of age, 35% voted in the last general election.
- II. I compared the results of this survey with news media exit polls conducted during the last general election.
  - A. The national media exit polls are consistent with my survey.
    1. The Gallup poll
    2. The NBC News/Wall Street Journal poll

- B. Local media polls are also consistent with my survey.
  - 1. The Seattle Times poll
  - 2. The Spokane Spokesman/Review poll
- III. Issues of interest to Snohomish County voters failed in the last general election.
  - A. The proposal to reduce the sales tax by 1% failed by a margin of 60% no to 40% yes votes.
  - B. The proposal to improve the highways in Snohomish County failed by a margin of 51% no to 49% yes votes.
- IV. If Snohomish County voters actually vote in the next election, we will benefit.
  - A. Reduction in the sales tax rate by 1% would help consumers save money.
  - B. Snohomish County voters will experience safer and faster commuting to work if the proposed highway improvements are completed.
- V. Vote for the candidate who supports issues of interest to Snohomish County voters.
  - A. Candidate X supports a reduction in the sales tax rate by 1%.
  - B. Candidate Y opposes a reduction in the sales tax rate by 1%.
  - C. Candidate X supports the proposed highways improvements in Snohomish County.
  - D. Candidate y opposes the proposed highways improvements in Snohomish County.

### Conclusion

Since the next general election includes initiatives to both reduce the sales tax by 1% and to improve the highway outside of our store, and since Snohomish County voters favor both proposals, I urge all of you, as Snohomish County voters to vote for the only candidate who supports both of these issues: Candidate X

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