Andy Cuff

CMM 365

123-456-7890

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April 1, 2014

Kate Carver & Joni Hendee

126 Mobile Street

P.O. Box 7325

Mobile, AL 36670

Dear Mrs. Carver & Ms. Hendee,

Enclosed is our media kitfor Dumas Wesley’s Community Center Plane Pull fundraising event for our Strategic Writing Course, taught by Dr. Sharee L. Broussard APR.

This media kit presents what we believe to be the best method of engagement with the Mobile community to promote participation in your first Plane Pull fundraising event. To help establish your fundraising event among the competition, we recommend keeping the name ‘Plane Pull.’ With incentives to go above and beyond the minimum of $1,000 per team, such as gift cards, we believe you will captivate members of the community to look forward to and compete in the first Plane Pull fundraising event.

When researching reporters, we decided Letisha Bush would be the optimal choice with her position at WALA-TV FOX 10 News. We also believe Ms. Bush will engage the community through the story we have pitched (enclosed in this package) due to the interactive nature of it. We have decided that the tentative date to distribute these materials is September 15, 2014.

Results will be seen through donations and money raised per team. We recommend tickets to be made and handed out in a plane ticket format- see media kit- to be hands-on and correlate with the plane theme.

We hope you consider this media kit when publicizing your Plane Pull event. We believe through the plane theme, you will engage your volunteers and provide friendly competition with the incentives you have offered. If you have any questions, please do not hesitate to call us at 123-456-7890.

Sincerely,

Andy Cuff