

TO: Name of Instructor

FROM: Your Name

DATE: date assignment is due

SUBJECT: Multimodal Personal Essay Reflective Memo

I've been volunteering for the Lewis-Clark Valley Meals and Wheels organization for seven years. On Saturday mornings, I deliver between fifteen to twenty meals to area residents. I've lived in Lewiston, Idaho, most of my life, yet when I first started delivering meals, I was struck by the social isolation and poverty that many of the meal recipients in my community face each day—some of whom live mere blocks from my own house. I use a variety of rhetorical strategies (ethos, pathos, and logos) in my PowerPoint slides to educate my audience about Meals and Wheels and to hopefully inspire others to volunteer, too.

Intro that provides context about the community and the focus of PPT.

Thesis/focusing statement

My slides mostly comprise photos of homes that I deliver meals to, as I want to show my audience examples of a real delivery route, thereby strengthening my credibility. I do not include any people in the photos I took. The reasons for this are twofold: 1) these are vulnerable adults whose privacy must be protected, and 2) many of these people are unseen (and therefore unknown) in our community. Here, I appeal to my audience's emotions by encouraging them to think about the houses and apartments they regularly drive past and to consider the people who might live behind those closed doors.

Addresses ethos

Addresses pathos

The exception to the lack of people occurs in Slide 6, when I use a stock photo of a Meals on Wheels volunteer and meal recipient at a door. With this slide, I hope to connect to my audience by showing them that there are indeed people behind all those closed doors, people who need interaction with others and, more importantly, hot food.

Addresses pathos

Slide 5 includes a photo of the loading dock behind the hospital where volunteers meet to pick up the meals for their routes. I want to show my audience how many routes there are (seven, lettered A-G), and where we convene. I want them to see that it's really quite an easy process.

Addresses ethos & pathos

I chose the captions for each photo under the assumption that my audience may not know anything about Meals on Wheels. For instance, my second slide contains some statistics about social isolation and food insecurity among senior citizens. I've also phrased this information as a question, as I want to directly engage my audience. The text in Slides 3 and 4 also appeals to my audience's emotions. When my audience reads that this is the only meal some recipients will have that day, while for others, the person who delivers the meal is the only human contact they will have, readers will see the importance of this meal delivery program.

Addresses logos

Addresses pathos

My final slide addresses a problem in the Meals on Wheels community: there aren't enough drivers. Here, I emphasize that the program especially needs substitute drivers and that it only takes an hour to an hour and a half once a week to help. By the time my audience reaches the end of my presentation, I hope they now understand what the Meals on Wheels community is and its value to the larger community in which we live. I hope my audience recognizes the lack of volunteers as a problem that they want to help fix by becoming involved themselves.

Sums up PPT & its goals