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Dr. Guler

Rationale Statement

English 400

Rationale Statement: Holiday Helper’s

 Holiday Helper’s are Farmville based non-profit organization that is dedicated to improving the lives of members of their community. This organization recognizes that while the holiday season can be fun and full of memories, it can also be difficult for families who are not financially stable. Their goal is to collect donations to help provide families with the ingredients to make holiday meals and provide gifts for families and children in need. Our goal is that no child would go without this holiday season.

 Our group has utilized rhetorical tools to help strengthen this argument. Ethos by establishing the organization's credibility. We did this by maintaining a professional design of our website and professional tone in our writing. Aristotle states that ethos is an argument by character which allows the audience to believe that the persuader is trustworthy and has a good reputation (Heinrichs 40). We used pathos by having testimonials and heart wrenching pictures on our website. Pathos is an argument by emotion (Heinrichs 40). Logos is an argument by logic, we incorporated this into our project by stating statistics.

 Decorum was used to get the audience to like our organization and trust us. We got our audience to trust us by having a professional layout for our website, professional tone in our writing, and using information and statistics from reliable sources. We met the decorum and expectations of other non-profit agencies to meet a standard, so that people would feel comfortable donating to this cause. Decorum is defined as “fit” or “suitable”, we should meet the set expectations of pre-existing non-profit agencies to help build trust (Heinrichs 47).

 Commonplaces are utilized throughout our website and brochure to help unite people. Jay Henrichs defines a commonplace place as, “a viewpoint the audience holds in common” (Heinrichs 115). We used the idea that no one should be without food or gifts during the holiday season, which is a fairly common viewpoints for Americans. Passion Play is another rhetorical tool that we utilized. Passion play is all about controlling the mood of the argument. We used this by saying that while the population we are aiming to serve needs help, they are not hopeless if people donate, emphasis on the if (Heinrichs 90).

Repeated code words or buzzwords that were used were words such as: rural, child, donation, holiday season, and poverty. These words matched with scientific studies that gave us statistics, personal testimonies, and on our website. They pertain specifically to this topic and are used consistently and in the same context. Metaphor is the “pretend trope” or when something becomes something else (Heinrichs 236). We used the metaphor that “Charity is a wave, it starts with one, but continues to affect others. You could be the starting ripple” to make charity seem as if it is a wave in the ocean. Next logic free values to add to the appeal of our organization (Heinrichs 258). We tried to pull more at people's emotions than their logical side to draw attention to the personal side of how poverty affects millions during the holiday season, especially in a small community such as Farmville.

We used the tool of setting our goals to state what our mission is, which is to provide meals for 1,000 families and over 500 gifts. This tool is beneficial to help the audience catch a vision of what could and should be accomplished (Heinrichs 270). Last but not least, we used the sensing persuasion tool. We used the five senses (sight, smell, touch, taste, and hearing) to share stories, memories, and statistic to help paint a vivid picture in the audience's mind (Heinrichs 293).

Works Cited

Heinrichs, Jay. *Thank You for Arguing: What Aristotle, Lincoln, and Homer Simpson Can Teach*

*Us about the Art of Persuasion*. Three Rivers Press, 2017.