**Proposals and Public Writing Exercise: Alternative Spring Break**

**Overview**: This exercise is designed to let you explore the process of writing a proposal that might actually make something happen in your world. It is taken from an actual request for proposals from Bowdoin College, but it could work here, too.

**Directions:**

* **Step One** In your group, brainstorm where you might want to go and what you might want to do for an “Alternative Spring Break,” which this school defines as follows:

# Alternative Break trips provide a unique opportunity for students to participate in an intensive public service experience while increasing their understanding of significant social and environmental problems.  Engaged in direct service relating to these problems, students live and work in communities with which they otherwise may have little contact. Being completely immersed in this environment over an extended period of time allows students to internalize their experience, which can serve as a springboard for a lifelong commitment to social change.

# Trip Proposal Describe the Alternative Spring Break trip that you would like to lead.

# [I’ve simplified the process for this assignment, just sketch out some ideas for these 4 items]

* **Trip location** and **social issue** that will be addressed, including how it relates to poverty (*or some other problem of your choice*);
* **Organization with which you will be working**, including their mission statement, how long they have been in operation, and a summary of any communication you’ve had with the organization to date [optional: you can work without an organization];
* Nature of the **service project**;
* Sample **itinerary** of the week [or longer if you’d rather a summer project];
* **Step Two** Once the groups have each invented a plan, I will let the class vote on which one to promote with public writing. Then, each group will sketch out ideas for how they might make the trip sound enticing to ONE of these different target audiences:
  + One or more faculty members to sponsor the project,
  + students to participate,
  + a community sponsor (for $),
  + parents of students who want to go

Your “sketch” can be a **bulleted list of the project’s benefits** you’d emphasize to your particular target audience, a choice of an appropriate **genre** (letter, email, poster, etc), **an opening line** to whatever kind of piece this would be, **visuals** (if any) that you’d use.

By the way, SJSU *does* have a version of this, though it looks kind of underdeveloped, compared to Bowdoin’s program. See the URL below for more details <http://as.sjsu.edu/cccac/index.jsp?val=cccac_alternativespring>