

Audience analysis assignment essay examples

[Education](#), [University](#)



- Who are the donors that Fontbonne University targets?

Fontbonne understands the important role that the business community plays in society. As a source of the workforce through its graduating students Fontbonne understands that the business community needs a highly skilled workforce. However, the process of imparting skills in the students, there is a need for Fontbonne to mobilize resources. Considering the interdependency between the corporate market and the university, Fontbonne's current target donors who comprise the audience include business firms such as Wal-Mart, Kohl's, Target, and BP.

- Why does Fontbonne need these donations?

These donations are important in enhancing the quality of education and the services that are offered by the institution. Taxes on academic institutions may at times shrink its financial base. Therefore, the presence of these donations boosts the finances of this institution. This allows the institution to not only offer academic programs but to also facilitate extracurricular activities.

- Why should the audience trust Fontbonne's utilization of funds?

Fontbonne University conducts a thorough audit of its finances to make sure that there is utilized in the right manner. This reduces the misappropriation of funds that are necessary to the smooth running of the institution. Due to the transparency and financial accountability of the organization, these corporations have every reason to trust the organization.

- How has prior donations helped Fontbonne University?

Fontbonne University is grateful for the donors that have donated to the institution in the past. Their financial contributions have allowed the

Fontbonne to carry out different academic project. These donations have allowed the institution to maintain high quality services because of the availability of resources to meet the diverse academic needs of the institution.

- How does Fontbonne plan to be self-sufficient in the future?

Fontbonne University plans to expand its resource base by trying to reach out to as many donors as possible. An increase in non-taxable grants would improve the efficiency of the institution in the future. Through rigorous advertisement, Fontbonne is determined towards realizing this purpose.