

# One shell plaza

[Business](#), [Marketing](#)



Dear Mr. Jones:

Greetings!

This letter of request comes from the External Affairs Department of our office, Strayer Foundation, a non-profit organization which commits itself in providing free basic education to underprivileged children, out-of-school youth, orphans and also to housewives and local cooperatives in the state of Virginia. We at the foundation would like to request for a thousand copies of handbooks which are part of your company's "Come to Shell for Answers" campaign.

Strayer Foundation believes that Shell Oil Company's particular advertisement campaign could also be well utilized by the foundation as educational materials which in turn would be used in our outreach programs and educational missions throughout the state of Virginia.

We at the foundation first got hold of your handbook during the National Plain English Conference held at the United States Department of Commerce in Washington, D. C. last month wherein Shell's corporate advertising manager, Joseph C. Jones, Jr., handed one of Strayer Foundation's representatives with a copy of the handbook which was specifically about Energy Consumption which we found very useful and informative.

The foundation particularly lauds Shell Oil Company's primary use of plain simple words in the campaign and its strong approach in conveying the message and providing useful information to the general public which could

also be very useful in the fulfillment of the objectives of the foundation as well.

In return for the request, the foundation could provide Shell Oil Company the following benefits:

Provide favorable publicity for Shell Oil Company

Increase in consumer awareness

Help your firm in further enhancing reputation for responsive behavior

Contribute to Shell's credibility as a whole

Differentiate Shell from the other oil companies in the industry

We at Strayer Foundation believe that Shell Oil Company could approve this humble request in the pursuit of both our organizations' objectives.

We are hoping for your favorable response.

Sincerely yours,

Anjane S. Balkissoon

External Affairs Department Head

Strayer Foundation