

Persuasive messages - letter or memo

[Linguistics](#), [English](#)



Persuasive Messages: Option 2 Option 2 31 May ABC Corporation 1872 Hollis
Avenue New York, 11423 ATTN MR. RONALD SMITH

President and CEO

RE: Reducing Energy Consumption

Dear Mr. Smith:

Pursuant to the ongoing problems with high demand for limited supplies of energy, I strongly believe that our company should be a better corporate citizen and reduce energy consumption through simple, yet effective means.

With the assistance of the recommendations from the Natural Resource Defense Council (NRDC), the following tips could easily be implemented in our organization:

Unplugging office equipment and chargers when not in use;

Use the sleep and hibernate modes for computers, especially in period of inactivity;

Monitor and make use of daily temperatures and sunlight to our advantage;

Turn off the lights when not in use; especially in conference rooms; when going out for lunch; or when one is finished using the rest rooms.

These are simple; yet effective ways of minimizing the consumption of energy in our company. Most of the employees could be aware of these measures but vigilance and coordinated efforts would assist in reminding each and every one to observe these to make the effort workable and worthwhile.

In this regard, I would suggest that these guidelines be posted in all bulletin boards and be disseminated to all personnel through inter-office correspondences and circulars immediately upon your approval. The energy

that we would save from these efforts would be consistent with our policies for corporate social responsibility and our philosophies of helping in conserving the environment. Likewise, the amounts saved would be a positive input to the company's bottom-line.

I would hereby await for your immediate and positive response.

Thank you.

Very truly yours,