

Audience Addressed Introduction – Sample Document

TO:

Members of the Board of Directors, GreenFuture Initiative

FROM:

Jenna Lee, Environmental Programs Coordinator

DATE:

June 14, 2024

SUBJECT:

Proposal for Expansion of Urban Tree Planting Program

Introduction

This document is prepared specifically for the Board of Directors of the GreenFuture Initiative to address the urgent need to expand our urban tree planting efforts. As key decision-makers and stewards of our mission, your support and guidance are essential in scaling our impact.

Our recent pilot projects have demonstrated both community interest and measurable environmental benefits. With increasing urban development, the opportunity and necessity to plant more trees are greater than ever. This proposal provides an overview of our goals, the required resources, and the potential benefits of expanding our program city-wide.

BACKGROUND

In the previous year, the GreenFuture Initiative planted over 2,000 trees across four neighborhoods, resulting in improved air quality and increased urban biodiversity. Feedback from residents and local authorities has been overwhelmingly positive, highlighting the need to further extend our efforts.

PURPOSE OF THIS DOCUMENT

The primary purpose of this document is to inform and seek approval from the Board of Directors to allocate necessary funding and resources for the next phase of our urban tree planting program.

Important Notes about Audience Addressed Introduction Format

- Clearly identify the intended audience at the beginning of the document.
- State the sender's name and role to establish credibility and context.
- Specify the date and subject for easy reference.
- Frame the introduction to directly address the concerns and interests of the specific audience.
- Keep the language professional, concise, and relevant to the recipients.