**Memo Format**

*Basic Instructions:*

1. Open with a short, clear sentence/ paragraph to highlight the *purpose*.
2. Put the policy recommendations, conclusions, advice, or the most important information (the main point/argument) next.
3. Clearly separate each major section. Use paragraphs, headings, or sections.

*How to Write an Effective Memo:*

Memos are generally used to provide information, announce or advise for/against a new policy, or to address any other internal issues/concerns.

Elements of an Effective Memo:

* provides information, makes a recommendation, or asks for action
* supports your position or explains benefits to reader
* mentions next steps

*When composing a memo, always take the four-step approach to writing:*

1. plan what you want to say
2. write a draft
3. revise the draft; and
4. edit.

Types of Memos:

Memos can be classified under three main purposes:

1. information-providing;
2. problem-solving; and
3. persuasion.

You could club all or some of these together, or choose any one, depending on your style.

*Information Memo*

* used to deliver expert information
* first paragraph provides main idea
* second paragraph expands on the details
* third paragraph outlines the actions required

*Problem-solving Memo*

* suggests a specific action to improve a situation
* first paragraph states the problem
* second paragraph analyses the problem
* third paragraph makes a recommendation
* when making a recommendation, include not only the positive details but also the drawbacks and address them yourself

*Persuasion Memo*

* used to encourage the reader to undertake an action he or she doesn’t have to take
* first paragraph begins with an agreeable point
* second paragraph introduces the idea
* third paragraph states benefits to the reader
* fourth paragraph outlines the action required
* fifth paragraph ends with a call to action

The body of the memo conveys the message and generally consists of 4 parts:

1. **Introduction**: states the general problem or main idea

2. **Problem** **Statement**: discusses the problem or issue

3. **Argument**: explains importance or relevance of facts

4. **Conclusion**: summarizes the main idea, suggests or requests for action