Sample Topic Memo

Memorandum

Date:
From: Jane M. Doe [be certain to initial the memo: JMD]
To: Course Instructor
Subject: Proposal to conduct... [name of your project]

Purpose
What is the purpose of this memo?

Introduction
Objective of the project
Statement of the problem you will solve
Background and significance of the problem
Assumed reader of your formal report
Reader’s motivation for reading your formal report

Problem/Solution Analysis
Scope of the project (including the type of report you will create)
Methods and procedures you will use to solve the problem
Resources you will use: Facilities (labs, equipment, etc.)
Personnel (subject matter experts, interviewees, etc.)
Literature (books, journal articles, web sites)
Task breakdown and timetable (include a Gantt chart)

Audience Analysis of Client
Using the information developed from the Audience Profile Sheet (Markel pp. 102),
explain your possible audiences.

Qualifications and Experience
How are you qualified to do this project? Explain using specific details (you may refer to
your Letter of Introduction).

Costs
Will this project cost you any money to conduct? If so, itemize the costs (explain and justify),
which might include transportation, equipment, printing, photocopying, binding, etc.

Conclusion
State why you think your project is worthwhile
Project what information your formal report will contain
Call for action (explain what is it you want your instructor to do)

1 Recommendation Report, Feasibility Study, White Paper, or other format as approved by your instructor.