**Persuasive Speech**

*Central Group CSR by Fon*

Today I will be talking to you about the new charity projects that my team and I have been working on for the past four months. We are calling this project “Shopping for the New Life”

The aim of this project is to turn one percent of every customer's total shopping in Central into funds for scholarships of students who have the ability and potential but lack of funds. We want to sponsor talented children in both the academic field and sports field. By providing them with proper education we will allow them a chance to reach their highest goals. (but their goal might not be to work for you). These scholarships will help these children improve their living conditions. Upon graduation they will be certified to work with our organization. This will be mutually beneficial, because the children we have selected will be talented and molded by our hands. Even if they choose not to join our organization, we believe they will still make their family proud

We want to create a feeling of satisfaction to reward our Central customers. We want them to know that a portion of every baht they spent, no matter how much or how little, in Central, will towards making a brighter future for the vulnerable children in Thailand. In turn, our patrons along with Central Group will be working to build a better society for our country.

(tell me the name of the charity)A similar organization for funding education to unfortunate children has had much success with their charity. Their motive for their charity was the future of Thai Society. Children without knowledge are the future’s problem. So if we join hands and give them the proper education, they will turn into quality citizens that will help make our nation become better in every aspect.

One of their success stories is about a man by the name of Mr. Suvijuk or Ken. In the ninth grade, Ken received the chance to continue his education while also working part time at a rice factory. He said not only did he receive academic knowledge but he was able to help his parents make a living by selling home grown vegetables in a patch of field provided by this teacher. He then sold the vegetable he grew to his school’s canteen. (can you write more about this??)

As you can see, we can help Thailand and its children by giving them the opportunity they deserve. The money that goes into this charity might not be much (I wouldn’t say that – rephrase it to the percentage you will use), but the image we receive will be priceless Central is not the only one giving. It is all of us who are helping to make quality people, and make a better future for our nation.

This okay – but give me a few more figures like percentage and how you will determine who will receive the award and if you will need to hire someone – how much will this cost? ☺