

# Memorandum



**(ALSO MORE COMMONLY MEMO)  
IS A BRIEF WRITTEN RECORD OR  
COMMUNICATION, COMMONLY  
USED IN BUSINESS, GOVERNMENT,  
AND EDUCATIONAL  
ORGANIZATIONS.**

# Memorandum



- The basic function of a memo is to make the reader aware of specific information as efficiently as possible.
- A memo can be written to inform, to persuade, or to give specific feedback on a particular topic.
- When written properly, memos can be very effective in connecting the writer's best interests with the best interests of the reader.

# Format



- A memorandum is written using a specific format which is accepted by the organization in which the memorandum is used.
- The usual structure for a memorandum includes some or all of the following:

# Format



- **MEMORANDUM** (*Heading Segment*)  
**TO:** The person receiving the memorandum  
**FROM:** The person writing the memorandum  
**DATE:** Usually a formal manner of writing the date, for example 19 September, 2007  
**SUBJECT:** A short title descriptive of the topic in discussion in the memorandum
- **Introduction** (*Opening Segment*): explaining why the memorandum has been written and what topic the memorandum will discuss.  
**Body** (*Summary/Analysis Segment*): discussing the topic in detail--explaining what exactly and itemizing when possible any parts of the topic.  
**Conclusion** (*Closing segment*): explaining the implications of the memo and what the audience should think or do about the memo's topic as a result of your analysis.

# A.P.P.L.E. Tips



- Identify your audience--identify the person or persons to whom you are writing. Think about what they know, who they are, what they want to see or hear. Clarify I your own mind your audience's ethos (their values and beliefs). **Never, never, never write without identifying your audience first.**
- Remember the memo's purpose and be kind to the audience. Use headings and bullets as necessary to make the key parts or points of the memo stand out.
- Be concise in your language--long sentences with complex construction do not belong in memos. Keep memos short and to-the-point.
- Come to the point first--always use a bottom-line statement at the very beginning of a non-sensitive memo.

# A.P.P.L.E. Tips



- Remember memo format--never use a salutation or complementary closing with a memo.
- Identify your attachments--if your attachments become separated from the memo, your reader will know that they were supposed to be there and can ask for them.
- Be coherent--limit each paragraph to only one idea. Keep your sentences flowing smoothly, and keep them short.
- Use an academic tone—but use the first person (I or we); use sentence structure for emphasis; use concrete, specific words.

# Tips



- Proofread your work--always read your work (or have someone else read it) before you sent it out.
- The segments of the memo should be allocated in the following manner:
- Header: 1/8 of the memo
- Opening, Context and Task: 1/4 of the memo
- Summary, Discussion Segment: 1/2 of the memo
- Closing Segment, Necessary Attachments: 1/8 of the memo

# Business Memorandum



**BUSINESS MEMOS ARE CERTAINLY INFORMAL, BUT THE STRUCTURE IS ALWAYS THE SAME AND SHOULD BE FOLLOWED TO THE LETTER. BY FOLLOWING THESE STANDARDS YOUR BUSINESS MEMOS WILL BE PROFESSIONAL AND ADHERE TO SET GUIDELINES THAT HAVE BEEN ADOPTED BY MOST COMPANIES.**



# Business Memo for Awareness



IF YOU ARE WRITING THE NOTE TO MAKE PEOPLE AWARE OF SOMETHING, IT SHOULD ALWAYS BE A FRIENDLY TONE. AN EXAMPLE MAY BE THE HIRING OF A NEW EMPLOYEE OR A TERMINATION. THESE TYPES OF BUSINESS MEMOS DO NOT REQUIRE ANY ACTION FROM ANYONE AND EVERYONE THAT WILL RECEIVE THE MEMO SHOULD BE ON THE TO LINE. ONCE AGAIN, THIS SHOULD BE A FRIENDLY TONE, BUT CERTAINLY NOT AS INFORMAL AS AN EMAIL AND THERE SHOULD BE NOTHING AMUSING ABOUT YOUR NOTE. INSTEAD, BE SURE YOU STAY COMPLETELY ON POINT AND MAKE THE MEMO AS CONCISE AS POSSIBLE.

# Business Memos that Require Action



THIS TYPE OF MEMO IS A BIT MORE FORMAL AND SHOULD BE MADE VERY CLEAR THAT THERE IS A REQUIREMENT. IF YOU ARE NOT DIRECTING THE RECIPIENTS TO DO SOMETHING, EVERYONE SHOULD BE ON THE TO LINE. AN EXAMPLE MAY BE THAT A PARKING LOT IS BEING REPAVED AND EVERYONE THAT HAS THEIR CAR PARKED OVER THE WEEKEND WILL BE TOWED. THE PEOPLE THAT RECEIVE THIS MEMO CLEARLY UNDERSTAND IT IS IMPORTANT AND IT SHOULD BE EMPHASIZED EARLY IN YOUR BODY WHAT WILL HAPPEN IF THEY DON'T COMPLY. THE MAIN DIFFERENCE BETWEEN THIS TYPE OF BUSINESS MEMO AND THE NEXT ONE IS YOU ARE NOT THE PERSON THAT WILL BE ENFORCING THE RULE. THIS SAME TYPE OF MESSAGE TAKES PLACE IF YOU ARE WRITING A MEMO ON BEHALF OF SOMEONE THAT MAKES THE RULES, FOR EXAMPLE THE CEO. A BUSINESS MEMO FROM THE CEO TO HIS OR HER SUBORDINATES SHOULD NOT BE FRIENDLY AND SHOULD CLEARLY STATE THE EXPECTATION THE MANAGER HAS.

# Business Memo for a Policy Change



IF YOU ARE THE PERSON CHANGING THE POLICY YOU HAVE TO TAKE SOME PRECAUTIONS AS TO WHO YOU ARE SENDING THE MEMO TO. THIS IS WHERE THE CC LINE COMES INTO PLAY. AN EXAMPLE MAY BE IF YOU ARE GOING TO THROW AWAY ANY FOOD THAT IS LEFT IN THE BREAK ROOM OVER THE WEEKEND. CHANCES ARE YOU ARE NOT GOING TO THROW AWAY THE CEO'S LUNCH. THUS, HE SHOULD BE ON THE CC LINE. YOU ARE LETTING HIM KNOW WHAT YOU ARE GOING TO DO TO HIS EMPLOYEES, NOT TO HIM.

THE TONE SHOULD BE DIRECT, CONCISE, AND TO THE POINT. IF YOU CHOOSE TO, THE REASONS WHY ARE PERFECTLY ACCEPTABLE, BUT NOT NECESSARY IF YOU ARE TRULY SETTING THE POLICY.