Brief Messages and Proposal Writing

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[Name of the Institution]

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Rosecrance Treatment Center

**Introduction**

 The Rosecrance treatment center is one of those centers located in our country who help that patient who has lost their hope in the lie. There is no hope remaining in them by which they can regain all that hidden strength back in their life. It looks easy, but their addiction towards various drugs and excessive use of alcohols have changed their thinking perspective. It is not at all easy for those patients to get themselves adjusted back in their routine, but now it has become highly stressful for them to get fixed. Their lives are destroyed. Rosecrance treatment center helps them to bring their lives back to the normal routines and not only that but give them all the remaining positive approach, hope and happy feelings back in their lives which they were missing from the beginning of the drug addiction phase.

 This research center often updates about the new happenings occurring in their center whether in the form of bringing forward new collaboration or the introduction of various types of new technologies that are being added for the well-being of the people. All these press releases give an overview of the company.

**Discussion**

 While considering the press release understudy of the Rosecrance Treatment Center, the release was made on July 14, 2014, when the center awarded John McDonough was awarded the philanthropist award for his undue favors and providing extra help and care to the patients who were admitted or under treatment in the Rosecrance Treatment Center. He, himself was a highly successful businessman in the country where he provided extra services to the people so that the people should be facilitated on the topnotch priority. These factors helped the people and supported him throughout his career with the edge of the philanthropy to be a successful person. On his services to the entire community throughout his lifetime, he was honored with this award.

 This award from the center showed that the people of the center are similar to that of their logo where they want to spread hope and smile into the faces of the people and bring them back to the life so that they can show their worth to the targeted audience who do not believe in their presence and this is the only way to prove themselves that they are the people of their words and actions.

 The main message which was communicated in this entire press release was to encourage more people to do charitable acts in their life so that the people may also get motivated for donations. The strongest pooing in this entire press release was to acknowledge the unsung and hidden heroes of society who never want to tell about their deeds, but then there should be a way to acknowledge them. According to my opinion, the weak point of this press release was somehow the wordings of the press release which can be molded in the way that it does not appear as they are, but it should be I such a way that the people may get attracted towards these types of centers for the donation actor so that the act of philanthropy may never stop.

**Conclusion**

 If these points were kept in mind by the company for the prospects, then these points should be kept in mind to avoid any misunderstandings for the viewers. Secondly, this will help the company to boost the morale of the people, and the act of philanthropy may get continued for a more extended period.