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Writing to Make a Difference: 25 Powerful Techniques to Boost Your Community Impact

Dalya F. Massachi

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Engage your readers and boost your impact! Do you write--a little or a lot--for a socially responsible organization, business, or program? Wish you had an accessible writing coach to help you quickly craft potent pieces that move your readers to act? This feisty one-stop-shop of distilled wisdom will show you-step by step-how to turbocharge your marketing and fundraising documents. Start getting the results you want, right now! Whether you're an accidental or emerging writer or a seasoned wordsmith, this comprehensive resource will help you build and manage the invaluable skills behind writing values-driven copy. You will find advice on everything from advancing your brand to storytelling to minding the devilish details. Discover how to painlessly: - Write and edit a full spectrum of clear, concise, creative pieces that will reach and influence your diverse intended audiences - Streamline and strengthen your writing process-from planning to proofreading - Develop your own confident, expert writing voice Included in these pages you will find: - More than 500 real-life examples from nonprofits, green businesses, government agencies, and others - Hundreds of stimulating questions and exercises that help you apply the lessons to your own work - Numerous guide sheets, checklists, and handy appendices - Dozens of warnings about potential pitfalls ... all this delivered with a generous helping of fun illustrations, cultural references, and humor. If you've ever had trouble expressing your passion in writing, or telling your story in a fresh and compelling way, this powerhouse of a book is for you! Author Dalya F. Massachi, M.A., draws on her nearly 20 years of professional experience writing and editing for hundreds of socially responsible organizations. With passion and fresh insight, she reveals the top strategic insider techniques she has honed through her work as a successful grantwriter, editor, journalist, workshop instructor, and writing coach. ADVANCE PRAISE: 'Writing to Make a Difference' is a great balance of both instructional and interactive tips, tools, and exercises...and helps to lower the barrier for organizations that desire to tell their story in a way that captures both head and heart. -- Alandra L. Washington, Deputy Director, W.K. Kellogg Foundation This is an outstanding work, one of the best I have read in the genre, and of possible use in the university, for public relations and organizational communication courses. The writing lessons are succinct, the methods to convey them effective, and the style itself an example of professional brilliance. I recommend 'Writing to Make a Difference' because I know that it will. -- Michael Bugeja, author, 'Interpersonal Divide: The Search for Community in a Technological Age' and Director, School of Journalism & Communication, Iowa State University Massachi's voice sounds real and helpful. She herself uses the kind of detail that gives ordinary writing the power to shift readers attitudes and beliefs. Her breadth of examples is remarkable-- learn how dozens of organizations like your own write stirring messages. She includes one of the best treatments I ve seen of cross-cultural communication and how to recognize and avoid exclusionary language, plus a very helpful picky section covering exactly the editing errors people seem to make. Massachi says, Use words that your reader uses. Then she helps us see just who these readers are, what makes them tick, and what we need to say to them. I particularly loved the Ask Yourself questions that invite us to go deeper into what Massachi is teaching. --Louise Dunlap, Ph.D., writing coach, activist, and author, Undoing the Silence: Six Tools for Social Change Writing

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