



**WRITING FOR COMMUNITY SUCCESS E-NEWS:  
TIPS, WORKSHOPS & MORE**

**April 2006 (Issue #26)**

Founder: Dalya Massachi, M.A. (bio at end)

Please forward this e-newsletter to interested friends and colleagues!

This free e-newsletter is archived on the web at:

[http://www.dfmassachi.net/Writing\\_for\\_Community\\_Success\\_Newsletter\\_home.html](http://www.dfmassachi.net/Writing_for_Community_Success_Newsletter_home.html)

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**A) UPCOMING WORKSHOPS**

**1) Cover Letters & Resumes for the Social Sector (4/26 – 5/5)**

Using email and a conference call, you will tune up one of the two most essential documents of

your social sector job search: an intriguing cover letter or a winning resume! This interactive workshop includes:

- Instruction on an easy 4-step method for planning before you write (the 2P2R System™);
- A 10-page handout of tips, techniques, exercises, and examples on how to craft a strong resume and cover letter package;
- Hands-on practice with creating or revising your own cover letter or resume;
- An opportunity to learn from reviewing the work of several of your classmates;
- Extensive personalized feedback;
- Answers to your questions.

You will leave the workshop with a solid draft and confidence about your job search!

**Limit:** Only 10 students (**reserve your space today!**)

**Where:** Online, at your desktop

**When:** At your convenience, beginning on Wednesday, April 26. We will hold the final conference call on Friday, May 5 at a time that works for all participants.

**More Info:** [http://www.dfmassachi.net/workshop\\_april\\_2006\\_jobseekers.html](http://www.dfmassachi.net/workshop_april_2006_jobseekers.html)

**P.S.:** Can't make the online workshop? I offer one-on-one consultations (in person or by phone) to help you get your cover letter/resume package in shape! Just email me for more information at: [dalya@dfmassachi.net](mailto:dalya@dfmassachi.net).

## 2) Casting a Wide 'Net: Websites & E-newsletters that Get Noticed (5/15)

Want to create or revamp your e-newsletter or website? In this workshop co-sponsored by Compasspoint, you will learn how best to tell your story online. In this hands-on workshop we will cover the following:

- The Difference Between Online and Offline Writing
- The 2P2R Pre-Writing System™
- 5 Ways to Make Your Words Work For You
- Design and Technical Tips and Resources
- Case Study: Spot the Strengths & Weaknesses
- Other Things to Think About
- Your Questions!

**Where:** Compasspoint Nonprofit Services (downtown San Francisco)

**More info:** This workshop is already FULL and there is a waiting list. To learn about future offerings on this topic, just send a note about your interest to [dalya@dfmassachi.net](mailto:dalya@dfmassachi.net).

### 3) How to Write Great Grant Proposals (5/23-6/30)

In this unique online workshop, you will learn to sell your organization and programs to foundation and corporate funders with a well-crafted grant proposal. We'll focus on your readers' interests and how best to tell them your story. The workshop features an easy 4-step method for planning before you write, extensive written lessons, interactive homework, and personalized feedback from your instructor and other participants. We'll also discuss other important tips for getting your proposals funded.

The several-week format will allow time for you to clarify your thoughts, commit your ideas to paper, and process lots of new information. In addition, you will have an opportunity to get your questions answered and help shape the exact content of the workshop to fit your needs. You will leave the workshop with a solid beginning to your proposal.

Email conversations and conference calls will bring the content to life and emphasize key points. You only need access to your email account and a phone!

**Who Should Attend:** Nonprofit staff, volunteers, and interns who contribute to their organizations' efforts to raise money from foundations and corporations; jobseekers are also welcome.

**Limit:** 10 students

**Level:** Basic/Intermediate

**More info:** [http://www.dfmassachi.net/workshop\\_may\\_2006\\_grant\\_proposals.html](http://www.dfmassachi.net/workshop_may_2006_grant_proposals.html)

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### B) CLIENT SUCCESS STORIES

Listen to the words of three of the Bay Area jobseekers who recently worked with me:

"Dalya understood the audience and was able to help me write effective cover letters that highlighted my strengths, skills, and experience. Her services were instrumental in my job seeking process...my new employer commented that she was very impressed." — Sarah

"Dalya's advice on my resume was just what I needed to proceed with confidence in my job search. She helped me pare down and focus on the skills most appropriate for my career move. Her advice was offered in a professional manner that I could readily handle emotionally and intellectually. I highly recommend her services for resume and cover letter writing, and I hope that she helps you, too." — L.T.

"Ms. Massachi helped me with my resume, which helped me get the job that I was looking for.

She taught me how to have a better understanding of the logic of composing a sentence and communicating through my writing. Also, I've been able to help my friends with their writing, and my supervisor has commented that my writing has improved. I highly recommend Ms. Massachi's coaching services." — *K.W.*

**For more info on my writing coaching services, just go to <http://www.dfmassachi.net/coaching.html> .**

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### **C) NEW COLUMN AT WWW.IDEALIST.ORG JUST LAUNCHED**

So you want to improve your writing to help advance your mission and boost your impact? Good news! You now can get even more of my advice on [idealists.org](http://www.idealists.org), a major website for the social sector. My new column, "Write Right with Dalya," just launched. Go check it out at: <http://www.idealists.org/features/dalya.html>.

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### **D) AROUND THE BAY AREA: at the Bay Area BusinessWoman's Expo in Oakland (5/13)**

Join me on Saturday, May 13 for the Bay Area BusinessWoman's Expo at the Marriott Hotel in downtown Oakland. Bay Area BusinessWoman News, in partnership with the City of Oakland, will host this interactive women's tradeshow. Women from all fields will come together to share resources, form strategic alliances, and increase success.

The Expo runs all day, and at 10:00 a.m. I will be facilitating a "Critical Conversation" roundtable discussion in which we will answer the question, "What are some secrets to writing outstanding marketing materials?." To learn more about this exciting event, just click [here](#).

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### **E) ASK DALYA**

**Question:** How can I write attention-grabbing headlines?

**Answer:** Ask yourself:

- If you came across your headline in a stack of papers, in your inbox, or on a bulletin board, would it stand out enough to entice you to read on?
- Does your headline conjure up any striking images, address a burning question or need, feature pressing news, or inspire curiosity?

- Is it concise and clear enough to get at a glance?

You also might want to ask others what they expect to find in your piece after reading your headline. If there's any ambiguity, think about using a different header or adding a sub-head.

**Got a question?** Send it to me at [dalya@dfmassachi.net](mailto:dalya@dfmassachi.net) and I'll answer it in a future issue of the Writing for Community Success E-News.

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#### **F) WRITING TIP #51: Make sure your piece sounds right.**

How do you sound? This might be a strange question to ask, given that we're talking about the written – not spoken – word. But the fact is that most people hear words as they read them. And you want to sound your best!

Think about what kind of impression you want to leave with your readers. It might be:

- Authoritative and well-documented
- Friendly and approachable
- Humorous and light-hearted
- Youthful and hip
- Participatory and peer-led
- Patient and polite
- Cutting-edge and newsworthy

You probably want to stay away from:

- Down-trodden, needy, and desperate
- Angry and hostile

As the social sector becomes more savvy about marketing and public relations, we tend to use a more direct, informal, or conversational tone to draw in our readers. Think about it. If you feel like you can easily relate, talk, and listen to a writer, you're likely to remember and even act on his or her words. Start out writing as you speak and edit from there.

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#### **G) IN THE WCS STORE: Membership in the Society for Nonprofit Organizations; Write-in-the-Dark LED Pens**

**1) (NEW!)** WCS recently partnered with the Society for Nonprofit Organizations (SNPO), and is pleased to invite you to become a member! SNPO's mission is to provide new and established nonprofit organizations — throughout the US and globally — with resources that can help them

to accomplish their missions more effectively.

With over 3,500 individual and organizational members, the Society is one of the oldest and largest nonprofit management support organizations in the country. Membership is only \$39 - \$115 per year, and includes:

- **Nonprofit World Magazine:** A comprehensive leadership, management, and governance publication for the nonprofit sector. It contains concise and timely articles on a wide variety of subjects that are relevant to readers of every experience level. Members also receive access to a research archive with over 700 searchable and printable articles dating back to 1996.
- **Funding Alert:** Current grant listings, sorted by category and delivered to your email inbox every month.
- **Product Discounts:** Choose from over 100 nonprofit products, including videos, cassettes, CD-ROMs, and books offered in the "Resource Center."
- **Free Job Listings:** Attract job applicants on the national career site, [www.NonprofitCareers.Org](http://www.NonprofitCareers.Org).
- **Discounts on Distance Education/Training:** Award-winning nonprofit educational programs, with CEUs/Certificate available upon completion.
- **Preferred pricing on Directors & Officers Liability Insurance** (Organizational Members only.)

For more information, just click [here](#).

## 2) "Write-in-the-Dark" LED Pens

With this popular pen by your bedside, you'll never again have to fumble around in the dark to capture your night-time inspirations! People across the country have ordered this valuable pen for keeping dream journals, working outside at night, taking notes in a darkened room, etc. Price: \$6.99 each or 3 for \$17.99 (f.r.e.e shipping & handling). See a photo and get more info at [www.dfmassachi.net/penlight.html](http://www.dfmassachi.net/penlight.html).

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## H) GREAT RELATED LINKS

These outstanding links cover such inter-related topics as public relations, publicity, strategic communications, media relations, marketing & branding, fundraising, online work, and much more. The information is complimentary or very low-cost. This month's picks:

- **Nonprofit World Magazine:** This national publication offers a slew of articles on

marketing, communications, fundraising, etc. And you can test it out with 2 freebies of your choice! Just click [here](#).

- **"Why Bad Presentations Happen to Good Causes" and "Why Bad Ads Happen to Good Causes":** These two great publications will help you brush up on your presentation and advertising skills! Check them out [here](#) and [here](#).

**Know a good communications-related website?** Send it to [dalya@dfmassachi.net](mailto:dalya@dfmassachi.net) and I'll share it with the several hundred other Writing for Community Success E-News subscribers.

Happy Writing!

*Dalya Massachi*

**P.S.:** Not sure how Writing for Community Success can help you? Please contact me! If we're not a great match, I'll refer you to other outstanding community resources.

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#### **E-NEWS SUBSCRIPTION DETAILS**

- Please forward this e-newsletter to interested friends and colleagues!
- If you received this e-newsletter as a forwarded message or found it on the web, and would like to subscribe yourself, please click [here](#).
- Writing for Community Success respects your email privacy, and never sells or trades this e-newsletter list.
- Miss an issue? Check the archive of all E-News past issues [here](#).
- Publish a newsletter of your own? For advance listings of upcoming WCS workshops or to excerpt content from the WCS E-News, just send a note to [dalya@dfmassachi.net](mailto:dalya@dfmassachi.net).

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#### **ABOUT WRITING FOR COMMUNITY SUCCESS**

WCS specializes in helping professionals in the social sector — nonprofits, socially responsible businesses, and related organizations — advance their missions through great writing.

Founder Dalya F. Massachi is a widely published writer, trainer and consultant who appreciates the importance and complexity of social change work. For more than 14 years, her work with the social sector has focused on fund development and communications. Dalya has taught writing techniques to several hundred workshop participants and has coached dozens of

professionals one-on-one. She will soon publish "[Writing to Make a Difference: 50 Powerful Ways to Advance Your Mission & Boost Your Impact.](#)" From 2000-2004 Dalya served as Founding Director of Bay Area International Development Organizations (BAIDO), and now sits on that board. She holds an M.A. in Communication & International Development.

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#### **HOW TO GET IN TOUCH**

Dalya F. Massachi

Founder, Writing for Community Success

~Helping powerful ideas take off.~

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