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

**August 2006 (Issue #29)**

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

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

This f.ree 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)

**IN THIS ISSUE:**

- A) UPCOMING ONLINE WORKSHOP (9/25 - 11/3):** How to Write Great Grant Proposals
- B) AROUND THE SAN FRANCISCO BAY AREA:** 8/19 in Berkeley; 9/11 and 9/13 in San Francisco (both f.ree)
- C) WHAT THEY'RE SAYING ABOUT WCS:** Recent presentation in Oakland on outstanding marketing materials
- D) NEW ON THE WEBSITE:** Fr.ree articles and tip sheets
- E) NEW MEMBERS OF THE WCS TEAM:** Marina DiCerbo and Heather Cassell
- F) IN THE WCS STORE:** Membership in the Society for Nonprofit Organizations; Write-in-the-Dark LED Pens
- G) ASK DALYA:** We won a grant a while ago, and the funder wants a progress report. Any advice?
- H) WRITING TIP #54:** Create a simple brand and stick to it.
- I) GREAT RELATED LINKS:** Calendar of news "hooks"; Good Practice Guide on Communications and Marketing

## A) UPCOMING ONLINE WORKSHOP (9/25 - 11/3): How to Write Great Grant Proposals

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 (via email and conference calls). We'll also discuss other important tips for getting your proposal funded.

There's a limit of 10 participants, so sign up today! For more info click [here](#).

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## B) AROUND THE SAN FRANCISCO BAY AREA



**8/19 in Berkeley:** Sign up for a private "Ask the Experts" session with me at the [Craigslist Foundation's Nonprofit Boot Camp](#). Join us for a day of knowledge, resources and networking, all focused on how to start and run a vibrant nonprofit.



[foundationcenter.org](http://foundationcenter.org) **9/11 in San Francisco:** [Ten Tips for Writing Great Grant Proposals](#) (F.FREE workshop in association with the Foundation Center - San Francisco)



**9/13 in San Francisco:** [Ten Tips for Writing Great Grant Proposals](#) (FR.EE workshop in association with the 2006 Expo for the Artist and Musician)

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### C) WHAT THEY'RE SAYING ABOUT WCS



In June, I presented "[How to Write Outstanding Marketing Materials](#)" at the Oakland Chamber of Commerce Nonprofit Roundtable. Michelle Augenstein, the Roundtable's Co-Coordinator, and Program Manager at Wardrobe for Opportunity, sent along these kind words:

*"I can't say enough how much we appreciate the time you spent with us. The information was so concise, relevant and useful to each of us. I know I left the meeting feeling energized and empowered -- ready to take a look at WFO's materials with your tips in mind...our wish list and FAQs are [already] improving as a result! Thank you for the good work you do."*

Are you looking for a speaker for an upcoming event? Look no further! Just go to: [http://www.dfmassachi.net/speaking\\_engagements.html](http://www.dfmassachi.net/speaking_engagements.html) to learn about how I can help.

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### D) NEW ON THE WEBSITE: 4 FREE ARTICLES AND TIP SHEETS

Now you can automatically get a copy of the following articles and tip sheets. Please share this info with friends and colleagues!

- [Writing for Community Success In 4 Easy Steps](#)
- [How To Write Outstanding Marketing Materials \(teleseminar transcript\)](#)
- [Resume & Cover Letter Tips for the Social Sector Jobseeker](#)
- [Colorful Bookmark: 9 Essential Writing & Editing Tips](#)

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### E) NEW MEMBERS OF THE WCS TEAM

I'm very pleased and excited to welcome two excellent colleagues:


1) **Marina DiCerbo**, a former participant in two of my workshops, recently became my first summer intern. She has worked for nonprofits and in Silicon Valley, and is currently pursuing a career in marketing communications. A few months ago, she began her own [blog](#) and commented that, " The great thing about blogs is the ability rewrite my own work!... all the

writing tips that I have learned from you -- and the other classes I have taken -- I will be applying to future posts."

**2) Heather Cassell** is a freelance journalist, researcher, activist, and consultant. She also has an extensive background in book publishing. Currently, she is coaching me on the production and marketing of my forthcoming book, "[Writing to Make a Difference: 50 Powerful Ways to Advance Your Mission & Boost Your Impact.](#)" She looks forward to continuing to learn and grow from the experience.

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## F) IN THE WCS STORE

- 1)  **Society**  
for Nonprofit Organizations [Society for Nonprofit Organizations \(SNPO\)](#)  
**Membership:** Writing for Community Success has partnered with 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. For more information, just click [here](#).



- 2) ["Write-in-the-Dark" LED Pens](#)

With this popular pen, you'll never again have to fumble around in the dark to capture your inspirations! Participants in my writing workshops know that I highly recommend inviting a visit from your creative muse by keeping a pen and notepad by your bedside. I've been using this special pen for exactly that purpose since last year and have found it to be an invaluable tool. People across the country agree! They have also used this inexpensive pen for working outside at night, taking notes during film screenings, etc. Price: \$6.99 each, or 3 for \$17.99 (f.r.e.e shipping & handling in the U.S.). Bulk discounts are available for orders of 10 or more. Get more info at: [www.dfmassachi.net/penlight.html](http://www.dfmassachi.net/penlight.html).

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- G) **ASK DALYA**

**Question:** We won a grant a while ago, and the funder now requires a progress report. Any advice?

**Answer:** The grant report you have to submit is very important! Not only do you want to show what you've done, but you also want to position yourself as a strong candidate for a possible grant renewal. While each funder has a specific format for grant reports, here's a handy list of the types of things you will probably want to include:

- **Accomplishments:** Of course, you will want to recount all of the relevant results you achieved during the funding period. Look back at the measurable objectives you listed in your proposal. How many of them did you meet or exceed? Maybe you even accomplished some unanticipated things! If so, describe, explain and highlight.
- **Client profiles/success stories/testimonials:** Tell a couple of stories of people who benefited from your work. Show how their lives were improved because of your project. Use their words as much as possible.
- **Lessons learned:** What did you learn from doing the project? Funders are not only interested in your successes, but how you will modify your work in the future to address any challenges you encountered along the way. By showing that you're a learning organization, you demonstrate that you are dynamic and interested in maximizing your effectiveness.
- **Your partnership:** Think back to the foundation's goals, objectives and priorities (which you found in their RFP or other documents). Write about how your work addressed those things. Demonstrate how your partnership with the funder made that possible.
- **Plans for the future:** Unless your project was a one-shot deal that is now finished forever, tell the funder how you intend to build on it. This will help show that the funded project was part of a sustained effort.

Want more Q & A? Check out back issues of the [WCS E-News](#) or my ["Write Right with Dalya" column](#) at Idealist.org.

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#### **H) WRITING TIP #54: Create a simple brand and stick to it.**

Branding is a complex process that will likely involve not only a writer, but also a good graphic designer. My advice? Start early and consult often.

Here we're talking about getting to the core of your organization's identity, attitude, image, tone of voice, and place in the world. Your brand affects not only the text of your written documents, but everything else about your organization. That includes your name, logo, tag line, color scheme, fonts, and even the type of paper you use. What do you want people to feel or think after coming in contact with your organization? That's your brand.

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#### **I) 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 available at no or very low cost. This month's picks:

1) The SPIN Project's calendar of 'news hooks' you can use to get into the media in the months to come: <http://www.spinproject.org/downloads/SPIN2006EdCalendar.pdf>

2) Nonprofit Good Practice Guide on Communications and Marketing, which includes a glossary, common pitfalls, preferred practices, training essentials, and much more:  
<http://www.npgoodpractice.org/marketing/>

**Know a good communications-related website?** Send it to [dalya@dfmassachi.net](mailto:dalya@dfmassachi.net) and I'll share it with the well over 1,000 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 recent E-News past issues.
- 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**

*How much is ineffective writing costing you?* Since 1999, WCS has specialized in helping professionals and volunteers in the social sector -- nonprofits, socially responsible businesses, and related organizations -- advance their missions through great writing. Affordable services include interactive [writing workshops](#), [one-on-one coaching](#), customized [editorial services](#),

and conference [presentations](#).

Founder Dalya F. Massachi is a widely published writer, trainer and consultant who appreciates the importance and complexity of social change work. For 15 years, her work with the social sector has focused on fund development and communications, and has included a wide variety of publications. Dalya has taught writing techniques to several hundred workshop participants and has coached dozens of professionals one-on-one. This fall, she will publish "[Writing to Make a Difference: 50 Powerful Ways to Advance Your Mission & Boost Your Impact.](#)" She currently authors a regular column at Idealist.org, "[Write Right with Dalya.](#)" 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

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~Helping powerful ideas take off.~

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