



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

February 2006 (Issue #24)

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.dmassachi.net/Writing_for_Community_Success_Newsletter_home.html

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A) SPECIAL OPPORTUNITY: Become a pre-publication reviewer of my forthcoming book, "*Writing to Make a Difference: 50 Ways to Advance Your Mission through the Written Word.*" Your feedback will help make the book a valuable resource to your social sector colleagues in the U.S. and abroad! All reviewers will be credited in the book's Acknowledgements and will receive a f-r-e-e copy of the completed book. If I use your review on my website, I will also link to your organization.

I'm seeking input from a wide variety of readers, and your answers to a brief survey will help me do just that. This opportunity is only available to a limited number of folks—so fill out the survey

today at <http://www.surveymonkey.com/s.asp?u=624051747652>. I will contact you later this month.

B) UPCOMING WORKSHOPS

Writing for Community Success offers a variety of online and offline writing workshops that feature an easy 4-step planning system, extensive written lessons, interactive homework, personalized feedback and more. The multi-session format allows time for you to clarify your thoughts, commit your ideas to paper, and process lots of new information. In addition, you have the opportunity to get your questions answered and help shape the exact content of the workshop to fit your needs. Successful completion of any workshop earns you an official Certificate of Completion. You can learn more at <http://www.dfmassachi.net/workshops.html>.

Past workshop participants have said:

"I found the workshop EXTREMELY valuable! The instructor was very knowledgeable and an excellent facilitator, and she responded well to questions. She obviously knows her stuff and is also easy to listen to. I was impressed by the structure of the workshop and how much valuable info she packed, in an accessible and comprehensible way, into a short amount of time. Wow!"

"The online/conference call format allowed me to take the class and maintain my current schedule. It was an excellent way to get feedback from the instructor and the other students...I would definitely recommend this class to others. It truly was a great help to me and will surely assist others."

"I'm looking forward to the next installment [of your workshops]."

Please note: Writing for Community Success online workshops are currently only available to U.S. participants. However, due to popular demand, they will become available to those in other countries later in 2006. Please stay tuned...

1) February 21 - March 24: How to Write Great Grant Proposals (ONLINE)

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. We'll also discuss other important tips for getting your proposals funded. Email conversations and conference calls 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 (reserve your space today!)

Level: Basic/Intermediate

More info: www.dfmassachi.net/workshop_february_2006_grant_proposals.html

BONUS: Sign up now and the second participant from your organization gets 20% off!

2) February 28 & March 9: How to Write Great Grant Proposals (Oakland, CA)

This workshop is the in-person version of the one described above. These two evening sessions are specially designed for Bay Area residents who prefer to learn in a live classroom setting.

Co-Sponsor: Media Alliance (<http://www.media-alliance.org>)

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 (reserve your space today!)

Level: Basic/Intermediate

When: February 28 & March 9, 6 PM – 9 PM

Where: Oakland, CA

More info: www.dfmassachi.net/workshop_MA_february_2006.html

C) MEET DALYA AROUND TOWN: February 23 in San Francisco

I will be part of the panel speaking at "Navigating the Bay Area Non-Profit Sector: tools and resources to find a job and be successful." The event is hosted by the Young Nonprofit Professionals Network and will cover the many challenges to landing that first non-profit position, achieving success within the organization and positioning yourself for a vertical move up the non-profit ladder. Join us from 6:15 - 8:00 pm at the Embarcadero YMCA in San Francisco (169 Steuart Street). For more info, please go to <http://www.ynppn.org/sfba/sfba-events/mentoring.asp>.

D) WCS CONTRIBUTES TO NEW (F-R-E-E) MONOGRAPH

Writing for Community Success is proud to have helped edit *Flipping the Script: White Privilege and Community Building*. This newly published monograph is designed for community builders, grant makers, technical assistance providers and others trying to develop more equitable and thoughtful partnerships with community residents and organizations. The publication aims to help readers identify and address issues of white privilege, oppression,

racism and power. Written by four long-time activists and community organizers (two white and two African American), it provides an analysis of community building through the lens of white privilege and suggests many places in which we might do our work differently. It also questions the most basic premises of this work. A downloadable PDF file is available at www.capd.org.

E) IN THE WRITING FOR COMMUNITY SUCCESS STORE

1) "Write-in-the-Dark" Pens

With this special pen by your bedside, you'll never again have to fumble around in the dark to capture your night-time inspirations! It works wonders for my creativity and it will do the same for you. Price: \$6.99 each or 3 for \$17.99. See a photo and get more info at www.dfmassachi.net/penlight.html.

2) Handy Bookmarks

These colorful, handy and smudge-proof bookmarks remind you of 9 essential writing & editing tips. Order 5 or more and get 2 F-R-E-E. A complimentary copy is also available for download from the WCS website. Just go to www.dfmassachi.net/bookmark.html.

3) Gift Certificates

Do you have a friend, colleague or relative who would appreciate a little writing help? Show your support for your friend's professional development with a Gift Certificate for a workshop, coaching and/or editorial services: www.dfmassachi.net/gift_certificates.html.



F) ASK DALYA

Question: We are a brand new organization and we don't really have a track record yet. What can we do to establish our credibility?

Answer: As you know, your track record is one of the most important pieces of information you can provide to foundations, individual donors, volunteers, clients and other stakeholders. Success attracts further success.

As a new organization, you will have to promote the track records of the people who comprise your team. Think about what work your staff, board and volunteers have done in the past that ensures that they will be successful in the future in a similar arena. They each bring valuable individual backgrounds to the table, and working together gives them even more potential.

Also, think about the partners you have on board. Are you working with established organizations on joint programs or events? Perhaps you can get endorsements from well-known individuals outside of your organization who trust and respect you.

Another way to establish your credibility is to make sure that your printed and online materials sound and look professional. Your written words say a lot about you, and you want them to tell the right story!

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

G) WRITING TIP #49: Honestly address cultural and class differences.

Organizations frequently work to empower or help individuals or communities that are very different from funders, volunteers or others involved. They might not know much about each other, have misunderstandings, or hold resentments or prejudices resulting from historical differences of power and privilege. Some ways to address these complex problems could include:

- * Explore and address misunderstandings and resentments with honesty and thoughtfulness.
- * Focus on the shared humanity and dignity of different groups of people.
- * Emphasize common challenges and how working across differences summons a new level of collective power.
- * Show the inter-connectedness of people's lives by looking beyond obvious or immediate concerns.

To learn more, check out the terrific new publication co-authored by the Center for Assessment and Policy Development and others (see part C of this e-newsletter). It's available for f-r-e-e download at www.capd.org.

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 free or very low-cost. This month's picks:

- * **Irvine Foundation's New Evaluation Resource:** This valuable tool offers insight into a key thing foundations are looking for in grant proposals: evaluation. Check it out at www.irvine.org.
- * ***Communications Toolkit: A guide to navigating communications for the nonprofit world*** is a no-cost publication offered by Cause Communications. It covers many areas of

communication and offers tips, templates and strategy outlines. Download a PDF copy at www.causecommunications.org/CC/CC_news06_1.html

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

Happy Writing!

Dalya Massachi

PS: 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.

ABOUT WRITING FOR COMMUNITY SUCCESS

WCS specializes in helping professionals in the social sector—nonprofits, foundations, and socially responsible businesses—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 Ways to Advance Your Mission through the Written Word.*** 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.

E-NEWS SUBSCRIPTION DETAILS

- Please forward this e-newsletter to interested friends and colleagues!
- If you received this e-newsletter as a forwarded message and would like to subscribe yourself, please send a note to dalya@dfmassachi.net.
- Writing for Community Success respects your email privacy, and never sells or trades this e-newsletter list. If you would like to be removed for any reason, just click the "manage your subscription" link below.
- To see the archive of all E-News past issues go to: http://www.dfmassachi.net/Writing_for_Community_Success_Newsletter_home.html
- 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.

HOW TO GET IN TOUCH

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