



**WRITING FOR COMMUNITY SUCCESS E-NEWS:  
Tips, Workshops, Resources & More**

**August 2007 (Issue #40)**

***Writing for Community Success E-news*** is your F-R-EE monthly e-newsletter packed with quick tips, online resources, special offers, news of upcoming events, and much more to help you improve your writing right away.

Recent comments from subscribers like you:

*"Clearly, you are a top-flight professional ...and your newsletter has great content."* -- M.G. in Albuquerque, New Mexico

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*"This is a wonderful newsletter with great offerings. You are offering a nice package!"* -- C.K. in Battle Creek, Michigan

To subscribe or to see the archive of recent issues, just go to:

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

(Writing for Community Success respects your email privacy and never sells or trades this e-newsletter list.)

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

**G**et a jump on fall! As students go back to school, you may be thinking about what **you** can do to sharpen your professional skills. Check out my upcoming San Francisco workshops, as well as the ongoing personalized learning opportunities I offer (you choose the time and place).

Happy Writing!

*Dalya Massachi*

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## A) QUOTE OF THE MONTH

Each month, we'll hear some words of wisdom from a famous (or not-so-famous) writer. Go ahead -- post them on your filing cabinet, your computer's desktop, or anywhere you're bound to look! This month's quote:

*“Writing is a way of coming to terms with the world and with oneself. The whole spirit of writing is to overcome narrowness and fear by giving order, measure, and significance to the flux of experience constantly dinning into our lives.”*

– RV Cassill

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## B) MARK YOUR CALENDARS: Two September events in San Francisco

### 1) Saturday, September 15: Marketing Materials Makeover: which ones you need and how to create them

If you need to write documents that will get your work known and valued, this highly interactive workshop at the 2007 Expo for the Artist & Musician is for you! Whether you're a newbie or just want to sharpen your skills, you'll get a great overview of the most essential documents you'll need...and how to write them. You'll leave inspired and equipped to create outstanding marketing materials that get results! This workshop is a sneak peek of my forthcoming book, "[Writing to Make a Difference: 50 Powerful Tools & Techniques to Boost Your Community Impact](#)," Bring in your current marketing materials and get valuable on-the-spot feedback! (Tentative time: 2:30 p.m.) **To learn more, just click [here](#)!**

### 2) Friday, September 28: Casting a Wide Net: Websites & E-Newsletters That Get Noticed!

Want to create or revamp your e-newsletter or website? Attend my mini-workshop at **Compasspoint Nonprofit Services!** You will learn how best to tell your story online, with topics such as:

- The many crucial differences between online and offline writing
- The 2P2R Pre-Writing System™: an easy 4-step way to get started

- Creative, up-to-date ways to make your words work for you online
- Essential design and technical tips and resources

To sign up, just click [here](#).

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## C) ONLINE WORKSHOPS: At your convenience

### 1) [Great Grant Proposals](#)      2) [Websites & E-newsletters that Get Noticed](#)

Don't you hate waiting for a workshop to begin -- and then having to keep up with the assignments when work and life get in the way?

No more worries.

I now offer two of my online workshops **on demand!** That's right -- *YOU* pick the date you want to start, the pace you want to maintain, the due dates for your assignments, and even the dates for private phone consultations! You'll also be able to get all of your questions answered by email, at any time.

You will work at your desktop, at your convenience, and speak with me on two phone calls (recorded for your reference). You will leave the workshop with a solid draft of your project and an official Certificate of Completion.

Join your colleagues who have already found this experience to be exactly what they've needed to start or tune up their writing project. All you need is an email account and a phone!

#### 1) [How to Write Great Grant Proposals](#)

***Do you want to sharpen your grantwriting skills?***

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. **More info:** Just click [here](#).

#### 2) [Casting a Wide 'Net: Websites & E-newsletters that Get Noticed](#)

***Do you want to jumpstart or freshen up your website or e-newsletter?***

In this online workshop, you will plan and/or create an engaging e-newsletter or website for your organization. We'll focus on your readers' interests and today's best ways to tell your story online. We will also discuss design and technical tips and resources that you will need to continue your online project. **More Info:** Just click [here](#).

Recent workshop participants have said:

***"The online element was perfect: convenient and very appropriate."***

***"I feel I am clearer in my presentation and I have a better understanding of what readers want...I found Dalya to be available when needed and she offered constructive criticism with concrete examples. I really enjoyed it!"***

***"I feel empowered with resources and directions on how to write strategically."***

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## D) ONE-ON-ONE COACHING: Beef up your writing skills with personalized guidance!

Get expert feedback and individual instruction in person, by phone or online! Work on specific documents or overall skills. Writing coaching is an excellent professional development tool—for you or your staff. You choose how long to work together:

from 1 hour to several months.

Recent coaching clients have sought writing guidance in their work at: a youth advocacy nonprofit, a socially responsible publishing business, a statewide advocacy organization, a new arts nonprofit, and a local scholarship fund. I've also helped jobseekers spiff up their resumes.

**E-NEWS SUBSCRIBER BONUS:** Discount pre--paid coaching packages are now available to E-News subscribers! Pre-pay now for 4 hours over the next 6 months—and get 15% off the regular price. To learn more, just go to [www.dfmassachi.net/coaching.html](http://www.dfmassachi.net/coaching.html) or call (510) 839-1544 for a complimentary initial consultation.

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## E) NEED A DYNAMIC, INSPIRING SPEAKER THIS FALL?

Schedule me to speak with your group on any aspect of my forthcoming book, [Writing to Make a Difference: 50 Powerful Tools & Techniques to Boost Your Community Impact](#),

Let me help deliver take-away information to audiences at your next meeting, conference, seminar, or campus event. Each interactive session will spark new ideas and offer you a wealth of easy-to-use writing tips. You'll leave inspired and equipped to create more effective documents!

Just go to: [http://www.dfmassachi.net/speaking\\_engagements.html](http://www.dfmassachi.net/speaking_engagements.html) to learn more.

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## F) FEATURED WRITING TOOL



### [Write-in-the-Dark Double LED Lighted Pens](#)

Do you wish you could jot down notes quickly and easily after the lights go out? How about when you're outside at night?

Well...now you can!

With this affordable pen-light, you no longer have to turn on the lamp or fumble for your flashlight whenever you want to write in the dark. Now you will never again have trouble capturing your inspirations!

Jot it down quickly and go back to getting a good night's rest, watching that film, driving, etc....

People across the country have used these valuable lighted pens to:

- Capture night-time thoughts on the writing project they're working on
- Keep dream journals
- Jot down "to do" lists while in bed
- Take notes in a dark room, outside at night, or in a dark car

Sherree in Denver, CO told me she wanted her penlights to help her sleep better at night. She said:

***"I often wake up and think of 10 things that I need to add to my "To Do" list. Knowing that I won't remember all 10 things, I can't get back to sleep! If I could just write them down as they come to me (even at 4 a.m.) I think I'll be a much happier (and well rested!) person."***

Price: 1 for \$7.99; 3 for \$20.99. Ink refills: 1 for \$2.49; 3 for \$6.99. Extra batteries: 3 for \$2.99. **F-r-e-e** shipping & handling in the U.S. Ask for a bulk discount on 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) ROUND OUT YOUR COMMUNICATIONS WITH MY AFFILIATES!

Complement your great writing with outstanding design, website construction, multi-media production, or photography! My trusted affiliates can help you make an **even bigger impact** on your community. All you have to do is mention my special Discount Code and you'll receive 10% off any of these fantastic services:

- **Artistic Whispers Productions:** full service audio/video production and photography
- **SpaceShare:** online networking and custom websites
- **Visible Ink:** graphic design and illustration

To learn more and claim your special discounts, just click [here!](#)

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## H) ASK DALYA

**Question:** *I know not to use a lot of acronyms in my writing, but how should I refer to my organization and programs -- especially when they have long names?*

**Answer:** Your primary concern here is to avoid alphabet soup that confuses or loses your reader. See if you can abbreviate the names so you retain the essence, but avoid the mouthful of words.

**Example:** Your organization is the Center for Healthy Infancy and Child Development, and you have the Alliance for Quality Adoption Program, Babies are Beautiful Program and the Childcare Workers' Rights Program.

**Suggested Revision:** Instead of referring to yourself as the CHICD, and your programs as the AQAP, BBP and CWRP, you can just become "The Center." Your programs can become the Adoption Program, the Babies Program and the Workers Program. Of course, the first time you use these truncated names you would spell out their full names and note their abbreviations.

**Example:** You could refer to the "Writers Focused on Accessible, Jargon-Free Language" as WFAJFL. But who can remember that? Especially if it's in a document with five other acronyms all competing for space in your poor reader's attention span! Better to refer to it as "The Writers' Organization."

**Hint:** When naming organizations, programs, services or products, it's always a good idea to also think about the acronym or abbreviation that you would use. It's kind of like naming a child and considering the nicknames that would spring forth. Also, great acronyms can actually reinforce their meaning. A few examples I like are WOW (Wider Opportunities for Women) and ECO (Environmental Careers Organization).

**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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## I) WRITING TIP #64: Keep your piece flowing.

All good writers act as guides for their readers as they all travel together along the journey of the piece. It will be your task,

should you choose to accept it, to help your readers avoid bumps in the road, hazardous curves, tricky side streets, and dead ends. Try your best to give them an easy, enjoyable, and memorable ride.

You want them to follow you without hesitation or distraction.

But you have to earn that kind of trust. You have to show them that you do, indeed, know the smoothest path; that you have a roadmap and you know where you're going; and that you will keep their best interests at heart. You have to assure them there is a method to your madness.

Also, remember that no one said that flow is always straight and narrow or uniform! And it definitely should not be boring! You don't want your reader to wander away because there's no variety or adventure on the journey. Just make sure that no one falls off the edge!

After all, the flow of ocean waves has its ups and downs. So should your piece.

Here are some ideas for shaking it up a bit:

- Use different sentence and paragraph lengths.
- Throw in an unexpected twist on a familiar story.
- Give your reader a bonus in the form of a snappy joke or reference or a P.S. that adds a touch of mystery to your piece.
- Use varied visuals.
- Keep your readers anticipating the next step on the journey by dropping hints.
- Make a bold statement. Example: "There's only one thing that everyone should know about this topic" or "If you don't remember anything else from this article, remember this."
- Keep reminding your readers how the information you're providing will benefit them now and in the future.

I'd love to hear *your* story. Let me know how you have put my writing tips to good use, and I'll link directly to your website! Just send me email at: [dalya@dfmassachi.net](mailto:dalya@dfmassachi.net).

## J) GREAT RELATED LINKS

These outstanding links cover such inter-related topics as marketing, public relations, strategic communications, branding, fundraising, online work, and much more. The information is available to you at no cost!

- **Secrets of Success for Nonprofits: Weaving Online Approaches and Traditional Direct Response Channels for Maximum Effect:** a complimentary webinar from the American Marketing Association, in cooperation with The NonProfit Times: [click here](#).
- **"Lose the Marketing Department"** is a recent blog posting that prompted a robust conversation. Join in with your two cents [here](#).

Want to share a good communications-related website? Send it to [dalya@dfmassachi.net](mailto:dalya@dfmassachi.net)!

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## K) E-NEWS SUBSCRIPTION DETAILS

- 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](#).
  - Miss an issue? Check the [archive](#) of recent E-news 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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## L) 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 on-site meeting [presentations](#).

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 15 years, her work with the social sector has focused on fund development and communications. Dalya has taught writing techniques to well over 700 workshop participants and has coached dozens of professionals one-on-one. Later this year, she will publish "[Writing to Make a Difference: 50 Powerful Tools & Techniques to Boost Your Community Impact](#)." She currently authors a regular column on 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 Advisory Board. She holds an M.A. in Communication & International Development.

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## M) HOW TO GET IN TOUCH

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~Helping powerful ideas take off.~

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