


Ready, Set, Write:
Using Effective
Written Communication

Eva Benavidez Clayton, MBA
Marketing Manager
ebenavidez@casadeesperanza.org
www.casadeesperanza.org



casa de esperanza

Services are Provided Under Grant Number
2004-WT-AX-K007 – Office on Violence
Against Women (OVW), United States
Department of Justice

casa de esperanza

Introduction

Good Writing

Tthinkin
g

pPreparation

eClarity

casa de esperanza

Introduction


1. Preparing to write
2. Putting your ideas together – organizing your piece
3. Writing paragraphs

casa de esperanza

Preparation: Audience

Who is the audience?

- What do I know about them? Be specific.
- Think about how to connect with them; what interests them; what holds meaning for them.



casa de esperanza

Preparation: Goal

What is your goal?

- Your goal statement should start with "To..."
- Deciding on the goal is your opportunity to strategize. You decide what's important. You're the expert!

casa de esperanza

Preparation: Goal


The goal can be **behavioral**.
Example: Making a donation or calling the crisis line

Or it can be **non-behavioral**.
Example: To know more about domestic violence or feel differently about a topic

casa de esperanza

Preparation: Goal

- Write it out.
- You may have a primary and secondary goal.



casa de esperanza

Preparation: Goal

Examples of goals:

- o To change attitudes about domestic violence
- o To raise money for your organization
- o To recruit community members to participate in your program

casa de esperanza

Preparation: Messages

What are the primary messages that will allow me to achieve my goal?

- Picture someone in your target audience: what is it that you want that person to understand?
- Choose three or four messages.
- Write them out. (Complete sentences that you would actually write to your audience)

casa de esperanza

Preparation: Messages

Examples of messages

Goal = To change attitudes about domestic violence

Vague
Information about domestic violence

Clear

- o Domestic violence is not always physical abuse.
- o Rates of domestic violence are similar across racial and ethnic groups.

casa de esperanza

Preparation Is Key

Define your audience.

Write your goal.

Write your messages.

casa de esperanza

Organizing Your Piece

Put messages in an order that makes sense to your audience.

- o General to specific
- o Chronological
- o Order of importance
- o Concept to application

casa de esperanza

Organizing Your Piece

Under each message write the ideas that you want to use to communicate that message.


What can you use to spark your audience's interest?

- o Stories or examples
- o Significant statistics
- o Quotes

casa de esperanza

Organizing Your Piece

- o Organize your ideas under each message – putting them in an order that makes sense to the audience.
- o Step back and review: are you achieving your goal?
- o Continue to tweak and come up with ideas until you are satisfied.



casa de esperanza

Organizing Your Pieces

Add an introduction and conclusion.

Introduction = It tells your readers what's coming – what the piece is about. Include something that grabs their interest.

Conclusion = It pulls everything together. It may summarize the piece. Perhaps you have a quote or statement to make that will "stay with the reader."

casa de esperanza

Organizing Your Pieces

Activity - Getting Organized

Background: You have been invited to speak to a group of employees at a small company in your area. Some of them have done volunteer work at your organization. They did a toy drive over the holidays for your participants. They are familiar with the mission of your organization. The company is interested in partnering with your organization again and wants you to come speak to them about your work for 10-15 minutes.

casa de esperanza

Writing Paragraphs

Each paragraph presents an idea, topic, or concept.

- o In shorter pieces, each of your messages may get one paragraph.
- o If the message includes several parts or ideas, you may decide to use more than one paragraph to present a message.

casa de esperanza

Writing Paragraphs

Components of a good paragraph:

Introductory sentence – Tells you what the paragraph is about (It presents the topic.)

Body sentences - “Flesh out” the topic and provide more detail.


Final sentence – May summarize the information in the paragraph, bring paragraph to ending before starting another, or provide a closing fact, quote or statement

casa de esperanza

Writing Paragraphs

Activity

The sentences you’ve received (put in appropriate order) make up a paragraph about one of Frida Kahlo’s paintings. Re-order the sentences so that they form a clear, understandable paragraph.



casa de esperanza

Tips for Writing

Don’t make assumptions. Be clear.

Less is more.

Break up longer, more complicated pieces.

Don’t be afraid. What’s necessary for good writing is thinking and preparation.

casa de esperanza
