



Writing to Make a Difference: 25 Powerful Techniques to Boost Your Community Impact

By Dalya F. Massachi

Writing for Community Success, United States, 2010. Paperback. Book Condition: New. 232 x 190 mm. Language: English . Brand New Book ***** Print on Demand *****. Engage your readers and boost your impact! Do you write--a little or a lot--for a socially responsible organization, business, or program? Wish you had an accessible writing coach to help you quickly craft potent pieces that move your readers to act? This feisty one-stop-shop of distilled wisdom will show you step-by-step how to turbocharge your marketing and fundraising documents. Start getting the results you want, right now! Whether you're an accidental or emerging writer or a seasoned wordsmith, this comprehensive resource will help you build and manage the invaluable skills behind writing values-driven copy. You will find advice on everything from advancing your brand to storytelling to minding the devilish details. Discover how to painlessly: - Write and edit a full spectrum of clear, concise, creative pieces that will reach and influence your diverse intended audiences - Streamline and strengthen your writing process - From planning to proofreading - Develop your own confident, expert writing voice Included in these pages you will find: - More than 500 real-life examples from nonprofits, green businesses, government agencies, and...



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