



Writing Workshop

Bonnie Lane

Cottonwood Volunteer
Member, Board of Directors



Writing to Spark Action

- **Addressing your audience to gain - and keep - attention**
- **E-mail and letter construction**
- **Choosing words to be most effective**
- **Sparking action with your email or letter**



Writing to Spark Action

- **Addressing your audience to gain attention**
- **E-mail and letter construction**
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- **Sparking action with your email or letter**



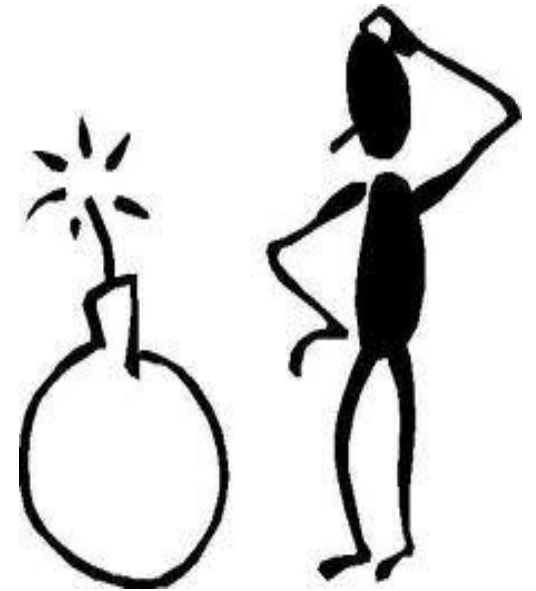
Addressing your audience to gain attention



The way you think

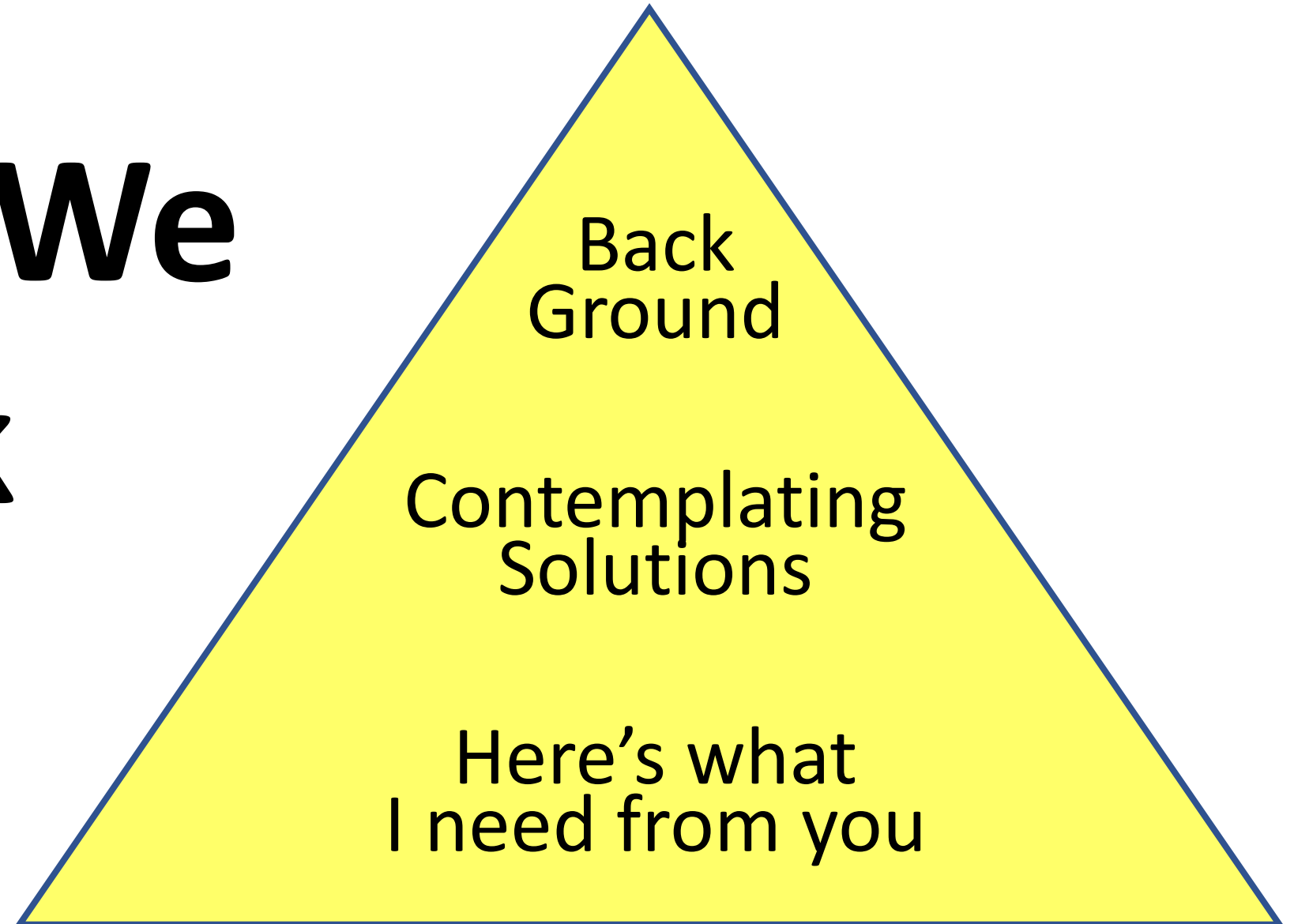
VS

The way they think



Addressing your audience to gain attention

**How We
Think**



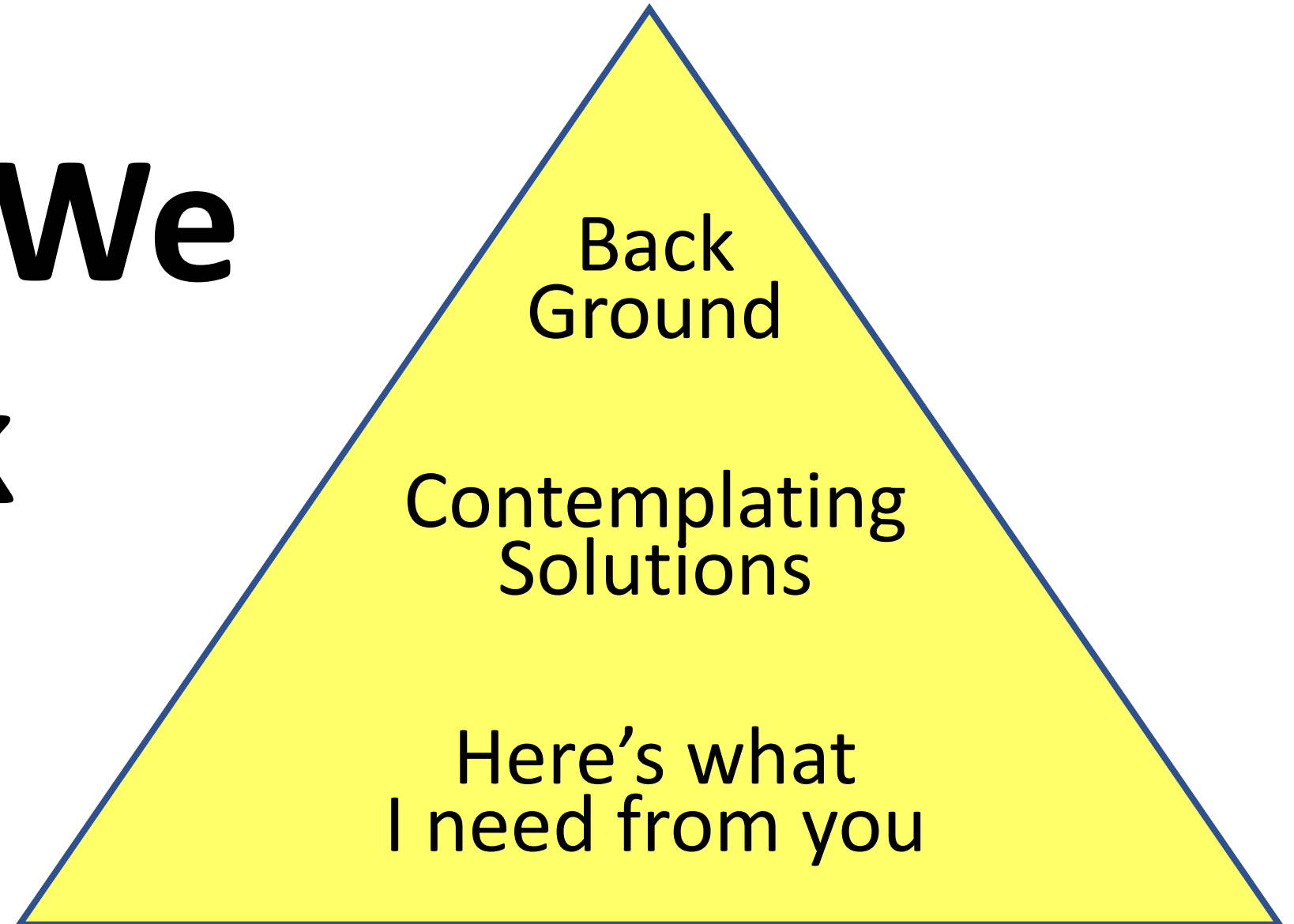
Addressing your audience to gain attention



**We tend
to start
typing
while
thinking**

Addressing your audience to gain attention

**How We
Think**



Addressing your audience to gain attention



**How
They
Think**

Addressing your audience to gain attention



- **Why is she writing me?**
- **What does she want from me?**
- **What's it going to cost me?**

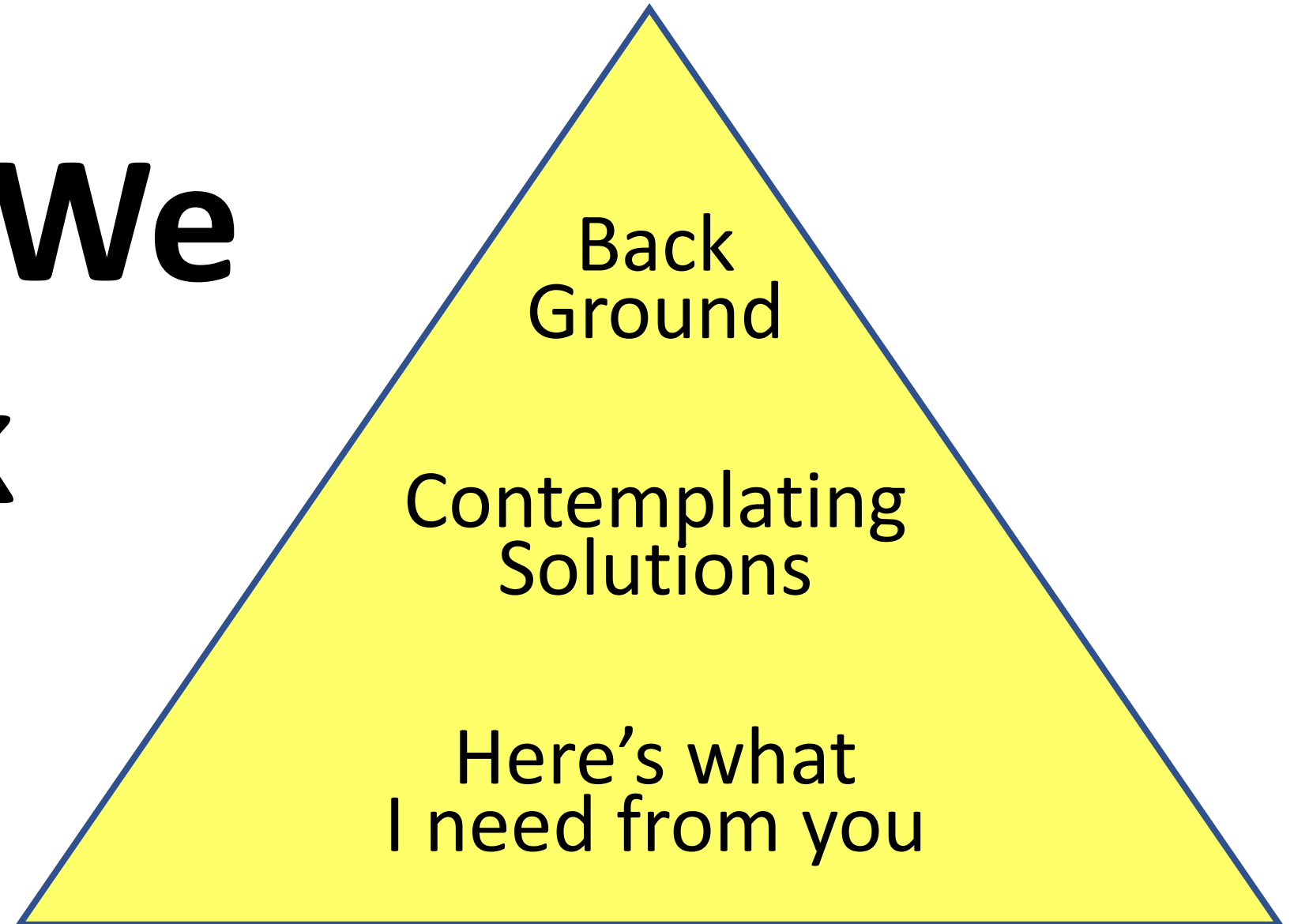
Addressing your audience to gain attention



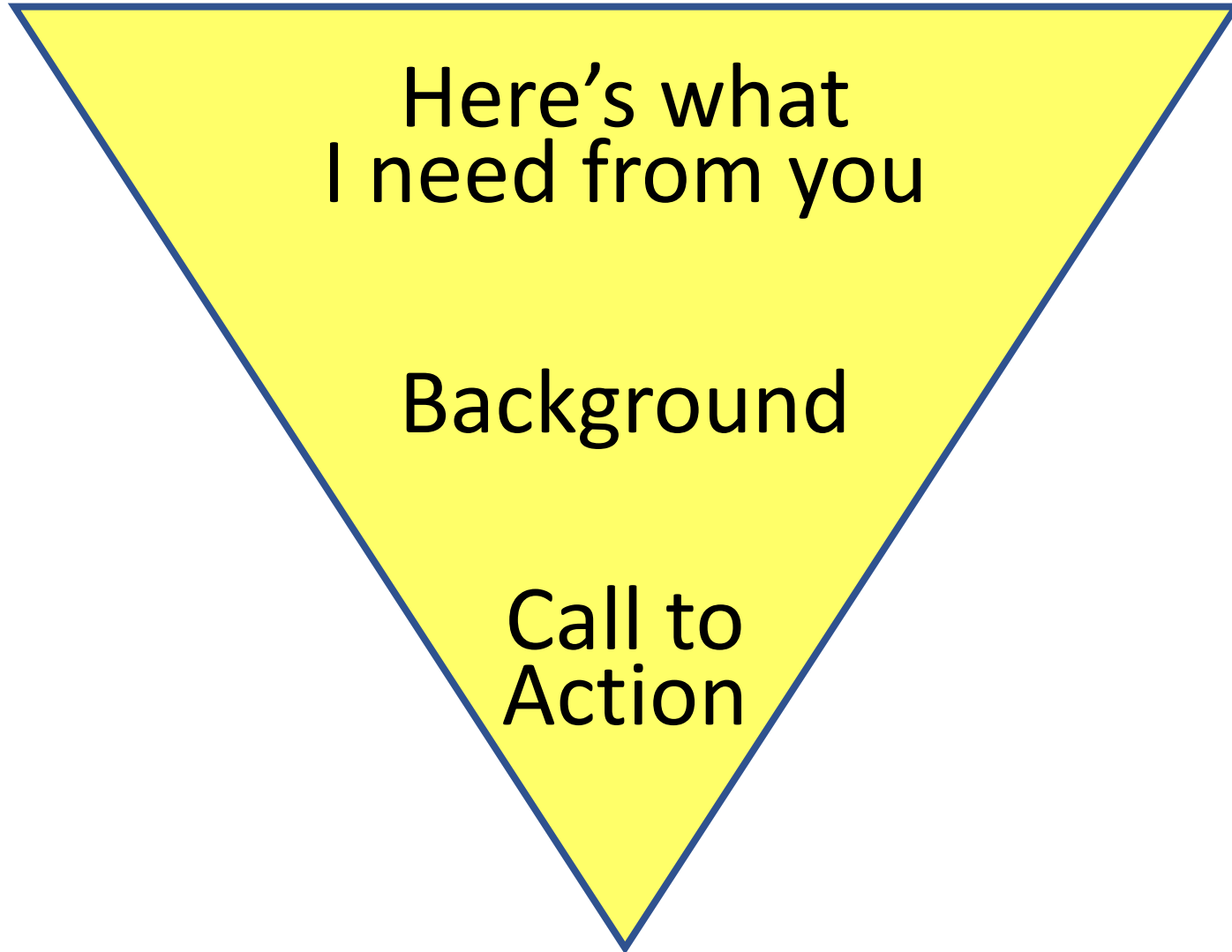
Put Yourself in Your Reader's Shoes

Addressing your audience to gain attention

**How We
Think**

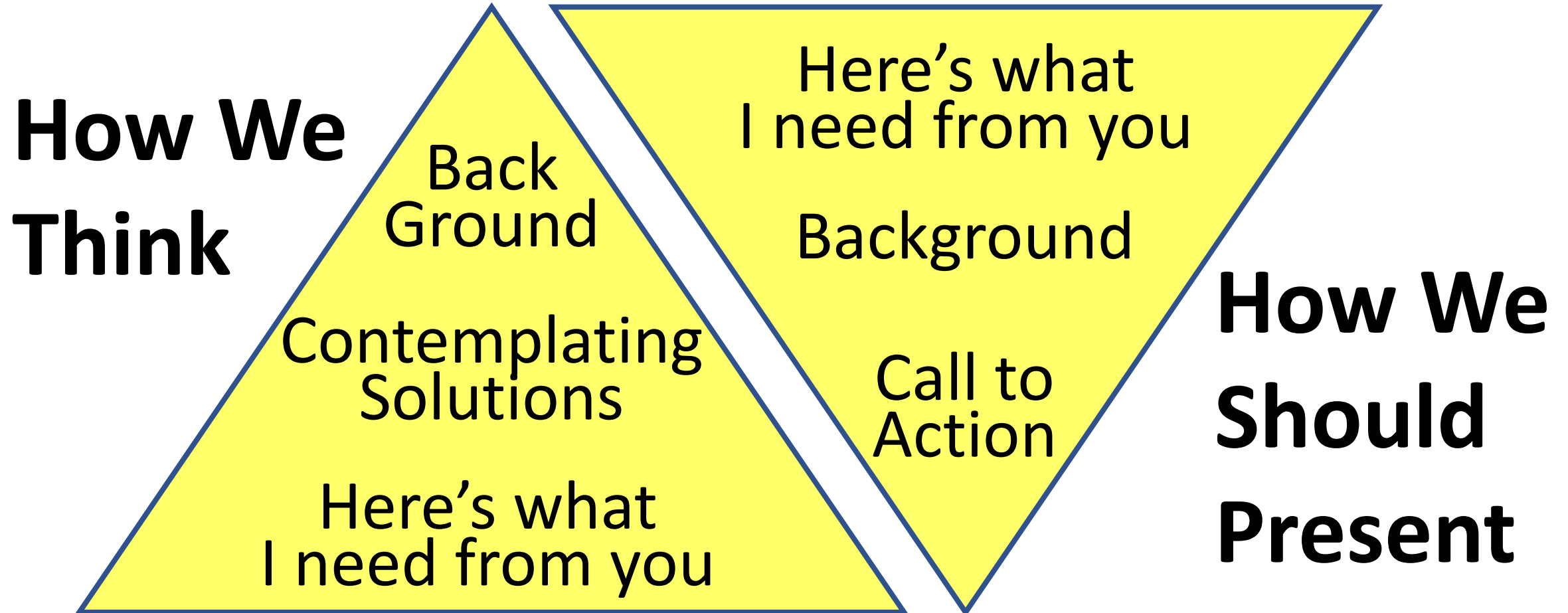


Addressing your audience to gain attention



**How We
Should
Present**

Addressing your audience to gain attention

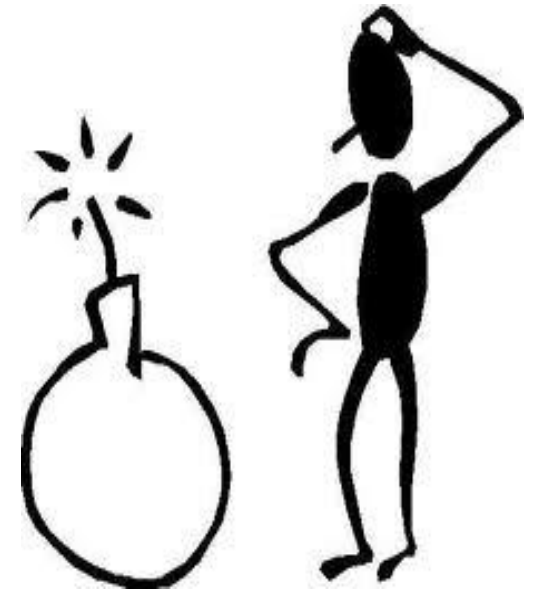


Addressing your audience to gain attention



The way you think

VS



The way they think

Addressing your audience to gain attention



Put Yourself in Your Reader's Shoes



Don't Think and Write at the Same Time



Get to Your Point; Lead with Request

Passing The Hat



NAZCCA.org/donate

Northern AZ Climate Change Alliance is a 501(c)(3) charitable organization. Your gift, in whatever amount your heart and finances dictate, will be greatly appreciated

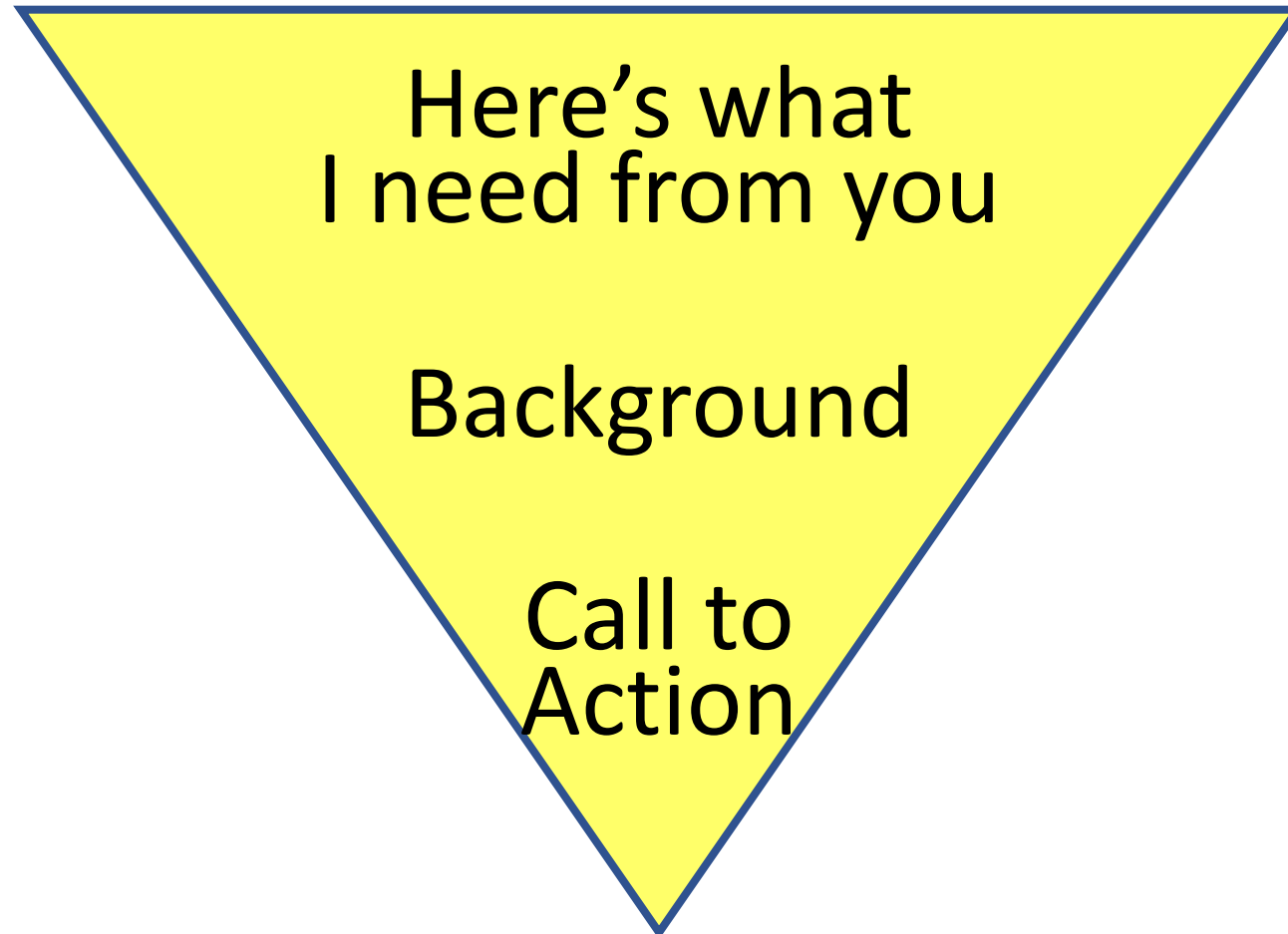
Writing to Spark Action

- Addressing your audience to gain - and keep - attention
- **E-mail and letter construction**
- Choosing words to be most effective
- Sparking action with your email or letter



Email and Letter Construction

Three-Paragraph Model

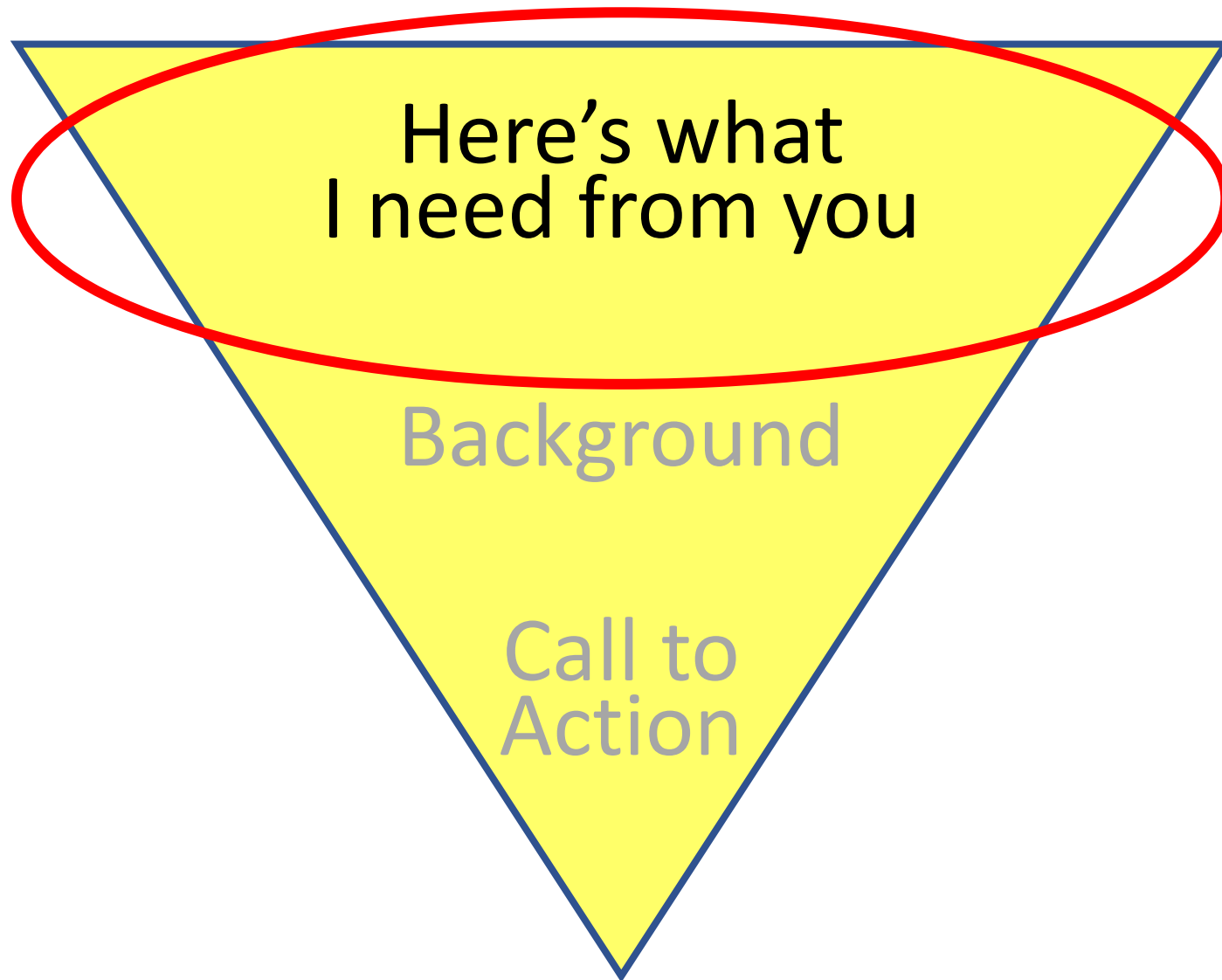


1st Paragraph

2nd Paragraph

3rd Paragraph

Email and Letter Construction



1st Paragraph

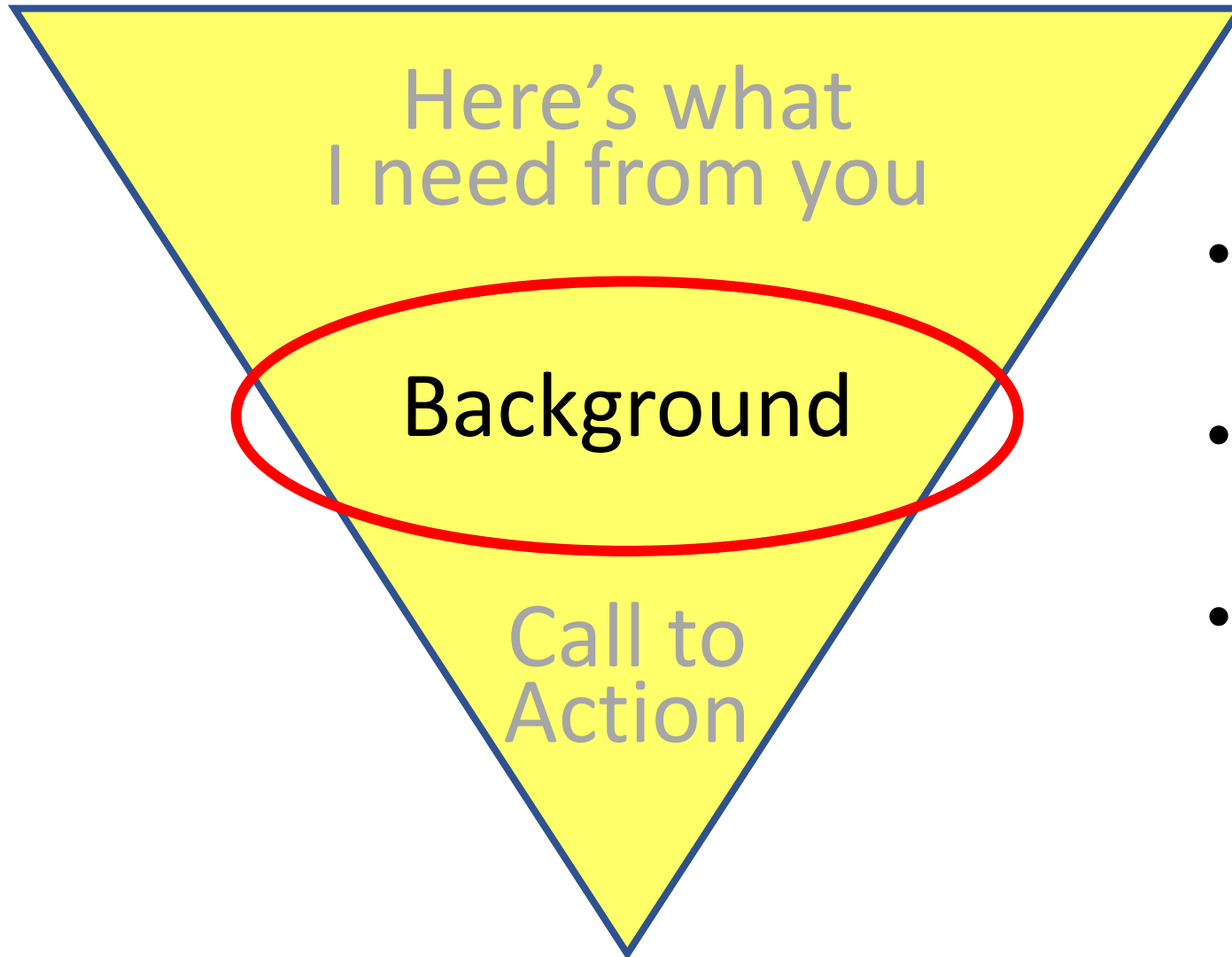
- **Your Opening**
- **I have this information to share with you**
- **I need you to take action on this information**

Email and Letter Construction

1st Paragraph – Your Opening

- State your purpose
- I'm writing to you today because I think it is important for you to have this information.
- I'm writing to you today because I need you to take action related to this information.

Email and Letter Construction



2nd Paragraph

- **Background Info**
- **Flesh Things Out**
- **Add More Detail**

Email and Letter Construction

2nd Paragraph – Background

- Lay out your background information
- Make your supporting points, flesh things out
- If you're including a list of items, put it in the form of a list

Email and Letter Construction

2nd Paragraph – Background

If you're including a list of items, put it in the form of a list.

Email and Letter Construction

2nd Paragraph – Background

As we are gearing up for our March Media Madness Campaign, we are encouraging people to write letters to the editor, write Op Eds, write press releases, contact local radio outlets, post things on social media, or schedule a press conference.

Email and Letter Construction

2nd Paragraph – Background

Gearing up for March Media Madness we encourage people to:

- write letters to the editor
- write Op Eds
- write press releases
- contact local radio outlets
- use social media
- schedule a press conference

Email and Letter Construction

2nd Paragraph – Background

If you're including a list of items, put it in the form of a list.

Email and Letter Construction



3rd Paragraph

- **Your Closing**
- **State your request again**
- **Give a Deadline**
- **Don't Be Shy**

Email and Letter Construction

3rd Paragraph – Your Closing

- Restate the Purpose of Your Communication
- Ask for Action From Your Reader
- If Required, Give a Deadline
- Don't Be Shy About Asking

Email and Letter Construction

3rd Paragraph – Your Closing

Possible Ways to Close Your Communication

Ask a Question

- Could you get that done by . . . ?
- When can we meet to decide . . . ?

Email and Letter Construction

3rd Paragraph – Your Closing

Possible Ways to Close Your Communication

Make a Definitive Statement

- When you do _____, then we can proceed . . .
- Please meet Janie next Monday to decide . . .

Email and Letter Construction

3rd Paragraph – Your Closing

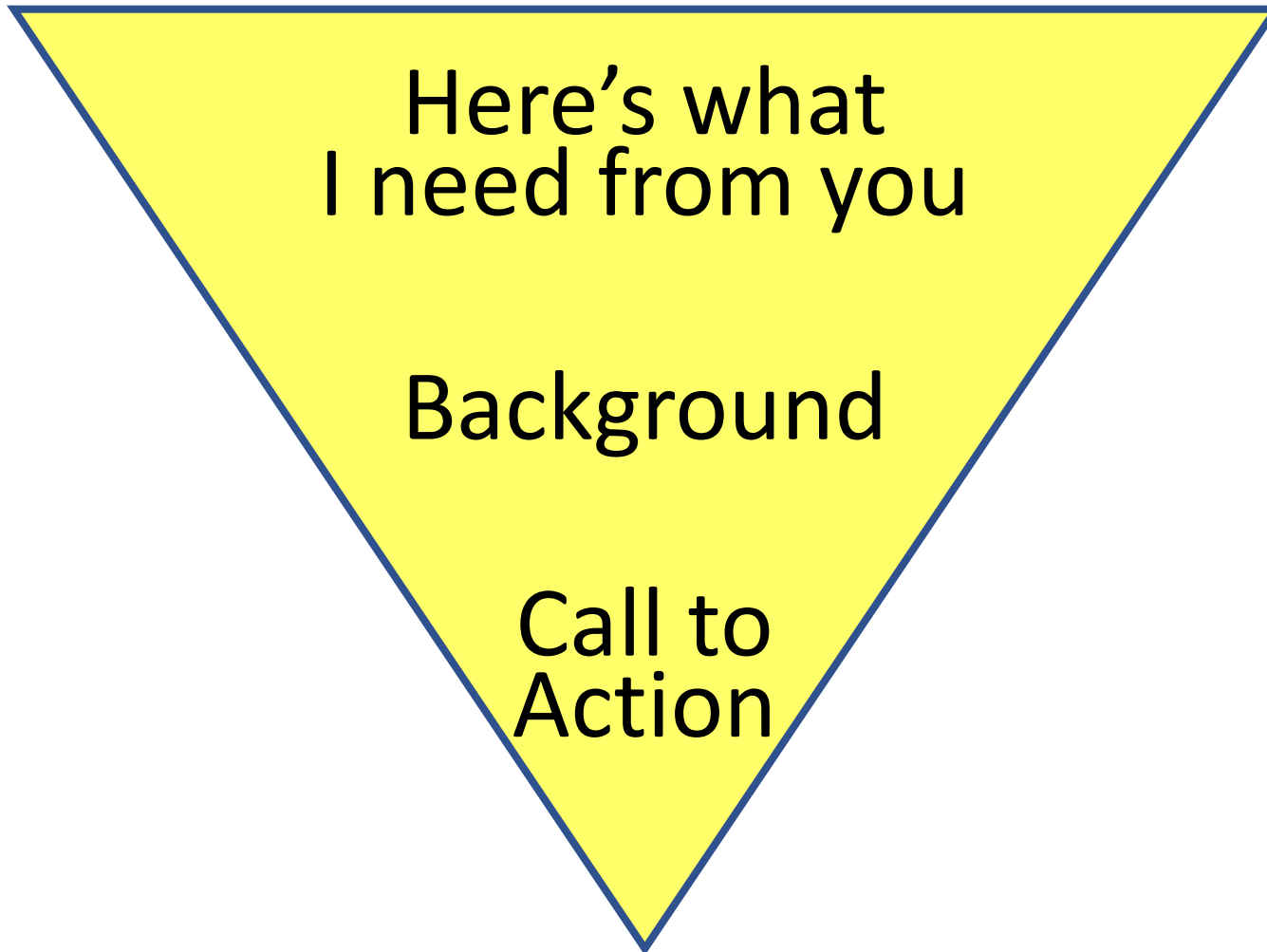
Possible Ways to Close Your Communication

Extend Good Will

- I'm looking forward to . . .
- We hope this solution will . . .

Email and Letter Construction

Three-Paragraph Model



1st Paragraph

- State Your Purpose
- Capture Attention

2nd Paragraph

- Provide Background
- Flesh Out Details
- Put List in List Form

3rd Paragraph

- Reiterate need
- Set Deadline

Writing to Spark Action

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- E-mail and letter construction
- **Choosing words to be most effective**
- Sparking action with your email or letter



Choosing words to be most effective



Choosing words to be most effective

Keep It Simple Stupid



Choosing words to be most effective

Maintaining non-technical vocabulary simplification is not always a facile principle to pursue. Some writers are more concerned with demonstrating their own erudition than they are with presenting straightforward information. Calamitously, these writers fail to become mindful of their readers.

Choosing words to be most effective

- Avoid Acronyms
- Don't Use Jargon
- Use Simple Words

Choosing words to be most effective

We determined we may be able to generate an optimal outcome by utilizing a social media platform sanctioned by individuals born between 1965 and 1980.

Choosing words to be most effective

~~determined~~

decided

~~generate an optimal outcome~~

would be best

~~utilize~~

use

~~those born between 1965 & 1980~~

Gen-Xers

Choosing words to be most effective

We decided it would be best to use Facebook to reach Gen-Xers.

Choosing words to be most effective

It is impossible for one to adequately assess the worth of a volume merely by examining the covering.

You can't judge a book by its cover.

Choosing words to be most effective

Aqueous fluids exhibiting nonagitated surfaces generally extend downward to a considerable depth.

Still waters run deep.

Choosing words to be most effective

Individuals of similar propensities
will tend to congregate in groups.



Birds of a feather flock together.

Choosing words to be most effective

Concrete mineral matter moving forward with a revolving motion fails to collect an accretion of bryophytic plants.

A rolling stone gathers no moss.

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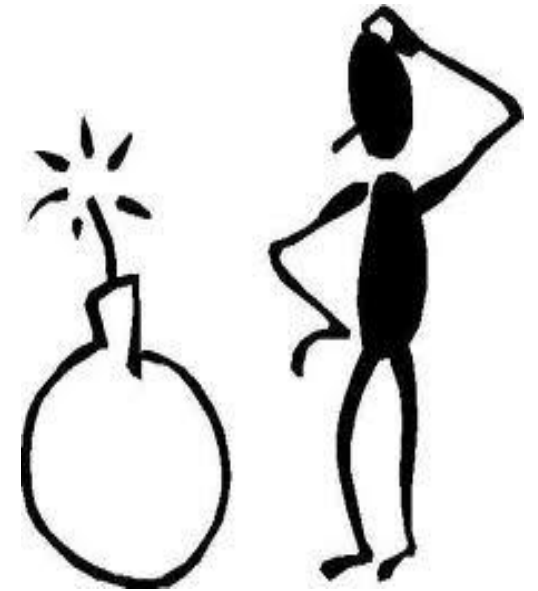


Sparking action with your email or letter



The way you think

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Put Yourself in Your Reader's Shoes



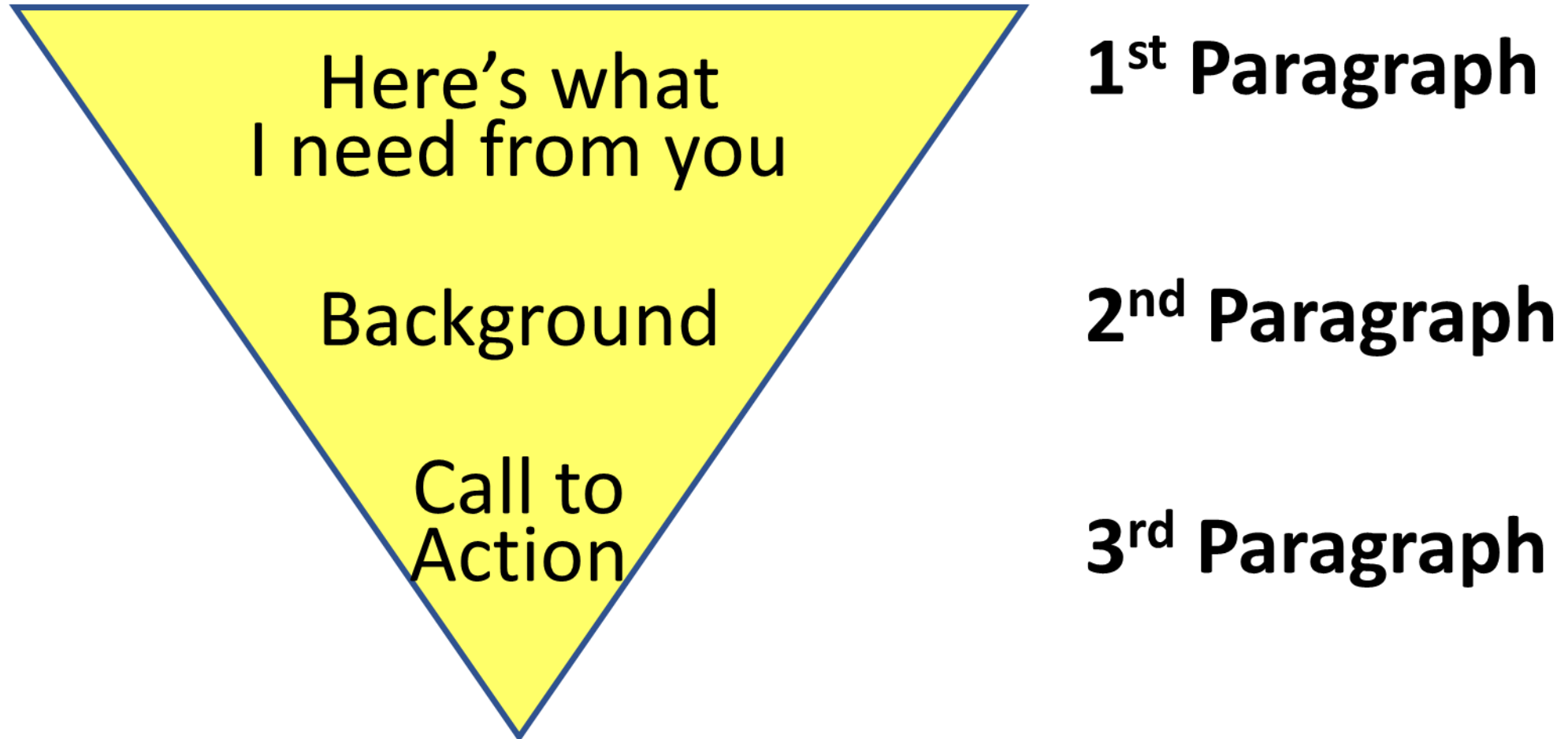
Don't Think and Write at the Same Time



Get to Your Point; Lead with Request

Sparking action with your email or letter

Three-Paragraph Model



Sparking action with your email or letter

If you're including a list of items, put it in the form of a list.

Sparking action with your email or letter

Keep It Simple Stupid



Sparking action with your email or letter

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Sparking action with your email or letter



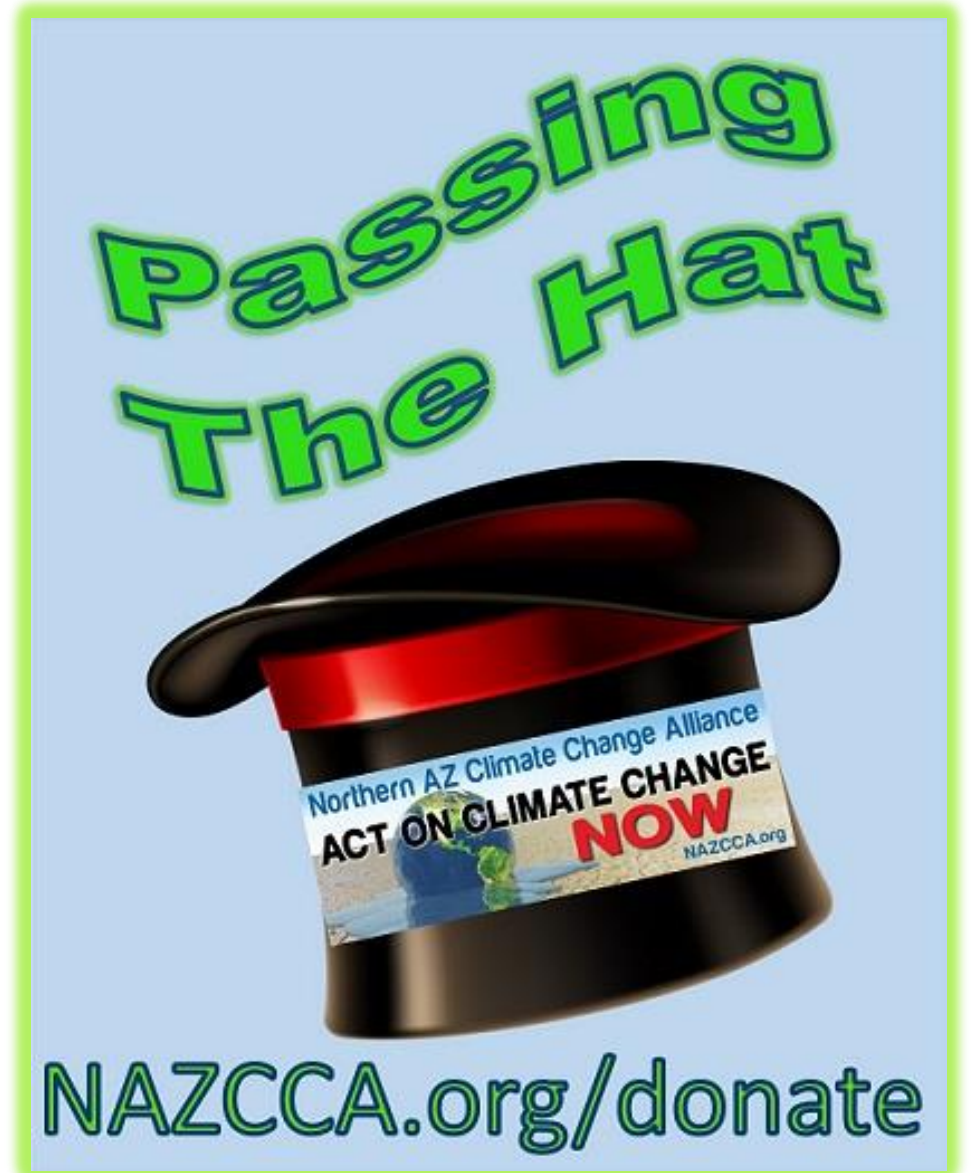
**Go Forth and
Write Effectively**

**Thank You for
Your Time
and Attention**

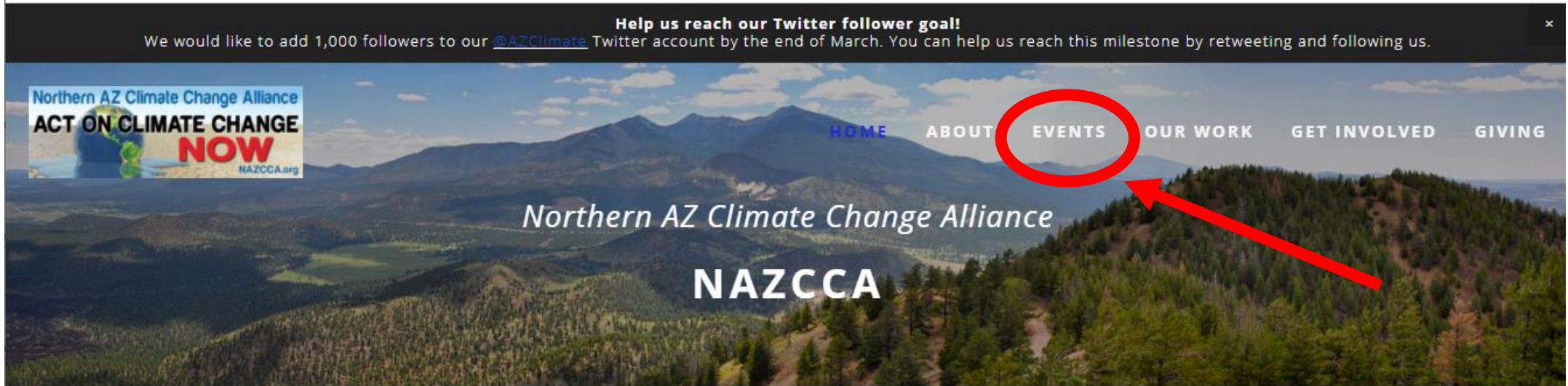


Northern AZ Climate Change Alliance is a 501(c)(3) charitable organization.

Your gift, in whatever amount your heart and finances dictate, will be greatly appreciated

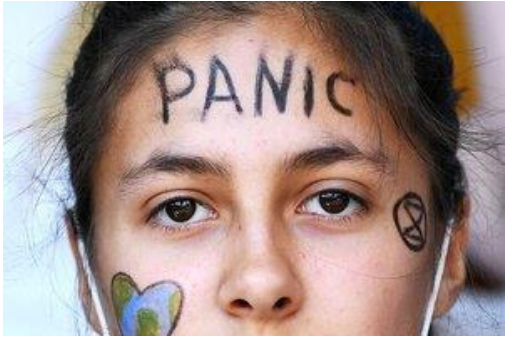


Upcoming NAZCCA Events



NAZCCA.org

Upcoming NAZCCA Events



Youth CAT
Strategy & Action
Wed, March 10
5:30 – 6:30 PM



Food & Sustainable Living
Fri, March 12
6:00 – 7:00 PM



EFFECTIVE ENVIRONMENTAL ACTION -- Thu, March 18, 6:00 – 7:00 PM



Wicked Water Problems
Mon, March 22
1:00 – 2:30 PM



NAZCCA Movie Discussion Club
Sun, March 28
2:00 – 4:30 PM

Upcoming NAZCCA Events

In collaboration with NAU's Sustainable Ambassadors Program



**Dr Stefan Sommer
Dr Thomas Finger**

Fri, March 12

1:00 – 2:30 PM

Registration link available on NAZCCA's Facebook page