

# CHARITY WRITING AND PUBLICATIONS TRAINING DAY

Thursday 20 October 2011

Directory of Social Change,  
24 Stephenson Way, London NW1 2DP

The third annual national training event for everyone working in charity sector writing, publications, design, photography, media, marketing and more...

## SEVEN reasons you should come:

- Make your writing powerful and effective
- Write fundraising applications that get results
- Create attention-grabbing press releases
- Write compelling e.newsletters
- Create Google friendly webpages
- Write striking Twitter and Facebook posts
- Produce great charity annual reports

## All new Foundation and Masterclass level workshops!

Whatever your level of expertise, we guarantee you'll leave with great learning you can use to radically improve your writing and publications.

Whether you've been to our charity writing and publications training day before and want to carry on learning, or this is your first time, our workshops will leave you brimming with ideas.

Expert-led sessions include:

- Web writing
- E.newsletters
- Creating fundraising applications
- Proofreading
- Charity features and news stories
- Writing case studies and interviewing service users
- Writing effective press releases
- Annual reports and reporting impact
- Writing for social media
- And much more...

Book your place now, from just £144

Visit: [www.dsc.org.uk/cwp](http://www.dsc.org.uk/cwp)

Complete: The booking form and return

10% earlybird discount if you book before 29 July 2011

#### EVENT PARTNERS

**CharityComms**  
Inspiring Communications at the Heart of Charities



**Reason Digital**  
Digital engagement for the  
third sector

#### PRINT AND DESIGN PARTNER

**captiv8**  
exceptional print creative design efficient mailing

Choose **FOUR** interactive workshops from our varied programme, plus reserve a face-to-face surgery slot on great design and print. Each workshop is completely updated from previous years.

#### Foundation or Masterclass session?

**F** **Foundation workshops** offer a comprehensive overview of the topic, with lots of examples and insight. You'll leave with a new understanding of the topic from an expert, along with some really useful tips you can start applying to your publications straight away.

**M** **Masterclasses** will be more interactive, building on the foundation workshops (or any current knowledge you have on the subject) and going into more depth. Experts will work with you to deconstruct examples of good and bad practice, lead critiques of your own writing (bring it along!) and discuss how best to apply what you've learned.

#### Timetable

9.30am Registration and welcome

All day Drop-in surgery **How to get the best from design and print**

10.00am	Session 1 <b>F</b> <b>Writing for e.newsletters and e.communications</b>	Session 2 <b>F</b> <b>Good writing for charities: news and features</b>	Session 3 <b>Writing effective press releases</b>	Session 4 <b>Good proofreading</b>
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11.00am Coffee

11.20am	Session 5 <b>M</b> <b>Writing for e.newsletters and e.communications</b>	Session 6 <b>M</b> <b>Good writing for charities: news and features</b>	Session 7 <b>F</b> <b>Writing for marketing and campaigning</b>	Session 8 <b>Writing brilliant fundraising applications</b>
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12.20pm Lunch

1.20pm Keynote speaker

#### **How to interview anybody: Gemma Aldridge, senior features writer at Love it! magazine**

So you think interviewing case studies for your charity is daunting? From women with cheating husbands to mothers of missing children, no one interviews a wider range of people than real life magazine journalists. Every day they deal with emotional, often difficult interviewees from all walks of life.

Having spent her whole career as a real life writer, Gemma Aldridge knows how to get the best out of interviewees, no matter what their circumstances. In a fun and inspiring presentation, Gemma will share the secrets of great interviewing – so you can improve your own techniques.

2.10pm	Session 9 <b>F</b> <b>Great websites: Web writing and writing for Google</b>	Session 10 <b>F</b> <b>Finding the right words: the nuts and bolts of great writing</b>	Session 11 <b>M</b> <b>Writing for marketing and campaigning</b>	Session 12 <b>Creating fundraising copy and direct mail</b>
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3.10pm Coffee

3.30pm	Session 13 <b>M</b> <b>Great websites: Web writing and writing for Google</b>	Session 14 <b>M</b> <b>Finding the right words: the nuts and bolts of great writing</b>	Session 15 <b>Build your own annual review</b>	Session 16 <b>Writing case studies and interviewing service users</b>
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4.30pm Close

#### How much?

##### Band A - £160

Voluntary and community organisations with a turnover of up to £500,000. Also for CharityComms members.

##### Band B - £195

Voluntary and community organisations with a turnover of over £500,000.

##### Band C - £260

Statutory and commercial organisations.

**10% earlybird discount if you book before 29 July 2011**

# Workshops

**F** Foundation workshop **M** Masterclass

## Writing for e.newsletters and e.communications

Session 1 **F**

Session 5 **M**

Unsure what format would work best for your e.newsletter? Worried that your blogs aren't effective? Does Twitter baffle you? What are the benefits of being on Facebook? These workshops will deal with these issues and many more, showing you how to write social media and e.communications effectively for your charity.

## Good writing for charities: news and features

Session 2 **F**

Session 6 **M**

These workshops will teach you all you need to know about writing fantastic news and features for charity newsletters, magazines, websites and more. From the science of news writing to different ways to structure a feature, from choosing an angle for your news story to writing great headlines, this is good charity writing, made simple.

## Writing effective press releases

Session 3

A well targeted, well thought out press release can make the difference between extensive media coverage and none at all. In this session you'll learn how to write press releases guaranteed to catch a journalist's eye – so your charity's stories get the attention they deserve.

## Good proofreading

Session 4

Have you ever spent months working on a publication, only to spot a glaring error after you've printed thousands of copies? This workshop will make sure you never have that sinking feeling again. We'll show you how to proofread like a pro so your publications are accurate and mistake-free.

## Writing for marketing and campaigning

Session 7 **F**

Session 11 **M**

Every charity needs attention-grabbing publications that get your charity's message across and meet your audience's needs. Whether appealing for donations or calling for action, we'll show you how to write marketing and campaigning materials that get your cause the attention it deserves.

## Writing brilliant fundraising applications

Session 8

As the spending cuts hit home and the financial crisis deepens, competition for charity funding is more intense than ever. Well written, engaging funding applications will make your organisation's bids stand out from the crowd. You'll leave this workshop brimming with tips on how to put together a compelling application – sure to improve your chances of generating income.

## Great websites: Web writing and writing for Google

Session 9 **F**

Session 13 **M**

A few small changes to the way you write for the web can radically improve your charity's search engine rankings – and make your website more compelling to supporters. We'll share our top tips on writing sparkling web copy so your website ranks highly on Google, gets your message across and meets the needs of your audiences.

## Finding the right words: the nuts and bolts of great writing

Session 10 **F**

Session 14 **M**

Writing in plain, simple English. Eradicating jargon and charity buzzwords. Writing in the active not the passive. Using verbs ahead of nouns. Good charity writing is based on all these things and more. Come along to these workshops to learn the tricks of the trade. Make your writing clear, powerful and engaging – no matter what publication you're working on. We'll help you take your writing to the next level and make it more effective than ever.

## Creating fundraising copy and direct mail

Session 12

How do you make sure your fundraising materials shout loudest in an overcrowded marketplace? This session will show you how to create fundraising letters, leaflets and direct mail that make donors stop and take action.

## Build your own annual review

Session 15

Want to create an innovative, impactful annual review for your charity this year? In an innovative format, we'll show you how to build your annual review from scratch. From creating your aims and objectives, through to interviewing, writing and design, we demonstrate how to put together a fantastic annual review, step by step. You'll leave with an outline plan for your charity's annual review, ready to put into action. Weeks of work, done!

## Writing case studies and interviewing service users

Session 16

A strong personal story is the most powerful way of getting your message across and illustrating the work you do. With advice on sensitive interviewing techniques, telling stories that make an impact and writing and editing quotes and case studies, this practical workshop will leave you brimming with ideas on how to find, write and present the best possible case studies.

## Drop-in print and design surgery

Event co-sponsors Captiv8 will be running an all-day surgery providing advice and solutions for your print, design and mailing projects. If you're looking for creative ideas or simply need some impartial, professional and informed advice, Captiv8's print director Simon Dean and creative director Andrew Chapman will be on hand to answer your questions. They'll help you get the best from your next project whether it's an annual report, campaign material, newsletter or direct mail. Reserve your 20-minute surgery slot by emailing [simon@captiv8uk.co.uk](mailto:simon@captiv8uk.co.uk).

Content delivered by:

### Reason Digital

Reason Digital is a charity sector web development company with over 10 years' experience in developing websites and providing digital marketing services. Reason Digital creates websites that raise awareness, increase donations, attract and engage funders and volunteers.

### Captiv8

Captiv8 is a friendly and professional team offering experience, advice and quality production for all stages of your print project. Captiv8 has built a strong reputation for providing a friendly, efficient and comprehensive print service, incorporating litho and digital print, design (for print and web) and a full mailing house facility.

### ngo.media

ngo.media is the leading editorial, copywriting, publications and training agency working only with charities and socially driven organisations. We're all about solving your editorial, copywriting and publications problems and helping you achieve your goals.

