

# How to write for impact

Digital For Good webinar  
August 2020



# Hello!

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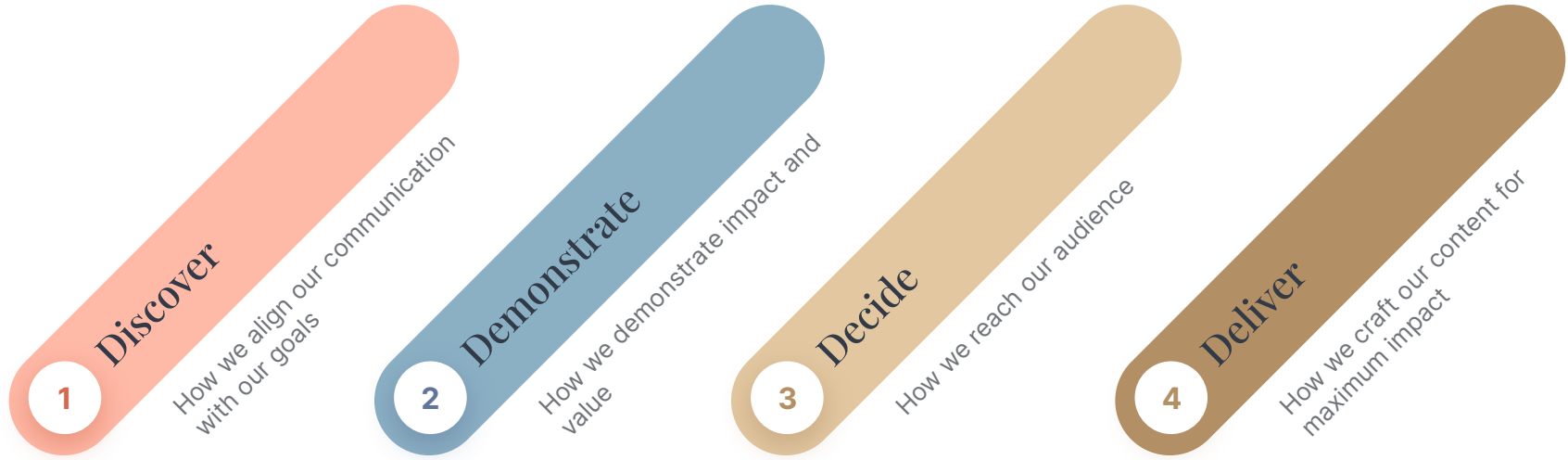


# The role of communication

- ✓ Build awareness for a cause
- ✓ Strengthen your brand
- ✓ Build trust and credibility
- ✓ Increase support and inspire action
- ✓ Nurture community
- ✓ Support service delivery



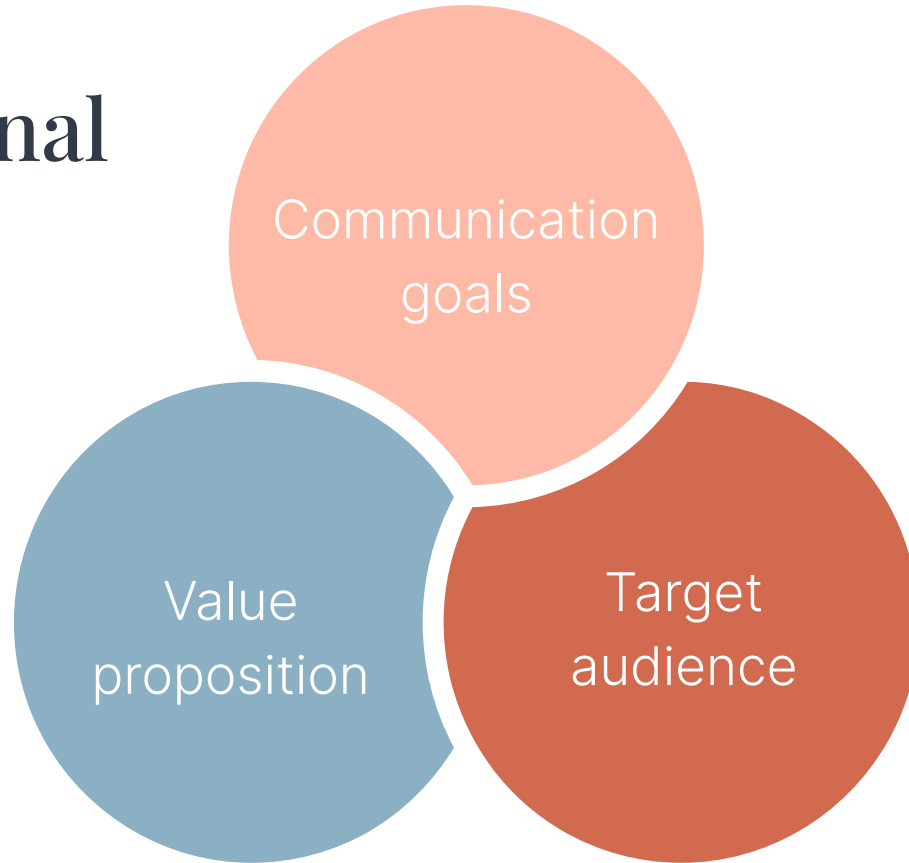
# Writing for impact



# 1 Discover

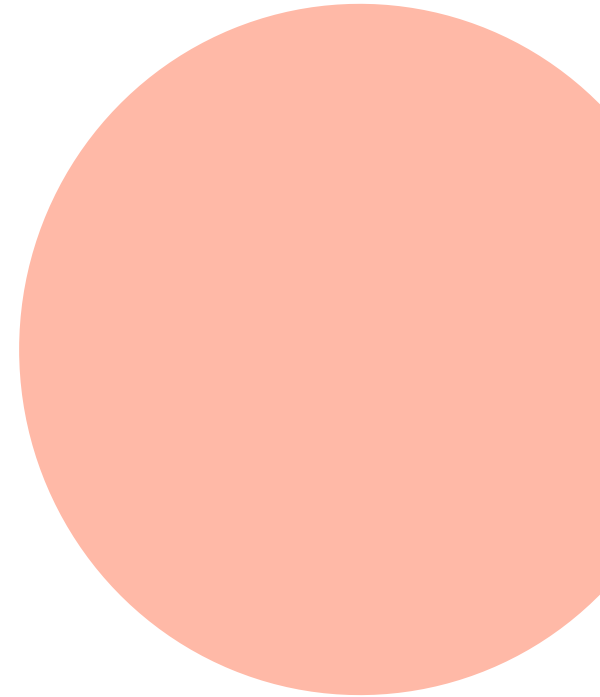


# Three foundational elements



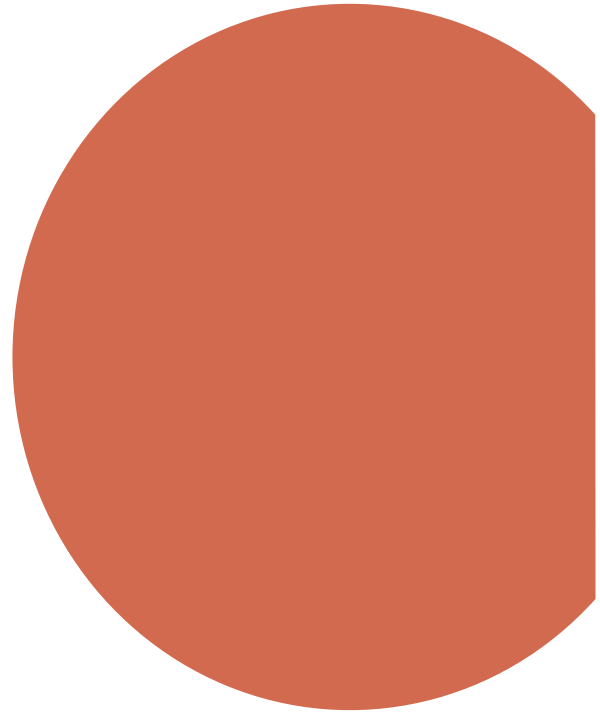
# Communication goals

- ✓ What is the desired outcome?
- ✓ How does this support the broader vision and goals?
- ✓ What specific action am I looking for?
- ✓ What does progress and success look like?



# Target audience

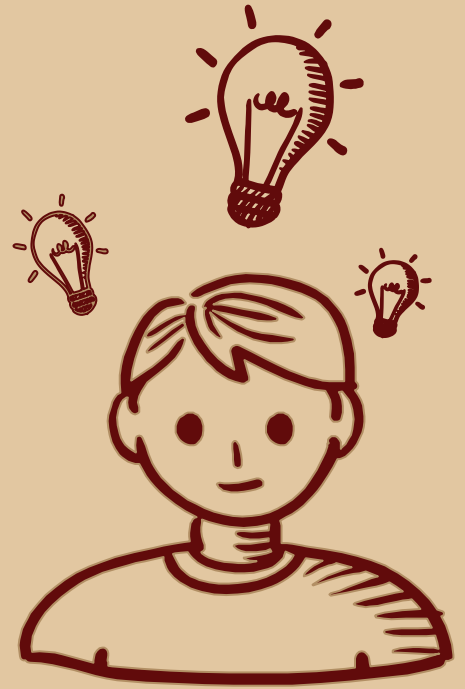
- ✓ What are their concerns and challenges?
- ✓ What are their experiences and expectations?
- ✓ What will create an emotional connection?
- ✓ What do they already know?
- ✓ Why should they care?





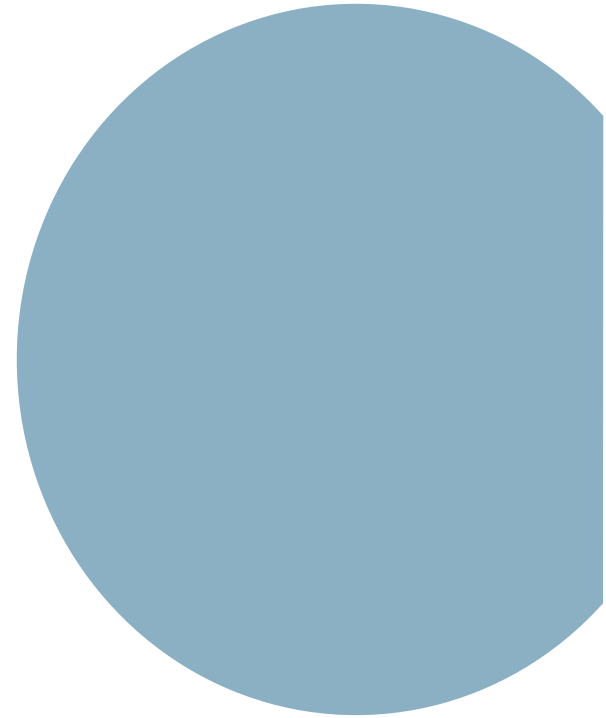
# Researching your audience

- ✓ Customer service team insights
- ✓ Surveys
- ✓ Stakeholder interviews
- ✓ Feedback from social media or events
- ✓ Focus groups
- ✓ Market research insights
- ✓ User generated content



# Value proposition

- ✓ What do you offer?
- ✓ What do you do that's different?
- ✓ What does this mean for your audience?



“I believe in this cause but I don’t know where my money will end up.”


“I want to help people but is this the best answer to the problem?”

# Solar Schools

- ✓ An educational program underpinned by unique technology
- ✓ Interesting, exciting resources to help children learn about sustainability
- ✓ It's easy for teachers, everything is ready to use off-the-shelf
- ✓ Create an impact in the school and empower students to create impact in the future





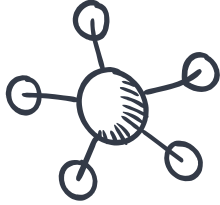
 Find a school by name

[About](#)[Teacher's Toolkit](#)[Knowledge Bank](#)[Schools](#)

## Inspired Energy Education with Impact

Solar Schools makes it easy and exciting to teach students about energy efficiency. Use your school's own energy data to bring this innovative educational program to life.

Connection?



Engagement?

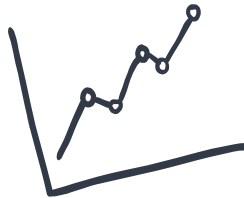


Communication goals

Value proposition

Target audience

ROI?



# 2 Demonstrate



# Demonstrating impact

- ✓ Rallies support for a cause
- ✓ Reassures people that money is well spent
- ✓ Sheds light on human connections
- ✓ Captivates, motivates and inspires action





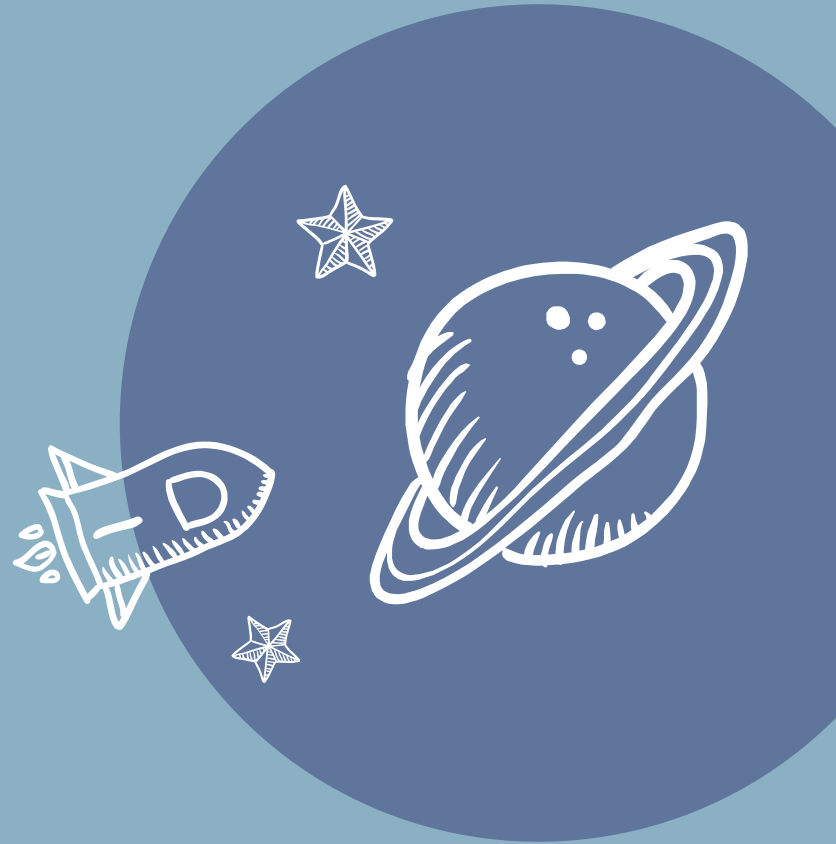
# Good stories

- ✓ Emotion
- ✓ Authenticity
- ✓ Make a difference



# Where do good stories come from?

- ✓ Daily reflection
- ✓ Social catch-ups
- ✓ Monthly meetings
- ✓ Community events
- ✓ Facilitated workshops
- ✓ Brand storytellers



“If you want your donor to value what you offer, you need to focus on what you can give them in return.



# Create content valuable to your donor

- ✓ Solve their problem
- ✓ Treat them as a true participant
- ✓ Make it easy for them to step up
- ✓ Help them connect with community



# 3

Decide



# Digital communication

- ✓ Reach
- ✓ Tailored content
- ✓ Shareable
- ✓ Data
- ✓ Fast
- ✓ Easy to update

“The success of your digital content depends on your ability to do it well.



# If you're writing multiple pieces:

- ✓ Will each communication product stand alone?
- ✓ Or will they all fit together and create a journey?



4  
Deliver

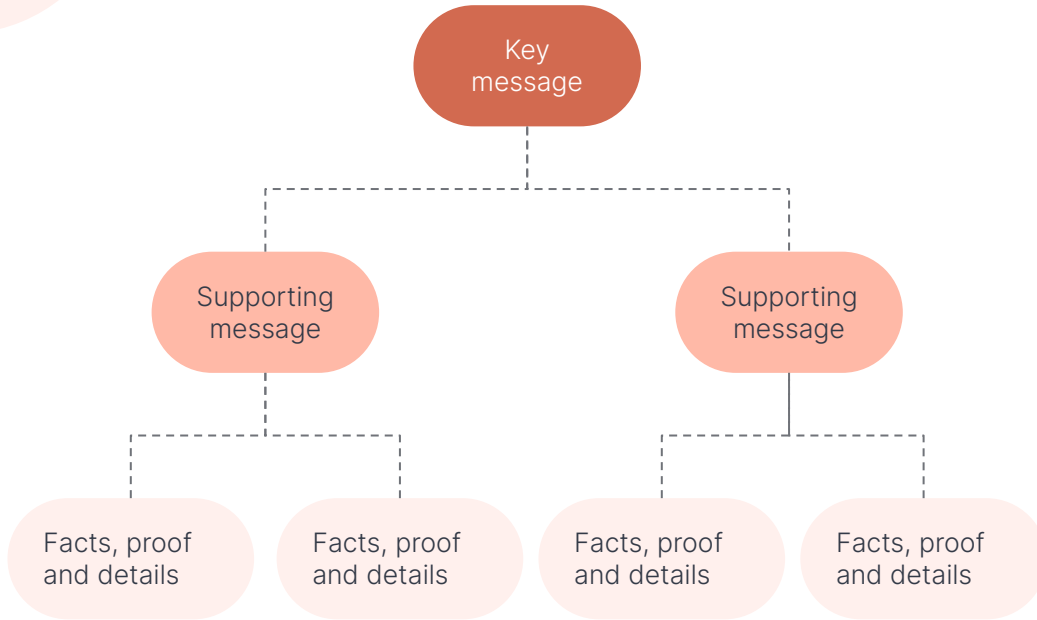


# Key messaging

- ✓ Who you work with
- ✓ The problem you solve
- ✓ Your offering and how you deliver it
- ✓ What makes you different from competitors
- ✓ The results you achieve



# Key messages support your value proposition



“The point I’m trying to make is ...”

“After you’ve read or heard this information, I hope you understand that ...”

# Layout and structure

- ✓ What information is most important?
- ✓ How can sequencing help build understanding, or persuade?
- ✓ How will a skim reader navigate the content?
- ✓ Are the key messages covered?
- ✓ Have you summarised or signposted what's to come?

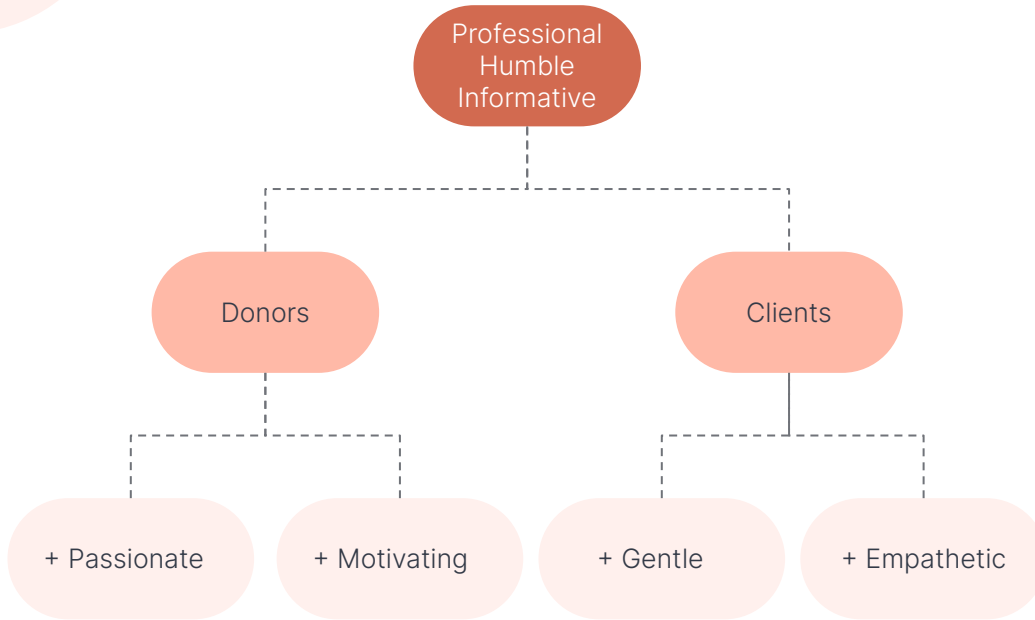


# Tone of voice

- ✓ Creates a consistent customer experience
- ✓ Makes your audience more receptive to your message
- ✓ Differentiates you from other organisations



# Tone of voice guideline



# charity:water

**Personality:** Helpful, Optimistic, Honest, Adventurous, Generous, Grateful, Creative, Respectful

**Tone of voice:**

- ✓ Inspirational
- ✓ Exciting
- ✓ Direct (transparent, clear and simple)







MY  
DAD  
IS MY

*Best Friend.*

JUNE 18 2017

### This Father's Day,

make the incredible dads in your life feel like heroes in someone else's life too.

Give clean water in honor of your dad. 100% of your gift will help families in need, and we'll send a beautiful email on Father's Day to show him the impact.

GIVE FOR DAD



WITH YOUR HELP

We've funded **22,936**  
water projects for  
**7 million** people around  
the world.

SEE MORE OF OUR IMPACT

charity: water WHY WATER? OUR WORK ABOUT US GET INVOLVED

DONATE SIGN IN

## THE SPRING

Join an unstoppable community of monthly givers.

There will be a day—in our lifetime—when we get to celebrate every person on the planet having access to clean water. We want to celebrate that day with you.

JOIN THE SPRING



1 in 10 people lack access to clean water. We're on a mission to change that. Here's how.



#### 100% goes to the field

A group of donors cover our operating costs so 100% of your money can fund water projects.

[Learn about our model](#)



#### We prove every project

We track every dollar you raise, and show the projects you helped fund with photos and GPS.

[See proof](#)



#### Sustainable projects

We partner with inspiring organizations who are providing long-lasting water and sanitation services.

[Learn about our approach](#)

“Skim reading has become the new normal, where we word spot and browse through the content.



# Keep content simple and snappy

- ✓ Shorter sentences
- ✓ Line breaks and bullet point lists
- ✓ Break multiple commas with a full stop



# Keep content simple and snappy

**Before:** It is absolutely essential that we support our clients during this incredibly difficult time, and reflect on what would matter the most to them so that we can provide the assistance they need.

**After:** It's essential we support our clients during this difficult time. Together, we can provide help that's needed.

# Use plain language

- ✓ Use everyday words
- ✓ Avoid jargon or industry speak
- ✓ Keep readability between 7th and 9th grade

# Use plain language

**Before:** Research has demonstrated that eating additional whole grains may contribute to the reduction of cancer and diabetes.

**After:** Research shows that eating more whole grains may reduce the risk of cancer and diabetes.

# Use personal pronouns

- ✓ Say 'you' and 'we'
- ✓ Don't say 'the customer' or 'donors'



# Use personal pronouns

**Before:** Donors should complete the form and send it back to the fundraising team by April 15.

**After:** Send your completed form back to our team by April 15.

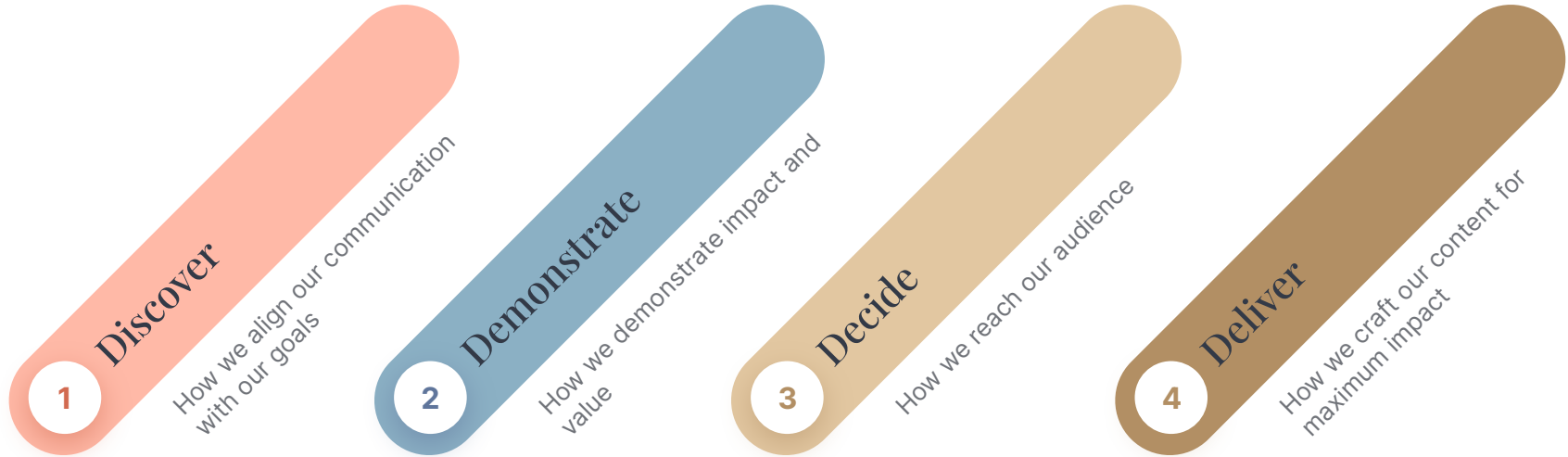


# Other tips

- ✓ Start sentences with conjunctions
- ✓ Use contractions
- ✓ Use meaningful headings and subheadings for easy navigation
- ✓ Put important concepts in **bold** or a breakout box

[www.hemingwayapp.com](http://www.hemingwayapp.com)

# Writing for impact



# Thanks!

Any questions?

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