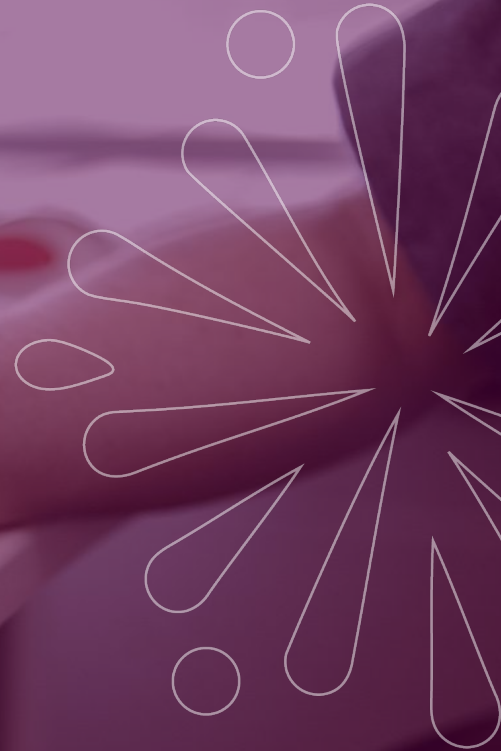


Writing for Impact

A Guide to Drafting Content that Inspires

August 14, 2023



INTRODUCTIONS —

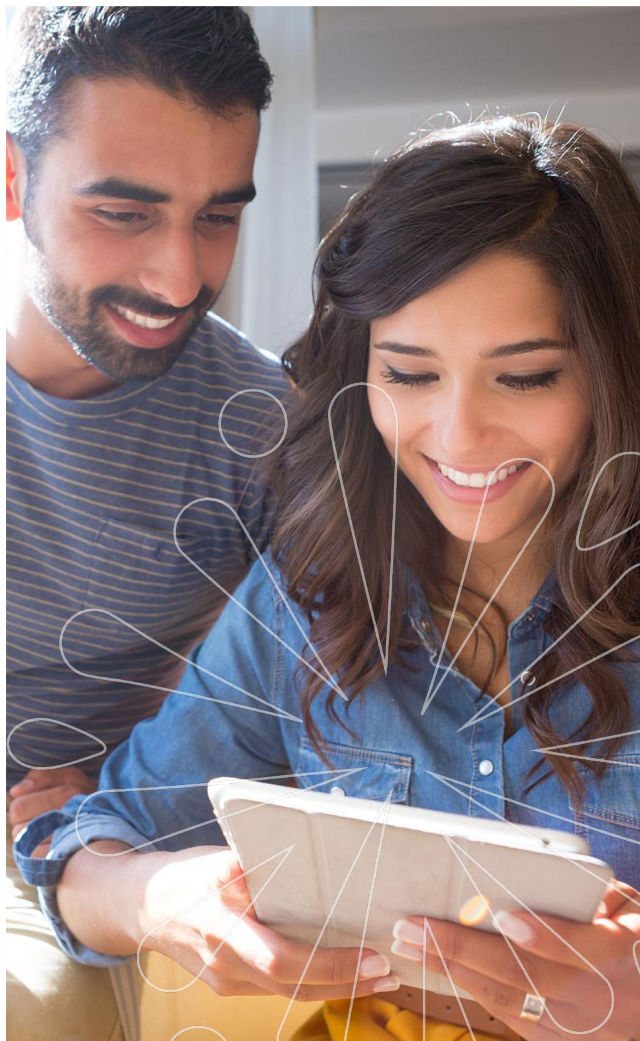
Today's Presenters

SARAH HOGAN and MAURA O'LEARY are from Barefoot PR, a group of purpose-driven storytellers who work with nonprofits, foundations, government agencies and companies focused on a desire to do good in the world. Our work includes Messaging, Public Relations, Digital Engagement, Graphic Design, CSR Storytelling and Public Affairs.

Our clients include:

- Aspen Community Foundation
- Civic Center Conservancy
- Denver Office of Nonprofit Engagement (D-ONE)
- Maiker Housing Partners
- Project PAVE
- Rocky Mountain Partnership





Tell us about you!

As a writer, I am:

- ❖ An expert! I could write in my sleep.
- ❖ I am a great editor.
- ❖ I am a great creative writer.
- ❖ Help! Writing is not my natural form of communication.

WHAT YOU'LL LEARN

1



What do voice, audience and tone mean?

2



Why do voice, audience and tone matter?

3



How can I use them to inspire my audience?

4



Practice and Q&A!

Example 1:

Grab a good lunch, be a great neighbor

Denver's premier food truck festival is BACK in Civic Center Park on May 17th! Every Wednesday and Thursday from 11 a.m.-2 p.m. throughout the summer, join us at Civic Center EATS to enjoy delicious food from your favorite local food trucks. This year you can give back while you grab lunch by contributing to EATS for ALL, our new initiative that makes EATS more accessible by inviting park goers to pay what they can for a meal of their choice.

Catch ya there?



Tell us how this this makes you feel:

- ❖ Excited
- ❖ Welcomed
- ❖ Informed
- ❖ Hungry

Example 2:

Civic Center EATS is Back with the EATS for ALL Initiative


Civic Center EATS, Denver's premier food truck festival, is back in Civic Center Park starting on May 17th. The festival, featuring a variety of local food trucks, will take place every Wednesday and Thursday throughout the summer from 11 a.m. - 2 p.m. This year's festival will become more accessible through a new program EATS for ALL, a pay-as-you-are-able initiative that expands food access for those who are unable to enjoy food due to cost being a barrier.

Join us at Civic Center EATS

Tell us how this this makes you feel:

- ❖ Excited
- ❖ Welcomed
- ❖ Informed
- ❖ Dead inside





What does it take to write for impact?

- ❖ Voice
- ❖ Audience
- ❖ Tone

PART 1

Let's talk about voice, audience and tone.





PART 1: What is it?

Voice

The distinct way an organization communicates its value.

- ❖ Foundational Messaging
- ❖ Unique, unchanging
- ❖ Dictionary of terms



PART 1: What is it?

Audience

“Everyone” is not an audience.

- ❖ Be specific!
- ❖ An engaged audience member is one with an active relationship with you, not just passively on your mailing list.



PART 1: What is it?

Tone

Using voice, intended audience and context to connect with your audience.

- ❖ Sentence structure, reading level, punctuation, word choice
- ❖ Attitude



Poll time!

Tell us where you fit:

- ❖ I know my organization's voice, tone and audience.
- ❖ I don't know, but it would be easy to figure out.
- ❖ Woah! This is gonna take a minute.

PART 2

Why do Voice, Audience and Tone matter?



PART 2: Why does it matter?

Using voice, audience and tone as a framework for your writing helps build:

- ❖ Clarity
- ❖ Consistency
- ❖ Connection

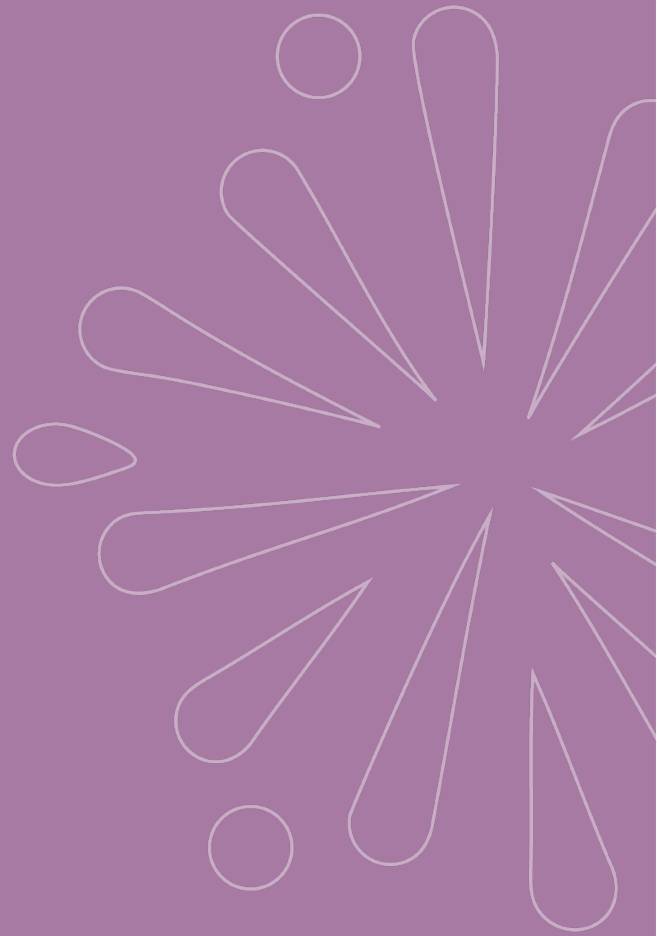
“Excellent communication doesn't just happen naturally. It is a product of process, skill, climate, relationship, and hard work.”

- Pat MacMillan, CEO and Author of The Performance Factor: Unlocking the Secrets of Teamwork



PART 3

How can I use them?





PART 3: How can I use it?

Find your voice

- ❖ Reference the messaging or brand guide.
- ❖ Get familiar with the mission, vision and values of your organization.
- ❖ Check out the website, blogs, social, pieces of content written by leadership.

OUR BRAND VALUES

With knowledge comes responsibility

William Butler Yeats said, "Education is not the filling of a pail, but the lighting of a fire." At Boettcher, we support the pursuit of knowledge because we believe that the more we know, the better positioned we are to make a difference in our Colorado communities, which as citizens of this amazing state, we are called to do.

Be excellent

To put our unique contribution to Colorado in its simplest form, we invest at the top. We seek—and are sought out by—the best minds and most promising projects in the state. By teaming with those people and organizations we ensure that Colorado's future will be even brighter for everyone who calls Colorado home.

Build Colorado's capacity

We develop excellent people and self-propelling organizations. We approach our grant and scholarship recipients as partners. We help them identify opportunities that will enhance their success and overcome obstacles that threaten to stand in their way. We work to ensure our partners' ultimate independence and stability.

Work hard for others

Working hard is good, but for us it's only part of the equation. We believe in working hard *for others*. We feel most fulfilled when we know that our daily efforts are benefitting people from Denver to Durango, Steamboat Springs to Colorado Springs, Trinidad to Holyoke.

OUR BRAND POSITIONING

To be part of Boettcher means that I am one of the game changers who propels Colorado forward.





PART 3: How can I use it?

Get to know your audience

- ❖ Learn more about the audience and their motivators.
- ❖ Key Audience Info:
 - Demographics
 - Knowledge - Misconceptions
 - Preferred Platform
 - Behaviors / Actions
 - Pain Points
 - Context



PART 3: How can I use it?

Choose your tone

- ❖ What's the context?
- ❖ Consider the best practices and limitations of the communications platform you're reaching them through.
- ❖ Pick a few adjectives to use as a framework for your writing!



Let's check in.

WHAT TONE IS MOST USEFUL FOR YOUR ORGANIZATION'S PRIMARY AUDIENCE?:

- ❖ Informative
- ❖ Inspiring
- ❖ Commanding
- ❖ Friendly
- ❖ Expert

Let's practice.



Here's your scenario

Civic Center Conservancy wants you to help them get the word out about their summer food truck festival, Civic Center EATS. Food trucks take over Civic Center Park in the heart of Downtown Denver every Wednesday and Thursday. There is a charitable component to the festival that allows people to buy a meal for those who cannot afford to eat there.

Your task: Pick a **voice**, **tone** and **audience** and write a headline that highlights the opening of this summer food truck festival and new EATS for ALL donate-a-meal program.

Paste your headline in the chat and we will share them.



Examples:

- ❖ Feel-Good Food Truck Festival at Civic Center Park
- ❖ Eat Lunch and Do Good at Civic Center EATS
- ❖ Eat in Civic Center Park Every Wednesday & Thursday this Summer



Keep Writing 

Questions?



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Contact us to:

- ❖ Schedule a FREE 30-minute consult
- ❖ Get the slides
- ❖ Ask for resources/tools
- ❖ Make friends