

Writing Workshop: Reach Your Audience with Your Words

**ROOTED IN
COMMUNITY**

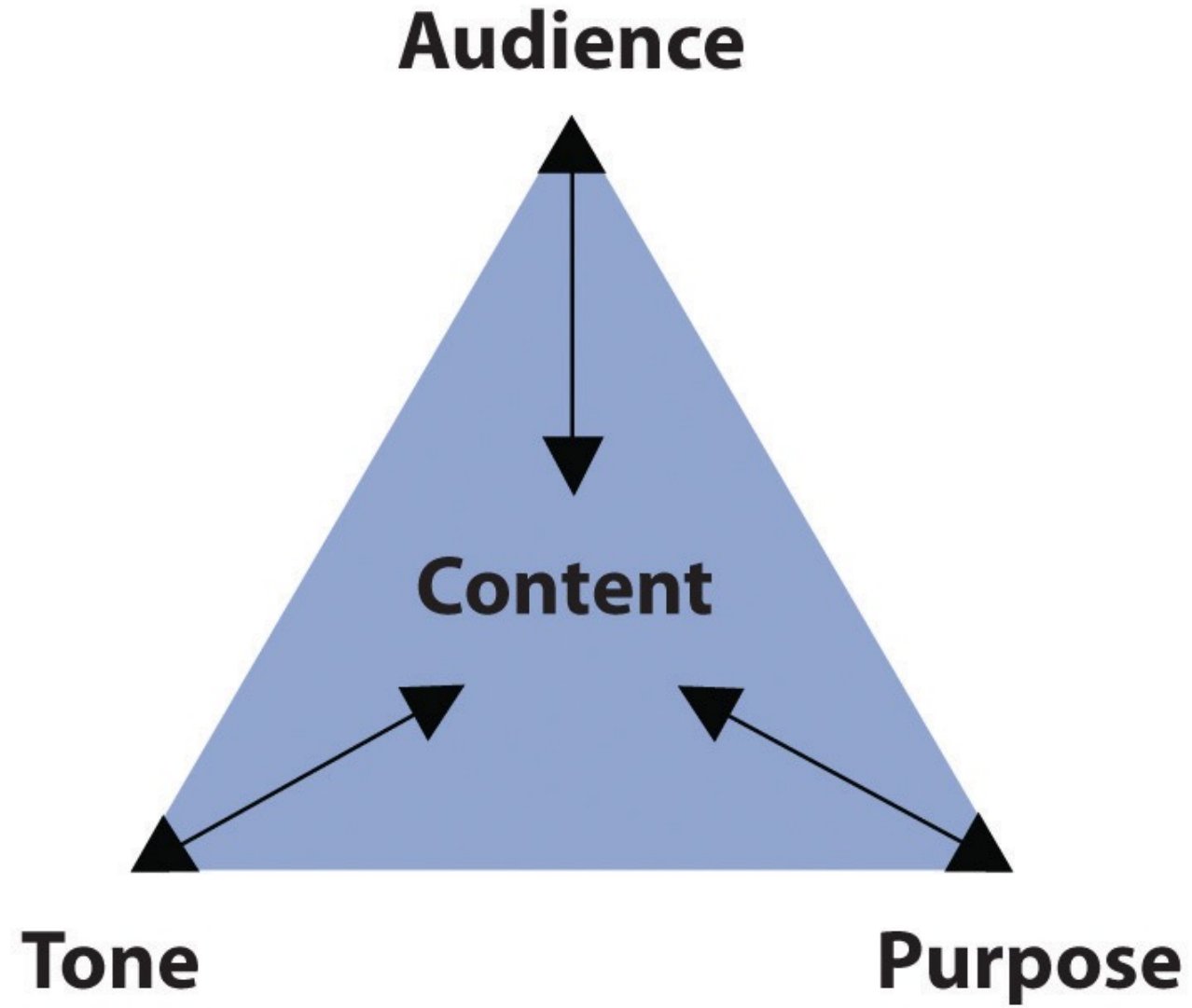
6th Annual Native CDFI
Capital Access Convening
June 22-24, 2021 • A Virtual Event



Agenda

- Audience, Tone, and Purpose
- Case Study Breakout, Part 1
- Debrief
- Case Study Breakout, Part 2





Identify Your Audience

- Who are you writing for?
- What do my readers know about my topic?
- What will they want to know about my topic? / What are they interested in?
- What level of language is most appropriate for this particular audience?



Identify Your Tone

- How should you say your piece? Ex: sad vs didactic vs serious
- What level of formality should you use?
- What key words should you use?
- How should you frame your writing?



Identify Your Purpose

- Why are you writing this? Inform vs advocate vs fundraise



Case Studies

- Everyone will be in small groups of 3-4 for 10 mins
- Rewrite the paragraph on the next slide based on the audience:
 - Group 1: Funder/Investor
 - Group 2: Client, someone locally looking for a loan
 - Group 3: Press
 - Group 4: Congress person/Government ally
- Guidelines:
 - Your rewrite CANNOT be longer than the original example.
 - I assigned you the audience, you select the tone and purpose



Case Study

At Mission Hills Community Lending Center, we work hand-in-hand with our community in San Fernando to provide economic recovery through housing, lending, and coaching opportunities. Research shows 31% of people in San Fernando don't have a savings account, 63% of people cite living paycheck to paycheck, and only 17% of people are homeowners. Additionally, 45% of adults have more than one child and 15% of adults commute more than 45 minutes to get to work each way. San Fernando has a long way to go to address the issues the community faces. That's why in 2022, we're offering a new program to encourage teens and young adults to save called Penny Saver.

Penny Saver will be a yearlong program to help youths in our community learn to save and budget starting at a young age. This will include a youth savings account in which we will match \$1 for \$1 what participants save. We will also offer money management coaching and financial goal setting to help our youth become financial stewards for the community.



Debrief



Best Practices

- Funders/Investors
 - Research their focus area(s)
 - Use language found on their website or the grant application
 - Usually formal and professional
- Client
 - Verbiage should be short and simple
 - Think of best practices for advertising – use visualizations/graphics, large and bold lettering



Best Practices

- Press
 - Look up past articles to get a sense of their beat
 - Provide contextual information – data, quotes, success stories
- Congressperson / Politician
 - Verbiage should be short and simple
 - Provide contextual information – data, stories
 - Be direct in what they can do



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