



Dalya Massachi's Presentation Catalog 2014

Please note: All presentations can be customized to fit your audience, goals, and time slot. They are available in live workshop or webinar format.

1. Writing to Make a Difference: How to Create Outstanding Fundraising/Marketing Materials
2. Grantwriter as Strategic Leader: Your Crucial Role
3. Top Tips for Great Grant Proposals
4. Numbers and Narrative: How to Construct the Crucial Evaluation Piece of Grant Proposals and Reports
5. Storytelling for Fundraising/Marketing Success
6. Grant Proposal Feedback Clinic
7. Writing with Passion & Power: An Essential Leadership Skill
8. Appeal Letters that Are...Appealing
9. Web Writing that Gets Noticed
10. Stop Singing to Your Choir: How to Use E-books to Grow Your Community

1. Writing to Make a Difference: How to Create Outstanding Fundraising/Marketing Materials

Every day, more nonprofit professionals realize the strategic importance of outstanding marketing materials that capture the interest and attention of prospective funders and other stakeholders. Effective writing is clear, concise, and engaging—and prompts your readers' critical thinking and action. It also leaves them wanting more. But how can you make sure that your words "land" as you intend? Join us as we explore how to plan, draft, and edit polished pieces that will help you write copy that's tailored to your mission and market. You will leave inspired and equipped with practical tips and a checklist to begin using immediately. This program can be geared toward beginner or advanced audiences.

2. Grantwriter as Strategic Leader: Your Crucial Role

As a grant professional, you are perfectly positioned to help your organization plan strategically for its grantseeking future. You are the knowledgeable guide who can lead executive and program staff to design work that is attractive to grantmakers. In this webinar, we will discuss ways to "rally the troops" while staying calm, cool, and collected.

Takeaways: 1) How to make sure everyone is on the same page; 2) What questions to ask to get the information you need; 3) Examples of strategizing with staff: before, during, or after the grant award

3. Top Tips for Great Grant Proposals

Tired of spinning your wheels because you're not sure what foundations are really looking for? Learn to "sell" your work to funders with a well-crafted grant proposal! We'll focus on *their* interests and how best to tell them your story. This workshop is ideal for new grant writers and features important reminders for the more seasoned among us. You'll also receive a handout that includes many recommended resources and a grant checklist.

4. Numbers and Narrative: How to Construct the Crucial Evaluation Piece of Grant Proposals and Reports

Unless you've been hiding under that proverbial rock, you know that program evaluation and accountability have been hot topics in the nonprofit sector for quite a while. Funders want to know what's working, what's not, how we may or may not be accomplishing our mission, what needs are going unmet, and how we might make improvements in the future.

Evaluation can also be great for strategic planning purposes. It will tell you where you've been the most successful, where the challenge areas are, and where to go from here. Evaluation helps your clients reflect on their experiences and share their thoughts. There are many ways of doing both qualitative and quantitative evaluations. But regardless of how you actually go about the process, you will need to start by writing about your evaluation system and tools in your grant proposal, and using them in your grant report(s). How can you do that?

5. Storytelling for Fundraising/Marketing Success

Everyone loves a powerful and inspiring story, and your donors and potential donors are no exceptions. Of course, each nonprofit has many stories to share. But how can you select the best stories to connect with your donors in your printed and online materials? In this webinar, you will:

- Identify essential components of great stories
- Find out how to gather them
- Shape them for maximum use in your materials
- Learn many effective ways to use them online and in print

6. Grant Proposal Feedback Clinic: Get Real-Time Feedback!

(Note: This is a bit more complex than the traditional webinar but well-liked by participants)

Could you use some targeted feedback on your Letter of Intent or brief grant proposal? Have you participated in trainings but find you need some individual feedback to fine-tune your draft (one you're currently working on or one you recently submitted)?

While your colleagues may be helpful (or maybe just too busy), an outside perspective is often exactly what you need to view your work as a funder might.

That's the idea behind the Feedback Clinic, a safe online space where you will share drafts with your peers and the instructor (a seasoned grant writer with more than 15 years of experience). You will receive individual feedback from multiple people in a short time. Take advantage of this rare opportunity to hear from outside reviewers from the comfort of your own office!

OR...Don't have a proposal draft to submit or not comfortable submitting right now? Join us to learn from the one-on-one, detailed feedback on the 2 submitted proposals and share YOUR feedback and suggestions. Learn from others' successes and challenges ("case studies"), and practice providing analytical feedback. Your insights will add value to the group discussion and hearing others' different perspectives will add to your own learning process.

At the End of the Clinic:

- If your draft is reviewed, you will walk away with several concrete ideas for how to immediately improve your draft (and edit future ones)
- If you joined us for the Listen/Watch/Comment Only session, you will leave with numerous ideas and insights for your own proposals. Plus you will have practiced supporting your peers in the process.

7. Writing & Editing with Passion & Power: An Essential Leadership Skill

Do you want to position your work as cutting-edge and worthy of new support? Do you want to become a respected thought leader in your field? In the marketplace of ideas, those who write well are seen as the "experts" at much more than putting words on a page. (The words "author" and "authority" come from the same Latin root!) If you want your writing to more fully express your passion, or tell your story in a fresher and more compelling way, this workshop is for you. We will also discuss how to provide helpful editorial guidance for others at your organization.

8. Appeal Letters that Are...Appealing

Anytime is a great time for at least one appeal letter (maybe more). If you're making an important contribution to your community, many others will want to be part of that! The idea is to ask community members to invest in your organization's vision and results. Appeal letters offer the opportunity to build/maintain relationships with community members and encourage the attitude that everyone can contribute. If you're writing online or printed appeals, join us to learn today's best practices.

9. Web Writing that Gets Noticed

Of course, your organization absolutely *must* have a nice-looking website. But that site must contain content that your users really want to engage with and can find with ease! Your website is a key part of your organization's outreach/marketing effort and needs to speak to your readers *their* way. This webinar offers you plenty of tips and techniques to make sure your content is web reader-friendly, while it stresses your impact.

10. Stop Singing to Your Choir: How to Use E-books to Grow Your Community

Looking for a new way to attract and engage prospective and existing donors, clients, or customers? Today's audiences want relevant and useful content that they can act on right away. Are you offering them that?

You can use e-books (or printed books) to deliver that content, showcase your expertise, and build your

organization's credibility as a passionate 'author'-ity in your field. You'll make a winning impression when you can say: "We wrote the book on that topic!"

But how can you make this strategy work for you? This session will help you start thinking about your online content and how you can use it in a comprehensive and easy way with inexpensive e-books. The content can then be repurposed for a range of online uses, such as blogs, social media posts, and presentations. (It can even make its way into print, too.)

Takeaways

- 1) Bust the top 4 myths about today's online publishing scene (and explain why you should be in on it)
- 2) Get advice on how to write an e-book for maximum impact (and see how others have done it)
- 3) Know what to expect and how to get started quickly (including handouts to take with you)