Suggestions For Writing Online Articles

❖ Grab reader's attention with an **Interesting Title**

❖ **The MEAT**
   ✓ **Cut to the Chase**
      • Put the vital at the top (the who, what where, when, why) then trickle down to the more trivial

   ✓ **Organization & Readability**
      • People skim, so use subheadings, bullets, short paragraphs
      • Use graphics if it lends to deepening or highlighting the article
      • Aim for clarity instead of complexity. Remember: "When something can be read without effort, great effort has gone into its writing." (Enrique Jardiel Poncela)

   ✓ **Include Links** in your Article when appropriate
      • Hyperlinks allow you to embed more information in your article without repeating what has already been written or done

❖ **KEEP IN MIND**
   ✓ **Let your Personality Shine**
      • Sharing stories & examples make articles more personal and exciting to read

   ✓ **Don't think about Selling**
      • If you are aiming to increase foot traffic, get more donations, etc., that will work against the article. Trust those things we all want for you will happen if you stick to your story, your sharing.

   ✓ **Know your Audience**