

Mission Magnified

Content, content, content.

Compelling, shareable content is key to engaging and motivating grantees, co-funders, decision-makers ... or any audience.

Program staff at foundations have access to rich data, innovative ideas, and compelling stories. But they may be too comfortable with academic or technical language, and philanthropy-sector jargon.

Mission Magnified's **Persuasive Writing Workshop and Coaching Series** will help foundation staff build their skills to craft an engaging, accessible and persuasive writing piece — such as an op-ed or blog post — that will motivate a target audience to action.

It will foster a sense of possibility, excitement and confidence around the value and opportunity of writing for external audiences.

By the end of the series every participant should have at least one piece of content published, or ready to be published.

Goals and Audiences: Tips, Tricks and Templates

WORKSHOP
1

- Identifying your audience and the actions you want them to take
- Identifying compelling and diverse co-authors
- Capturing interest and attention: from the headline to a provocation to a call to action
- Crafting compelling recommendations
- Sourcing and deploying engaging data, visuals, and case studies

Writing and Feedback

Each participant works on a draft integrating the lessons learned from the workshop. They have the chance to review and refine their piece in a one-on-one coaching session with Mission Magnified founder Neill Coleman.

Pitching, Placing and Promoting Your Piece

WORKSHOP
2

- Picking the right outlet or platform
- Pitching tips
- Using social media and your network to share and promote your piece once it is published

Neill Coleman

Neill Coleman, founder and principal of Mission Magnified Consulting, has nearly twenty-five years of experience in communications and philanthropy. Neill has led communications teams for city and federal government agencies, nonprofits, foundations and corporations. His communications leadership includes five years at The Rockefeller Foundation, where he managed the development of two books by the foundation's president.

In these roles Neill has conducted media training with foundation staff, authored and edited hundreds of press releases, speeches, op-eds, blog posts, and tweets. Neill's work has been published by *The New York Times*, Center for Effective Philanthropy, Philanthropy New York, *Stanford Social Innovation Review* and many other outlets. Neill posts regularly on LinkedIn, where he engages with over 3,500 followers.

As principal of Mission Magnified, Neill has consulted on communications projects for the Oak Foundation, Edelman, Slum Dwellers International and CUNY. Neill has conducted the **Persuasive Writing Workshop** series for the Henry Luce Foundation.



"In today's cluttered media landscape, it's more important than ever for foundations to be able to share their impact stories in a way that truly resonates with their stakeholders. Neill's persuasive writing course was an invaluable resource for our foundation staff. We learned how to write impact stories that are not only informative but also inspiring. And the examples and templates that Neill provided gave us the confidence to engage more bravely with our stakeholders."

Jacquelynn K Osoro
Communications
Director
The Henry Luce
Foundation

Learn more about our
Persuasive Writing Workshop and Coaching Series

Email us at neill@missionmagnified.com

