

## ONLINE OUTREACH WRITING CHECKLIST

Are you sharing value with your website visitors? Do they have a clear understanding when they read your donate page, home page and email campaigns?

Take the pulse of your online outreach:

### THE BASICS

- Is it clear who the audience for your text is?
- Is all of your online outreach consistent in terms of tone and style?

### QUALITY CONTROL

- Have you checked spelling and grammar?
- Is your text readable? (Hint: White text on a color background and small font size are not easy on the eyes.)
- Have you checked for wordiness? (i.e. Have you whittled down as much as possible?)
- Did you print out your text and read it aloud? *All of it?*
- When you want to make edits, do you keep all changes in one tracked-changes document for easy updating?

### HEADINGS

- Do you limit your use of italics to captions or phrases?
- For longer pieces of writing, do you use sub-headings?
- Are all (or most) of your headings links?

### READABILITY

- Are blocks of text broken into bulleted lists?
- Is the text written in “inverted-pyramid” style?
- Are all paragraphs limited to *one* idea per paragraph?

### DESIGN

- Does your writing incorporate graphics?
- Do you use sans serif fonts? (Ex: Arial, Verdana versus Times New Roman, Georgia)
- Is all of your text at least 10-point type?
- Is there negative (white) space?

### SCORE YOURSELF

13-17: Have you considered a career in Web writing?

8-12: Maybe it's time to dust off a copy of *Writing Copy for Dummies*.

0-7: Are you doing any online outreach? (“Friending” your college roommate on Facebook doesn't count – sorry.)

Need help getting your writing and strategy up to snuff?

- Read how to send great email (content and design): Free eBook here: <http://web.networkforgood.org/email-fundraising-guide/>
- Listen again to the June 16, 2009 Nonprofit 911 call: Transcripts here: <http://www.fundraising123.org/article/create-copy-shines-sings-and-brings-bucks-tips-writing-web>