

WRITING SAMPLES

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SAMPLE 1: Fundraising appeal

Client: Jews United for Justice

Product: Draft copy for direct response appeal. This copy was written for a print direct mail letter and was adapted for email and social media follow up. (delivered *pro bono*)

Date: 12/2023

Role: I was the sole writer of this draft.

December 2023

Dear [Household Salutation],

In 1998, **a few do-gooders in Washington, D.C. planted a seed.** They weren't master gardeners. They were ordinary folks like you and me. They saw an opportunity. They did their best.

Over the past quarter century, that small effort has grown into **a thriving community garden.** Ordinary folks continue to tend the roots and the fruits of working together for a common goal.

We roll up our sleeves and we work hard. We answer the call when friends and neighbors need to borrow our tools or our people-power. We've made mistakes—and learned from them. We've also **made friends, established a powerful presence, and nourished ourselves and our region.**

That 25-year-old community garden is Jews United for Justice (JUFJ). And though I write to you in the midst of winter, I say with pride and with certainty, **the garden is thriving.** From a small handful of folks in D.C., we have grown into a crew of thousands in the District, in Baltimore, in Montgomery County and across Maryland.

As is true for any community garden, for **JUFJ the community is as essential as what is planted.** A garden like this—deep roots, broad reach, powerful impact—is too big for any one person to steward. It requires a crew.

[Household Salutation], thank you for helping to tend the garden that is JUFJ. When we work together, each of us contributing what our heart and spirit move us to give for the collective good, we grow a better world for all of us.

(over please)

For the past quarter century, in D.C. and across Maryland, JUFJ has been helping Jews work together to pursue justice and repair the wrongs of this world. **The fruits of our labor include positive changes in legislation and policy.** We've also grown intangible but nourishing **relationships, power, momentum, and meaning.** As leaders and, significantly, as followers of communities and individuals directly affected by the issues we work on, **together we have won:**

- [client to provide list of jurisdictional wins]

But you and I both know the task of tending a garden is never complete. **There is still work to be done.** Our top priorities this year include [insert the results of the campaign selection process here]

As we look ahead to the new calendar year, **we will continue working with our friends—new and old—to nurture social, racial, and economic justice in our region and beyond.** Our work isn't glamorous. It involves shoveling, ahem, "fertilizer," but it also allows us to offer and receive help, to build relationships around sustained effort, and to be surprised by **the power and beauty of real growth and change.**

Real change is possible. JUFJ has proven it. But it doesn't happen easily. Thankfully, none of us has to do it all alone—nor could we. Planting, tending, and harvesting the seeds of equity and justice takes a robust crew of us all giving what we can: our time, our energy, and our talents, and, yes, our financial gifts.

As you think about what intentions you want to plant for 2024, please know that **your role and your gifts to the community garden that is JUFJ are meaningful and appreciated.** I look forward to continuing to witness the blossoming of our work. **I hope you'll join me in watering the seeds of change with a financial gift.** Thank you.

In solidarity,

Jacob Feinspan
Executive Director

P.S. It is no accident that *tzedek* (justice) and *tzedakah* (righteous giving) contain the same Hebrew root letters. **Your tax-deductible tzedakah to JUFJ helps bring about real movement toward tzedek in Baltimore, in Maryland, and in Washington, D.C.** Thank you.

SAMPLE 2: Landing Page copy

Client: Living In Place Solutions (livinginplacesolutions.com)

Product: Concierge Services Management Program Landing Page

Date: delivered 12/2023

Role: I was not the only writer, but made substantial revisions to another writer's work, based on the client's feedback and concerns.

Concierge Services

Getting older doesn't have to mean losing your independence. You're not alone. We help people like you age in place.

You can stay in your home with dignity, independence, and autonomy.

For Seniors

If you are living alone and want to stay in your home, ask yourself:

- **If it becomes hard(er) to walk stairs, what will I do?**
- **If my balance were off, is my home dangerous?**
- **What am I doing (or should I be doing) around the house that I would rather let someone else take care of?**
- **What if there were a way to make day-to-day activities easier?**

There are ways to make your life easier and safer. And you don't have to figure it out on your own. Living in Place Solutions is here to help. We've spent years assembling a database of resources to ensure that you can continue to live safely and comfortably in your home.

Finding a way to age in place safely in your present home (while convincing your adult children it's the right thing to do) can be overwhelming. You're assembling a puzzle without all the pieces.

At Living in Place Solutions, we understand that your living situation is unique. We also know the factors at play you may not be aware of, yet. That's why we start with a comprehensive assessment of your home and then customize a plan to make it safe and secure.

It all starts with a conversation with you and only the other people you want to be there.

Let Living In Place Solutions help you choose the right services for you and make sure you get what you need. Owner and co-founder Marian Berman is aging in place herself. She understands the importance of building solutions around you, your needs, and the life you want.

For Families

Overwhelmed by the what, how, and what-if of your aging loved one's care and living situation?

Ask yourself:

- **How long can Mom or Dad really stay where they are living now?**
- **Should they still be driving? What am I going to do if they can't drive?**
- **Would they tell me if they fell but weren't hurt?**
- **What might go wrong that I'm not even thinking about?**
- **Where can I find skilled support for the things that I can't provide?**

Adult children of aging parents rarely have the authority or tools to discuss and properly resolve issues with Mom or Dad. You don't know what you don't know, and it's confusing and fraught when you have to care for the ones who raised you.

Certified Aging In Place Specialist Marian Berman of Aging In Place Solutions is here to help. She helps seniors and their families make the right decisions for their unique situations and needs. She can help you with the difficult discussions with your parents and help all of you successfully navigate these challenging life changes. You are not alone. Contact Marian today.

Living In Place Solutions is here to help!

Working together, we will determine the services you need to meet your goals and your living situation, and then select the right providers for you. We also manage and oversee the quality of caregiving on an ongoing basis. We know how difficult it can be to select caregivers and to end caregiving relationships when they stop being right. We can help manage those relationships at every stage. Our top priority is ensuring the caregiver relationship is and stays the right one for you.

SAMPLE 3: Email newsletter

Company: Joyous Justice, LLC (joyousjustice.com)

Product: Email copy over the signature of the CEO/Founder designed to engender trust and affection

Date: sent 12/22

Role: I was the primary, but not the sole writer.

Subject line: Resolutions, Shmesolutions

Hello There 🙌

It's the last week of 2022. Hanukkah's eight illuminating nights have come and gone. The days are starting to get a little longer. We're all navigating that weird dance of putting off meetings and to-do's "until next year."

AND...

Your inbox is likely full of promises and offers to help you keep your resolution(s).

With all due respect to the American custom of making resolutions, I want to say, please don't.

Don't resolve to fix this or to stop that or to suddenly completely transform the way you eat, think, and move through the world.

<First Name>, you're not a smart phone. You can't just toggle a switch in your settings and change the way you operate.

Also, you are not nearly as broken or inadequate as those salesy resolution emails would have you believe. In fact, **you're overflowing with beauty and enoughness**, if you were only able to see it.

And so I want to offer you an alternative to the gym/diet/tidiness industries' attempts to shame you into change: rededication.

In this week's episode of the podcast, Tracie and I riffed off the idea of rededication—like from the Hanukkah story—as an alternative to resolutions.

The more I think about it, the more I love it. Re-dedication is fundamentally an acknowledgment and a commitment to what is already good and sacred. It offers a **path toward change that doesn't say "you're doing it wrong," but instead says, "more of this, please!"**

Tracie went all out (I see you, Boo!) and created a list of her guiding principles (based on a practice of Gretchen Rubin's that she and I learned from Demir & Carey Bentley), to which she is re-dedicating herself. (See the list below and on Instagram @joyous.justice.)

If the idea of rededicating yourself to your guiding principles resonates, give it a try. (In fact, Tracie's enthusiasm inspired me to revisit my own. Stay tuned!) **Articulate what those principles are.** Write them down. Post them on your wall (literal and/or social-media). Take Tracie's and rewrite them to make them yours, or write your own from scratch.

And if guiding principles don't float your boat, figure out what does. **What is good and sacred in your life?** To what do you want to say "more of this, please"? **Write it down.** And in so doing, re-dedicate yourself to making it happen.

I know full well the world has a lot that needs healing. I'm not asking you to ignore that. I'm inviting you to **stop ignoring everything that is brilliant and gorgeous and fabulous about the world and about you.**

You've got this.
I'm in your corner,
April