



Putnam Community Service Network

In Cooperation with Putnam County Personnel Department

Presents In Putnam County

UNITED WAY-PACE UNIVERSITY NOT-FOR-PROFIT MANAGEMENT CENTER

# A Coaching Approach to Writing for Nonprofit and Public Agencies

**DATE: Wednesday, March 31, 2010**

**Time: 9:00 a.m. – 12:30 p.m.**

**Registration Deadline: March 17, 2010**

**Fee: \$30.00**

*Location: Putnam County Bureau of Emergency Services,  
Donald B. Smith Government Campus, 112 Old Route 6, Carmel, NY  
Partially underwritten by CHASE*

Social writing for nonprofit and public agencies is about much more than just the written word. It is a process in which the writer must master five distinct roles—only one of which is writing. Participants will learn how to conduct powerful interviews—eliciting compelling program-related narratives that engage the hearts and minds of donors, funders, and other constituents. They will explore the challenges of the review process and their own responses to being critiqued. And they will write a brief piece using what they have learned. Participants will leave with an understanding of how to use coaching principles to help their nonprofit better value and communicate the impact of its work.

### Topics to be discussed:

- What coaching is and how it applies to writing for nonprofit/public agencies
- Bringing passion for the mission into your writing
- The five roles that all nonprofit writers fill
- Using coaching techniques to master these roles

**Who should attend:** Anyone who writes for a nonprofit/public agencies, whether as a staff member or consultant, and whether for public relations or fundraising purposes. Anyone from an entry-level writer to a senior communications or development professional could benefit.

**Presenter:** A certified life coach and seasoned nonprofit and public agencies writer, **Raymond Rigoglioso** has successfully employed the techniques presented in this workshop for many years. As a writing consultant for nonprofits since 2001, his clients have included Gilda's Club Worldwide, the Visiting Nurse Service of New York, the Robert Wood Johnson Foundation, and The Hastings Center. He served for three years as chief of operations for The Good Dog Foundation. For more information, please visit [www.rayriggs.net](http://www.rayriggs.net).



United Way now offers MyCart.net, a secure online credit card payment option, for payment of registration fees for the Management Center courses. Receipt of your payment will be emailed to you. Please go to [www.uwwp.org/pace.htm](http://www.uwwp.org/pace.htm)

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Date: Wednesday, March 31, 2010

Please send completed registration form and \$30.00 fee. Please indicate method of payment:

- Check (payable to United Way)
- Credit Card:  MasterCard  Visa  American Express  Discover

Card no. \_\_\_\_\_ Exp. Date \_\_\_\_\_

Card Holders Name \_\_\_\_\_ Signature \_\_\_\_\_

Mary Ann Luna, Director of Management Center Initiatives

United Way of Westchester and Putnam, 336 Central Park Ave., White Plains, NY 10606

**Questions? (914) 997-6700, ext. 740 Fax: (914) 949-6438 E-mail: [mluna@uwwp.org](mailto:mluna@uwwp.org)**

Name \_\_\_\_\_ Title \_\_\_\_\_

Agency \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

