2022 Persuasive Writing For Community Leaders & ORGANIZERS

Wednesdays
March 16, 23, 30, April 6, 20 & 27
11:00am-1:00pm ET  9:00-11:00am MT
10:00am-Noon CT    8:00-10:00am PT
Zoom/Hybrid Zoom
including group and breakout sessions; individual one-to-ones

20 Participant Limit
RSVP Today!
(registration will close when full)

Registration Fee
$300 IAF Affiliates
(a processing fee of $10 will be added to payment via paypal, no processing fee if paid by check)
$500 non-IAF Affiliates
(a processing fee of $13 will be added to payment via paypal, no processing fee if paid by check)

DEPOSIT
$150 DUE UPON REGISTRATION
REMAINING BALANCE
by March 15, 2022
(discounts, if applicable, taken off remaining balance)

Cancellation refunds:
100% (minus processing fees) before March 1, 50% after March 15

Scholarships:
based on need; available to leaders and organizers of IAF affiliates

Discounts:
20% for multiple participants from same IAF affiliate; 50% for participants in previous workshops

Further Information:
Adrienne McCauley
mccauley.adrienne@gmail.com  512-560-8838

Greg Pierce
gfapierce@aol.com  773-590-3801

Co-TRAINERS
• Greg Pierce, former IAF organizer, leader, and supervisor; writer and editor; publisher of ACTA Publications
• Adrienne McCauley, former lead organizer of DuPage United and Fox River Valley Initiative; writer; on indefinite family leave

GOALS & EXPECTATIONS
1. Clarify and digest why writing should be important to community leaders and organizers
2. Understand how good writing for leaders and organizers can be immediate, specific, and realizable
3. Learn techniques of persuasive writing, including
   • connecting immediately with readers’ self-interest
   • writing great sentences, especially first and last sentences, and good first and last paragraphs
   • picking the “right” nouns, verbs, adjectives, and adverbs
   • inventing memorable metaphors and similes
   • telling short, illustrative, true (?) stories
4. Deal with specific constraints of organizing writing, including:
   • time (yours and others’) and timeliness
   • length and format
   • publication and distribution
   • collaborative writing
5. Clarify the skills of good writing, including:
   • style sheet for organizers and leaders
   • rewriting, editing, and proofreading
   • design, typesetting, and production of persuasive printed material
   • finding ongoing writing help

BENEFITS
• 12 hours of online group training and discussion, writing assignments between sessions, opportunity to do one-to-ones with other participants, and individual consultation during the workshop with Greg Pierce or Adrienne McCauley
• Tuition includes a free copy of the book Reveille for a New Generation
• Participants will be invited to submit writing samples to Greg Pierce or Adrienne McCauley for comment, editing, and discussion for up to two months after the workshop at no additional charge

To Register:
Send name, contact info & IAF Affiliate to:
Julie.Rowley@metro-iaf.org  414-350-3135
Send check payable to: Metro IAF, PO Box 1447, Milwaukee, WI 53201
Memo: Writing Workshop Registration