**FOR IMMEDIATE RELEASE**

**Contact:** Dalya Massachi

(510) 786-7415 or (toll-free) 1-866-213-9476

d[m.writer@live.com](mailto:m.writer@live.com)

**AWARD-WINNING BOOK HELPS WRITERS PROMOTE ENVIRONMENTAL AND SOCIAL CAUSES**

**‘Portable Writing Coach’ reveals 25 Winning Copywriting Techniques that Work for Social Entrepreneurs, Fundraisers, Advocates, and Other Social Change Agents**

(Berkeley, CA): As growing numbers of Americans seek to “make a difference,” author Dalya F. Massachi is pleased to announce the first comprehensive book that shows how to pair enthusiasm for social or environmental causes with winning copywriting techniques: “Writing to Make a Difference: 25 Powerful Techniques to Boost Your Community Impact.”

“You may do great work and come up with outstanding ideas, but if you write about them poorly, they will not travel very far,” said Dalya F. Massachi, seasoned social change writer. “Unfortunately, copywriting for a cause can often feel like a cause of its own—for both accidental writers and veteran wordsmiths.”

Released in September 2010, the book has already won three awards: Gold Winner, [ForeWord Reviews Book of the Year](http://www.bookoftheyearawards.com/books/9780978883607/); Silver Winner, [Independent Publisher Book Award](http://www.independentpublisher.com/bookstore.php); and Gold Winner, [Elit Electronic Book Awards](http://elitawards.com/2010_results.php).

This new handbook shares insider advice on how to engage more readers and apply 25 strategic and creative techniques to community fundraising and marketing projects. With this essential guide, all copywriters in nonprofits, green businesses, social enterprises, and other socially responsible organizations can dramatically boost their effectiveness.

Today’s concern about social and environmental responsibility extends well beyond the nonprofit and public sectors. According to a [2009 national survey](http://fleishmanhillard.com/2009/04/08/despite-economic-pressures-majority-of-companies-plan-to-increase-emphasis-on-sustainability/#more-1402) conducted by the American Marketing Association and Fleishman-Hillard, Inc., 58% of corporate marketers and communicators believe their organizations will increase their involvement in environmental sustainability initiatives during the next few years.

Writing to Make a Difference shows how to turn this focus on the ‘triple bottom line’ (people, profits, and planet) into compelling written materials. “This book is *The Elements of Style* for the fundraising and marketing world. There is literally nothing else of its kind on the market,” said Leif W. Haase, Senior Fellow of the Health Policy Program at the [New America Foundation](http://newamerica.net/).

The [*Midwest Book Review*](http://www.midwestbookreview.com/) called Writing to Make a Difference, “An excellent read and a top pick for the concerned person with a way with the pen.”

In Writing to Make a Difference, Massachi distills nearly 20 years of hard-earned wisdom as she shares over 500 community-sector examples of compelling copy. Dozens of simple-to-follow tips and exercises focus on how to: highlight the difference you are making, connect on a personal level, write with reader diversity in mind, and much more. Massachi also introduces new tools and checklists to facilitate the writing process. The final section of Writing to Make a Difference outlines how to edit like a pro and addresses the most common sticking points.

“I can now dispense with a whole shelf of books that partially address my needs in favor of one that was actually written for those of us working in grassroots and community settings," said Chris McKenna, executive director of [The Mind Body Awareness Project, Inc.](http://www.mbaproject.org/)

**Please note:** Sample interview questions, re-printable book excerpts, high-resolution images of book cover and author photo are available at: [www.dfmassachi.net/press.html](http://www.dfmassachi.net/press.html)

--------------------

**About the Author:**

Dalya F. Massachi draws on her nearly 20 years of professional experience writing and editing for hundreds of nonprofits, green businesses, and other socially responsible organizations and individuals. With passion and insight, she reveals the top insider techniques she has honed through her work as a successful grantwriter, editorial consultant, executive director, journalist, trainer, and writing coach. She lives in the San Francisco Bay Area.

**Book Specifications:**

Website: [www.dfmassachi.net/wmd.html](file:///C:\Users\Holy%20Happy%20Hipster\Downloads\www.dfmassachi.net\wmd.html)

Publisher: Writing for Community Success

Copyright Date: 2011

Publication Date: September 30, 2010

Subject Categories: Business, Communications/Writing, Reference

Distributor/Shipping: Ingram, [Amazon](http://www.amazon.com/Writing-Make-Difference-Techniques-Community/dp/0978883608/ref=sr_1_2?s=books&ie=UTF8&qid=1290837628&sr=1-2)

ISBN: Paperback: 978-0-9788836-0-7; E-book: 978-0-9788836-1-4

Price: Paperback $29.95; E-book $19.95 (bulk discounts available)

Pages: 382, 7.5" x 9.25"