

Copywriting Assignment



Assignment title

For example, Brochure for Greenbelt, Whisper Annual Report 2015, Description for Half Marathon Website

Whisper description for fundraising websites

Deadline date, maximum length

No specific deadline. A few short paragraphs.

What is the copy for?

Charity fundraising sites such as <http://uk.virginmoneygiving.com> have pages where charities can post descriptions to allow potential donors to see what they do. There are several pages that Whisper would like copy for and it should be possible to use the same copy for all of them:

<https://www.goldengiving.com/charity/whisper-orphans>

<http://uk.virginmoneygiving.com/charity-web/charity/finalCharityHomepage.action?charityId=1002676>

https://www.paypal-donations.co.uk/pp-charity/charity.jsp?NP_ID=42601

Information to be included

For example, for an event this would include date, time, location, programme details. For a report it might be the headings of the sections that you want to see in the report.

Mention Whisper's key activities: children's home for neglected or very ill children, two schools and medical programme.

If space permits, mention that Whisper offers child sponsorships, opportunities for volunteering in Uganda and elsewhere, and maybe mention Whisper's places in the Royal Parks Half Marathon.

Information sources

For example, websites to enable the copywriter to read up on the background to the topic

Whisper's website is at <http://www.whisperorphans.org> and its Facebook page is at <https://www.facebook.com/whisperorphans>.

What's special or unique about it?

What does Whisper have to offer that other charities don't? What's special or unique about the subject of the copy (for example "This is the largest half marathon in London")? These things need to feature prominently, usually near the start of the copy.

The children in Whisper's care are very well looked after.

100% of your donation is spent on the projects, because Whisper's admin costs have been covered by an individual donor.

Your money goes a long way when you give to Whisper. Every £5 you give will keep a child at one of our schools for a month, including school meals. £15 cares for a child at our home for a month; for regular child sponsorships, see our website.

Kagoma Gate Nursery School was the first school in the area for miles around.

Whisper has places for sponsored runners in London's largest half marathon, the Royal Parks Half Marathon, with no entry fee.

Quotes and endorsements

Has anybody said or written anything good about Whisper or the subject of the copy? Has it won any awards?

Whisper's childrens' home, schools and medical programme have featured in Ugandan national newspapers and TV.

Target audience

Are you targeting a particular age range, gender, occupation, geographical area? Are they in a hurry? For the web, it's usually best to assume that they are. Why, from their point of view, are they reading the copy? Are there any other audiences that you might also want to reach?

The audience for these descriptions will be adults, largely UK-based. They will usually be new to Whisper (otherwise they wouldn't bother to read the description) but they will usually have either already decided to donate (for example, sponsoring somebody in a sponsored event) or they will be close to doing so.

This is a web audience, which means an audience with a very short attention span, so the key points should appear prominently, normally at or near the start of a paragraph. The copy should be kept as short as reasonably possible. Paragraphs should also be kept short, to make the text visually less daunting.

Main desired response

What is the main thing you want people to do when they have read the copy? Donate to Whisper, sign up for a mailing list, buy something, share something on social media?

We want people to make a generous donation, so we want to assure them that their donation will be effective.

Other desired responses

Is there anything else you want people to do?

Space permitting, we'd like to mention child sponsorships, the opportunities for volunteering with Whisper and maybe the places that Whisper has reserved in the Royal Parks Half Marathon.

Tone

Is the writing formal (maybe good for grant applications), friendly and conversational (maybe good for persuasive text on a website), urgent (for an urgent appeal), educational, humorous?

Friendly and conversational, without using slang.

Personality

If the copy was a person, who would it be? Veronika, a comedian, an enthusiastic friend, a surgeon trying to save somebody's life, a Whisper child?

An enthusiastic friend who knows Whisper.

Vocabulary, spelling and grammar

Which spelling conventions should be used, e.g. -ise or -ize? Are serial commas

http://en.wikipedia.org/wiki/Serial_comma OK? Is the copy for native speakers of English? Are British slang and cultural references OK? Do Ugandan words like jigger, posho need explaining?

Most of Whisper's donors use British English, so you should use British spellings, "-ise" rather than "-ize" and avoid serial commas except to remove ambiguity. Any Ugandan words such as "jiggers" will not be familiar to the audience so they should be briefly explained.

Keywords and SEO

If the copy is for a page on Whisper's website, what are the main search keywords you are targeting? The keywords should appear at least in the main heading on the page and near the start of the text. Are there any other keywords you want to target? They will need to appear in the text.

Whisper's existing copy

What's good or bad about Whisper's existing copy (if there is any)? Too long, too short, too boring?

The existing copy reads too much like an encyclopaedia entry. It's more important for the copy to inspire than to inform. People meeting Whisper for the first time don't need to know when it was founded or who founded it, and they don't need to know every detail of Whisper's operations. They do need to know what makes Whisper special.

Examples of what's wanted

For example, web pages on other charities' websites that you think are good

See the text in the concept ad below for an example of text that's perhaps close to what is needed.

It's important not to copy what most other charities do in their own descriptions on fundraising websites, because most of them are not copywritten and they usually make very dull reading.



People think our children are amazing thanks to donors like you.

Visitors to our children's home in rural Uganda say how happy, healthy and friendly our children are, but when they arrived, these children were all seriously ill or neglected.



Lazia, the girl on the left above, when she arrived at Whisper

Whisper's childrens' home, schools and medical programme have featured in Ugandan national newspapers and TV.

Your money goes a long way when you give to Whisper. Every £5 you give will keep a child at one of our schools for a month, including school porridge. £15 cares for a child at our home for a month; for regular child sponsorships, see our website.

100% of your gift supports the children and their communities; all admin and international travel costs have been covered by an individual donor. Time given by our volunteers makes your money go even further; to join us as a volunteer in Uganda or elsewhere, see our website.