

Engendered Orange-Fleshed Sweetpotato Project Planning, Implementation, M&E

Session 2.Writing to Persuade

Objectives of Session 2

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- Distinguish between writing to inform and writing to persuade

Why project design is an art & a science

- Write with your head
- Write to convey information
- Write clearly and, papers for journals logically

Examples: exam papers

- Write with your heart
- Write to persuade your reader to do something
- Write with urgency and passion

Examples: advertisements, project proposals

The Most Important Thing About Writing to Persuade

Appeal to the self-interest of your readers!



This means

you need to know as much as you can about them

Donors Are the Readers of Your Proposals

You need to identify their self-interest by:

- finding out their agency's priorities
- finding out individual and personal likes and dislikes

You can find out these things from your Donor Intelligence Unit, by researching donor sites, and by meeting donor staff face-to-face

The Second-most Important Thing About Writing to Persuade

Write with passion!

Let your love of your subject come through
in your writing

Tips on Writing with Passion

- ☑ Use strong words like: *urgent, vital, essential, new*
- ☑ Avoid vague words like: possibly, under certain circumstances, *ceteris paribus*
- ☑ Use short and sharp sentences to push your message along
- ☑ Use arresting words or phrases
- ☑ Use the active voice as much as possible
- ☑ Put statements in a positive form
- ☑ Use definite, specific, and concrete language

Identifying Active and Passive Sentences: An Active Sentence

An active sentence is one in which a subject takes direct action

Examples:

- *The farmers planted the OFSP.*
- *The change agents worked to combat vitamin A deficiency*
- *The participants wrote strong project proposals.*

Thank you!

Adapted from IFPRI-ISNAR-ARDSF