

Telling the story . . .

1. **Organize your thoughts/information.** It can be helpful to use the 5 W's and 1 H approach:
 - What happened?
 - Who was involved?
 - When did it take place?
 - Where did it happen?
 - Why did it happen?
 - How did it occur?
2. **Write your story.** Try to use active, rather than passive, voice (i.e. "She wrote an article for the newsletter" vs. "The newsletter article was written by her."). Use language that is easy to understand and helps paint a picture in the reader's mind. (The eager 4 year old boy raced to the front of the church when the pastor began the children's sermon. Vs. The children gathered for the children's sermon.) Keep it short—as a professor of English once said, "Use as few words as possible, but not fewer." Your message should be clear and concise, but complete. If it's confusing or too long and flowery, people won't take time to read it.
3. **Edit your story.** After you have written the text, set it aside for awhile. When you come back to it, read it as though you were seeing it for the first time. Don't be afraid to make changes. Once you're satisfied with your story, ask someone else to proofread it, if possible.
4. **Include pictures.** They really are worth a thousand words. Candid, action shots that tell the story are more interesting than posed group photos.

