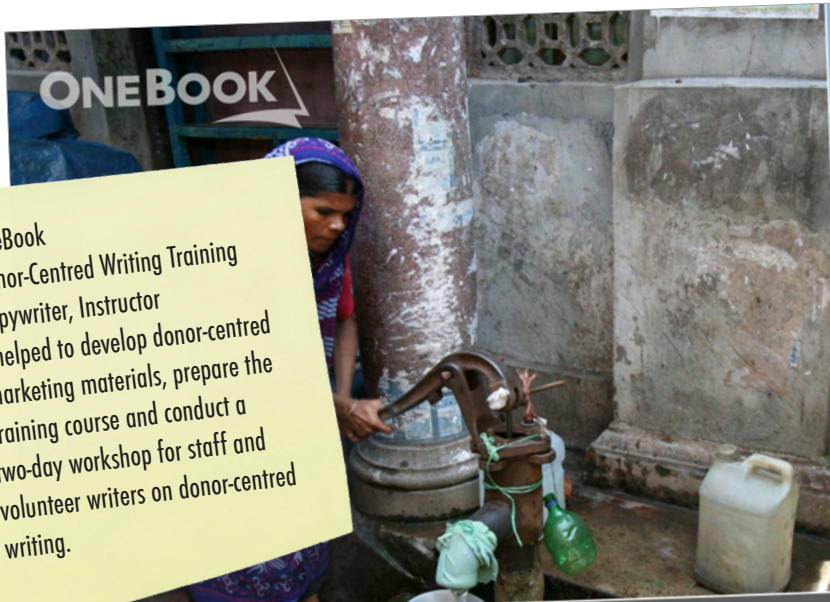


Profile Template and Writer's Workshop



Client: OneBook
Project: Donor-Centred Writing Training
Role: Copywriter, Instructor
Details: I helped to develop donor-centred marketing materials, prepare the training course and conduct a two-day workshop for staff and volunteer writers on donor-centred writing.

PROJECT PROFILE: Offer Words of Life to the Mudaba

ENSLAVED BY ECONOMIC AND SPIRITUAL POVERTY

The Mudaba* people live in the steamy, South Asian region of Kohmita and lead very difficult lives. Most families subsist on small plots of land where they tend crops or fish the coastal waters. Farmers and fishermen work long days but seldom earn enough to provide food, education and health care for their children. Sadly, children in Mudaba communities rarely go to school because lessons are not given in their local language. And without education, most children will follow their parents into a life of deep poverty. Just 6% of the Madura can read or write—in any language.

Lack of education impacts every area of life in Mudaba communities. Illiterate farmers are vulnerable to exploitation, and rarely receive a fair value for the produce they sell at



Mobilize college-educated young adults who have returned to the community as children who are.

the market. Quality health care remains out of reach for poor farmers and many young children die of common diseases that can be

easily treated such as diarrhoea.

A fledgling among the without the mother tongue to read it, Mud lack the vital they need to their faith.

AFRICA

2011

Sensitive project:

For security reasons, altered names and locations are used to protect the people involved. Please do not post, copy or electronically distribute this document in any form.

PROJECT AT A GLANCE

Project Goal

To translate the New Testament and support a community-based literacy and development program.

Location

Asia

People Impacted

27,000

Project Timing

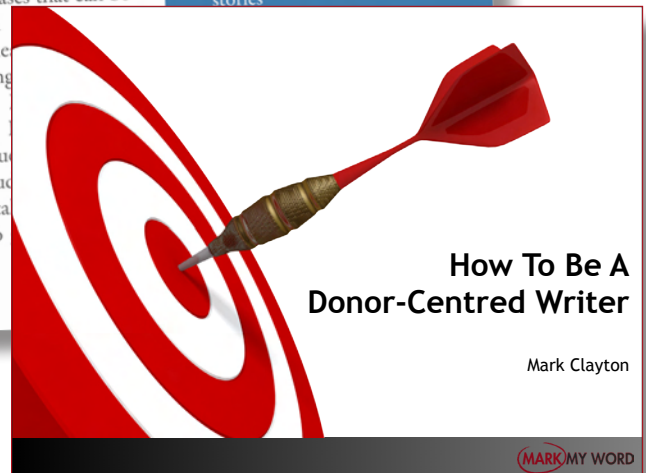
2003 - 2019

Investment Opportunity

\$35,000

Completed to date

- Alphabet formed
- Dictionary written
- Written grammar developed
- 18 written literacy teachers trained
- 15 "One-stories" completed of Old and New Testament stories



How To Be A Donor-Centred Writer

Mark Clayton

MARKMYWORD

Mark My Word

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