

Copywriter Uses Persuasive and Descriptive Writing to Help Nonprofit Secure Food Donations from Multinational Restaurant Chains and Retail Juggernauts

Writing has always been Julia Perry's superpower, and she has always used it to solve problems.

The first time she used her writing to solve a problem, she was a hurdler on her high school track team.

"Our school opened in 1984, and we still didn't have an all-weather track, which we needed to compete at the highest level. I wrote a persuasive, descriptive letter to our school board members about how our gravel track morphs into mashed potatoes and gravy when it rains making practice impossible. I had my teammates sign it, and the new track was installed four years later—in 2008," she says.

Julia has continued to use her writing to help others.

"I've written resumes, cover letters, LinkedIn profiles, and reference letters to help friends and clients secure higher-paying jobs. I've written recommendation letters to help friends receive government grants. I've written features and news articles to keep community members informed. I've also written and performed poems to help people persevere through life's darkest times," she says.

A New Problem Arises

One day, Julia's friend mentioned that he had just started a nonprofit focused on youth development.

Her friend believed that youth were powerful and that with the right guidance and mentors, they could do amazing things and change the world.

He wanted to spread the word about his nonprofit and in the next couple of months, he was about to launch a boys and girls empowerment conference.

Each conference was expected to have 50+ attendees.

"He needed to find some way to feed the attendees since he didn't have any funding or regular supporters, so I offered my services," she says.

Copywriting to the Rescue

Julia knew she could write a fundraising letter that her friend could use to solicit food donations from restaurant chains and food retailers in the area.

“I used the nonprofit’s mission to craft a persuasive and descriptive letter. We sent the letter to about 100 decision-makers in the area,” she says.

Julia and her friend received rejections from several retailers, and never even heard back from some.

“We were getting worried. It was crunch time. The conferences were about to start, and we didn’t have what we needed, but we persevered. We resent the letters and continued to follow up,” she says.

Success at Last

After enduring several setbacks, Julia’s letter finally delivered the fruit she and her friend had been looking for.

They received support from several prominent companies in the area including Dunkin Donuts, Shoprite, Chik-fil-A, Domino’s Pizza, and Pizza Hut.

After speaking with managers and owners, Julia and her friend arranged to pick up the food—and it was enough to feed 100+ participants.

“I’m so happy I was able to use my writing skills to solve my friend’s problem, and I look forward to helping others,” she says.