

Marketing Writer Tips & Guidelines

Thank you for volunteering to draft descriptions for auction items! In short – your task is to write descriptive copy for each item. These descriptions must include all pertinent details, such as size, color and most importantly, all restrictions.

Here are a few things to keep in mind:

- Use the internet if you need additional descriptive information about an item.
- Kate Koster will be logging donations. You may contact her with questions about specific items at katekosternyc@gmail.com.
- We try to limit calls/emails to donors – please use your judgment and only do so if absolutely necessary.

BidPal Character Limit: Descriptions for silent auction items must not exceed 300 characters. In the past, there was not limit to the length of item descriptions and writers were asked to write more elaborate descriptions. The example below represents a typical write-up:

Rosemary Eucalyptus Pedicure at Sweet Lily

Has the cold weather got you feeling drained? Drawing upon the traditions of aromatherapy, Sweet Lily will help boost your defenses with a soothing foot bath of sea salts, rosemary and eucalyptus oils. Forget the winter doldrums for one hour and surrender your soles to the caring staff that will expertly cleanse them with a skin-softening rosemary soap, then trim, buff and beautify your tired feet. The fresh rosemary salt scrub and eucalyptus butter foot rub will not only have you relaxed and recharged, but also help to support a healthy immune system.

Seasonal pedicure treatment is available until April 15, 2010.

This description, although enticing and well-written, is 621 characters. Instead, please focus on relevant details and write something like the 203-character description below:

Enjoy a 45-minute fresh rosemary salt scrub and eucalyptus butter foot rub at Sweet Lily Natural Spa & Boutique. This seasonal pedicure treatment is available until April 15, 2010. Gratuity not included.

Character Count Tools: MS Word 2010 – on the REVIEW tab (on the ribbon), click on the “Word Count” icon. Previous versions of MS Word, click on TOOLS + WORD COUNT. No MS Word? Go to charactercounttool.com.

Format Guidelines:

- **Dates:** March 2, 2012
- **Numbers:** spell out numbers one through nine (one, two...nine); use numerical digits for numbers 10 and up.
- **Measurements:** spell out units of measurement (inches, feet, miles, etc.).
- **Ages:** write ages as a numeral (party is for ages 10 and up)
- **Commas in series of three items or more:** “Apples, oranges and bananas” (no comma after oranges)
- **Space after punctuation marks:** there should only be one space after punctuation marks.
- **Time:** 10:00 AM, 4:00 PM (uppercase, no periods)
- **Our school name:** PS 234 (no space or periods between P and S)

If you have any questions, please contact Laurel Walker at laurelwalker@gmail.com.