

My manifesto

Hi, I'm Jen

As a fundraising and communications specialist turned freelance copywriter, Written by Jen offers a personal, professional and ethically-minded solution for charities, non-profits and socially responsible businesses. I write because I love it, and because I believe in the power of words. Get them right, and you really can change the world.

That's why I'm here. Not because I have delusions of grandeur or a saviour complex. But because in my own small way, I want to help make the world a better place - and words are how I can do this.

Cause-led copy

Over the course of my career, I have worked for- and with- some incredible organisations. Never just a job, who I work for matters. That's why I prioritise organisations and businesses that want to leave the world in better shape than they found it. To this end, almost all my clients are either charitable, non-profit or educational institutions. Where clients sit in the corporate world, I prefer to work with entrepreneurs and businesses who are either supporting the Third Sector, or offer socially-minded products and models. Occasionally though, I also like to take on something completely different and break out of my comfort zone. It's all part of the learning curve - as long as I remain true to myself and my core beliefs.

Red lines

Saying no is never easy, and it is not something I do lightly (or often). For me, red lines are a very personal decision based on my knowledge and experience of the subject in hand. As a professional working in health and development, for example, I would be unable to take on clients who actively evangelise, support anti-abortion policy, or discriminate against people of a particular race, faith, sexual orientation or gender. I also draw a line with corporate organisations whose business model

actively undermines the premise of 'health for all' - a basic human right that should always be protected. I take this stance with an understanding that the world is not black and white, and that such issues are highly complex. I do not wish to be single-minded or discriminatory, and welcome discussions that further my own learning and professional practice.

Working in partnership

When it comes to client work, I see myself as a partner rather than supplier. My job is not simply to deliver words. It is to get to know you, your organisation, and the issues and complexities that surround your work.

"I don't want people to hear my voice. I want them to hear yours, and I believe that working in partnership is the only way to do this."

An ethical & person-centred approach

In taking such an approach, I am committed to finding and sharing stories ethically. With this, I am a firm believer in the idea of 'story sharing' as opposed to 'storytelling'. This means taking the time to talk to stakeholders and service users (where appropriate) and doing so in a person-centred, non-judgemental way. I do not want to lead the discussion, I want to facilitate it- taking care to ask open questions that unlock the story as it is, not as others think it should be. Whilst consent remains the responsibility of the client, I respect and operate within this and the bounds of GDPR. I also ask that individuals and service users interviewed are given the chance to feedback and sign-off on drafted copy.

A note on language

When it comes to representation of sensitive and complex issues, I work closely with clients to ensure that the language I am using is inclusive and respectful. I am careful to avoid using stock terms and phrases that perpetuate and reinforce one-dimensional stereotypes, and welcome opportunities to partner with organisations that are led by, and work with, people, communities and groups that have been marginalised.

A commitment to learning

In taking such an approach, it is important to remember that I, like you, am on a journey. I do not always have the answers.

I do not always get it exactly right first time. I am learning, and with this comes a promise to keep an open mind, a willingness to challenge and be challenged, and an ongoing commitment to evolving and refining my own business practice.

A two-way process

It is important to remember that good copy doesn't happen overnight. It's a process. First you draft out the shape and then you chisel in the details – refining and evolving words upwards until you have the final product. I can't do this without you. That's why I put so much emphasis on the briefing, project development and feedback process, and why I work with my clients to create deadlines and time frames that allow for this.

"It might take a little longer, but the more I learn about you and your world, the better placed I am to find the words that represent it."

And that's what it's all about. Thank you for reading, and I look forward to working with you.

Want to partner with Written by Jen?

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