

VOICE & WRITING

WRITING WITH PURPOSE



WHAT IS VOICE?

- The personality behind our words
- How we sound across all platforms
- The feeling people get when they read our content

THE J VOICE

- Warm → welcoming, inclusive, human
- Community-driven → connection, togetherness
- Purposeful → rooted in values (hope, belonging, kindness)

Even when formats change, our voice should always feel like us.



OUR VOICE

WHY VOICE MATTERS

- Builds trust and recognition
- Creates consistency across teams
- Drives engagement and action
- Turns information into connection

We're not just sharing info; we're inviting people in.





KNOW YOUR AUDIENCE

- Different audiences need different language
- Voice stays consistent—but tone adapts
- Meet people where they are

Our voice doesn't change, but how we express it does. Think of it like speaking to different people in your life: you're still you, just adjusting how you communicate.



WHO



THINK OF YOUR AUDIENCE AS A PERSON

- Early Childhood Parents → busy, protective, seeking reassurance
- Families → looking for connection and shared experiences
- Teens → want authenticity and relevance
- Adults/Seniors → value depth, reflection, and meaning

PERSONIFICATION

Instead of writing for a vague group, imagine a real person. What do they care about? What do they need emotionally?

ARE YOU?

EC PARENTS

- Gentle, reassuring, age-appropriate
- Focus on values (kindness, empathy, community)

ADULTS/SENIORS

- More direct, reflective, educational
- Acknowledge history and emotional weight

FOR EXAMPLE



HOLOCAUST FILM



For Early Childhood Families:

"Join us for a gentle, age-appropriate experience that introduces big ideas like kindness, helping others, and standing up for what's right. Through story and guided conversation, families will explore these values together in a safe and supportive way."

For Adults/Seniors:

"Join us for a powerful film screening and discussion exploring the history and lasting impact of the Holocaust. Together, we will reflect on memory, resilience, and the responsibility of bearing witness."



TIPS & TRICKS

- Write like a human, not a brochure
- Read it out loud
- Lead with feeling, not logistics
- Use “you” and “we”
- Keep it clear and concise
- If it sounds awkward out loud, it needs work.





- Our voice reflects who we are
- Our tone shows how we care
- Our words shape how people feel

We're not just communicating—we're creating connection.

REMEMBER...



**THANK
YOU**

ROBIN KOMIE-BANKS