

## Writing Prompts for February 2014 from Kivi Leroux Miller

### On the Calendar

**2/2: Groundhog Day.** What gauge does your nonprofit use to determine whether "Spring" -- or some other good news -- is just around the corner? Is there an event or situation that just keeps happening over and over and over (a la the Groundhog Day movie)?

**2/5: National Girls and Women in Sports Day.** Highlight any female clients, staff, or volunteers who participate in sports.

**2/11: Make a Friend Day.** Ask your supporters to refer a friend to your cause.

**2/14: Valentine's Day.** Send a "love letter" to your supporters.

**2/17: Random Acts of Kindness Day.** Catch volunteers in the act of doing something good with photos. Or ask your supporters to tweet good deeds they see or post to your Facebook Page.

**2/17: President's Day (U.S.).** Profile a President who was a champion of your cause. If Washington or Lincoln were alive today, what would they think about your cause or the country in general?

**2/26: Tell a Fairy Tale Day.** Make your supporters the hero of a story. Tell the tale of the reluctant hero who steps up to battle a might foe.

February is also:

Black History Month

American Heart Month

National Children's Dental Health Month

Canned Food Month.

## Metaphor of the Month

**This month's metaphor is Relationships and Romance.** Think about love affairs, breakups, courtship, flirting, first dates, marriage, weddings, anniversaries, gifts, heartache, and honeymoons.

How can you relate these things to your organization?

## Pop Culture, Events, and News

The Super Bowl will take place February 2nd at MetLife Stadium in New Jersey.

The Winter Olympics in Sochi begins on February 7th and runs through the 23rd.

## Source of the Month

**Analytics.** Run your Google analytics and see what the most popular keywords and phrases are for your website. Talk more about these topics to keep people coming to your site.

**Know someone who'd enjoy these tips?** Send them over to <http://kivilm.com/prompts> so they can sign up too.