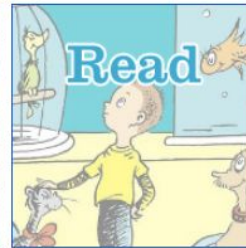
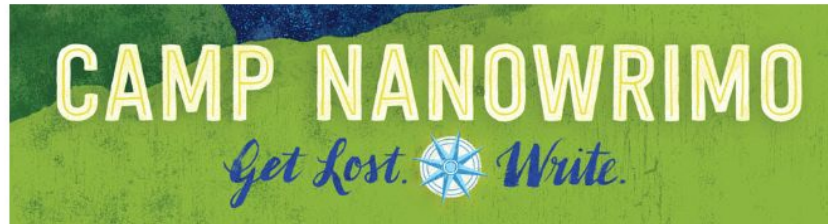


# National Novel Writing Month Email Campaign



## Camp NaNoWriMo is winding down...

It's the final countdown for July's **Camp NaNoWriMo** session! At the start of this month, you began typing away to crank out that project of yours. As we begin to near the end, here are a few reminders and motivators:

- **Did you hit your word-count goal?** Don't forget to [validate your writing project](#) by midnight (in your time zone) on July 31.
- **Lagging a bit?** That's okay! The WordNerds share [how to write even when you really don't want to](#)—just in case you're *this* close to the finish line!

## Purpose

To promote National Novel Writing Month programs, a nonprofit educational organization that challenges users to write 50,000 original words of fiction during the month of November, and implements their writing exercises into K-6 curriculum to improve students' writing skills. The newsletter is to provide updates for their programs, promote their fundraising campaign initiatives, and keep users entertained. This is an email marketing campaign that was written in accordance with the organization's brand voice.

## Skills/Techniques

- Internet research for relevant trending articles
- Stakeholder management

## Tools

- Google suite products
- Gmail (responsive newsletters)

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- On July 16, we invited you to join us for #NaNoInspired Day and we were so, well, inspired by everyone sharing what motivates them. Amazingly, you helped us raise over \$4,000 to support our writing programs to add to our total of \$14,500 for the Everyday Inspiration campaign. **Thank you so, so much.**

## ...and NaNoWriMo is winding up!

*"I only do NaNo once a year, but I'm #NaNoInspired year-round by knowing that with determination & a community around me, I can do anything."* —@KiraOfTheSea

With NaNoWriMo just around the corner, our minds turn to:

- Come Write In helps libraries, bookstores, and community spaces become places for writers to connect during November. Know of a potential Come Write In location? Have them sign up here.
- Municipal Liaisons bring NaNoWriMo into the real world. They host kick-off parties, weekly write-ins, and interact with participants in their region. Interested in volunteering as a first-time Municipal Liaison? Apply here by July 29.

## What's up, internet! A reader:

- [Writing Through Your Everyday Life](#) — Participant Danica describes the itching need write day in and day out amid the chaos of everyday life.
- [Here's Where Your Favorite Authors Traveled for Inspiration](#) — Because a change of scenery is always helpful, especially to these gorgeous locales.
- [How Dr. Seuss's Editor Helped Finish His Lost Book](#) — Dr. Seuss' wife found this story 24 years after his death in a box full of abandoned sketches. Could you, would you, read Dr. Seuss' new book with a goat? Or on a boat?
- [Writing Books Very Few Will Read](#) — Author William Novak writes about what it's like to write private books—books that will never be published.

**Buy the Camp NaNoWrimo "Compass"  
T-shirt now!**

**Get your NaNoWrimo merit badge  
buttons! Back in stock.**

**Get your Camp NaNoWriMo "Trail Map"  
Mug.**

**The NaNoWriMo laptop bag is on sale!**