

# Helping Those in Need – and Finding a Life's Calling – with the Power of Copywriting

One of AWAI member Gail Smith's passions in life is helping people. And copywriting is contributing to that mission in a big way. Gail recently wrote her first fundraising letter for her faith-based veteran organization, Voice of a Vet, and ... raised more than \$3,200 in a little over two weeks in her community of just 3,500 people in rural upstate New York.

Gail credits the skills she learned in the [Accelerated Program for Six-Figure Copywriting](#), [Web Copywriting 2.0](#), and [Secrets of Writing for the Christian Market](#) for helping her craft such effective copy.



"It has been exciting to go to the mailbox and open checks from community members who are willing to become 'Honorary Members' to help Voice of a Vet accomplish its mission 'to recognize, honor and serve veterans,'" says Gail, who is the founder and leader of the group. "The AWAI programs have helped me to understand the angles from which to approach and the emotions that need to be evoked."

"It is very encouraging to see that, even though I haven't completed all of the materials yet, I can still make a difference using the skills I have learned. It has given me the confidence to pursue setting up my business and hanging out that shingle to begin to get the word out."

The money raised will go to support a variety of missions. Recently the group sent a Tribute Flag around the world to fly over the gravesites of 100 veterans from her town who had died during wartime, in places like Gettysburg, Hawaii, Sicily, Belgium, and England. They've also sponsored Welcome Home Celebrations for vets, golf events, luncheons and breakfasts for vets, and much more.

For Gail, her work is a real calling.



"I am also on the Board of Directors for NAMI (National Alliance for Mental Illness) and Delta Lake Bible Conference Center. I understand the desperate need for funds to accomplish the missions of each of these organizations," says Gail.

Gail's next project – she's working on it now – is writing a letter for NAMI, a mental health advocacy group, inviting leaders in the faith community of her region to a meeting at her church. There she and other members will explain the organization's mission to help educate the public about mental illness and encourage collaboration to help those affected and their families.

Gail, who's also worked as a journalist and published two books inspired by her faith, plans to finish up *Secrets to Writing for the Christian Market* so she can continue to offer services to even more organizations, hoping to fund future pro bono work like she's been doing through paid projects.

"My husband retired in September, so I quit my paying jobs in order to focus my energy on finishing the copywriting program so I can work when and where I want to. Copywriting gives me that, plus enables me to use the gift God has given me to help organizations fulfill their goals and dreams."

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## 3 Responses to "Helping Those in Need – and Finding a Life's Calling – with the Power of Copywriting"

Way to go!

*MJ* – over a year ago

Thanks for sharing your motivation and accomplishments, Gail. It is encouraging to read about your ability to help others with your copywriting skills. I also relate to the flexibility that our skills provide in our 'retirement' years.

*Anita in CA* – over a year ago

I need to be able to write Grant requests. I want to write and copy-write my memoirs and market my story to become a movie.

*Guest (Knox Hagan)* – over a year ago

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