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Writing Hooks

To help nonprofits grab attention

A hook is something that grabs the reader's attention—an opening sentence, phrase, quick story, quote, or visual image that is new, unexpected, or breaks a pattern. The hook draws people in to learn more.

EXAMPLES

A statement of simple but emotional fact

- o There are over 650,000 homeless people in America, and thousands are children.
- o Children account for half of the victims of human trafficking, and the average age is 12.

A statement to establish mood

- o Imagine a dark alley, the smell of urine, and a dirty sleeping bag—the place you call home.
- o Kids who can't read suffer from far more than an inability to decipher a page; they are often ridiculed and bullied and made to feel like they don't matter.

A statement that serves as a frame

- o Every homeless child has a story to tell. (opening) Help us give this story a happy ending. (closing)

A question

- o What's the difference between a child who sits alert and ready to learn in class and one who doesn't? A bed and a hot meal.
- o Did you know that homicide is one of the highest causes of pregnancy-related deaths for women?

A quote

- o *"Let us remember: One book, one pen, one child, and one teacher can change the world."* -- Malala Yousafzai, Co-founder of Malala Fund