

# An Easy Guide to Writing about UUSC

Here are some helpful tips to follow in creating your own UUSC promotional materials.

*When writing about UUSC try not to assume that your audience knows who we are. Where space is available, it is always best to begin with this general introduction:*

The Unitarian Universalist Service Committee advances human rights and social justice around the world, partnering with those who confront unjust power structures and mobilizing to challenge oppressive policies.

*On first reference, please write out our full name, Unitarian Universalist Service Committee. Thereafter, references can be shortened to UUSC (but not the UUSC.)*

*Feel free to borrow as much as text and language from our print and web publications as you'd like. There is no need to quote the source, unless, of course, it is a quote! Reusing our language ensures that people get the full message.*

*Draw on all of your UUSC resources when working on a larger campaign – like Guest at Your Table or the membership drive. We encourage you to send longer pieces like newsletters and mailings to [volunteerservices@uuscs.org](mailto:volunteerservices@uuscs.org) for feedback and helpful suggestions.*

## Using the UUSC logo and other UUSC images

*Please make a new request each time you need the UUSC logo or another UUSC image, like the Drumbeat for Darfur logo, for a project. Requests can be emailed to Rachel Jordan at [volunteerservices@uuscs.org](mailto:volunteerservices@uuscs.org). She will supply you with print-ready files.*

## UUSC programs

- **Guest at Your Table** (*please refrain from using the acronym GAYT*)  
Since 1975, this intergenerational UU tradition has educated UUSC supporters about our human-rights work and raised vital funds using colorful, individually decorated boxes.
- **Justice Sunday**  
Every year, this day of worship centers around a different human-rights issue, such as the genocide in Darfur and the war in Iraq, helping congregants educate, act, and speak out.
- **JustWorks**  
Experiential-learning camps that put volunteers to work in under-served communities.
- **JustJourneys**  
A travel program that allows participants to learn about human-rights struggles firsthand.
- **Drumbeat for Darfur**  
An advocacy campaign aimed at ending the genocide in Darfur using targeted political action.

We value all of the important work you do to support UUSC and its global human-rights mission locally! **Keep up the good work!**