



## Writing a Successful Program Description and Title

Titles that describe the workshop, class, or program; grab participants' attention; and are simple are the most effective.

Examples of activity titles are "Stained Glass 101," "Beginning Tennis," "Intro to Photography," "Advanced Salsa." Unclear titles can result in low or no activity enrollment.

The same is true for course descriptions that lack the needed information. Program descriptions describe the benefits and the "why" behind the program, which directly translates into higher enrollments.

### Here are some tips for writing a successful program description:

- Keep the description to 75 words or less.
- Begin the description with an active verb like "learn" the fundamentals of tennis (e.g., explore, examine, discover, etc.).
- Ensure the description reflects how the potential participant will benefit from taking the class (i.e., feel healthier, develop creativity, increase coordination, sharpen self-defense skills)
- Program descriptions should reflect what participants would learn by the end of the class.

*Here is an example of a program description that is complete and tells the story of what participants can expect to experience by enrolling in the program:*

### **INTRO TO YOGA**

Experience the healing benefits of yoga in this introductory class that is designed for students who are brand new to yoga or those who would like a refresher on the basics. Participants will explore safe alignment in foundational poses, mindful transitions, breathe awareness, and relaxation techniques. Over the course of this series, you will build strength, increase flexibility, expand body and breathe awareness, and create a practice for calming the mind.