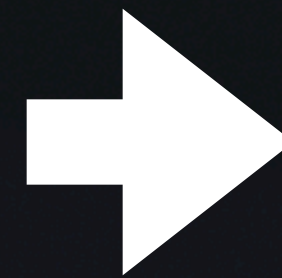# When to use plain language

- Use it when

  - You're writing for the public or all reading levels

  - Your content is online

  - You want to be concise and persuasive

- Skip it when:

  - Using familiar terms for a narrow audience

  - Like scientists or engineers

  - Sharing quotes

  - Citing laws

Example: Sirens website FAQ

What will the money be used for?

These funds will be used for a variety of reasons, such as supplies for game days, special member-only events, merchandise, and additional operating costs. All of these funds will be reinvested back into the Sirens Supporters Group for the benefit of its members or be donated to agreed upon organizations. The Sirens Leadership team is comprised of unpaid volunteers and will not be paid from these funds.

Where does my money go?

- Game day supplies

- Member only events

- Merchandise

- Operating costs

- Donations

The Sirens are entirely volunteer-run