Motivated by informal experiments with writing prose in mathematics classes, we have implemented a weekly writing assignment in a calculus class for non-majors. We will discuss the factors that led us to incorporate this assignment as a key feature in the design of this class. Then we will share the details of the assignment, strategies for submission and grading, and the student’s impressions of a relatively non-traditional assignment. A few samples and anonymous quotes from course evaluations will be shared. We will discuss why this assignment may work better in some classes than in others, and close by sharing advice in the form of changes we have incorporated along the way. (Received September 22, 2015)