
Why should you start blogging!

What is a blog?

A blog or web log is effectively an online diary that can be set up for free using blogging sites such as Wordpress, Livejournal and Blogger. For those of you who don't have a website, keeping a daily or weekly blog is a great alternative that will keep your supporters informed of your news.

Blogs are simple to set up and by investing a bit of time every day blogs can add real benefit to your organisation.

The benefits of having a blog

- Blogs initiate two way communication giving your supporters the opportunity not only to speak to you but also to each other
- Blogs are a great way of connecting with your current and potential donors; real life stories give donors something to think about
- Blogging allows you to add click through links to other sites such as your localgiving.com page making it easy for your supporter to donate online
- Remember to add your call to action on your blog. This can be a donate now button, a subscribe to our e-newsletter mailing list or subscribe to future blogs
- Blogs can act as an effective fund raising tool. Introduce your organisation, what your mission is and how donors can help you raise money for your cause or project.
Update your blog regularly so donors can keep track of funds raised over a defined timescale.

opportunity to be open and transparent

- Blogging can make a big impact with zero cost. All it takes is a bit of time which you can build into your weekly routine
- Blogging gives you the opportunity to collaborate with others using 'Guest Posts'. This can include other charities or people of influence in the community
- Blogging doesn't have to be perfect which gives it that personal feel; supporters buy into people and causes
- Search Engine Optimisation benefit from blogging. Search engine crawlers constantly trawl the internet looking for fresh information, with a daily blog you are providing updated keywords which the crawler can index. This helps drive traffic to your website ultimately boosting your page rank
- Readers of your blog get an insight to the work you do bringing a sense of authenticity
- Blogs can link to your Twitter and Facebook pages, so every time you send a tweet or update your status link it to your blog as well as your website. This keeps all your online communication feeling fresh and dynamic. For further information click on the following link www.twitterfeed.com
- Blogging enables you to be creative with your writing; content can be used in other communication media such as e-newsletters and email marketing
- Podcasts (audio content) and vodcasts (video content) can be embedded into your blog to add engaging content for your supporter through audio and visual's

Start creating your own blog today and tell everyone your news, ideas, fund raising events and online donation facility.

Examples of some effective charity blogs

<http://blog.gosh.org/> - Great Ormand Street blog - a fantastic example of a blog that links to other social media such as Youtube, Facebook, Twitter with sharing buttons allowing you to

<http://www.fundraisingdetective.com/> - a blog that provides easy to read fund raising advice

<http://www.thirdsector.co.uk/blogs/> - blogs from third sector experts

To find out more about how blogs can form part of your online marketing strategy please contact [Carol Strachan](#) – Donor Marketing Officer Slough CVS on 01753 524176.