



MADE BY KATIE

Free Resource

How to write a blog for Charities

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Hi

Hi! I'm Katie, from [Made by Katie](#), and I'm here to help you get your charity's blog sorted and stress-free!



Whether you're just getting started or looking to refresh your blog, this free resource is packed with tips to make managing it a breeze.

Keeping your blog up-to-date doesn't have to be overwhelming, and it's a fantastic way to keep your website fresh, share your charity's story, and engage your supporters.

Why is a Regular Blog Worth It for Your Charity?

Having a blog on your charity's website is more than just a nice addition—it's a powerful tool that can bring amazing benefits. Here's why:

1. Boosts Engagement



A blog lets you share your charity's stories, updates, and insights, helping you build a real community around your cause. It also encourages interaction, as readers can comment, ask questions, and join discussions, creating a sense of belonging and deeper connection with your mission.

2. Raises Awareness

Your blog is a powerful tool to educate the public about the important issues your charity is tackling, helping raise awareness and understanding. It also allows you to showcase your impact by sharing success stories and testimonials that highlight the amazing work you're doing, making your mission both relatable and inspiring.

3. Improves SEO

Regular blog posts with the right keywords can improve your search engine rankings, making it easier for people to find your charity. Plus, engaging and

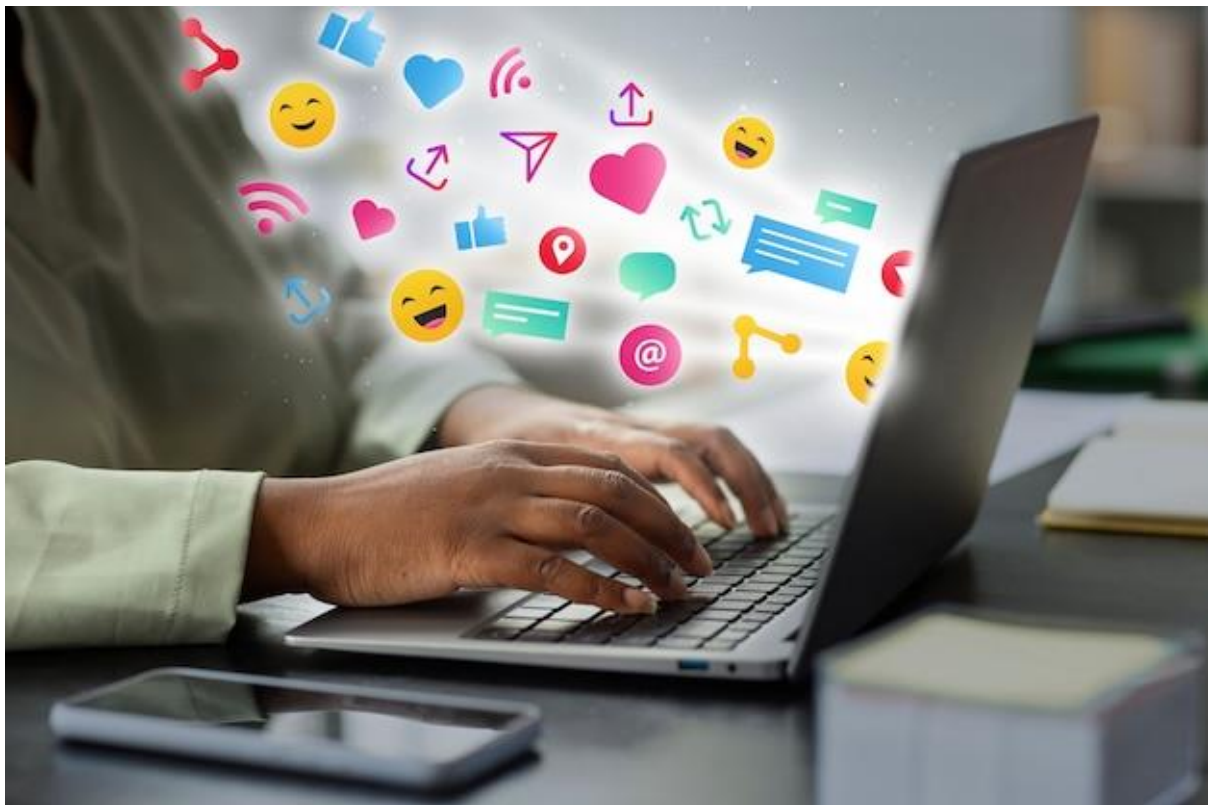
informative content helps attract organic traffic, bringing in visitors who are genuinely interested in your cause.

4. Builds Trust and Credibility

Regularly posting about key issues shows your charity as a knowledgeable leader in its field. Plus, sharing behind-the-scenes updates and financial info fosters transparency, helping build trust with your supporters.

5. Inspires Donations and Support

Use your blog to encourage action by including clear calls to donate, volunteer, or join an event. Highlight specific projects or initiatives that need support to inspire people to get involved and make a difference.



6. Content for Newsletters & Social Media

Your blog can serve as a great source of content for newsletters and social media posts. With platforms like Wix and Squarespace, it's easy to repurpose and

promote. Regular updates keep your audience informed, engaged, and connected to your cause.

7. Supports Fundraising Campaigns

Leverage your blog to promote upcoming fundraising events and initiatives, helping to boost visibility and participation. Through emotional storytelling about your beneficiaries or projects, you can highlight the real impact of your work and encourage readers to donate and get involved.

8. Encourages Volunteer Recruitment

Use your blog to spotlight volunteer opportunities and emphasize how crucial volunteers are to your charity's success. Sharing testimonials and stories from current volunteers can inspire others to join in and make a meaningful impact.

A blog is more than just words on a page—it's a way to connect, inform, and inspire action!

Crafting a Successful Blog Strategy

1. Identify your Audience



Before you start planning and writing, it's essential to know *who* you are writing for. Are you targeting potential donors, volunteers, families in need, or perhaps all of the above?

Understanding your audience helps shape the content, design, and tone of your blog to make it more appealing and effective for those you want to reach. After all, if your website and its content doesn't speak to your key audience, they're likely to move on without engaging.

2. Decide the Purpose of Your Blog

Is your main goal to raise funds, build awareness, recruit volunteers, or provide resources? A clear purpose helps guide every decision you make about the site. By knowing your blog's purpose, you ensure everything works together to achieve the results your charity needs to succeed.

3. Consistency is Key!

Now that you've got your blog's purpose down, let's talk about consistency. First things first: figure out how often you want to post. Remember, keep it realistic. Don't put too much pressure on yourself—posting once a month is fantastic, and even once a quarter can be a win!

Once you know your posting frequency, you can easily map out how many articles you need for the year. Next, take a look at your charity's calendar. When do you have fundraisers and events? Are there important awareness days you celebrate?

Sure, you won't be able to plan every single piece of content—life has a funny way of throwing in surprises. But by outlining the bulk of your posts, you'll ease that pressure to constantly come up with new ideas. With a solid plan in place, you'll feel more relaxed and ready to create engaging content that resonates with your audience.

4. Be Authentic

People connect with genuine stories, so don't be afraid to show the heart of your charity. Share real experiences—whether it's a success story, a challenge you've overcome, or the impact your work is having on the community. Authenticity builds trust and makes your charity relatable. Use a friendly, approachable tone in your writing, as if you're talking to a friend. This helps readers feel connected and more likely to engage with your cause. When you're real and transparent, people are more likely to support you, knowing that their involvement truly makes a difference.

5. Visuals Matter

Words are powerful, but visuals can take your content to the next level! Adding images, infographics, or videos makes your posts more engaging and helps bring your charity's work to life. A picture of a volunteer in action or an infographic showing the impact of donations can speak volumes. Plus, visuals make your content easier to digest and share. Just make sure the images and videos you use align with your charity's brand and mission—this keeps everything looking polished and consistent. Eye-catching, relevant visuals not only grab attention but also help tell your story in a way words alone can't.

6. Call to Action



Every blog post or newsletter should have a clear call to action. Whether you want readers to donate, volunteer, share your content, or simply learn more about your cause, make it obvious and easy for them to take that next step.

A strong call to action encourages engagement and helps you build a relationship with your audience.

Be direct—tell them how they can make a difference. Whether it's clicking a donate button, signing up to volunteer, or sharing your post with their network, a good call to action turns passive readers into active supporters!

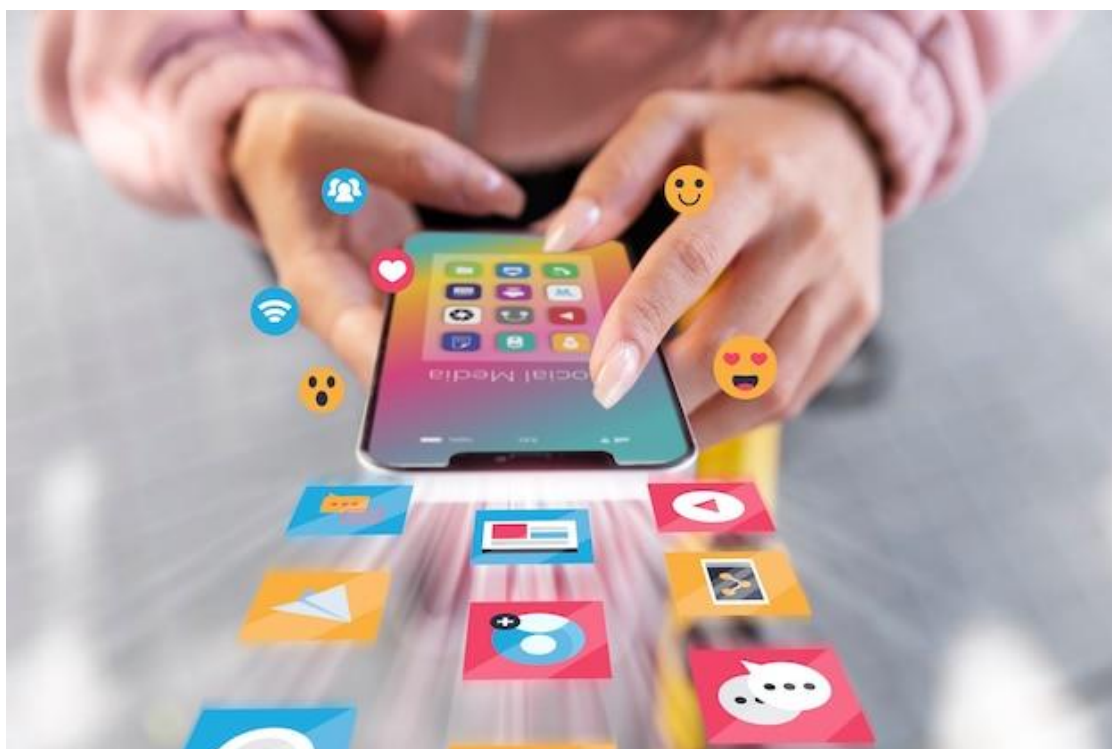
7. Add mailing list sign up:

Encourage visitors to stay connected by offering an easy way to join your mailing list. This is a great opportunity to keep your supporters updated with your latest blog posts, news, events, and campaigns. A visible sign-up form on your blog or news page helps grow your subscriber list and build ongoing relationships with your audience. Make sure to highlight the benefits of signing up, like exclusive updates or behind-the-scenes stories.

8. Share to social media:

Make your content easy to spread by adding social media sharing buttons to your blog posts. This allows visitors to share your stories and updates with their own networks, helping to amplify your message and reach more people. The more your supporters share, the more visibility your charity gains – and that can lead to more donations, volunteers, or even collaborations!

Plus, it's a simple way for people to engage with your content and show their support.



Content Ideas for Your Blog

1. Success Stories

- Share testimonials from beneficiaries, volunteers, or donors.
- Highlight a recent project or initiative and its impact.

2. Behind the Scenes

- Offer a glimpse into your day-to-day operations.
- Introduce team members and their roles within the charity.

3. Educational Posts

- Provide insights on the issues your charity addresses.
- Share statistics, research findings, or expert opinions related to your cause.

4. Events and Fundraisers

- Announce upcoming events, fundraisers, or community activities.
- Recap past events with photos and key takeaways.

5. Volunteer Spotlights

- Feature dedicated volunteers and their stories.
- Share how others can get involved.

6. Resource Guides

- Create guides or toolkits for your audience on relevant topics.
- Offer downloadable resources like checklists or infographics.

7. Seasonal Content

- Tie content to seasons, holidays, or awareness days.
- Create campaigns around significant dates related to your mission.

8. Q&A or FAQs

- Address common questions about your charity or the issues you tackle.
- Encourage readers to submit their questions for future posts.

9. Partnership Highlights

- Showcase collaborations with other organizations and their impact.
- Discuss how partnerships enhance your charity's mission.

10. Call to Action Features

- Detail specific initiatives where supporters can take immediate action.
- Share stories of how previous calls to action have made a difference.

11. Tips and Best Practices

- Offer practical tips related to your charity's mission (e.g., volunteer engagement, fundraising strategies).
- Highlight best practices for community involvement.

12. Advocacy and Policy Discussions

- Discuss relevant policies affecting your cause and how readers can advocate for change.
- Share updates on legislative developments related to your mission.

13. Impact Reports

- Publish regular updates on your charity's progress and achievements.
- Include data and anecdotes that demonstrate your impact.

14. Guest Posts

- Invite experts or community members to contribute their insights or stories.
- Feature guest bloggers who align with your charity's mission.

15. Interactive Content

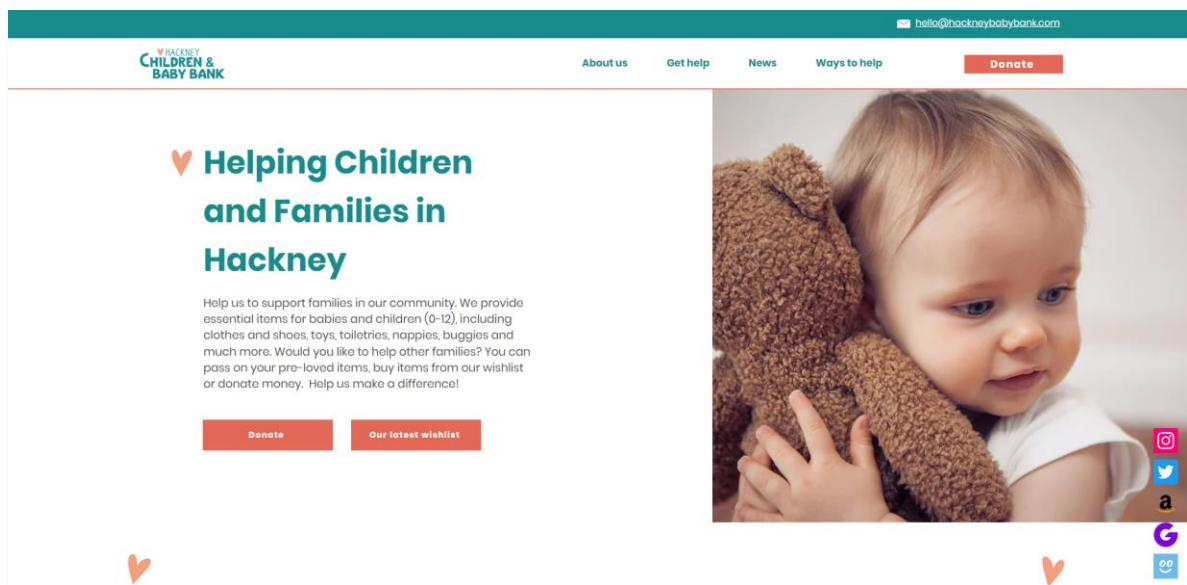
- Create polls, surveys, or quizzes related to your charity's work.
- Encourage readers to engage with your content in a fun way.

16. Personal Stories

- Share personal anecdotes from team members or volunteers about their experiences.
- Highlight the emotional connection people have with your cause.

These content ideas will not only keep your blog fresh and engaging but also help strengthen your connection with your audience while promoting your charity's mission.

Need some Inspiration?



Check out these fantastic charity websites (even if I do say so myself) that effectively showcase their missions and engage their audiences:

- [Abbie's Army](#)
- [Black Girls Do Run UK](#)
- [Hackney Children & Baby Bank](#)
- [Women & Children First](#)

Need a Little Extra Help?

Join My Mailing List

Get handy resources and how-to guides delivered straight to your inbox! No spam, I promise—and you can unsubscribe anytime.

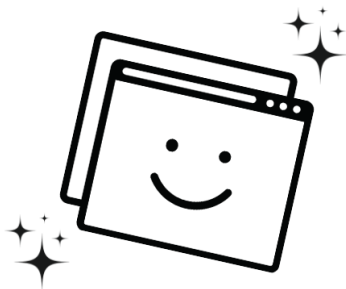
Follow Me on Instagram or Facebook

If you liked this free resource then follow me on [Instagram](#) and [Facebook](#). And don't forget to join my new [Facebook group](#)—a supportive community for new charities where we share advice, ideas, and a bit of friendship.

Got Questions?

Feel free to DM me on social or shoot an email to hello@made-by-katie.com. I'm here to help, so don't be shy!

Or Let Me Handle It for You!



Running a charity can be a whirlwind, and managing your website shouldn't add to the chaos. If you're considering outsourcing your blog, I can help by creating a tailored content calendar that suits your monthly needs.

Whether you prefer quarterly or monthly billing, I'm here to make it work for you.

Simply drop me a message at hello@made-by-katie.com and share a bit about your charity, your budget, and your online goals. If you have an existing website, including the link will help me better understand your needs.

Why Work With Me?

Because I truly care—about you, your charity, and your mission. I like helping good people, do good things. I pour my heart into every project, making sure your website reflects what you're all about.

Plus, I've got over a decade of experience in the charity world, so I understand the unique challenges you face. I'll make the process as smooth as possible so you can focus on doing what you do best while I take care of the techy stuff.

"Katie says her design is fuelled by glitter, coffee and the unwavering belief that design can change the world and never a truer word said.

When it comes to Katie's design and the way she just understood us as clients, all that glitters is 24 karat gold."

Tasha Thompson, Founder & Trustee of Black Girls Do Run UK

"Working with Katie on our new website was brilliant. She took the time to really understand the charity and our work with women worldwide.

Through brilliant design and inspirational ideas, she gave us a clear vision of how we could completely revamp our website home page and structure, so it is both easier for people to understand, and to give greater emphasis to the stories of the women we work with. The user journey is so much better, it is so much easier to read and engage with, and it looks so much better on a mobile.

Thanks to Katie's hard work, we are now in a position to greater encourage people to act and, ultimately, support and empower more women to better health around the world."

Mark Mina, Head of Fundraising & Communications of Women & Children First

Limited-Time Offer

I know budgets can be tight, so here's a little help! **Get 10% off your web design project when you book a free discovery call** and mention this checklist. Let's create a site that tells your story and connects with your supporters!



Helping good people, do good things



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