

## Edit your own version in one of the following ways:

1. Go to “File” > “Make a Copy” to access and edit in Google Docs.
2. Go to “File” > “Download” > “Microsoft Word” to access and edit in a Word doc.

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## Technical Tips for Writing Blog Posts

### 1. Purpose of blogs

- Drive traffic to your website via organic search, social media, and email.
- Provide something of value to your audience.
- Increase your organization’s trustworthiness (this also helps with search rankings).
- Add unique content to your site (this also helps with search rankings).
- Increase awareness of your organization
- Help build backlinks, which helps with SEO

<https://blog.hubspot.com/marketing/the-benefits-of-business-blogging-ht>

### 2. Sources and links

- Embed in-text hyperlinks in a paragraph in a natural, contextual and readable way to
  - Cite stats or quotes
  - Internally link to your other blogs or webpages (if relevant)
  - Example: [ArborDay.org/Stories/Why-the-World-Needs-Trees.cfm](https://www.arborday.org/stories/why-the-world-needs-trees.cfm)

It’s not hard to find headlines about planting millions, billions, trillions of trees for the greater good. Our own organization plans to [plant 500 million trees in forests and neighborhoods of greatest need](#) by 2027.

- Use primary, authoritative sources, for example:
  - .gov or .edu. sites
  - Research sites like Gallup or Pew Research
  - Reputable news outlets like the New York Times
  - Other reputable and expert sources like Mayo Clinic or Psychology Today
  - Original studies, surveys, or research conducted by an industry expert
- When linking, delete anything from the question mark on when you see a UTM  
[https://www.ksn.com/news/national-world/dillons-hiring-10000-new-associates-nationwide/?utm\\_medium=social&utm\\_source=facebook\\_KSN\\_TV&fbclid=IwAR12yOUYluqTn-qZl6j-eX8C-7MiBWeB2Mx-sJlnP1mQNO0bc-kjaEbmGfl](https://www.ksn.com/news/national-world/dillons-hiring-10000-new-associates-nationwide/?utm_medium=social&utm_source=facebook_KSN_TV&fbclid=IwAR12yOUYluqTn-qZl6j-eX8C-7MiBWeB2Mx-sJlnP1mQNO0bc-kjaEbmGfl)

### 3. Word count

- Yes, short is okay. 500-2,000 words is normal.

### 4. Readability

- Break up the content with photos, bullet points, and subheaders (h2s and h3s).
- Use the [Hemingway App](#), [Microsoft Word](#), and/or [WebFx](#) to test readability
- Aim for a score of at least **65** on the Flesch Reading Ease scale or grade 8 on the Hemingway App
- The [Grammarly Chrome extension](#) is also helpful for proofreading

### 5. Avoid

- Filler words and fluffy content
- Jargon that a general audience might not be familiar with
- Acronyms (okay if spelled out upon first use)

### 6. Images and graphics

- Real photos of your organization's people and impact - these are the best.
- Pasted screenshots are okay (cite the source)
- [Pixabay](#) for free stock photos
- [Canva](#) to create free, on-brand graphics and background removers

### 7. Show, Don't Tell

- Show the reader - with details, emotion, and examples - why you're telling them this story.
- For example, if you're writing about homelessness, don't tell the reader that homelessness is hard. Instead, describe the day-to-day challenges of a client who experienced homelessness. Include discernible facts and examples.
- Readers are smart. They want proof of your theory, so build your case.

### 8. Voice, Tone, and Point of View

- Write in the active voice, not the passive. "~~The man was helped by the organization.~~" -> "The organization helped the man."
- The tone should be conversational (write like you talk)
- In general, address the reader as "you."

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Template on next page

# Blog Content Template

**URL:**

**Meta Description:** (140-160 characters)

**Title Tag:** [blog title] | [ brand name ] (50-60 characters)

**Author:** \_\_\_\_\_

[ IMAGE HERE - include alt text ]

## [ This Is Your Blog Title ] From Homelessness to Hope: John's Journey with Our Nonprofit

This is your intro paragraph. Insert something funny or surprising, or use some imagery to engage the reader's senses and grab their attention. You can include an interesting fact here. Cite it with a link. (Notice we're using short sentences.) Explain more about that fact in this sentence to expand or clarify the idea, and connect it to your organization's mission. Now give your reader a preview of your main points that follow.

### This is your first subheading

Write something about your first point here. Then expand upon that idea with some more sentences. Insert some research here and [cite it using a hyperlink](#). Then draw a succinct conclusion.

Include a second paragraph here if appropriate, or another image. You can also include a video or supporting bullet points:

- Bullet 1
- Bullet 2
- Bullet 3

### This is your second subheading

Write something about your second point here. Then expand upon that idea with some more sentences. Insert some research here and cite it. Then draw a succinct conclusion.

Include a second paragraph here if appropriate, or another image. You can also include a pull quote.

“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.” — Client Name

## This is your third subheading

Write something about your second point here. Then expand upon that idea with some more sentences. Insert some research here and cite it. Then draw a succinct conclusion.

Include a second paragraph here if appropriate, or another image.

## Write a creative concluding subheading

Summarize your content here. Be creative and memorable, and vary your sentence length. Make sure to avoid cliches. Insert a concluding thought at the end and the next step for the reader (donate, volunteer, sign up, learn more, etc.). Try to link back to another page on your website that could be helpful to the reader.

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### Social post #1

[ post content ]

[link to the published blog]

#BrandedHashtag, \_\_\_\_\_

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### Social post #2

[ post content ]

[link to the published blog]

#BrandedHashtag, \_\_\_\_\_

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### Social post #3

[ post content ]

[link to the published blog]

#BrandedHashtag, \_\_\_\_\_

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## **Social post #4**

[ post content ]

[link to the published blog]

#BrandedHashtag, \_\_\_\_\_

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## **Social post #5 (repeat as necessary)**

[ post content ]

[link to the published blog]

#BrandedHashtag, \_\_\_\_\_

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## **Direct Mail Copy**

[ post content ]

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## **Direct Mail Copy**

[ post content ]

## **Email copy**

**Subject:**

**Preheader:**

**Header/intro message:**

**Body Copy:**

**CTA Button:**

---

## Email copy (repeat as necessary)

**Subject:**

**Preheader:**

**Header/intro message:**

**Body Copy:**

**CTA Button:**

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## Infographic copy

**Header:**

**Subhead:**

One sentence explainer.

**Bulleted list:**

- 
- 
- 

**Quote:**

**Stats section:**

- 
- 
- 

Concluding sentence

**CTA**

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## Press pitch - Newspaper

**Subject:**

**Body Copy:**

1) Short info on the story's 5 W's (who, what, when, where, how)

- 2) Story behind
- 3) Links
- 4) Pictures

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## Press pitch - Radio/Podcast

**Subject:**

**Body Copy:**

- 1) Short info on the story's 5 W's (who, what, when, where, how)
- 2) Story behind
- 3) Links
- 4) Pictures

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## Press pitch - TV

**Subject:**

**Body Copy:**

- 1) Short info on the story's 5 W's (who, what, when, where, how)
- 2) Story behind
- 3) Links
- 4) Pictures