



Getting Started with Blogs

First things first...

Why create a Blog?

- Readers can interact with one another on a personal basis
- 50% of internet users (97 million people) read a blog (Technorati 2008)
- Updates concerning your organization can be posted quickly & simply
- 71% of readers believe blogs are a good source for information (Technorati 2008)
- Can draw more traffic to your website and more attention to your cause

Getting the right start...

Pick a blogging tool:

There are many different tools online that offer free blogging software. Signing up is easy and it only takes a few minutes. Most tools allow you to customize your blog to have the same look and feel as your organization. The most commonly used are **Blogger.com** and **Wordpress.com**. You can also enter “blogging tools” into a search engine to find many others online.

Give 'em something to talk about...

What do I write about?

- Report on a prior or upcoming event
- Document on a volunteer's work
- Have patrons write testimonials
- Provide relevant research
- Q&A session with an expert, patron, donor or volunteer
- Ask field experts to blog on topic
- Give a personal story of org's impact
- Offer behind-the-scenes information
- Give facts & figures; debunk myths

How often do I write?

Every organization is different, but the key is to create a blog and actually use it. If the information is not new and interesting, then people will not take the time to visit and read the blog. There is no need for all organizations to update their blog daily, but once a month is too rare. Do what works best for your organization and keep your readers interested.

Where can people find it?

It is always a good idea to incorporate your blog into all of your e-marketing channels. Refer to your blog in e-mails or e-newsletters, connect it to your website and social networking pages via links, or simply allow readers to share your blog on their favorite sites. To do this, go to **AddThis.com** (it's free) and it will allow you to choose sites that readers can link your blog to.

Look to others for example...

Popular nonprofit blogs:

- www.wildapricot.com/blogs/newsblog/default.aspx
- www2.aspc.org/aspcablog/index.html
- www.intelligentgiving.com/the_buzz/the_blog
- www.donorpowerblog.com
- www.nten.org/blog

For more information or help regarding blogs email: RHowe@TheNonProfitPartnership.org