

Writing for the blog

Who it's for

We use [our blog](#) to inspire and engage with our charities. It's the place we share inspiring stories, insights, tips and tools on using digital to help them reach more and raise more.

What it's for

Every blog post should either solve a problem, offer practical advice or tips, or share learnings that charities can apply in their own workplace. We're a global organisation so our blog posts should have as much of a global appeal as possible.

If you're not sure whether something belongs on the blog, run it by the content team at blog@justgiving.com and they'll be able to help.

How to do it

- There's no hard and fast rule on word count, but aim for somewhere between 500-800 words as a guide.
- Break your copy into bite-sized chunks to make it easier to read.
- Turn your sub-headings into stand-alone tips so if someone scans your post, they'll easily be understand what it's about.
- Our tone of voice is warm, conversational and friendly. Address your reader as 'you' and encourage interaction by including a question at the end and inviting comments from your readers.

The extras

When you're done email your copy to blog@justgiving.com along with the following:

- A 2-3 sentence bio explaining your role and interests. [Use this one as an example](#).
- A landscape picture of yourself (minimum 300px wide).
- A landscape main image to go with your blog article (minimum 600px wide).
- Any supporting imagery (this can be landscape or portrait and a minimum of 600px wide).