

# A beginner's guide to using blogging to fundraise

This year we have taken to blogging about the Manchester Midnight Walk. If you haven't had chance to check it out yet, you can find it at <http://manchestermidnightwalk.posterous.com>. For the uninitiated a blog is a type of website that can be quickly and easily updated by the owner with short articles or 'entries'.

For charities, blogs are a great way for them to promote their cause to their supporters, and to those that are on the verge of putting their hand in their pocket. Yet it is not just the charities themselves that can use blogging to fundraise, so too can fundraisers. The following tells you how to get started.

## Get blogging

- Blogging provides a great way of telling your fundraising story and there are a number of choices when it comes to sites to host your blog, these include:

[www.wordpress.com](http://www.wordpress.com)  
[www.posterous.com](http://www.posterous.com)  
[www.blogger.com](http://www.blogger.com)  
[www.livejournal.com](http://www.livejournal.com)  
[www.tumblr.com](http://www.tumblr.com)  
[www.typepad.com](http://www.typepad.com)

- All offer a different array of features so it's worth having a look at some examples of other blogs before you settle on your own blog site. When you have made your choice you can usually set up an account within a few clicks and be blogging before you know it.



Visit our YouTube page  
at [www.YouTube.com/  
StAnnsHospiceuk](http://www.YouTube.com/StAnnsHospiceuk)

Follow us on Twitter at  
[www.twitter.com/MidnightWalk](http://www.twitter.com/MidnightWalk)

Visit our blog at  
[http://manchestermidnightwalk.  
posterous.com](http://manchestermidnightwalk.posterous.com)

Download detailed online fundraising guides at [www.sah.org.uk/onlineguides](http://www.sah.org.uk/onlineguides)

- The key to a successful blog is to make sure you keep it updated on a regular basis, let your personality shine through and add some colour by using images or video where you can. Also don't forget to tell people how they can sponsor you whether that be online or offline, and to tell as many people as you can about your blog. Here are just a few examples from the blogosphere to get your creative juices flowing:

Transsibwriter - <http://bit.ly/transsibwriter>

CFKid - <http://cfkid.wordpress.com/>

The Big 30 Adventure - <http://thebig30adventure.wordpress.com/>



## Tell us about it

Started a blog about the Manchester Midnight Walk or fundraising for St Ann's Hospice? Let us know where we can read it. You never know we might even feature you on our very own blog. Simply drop us an e-mail at [post@manchestermidnightwalk.posterous.com](mailto:post@manchestermidnightwalk.posterous.com) - pretty please.

## That's it!

We hope you've found this guide useful and are now more confident in thinking about blogging. If you have any questions or comments about our online guide to blogging, please contact us on 0161 498 3629, email [jwatts@sah.org.uk](mailto:jwatts@sah.org.uk).

