**Blog post on UNDP website**

1. **What is a Blog post? Why on UNDP website?**

A **blog post** is often an informal text entry (article) that you write on a blog. It ranges from 600 to 1000 words and can also include photos, infographics or videos.

Blog posts allow you to publish insights, thoughts, and stories about a specific topic. They are educational in nature and often written from a personal perspective. Writing blog posts that you feel passionately about will help readers connect directly with your work and grow your audience base.

This connection lets you share ideas with other like-minded people. It allows you to build trust with your readers which also opens up the door to engaging them for a specific call-to-action such as donate.

Why publish it on **UNDP Blog**? As the UN’s development agency, UNDP plays a critical role in helping 170 countries and territories to eradicate poverty, reduce inequalities and exclusion, and build resilience to achieve the Sustainable Development Goals. This means you get the chance to talk to a global audience willing to contribute for human development, which is probably your ultimate crowdfunding campaign goal.

1. **How to write a Blog post?**

* Define the **topic**: this also involves **keyword research** which is crucial to rank high for online searches
* Set the **audience**: once you know what you’ll be writing about, you need to find out who you’re writing for. Ask questions like: “What do they want to know about?” “What will resonate with them?”
* Create a **plan**:
  + **introduction**: hook your readers with a great opening and half your work is done.This gives your readers a reason to keep going. Then, share a brief summary of what you’re going to talk about in the rest. A good introduction addresses the reader’s problem with a question and challenges them how reading your post can help them tackle it
  + **body**: this is is the meat of your blog post, so it should be clear and compelling. Offer deep value by sharing your knowledge and experience
  + **conclusion**: tie your main ideas together and engage them to a call-to-action. For your CTA to be appealing, ask yourself: “What’s in it for them?”
* Make it **scannable** (people hardly read word-for-word):
  + start with an impactful **title**: you don’t only need strong content, you’ll also want a powerful headline. Between the title and the introduction, the reader decides whether to stay or go
  + create **subheaders**: these will help you break down your article into more bite-sized parts and show the main sections
  + write **short sentences & paragraphs**: it is recommendable to use 2 to 4 sentences in most of your paragraphs, with some 1 sentence paragraph to grab the eye
* Use a **conversational tone**: write like you talk. Your readers will feel like you’re talking to them one-one-one to help them figure out a problem that you can relate to.
* Don’t underestimate the power of **visuals**: writing your blog post may be your first priority, but you’ll also want to engage readers in other appealing ways such as images or videos. They should add value to the subject and offer a refreshing visual break from the monotony of words.

Once you have published the blog post, make sure it gets read. Writing is just the start. Promote it with the best communications strategies you can to spread the word.

1. **Some Blog post examples from UNDP website**

- Campaign “**Save the Galapagos Islands and Empower its People**”:

<https://www.undp.org/blog/make-charles-darwin-proud-save-galapagos-your-living-room>

- Campaign “**Plantatón Uruguay**”:

<https://undp.medium.com/planting-footprints-of-hope-in-uruguay-4915a19dc364>

- Campaign “**Koh Tao, Better Together**”:

https://undp.medium.com/cleaning-up-while-waiting-for-tourists-to-return-1c9aeb86d667