

How to... be brilliant at blogging

Richard Sved

Charity Writing and Communications
Training Days

Tuesday 25 October, 2016

3rd Sector Mission Control

Focus | Strategy | Fundraising

About me

- @richardsved
- 20+ years in charity sector
- Have led the fundraising function of four national charities
- Fundraising experience includes Corp., Events, Govt., Lottery, Major donors, Trusts
- Serial volunteer and Trustee
- Freelance consultant and interim manager (NCVO, 3rd Sector Mission Control)

3rd Sector Mission Control

Focus | Strategy | Fundraising

Finding my voice



3rd Sector Mission Control
Focus | Strategy | Fundraising

Finding my voice

+ Armstrong and Miller, Alban Arena, 20 November 2010 - review by herts critic

If you're not the parent of a tweeny, or if you don't like middle of the road music or dance to The Alban Arena. Among the many top comic names, Armstrong and Miller are arguable tour.

It's their two most recognised characters who open the show, the two World War II airmen comedy but the twist in this sketch is that the airmen speak with 1940's Queen's English. Many of the favourites from the series make an appearance: the pair of musicians whose inevitably destroys a 'quite literally priceless' piece of antiquity, the husband who returns his wife is having an affair with his boss and best friend, and the regency dancers whose

3rd Sector Mission Control

Focus | Strategy | Fundraising

First real blog! March 2013



CHARITY MANAGEMENT

GOVERNANCE

SHOULD WE FARM OR FIGHT? THE SMALL CHARITY'S DILEMMA

3rd Sector Mission Control

Focus | Strategy | Fundraising

“Breakthrough” blog



COMMUNICATIONS

FUNDRAISING

WHY WE SHOULD ALL BE ASKING “CAKE OR MUFFIN?”

BY RICHARD SVED / MAY 28, 2013 / 1 COMMENT

The other day, I was in a branch of a well-known high street coffee company. (It’s not the one you’re thinking of, so stop trying to guess.)

I placed my order – for an Earl Grey.

3rd Sector Mission Control

Focus | Strategy | Fundraising

Going viral

WHY WE SHOULD LISTEN TO JAMES, THE STATION ANNOUNCER

BY RICHARD SVED / JANUARY 24, 2014 / 0 COMMENT

Commuting can be pretty horrible. You don't need me to tell you that.

But this blog is a tribute to one man who makes it a little better for hundreds if not thousands of people. I want to tell you about how much I've learned from him.

He's called James, and he is the announcer at a station I use most days. He begins every announcement with the words "Hello, my name's James."

3rd Sector Mission Control
Focus | Strategy | Fundraising

Going viral

“PART OF WHO I AM!” – WHAT CAN CHARITIES LEARN FROM PARKRUN?

BY RICHARD SVED / AUGUST 3, 2015 / 9 COMMENTS

I've been writing this charity blog for over two years now, and there's a passion of mine I haven't yet mentioned. Can you believe it?

Today, I want to tell you about the phenomenon that is **parkrun**, and what I believe charities can learn from it.

At 9am *every* Saturday, in parks **up and down the country** and **round the world**, people young and old,



(c) Richard Underwood

3rd Sector Mission Control
Focus | Strategy | Fundraising

Using the form

1. Bring strength, bring trust, bring harmony

(What's So Funny 'Bout) Peace Love and understanding?



*So where are the strong? And who are the trusted?
And where is the harmony? Sweet harmony.*

Bringing people in



SEPTEMBER 16, 2016

Why charities need to consider
four day old lasagne



SEPTEMBER 13, 2016

Fundraisers: think 'Snog, Marry,
or Avoid?'



**FUNDRAISERS: THINK ABOUT CUTE
KITTEN POSTERS!**

Charity fundraisers may well feel a little like the kitten in this poster. It's often pretty tough, isn't it? Well, ...[read more](#).

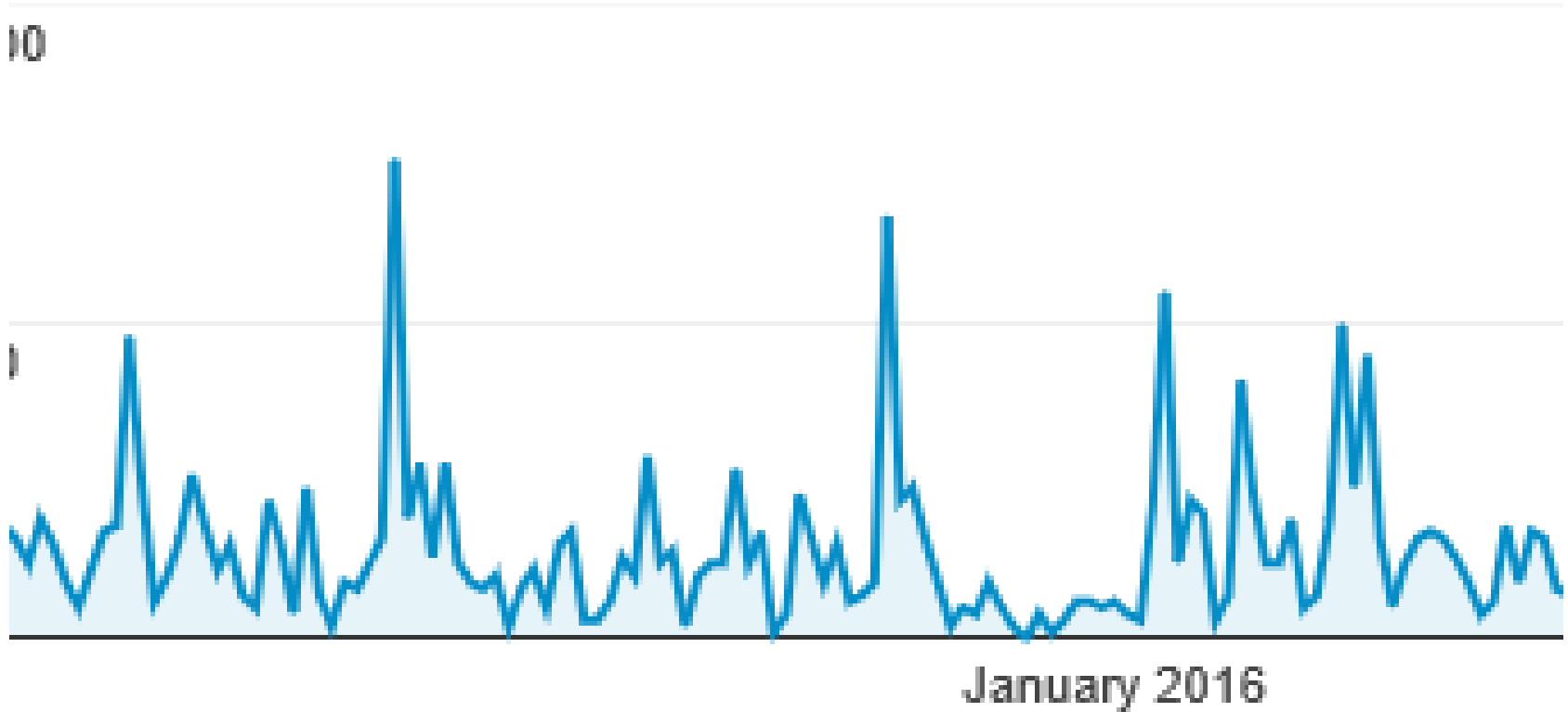
[READ MORE](#)

3rd Sector Mission Control

Focus | Strategy | Fundraising

Does it work?

Sessions



3rd Sector Mission Control
Focus | Strategy | Fundraising

Blogging tips

1. Make it personal
2. Think laterally
3. Make people smile

Blogging tips

4. Have a conversation with yourself
5. Link to something topical
6. Full sentences? Not necessary.

Blogging tips

7. Share it on social media
8. The title's the thing
9. Lists work
10. Keep it short

Thank you

@richardsved

www.3rdsectormissioncontrol.co.uk

richard@3rdsectormissioncontrol.co.uk

3rd Sector Mission Control

Focus | Strategy | Fundraising