



WRITING A BLOG POST

We are seeking people who are passionate about writing, conservation, and the Colorado Plateau to be guest bloggers for the Grand Canyon Trust. By sharing your experience as a volunteer or advocate you can help contribute to a better public understanding of conservation. Written word can be a very powerful tool for creating change or inspiring others within your community after you have been out in the field volunteering for a project. Whether that project may be a springs restoration, organizing around a youth-led initiative for conservation, or even learning about new entrepreneurial projects on the Navajo reservation; your story and experience is important to document and to share with others.

An effective blog includes the following:

- Background information about the particular issue or project
- A clear and vivid description of what you experienced during your time on the trip or at the event
- A description of why this issue or project matters
- An element of advocacy or action to bring it all together

WHY WRITE A BLOG POST?

Blogs are currently one of the easiest and most popular ways of telling a story about an experience. Blogs help us convey a powerful experience or story in just a few paragraphs and with images. These stories can be shared on websites and across multiple social media platforms, which allows a wider audience. We will share these stories with organizations and experts who partner with the Trust and public land management agencies; our membership and volunteer community; and visitors to our website who are interested in local issues on the Colorado Plateau. In addition to publishing your writing on our blog, we will share it through Trust social media outlets.

WHAT YOU WILL NEED FOR A SUCCESSFUL BLOG POST

What makes a blog successful, ultimately leading others to feel connected to their story and to even take action? First and foremost, a blog post should contain elements of storytelling. In simple terms, show; don't tell. To engage readers, it is the writer's job to frame a story that the reader can imagine vividly in their mind and almost feel like they were there experiencing the story with the writer. Also, you will need to think about who your audience is. Is it fellow volunteers? People who are thinking about becoming volunteers? Is it an elected official? Maybe



it is a government agency? No matter who it may be, it is always important to have a clear definition of who the intended audience is for your post.

For example, let's say you are volunteering for a trip with the Trust to help with watershed restoration. It is always good to start with a particular moment or story during the trip that struck you. Maybe it's a conversation you had with another volunteer. Maybe it's a hardship you went through during the restoration project. Whatever it may be, layout the story first and foremost.

Secondly, background information is always key. As a blog writer, one cannot just assume that your audience is already going to know what you are talking about. This part should be brief, however, so as to not take away from the story element of the post.

Finally, a blog post should contain an "a-ha" moment. This is the moment that the reader feels connected to the story and wants to take an action you suggest, or their own; whether that is to go on a trip themselves or to continue the project's work within their own community.

Again, remember how important it is for your audience to connect with your story and to feel motivated to pursue their own action from feeling connected to and inspired by your post. The action does not have to be a big grandiose act such as trying to persuade a congress member to vote to protect a certain space, however. An action can be as simple as inspiring someone else to go on a volunteer trip or to write about their own experience with a similar project.

OTHER KEY ELEMENTS OF A BLOG POST

Make sure you include the following:

- Title or headline – something that will draw readers in
- Image(s) – a jpeg of a photo(s) taken by you that complements your article
- Bio – 2 or 3 sentences about yourself
- Blog entries should be between 300 to 500 words

Push send! Submit your blog entry by email to: volunteernow@grandcanyontrust.org.

All content submitted to Grand Canyon Trust is subject to approval. The Trust reserves all rights to edit submitted content as necessary for its audiences. If your blog is accepted we will notify you before it is posted. If you have questions about the blog or what to write for your blog entry, contact fbeesley@grandcanyontrust.org.