

# 5 Steps to Creating Amazing Content

Content is a great way to set up your organization for success. Content will help you create social media posts, email campaigns, and set up your paid advertising like Google Ads, etc. It's not just enough to create content, you'll want to put some time and effort into putting your content strategy together.

This guide will give you 5 steps to creating amazing content that your organization can use over and over to support your fundraising goals.

- 1. Think about the questions your audience is asking about.** One of the first issues people come across is figuring out what to write about. The best thing to do is to start with the questions your potential donors/customers are asking. For example, let's say your organization helps with recycling efforts. You might right content around topics like, "what materials are recyclable?", "where can I drop off my recyclable materials?", or "do I need to clean my materials before recycling?" All of these questions are things you can answer in content that will introduce your organization to people that are interested in what you do.

The other thing people say is they'll run out of ideas. We recommend taking your questions and breaking them down into why. Why does someone want to know about where to drop off materials? Can you turn that into several different topics that you can dive deep into? That will help you to create multiple posts and fill your calendar for the year.

- 2. Figure out the type of content you'll create.** The three most common types of content are podcasts, blogs and video (usually on YouTube). Take stock of what your organization can do consistently. It's also important to know what you're best at creating, and enjoy doing.
- 3. Be consistent.** Consistency is key. We recommend producing content on a weekly basis. However, if that's not possible, make sure you show up regularly so people can start to expect more information from you. As mentioned earlier, your content is great for producing your social posts, email campaigns and more. The more regularly you create the content the easier it will be for you to show up regularly for your audience.

4. **Pay attention to formatting.** For content we recommend 750+ words. The first thing we hear is that no one will read it. That might be true if it's not engaging and formatted correctly. We tend to scan websites. Creating blog posts with headers to break up the text help the reader find the area of the content that they're most interested in. Using images and infographics also helps with visually showing visitors what the content is about.
5. **Define your CTA.** Each piece of content should have a CTA (call-to-action). Your organization should define the 2-3 most important campaigns that it wants to direct people to. It could be your monthly donor campaign, registering for services you provide, volunteering, the options are endless. Each piece of content must have ONE CTA listed in it so people know what to do next. Don't go too crazy here, keep it simple so people know what to do and how to do it.
6. **Bonus: Batch!** Batching is carving out time to do similar tasks. Especially when it comes to writing it's important to create space to get it done while you're in that mode. We like to create 1-2 days during the month that are dedicated to creating our content. That way we don't have to think about it each week but can have things planned out and ready to go on a monthly basis.

