Cameroon Catalyst

Website Article Guidance

Version 1 - 13th May 2016

Over the past six months, the Cameroon Catalyst website has been significantly upgraded. As part of this improvement, it has been made much easier to update the news section.

Why do we need to share our news?

It's really important that we share the work that we do:

- Regular news updates allow existing donors to see where their money is being spent, the progress of our work and the impact that their donation is having in the Cameroon community - and will hopefully inspire them to keep donating.
- Regular updates also ensure that the website is an excellent source of a multitude of up-to-date, relevant information for people who don't necessarily know much about us - allowing us to educate, inspire and drive donations.
- The aim of our activity in social media is to drive people to the website to donate. We aim to do this by drawing people in with news about what we're up to - so the website must reflect this news, provide more information and encourage people to donate. Equally, it also provides content for the quarterly newsletter, reducing the need for a last minute scrabble for information!
- News on the website is essentially a form of documentation for what we do - so it's a great way to ensure that our team and our followers remain informed.

What should I write about?

News updates can take many different forms. This isn't an exhaustive list, but some examples are outlined below:

- Fundraising events - both before the event to advertise and after to report the success of the event
- Recent developments for the charity e.g. new partnerships
- Design updates
- Preparation for trips to Cameroon
- Summary of time spent in Cameroon by team members
- Summary of recent works
- Blog posts from team members in Cameroon

How should the article be written?

The style of the article will largely depend upon the topic. Having said this, there are a few pointers below - but if you're really struggling, feel free to send over some draft copy to Alex Lyons for polishing or review.

- In general, when talking about the charity, we should talk about 'we' and 'us' to ensure that we sound friendly, approachable and down-to-earth. It's a more personable and involving way of writing.
- Try to inject a little personality or emotion if appropriate to engage your audience.
- Remember that not everybody is going to fully understand the technical elements of what we do. It's great to have the technical detail for those that understand it, but perhaps this could be included at the end of the article (almost as an appendix) - the main body should be written in terms that people can understand.
- We should always look to talk about the end benefit of what we're doing for the communities that we're working with.
- Keep it relatively concise - some articles will need to be longer, but not everything needs to be an essay!

How do I upload an article?

The below diagram demonstrates the upload process:
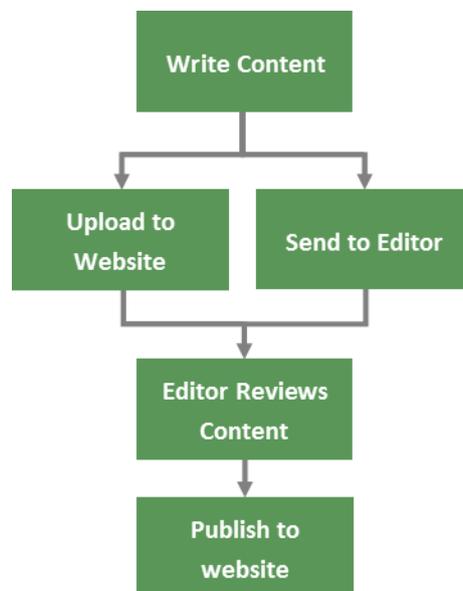
There are a number of options for uploading your content:

- If you would like to become a regular contributor to the website, you may be interested in signing up to the website as a contributor. More information can be found here: http://www.cameirooncatalyst.org/members-area/
- There is a simple online form which can be used to upload content to the website for review. You do not need to be signed in for this to work: http://www.cameirooncatalyst.org/news/submit/
- You may contact the editor (Alex Lyons) directly if necessary.

Once the content has been received, it will be reviewed by Alex Lyons before being published.