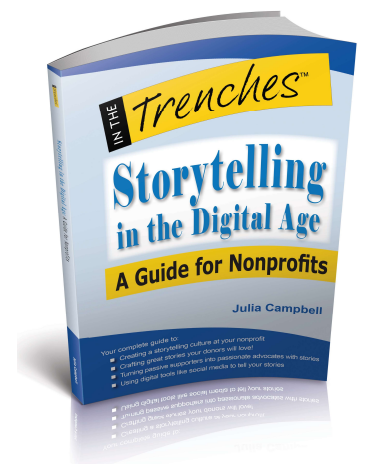


APPENDIX C – BLOG EDITORIAL CALENDAR TEMPLATE

Date	Objective	Content Bucket	Content Details	Post Title	Visuals	Notes
May 15	To get people to click on the blog post	Impact Story	Interview with client Susan and her daughter	How A Single Mother Beat Addiction	Photo of Susan at work	Get photo permission
June 16	To get people to donate to the annual appeal	Fundraising	Compelling story of another family	TBD	Video	Choose video to use



From the book *Storytelling in the Digital Age: A Guide for Nonprofits*, by Julia Campbell © 2017

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