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## Brief for Guest blogs for the Turn2us website

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### Turn2us

Turn2us helps people in financial need experiencing challenging circumstances gain access to welfare benefits, charitable grants and other financial help – online (through our [Benefits Calculator](https://benefits-calculator.turn2us.org.uk/AboutYou) and [Grants Search](https://grants-search.turn2us.org.uk/?_ga=2.207555728.2022592943.1543830253-190812328.1543500605)), by phone (through our [Turn2us helpline](https://www.turn2us.org.uk/About-Us/Our-helpline)) and face to face through our partner organisations.

## We also have [our own Turn2us direct grants funds](https://www.turn2us.org.uk/Get-Support/Turn2us-Funds).

### Guest blogs

We are always looking for guest blogs/articles from charities and not-for-profit organisations if their work relates to our work to feature on the [Turn2us website](http://www.turn2us.org.uk) in:

* Our news section - <https://www.turn2us.org.uk/About-Us/News>
* Relevant information or campaign pages – for example, an article on debt advice might be included on our Debt page - <https://www.turn2us.org.uk/Other-help/Debt>
* E-newsletters for the general public and intermediaries
* Our social media channels such as Facebook and Twitter.

Guest blogs provide an opportunity for organisations to show case their work to a wider audience through Turn2us channels. They also inform Turn2us users on help that may be available to them from other third sector/not-for-profit sources.

### Content

The content must be practical and relevant to the work of Turn2us and the people it helps. It might highlight:

* The work of an organisation or a particular fund, service or initiative that it has developed
* How a service works, such as debt advice, befriending, counselling etc.
* An issue that affects people in financial need and what might help ease this.

Case studies should be included where possible.

### Target readership

* People in financial need – including people in the following situations or groups:
	+ Armed Forces (serving or veterans)
	+ Bereavement
	+ Carers
	+ Expecting and bringing up children
	+ In work and on a low income
	+ Looking for work
	+ Migrants
	+ Older people
	+ Prisoners/ex-prisoners and their families
	+ Struggling to pay housing, energy and water bills
	+ Students
	+ Physical or mental Illnesses, injuries or disabilities
	+ Young people.
* Intermediaries (professionals and volunteers) working with people in need.

### Copy

Copy should around 500 - 700 words. Please write in [plain English](http://www.plainenglish.co.uk/).

### Images and videos

Please supply a large photo (minimum 600 pixels wide) that illustrates the blog piece (preferably JPEG, PNG, EPS or GIF format). If you don’t have any images, we can source something from our own Turn2us image resources.

We can also embed videos (preferably YouTube) relating to your work if you have them.

### Costs

There is no charge to charities or not-for-profit organisations to have a guest blog on the Turn2us website, e-newsletters and social media channels.

Turn2us does not pay a fee for any articles.

### Previous guest blogs

* [HM Courts and Tribunals: Divorce Online](https://www.turn2us.org.uk/About-Us/News/Divorce-Online-Service)
* [Disability Law Service](https://www.turn2us.org.uk/About-Us/News/Guest-blog-Disability-Law-Service)
* [Chemists’ Community Fund](https://www.turn2us.org.uk/About-Us/News/Guest-blog-Extending-Support-to-Students)
* [Perennial Budgeting Tool](https://www.turn2us.org.uk/About-Us/News/Perennial-launches-budgeting-tool)
* [Fashion & Textile Children’s Trust](https://www.turn2us.org.uk/About-Us/News/FTCT-Guest-Blog-April-2019)

### Submission and further information

Submit copy by email or Word file attachment to: Bridget McCall, Turn2us Information Specialist: email: bridget.mccall@turn2us.org.uk Telephone: 020 8834 9277 (direct line)

We may edit submissions to fit with the Turn2us brand and editorial style guidelines.