



Discover Churches

Hidden Stories, Open Doors

Brief guidance for potential blog/new article contributors

If you have an announcement, news story or opinion we would love to hear from you.

Led by Herefordshire Churches Tourism Group, Discover Churches are actively seeking articles and guest blogs that shed light on how tourism and other commercially viable activities can support churches in generating sustainable income whilst safeguarding heritage.

Who is the audience?

Discover Churches audience includes church volunteers, parishioners, church visitors and others interested in church tourism. Our readers have varied areas of expertise and may be unfamiliar with specialist language. You should therefore use simple terms and try to make your contributions clear, jargon free and engaging.

Contributions will be published on the Discover Churches website and promoted on social media.

Blog/ news articles communications exercise

Who are your target audiences?

(Think jobs, sectors, age, levels of expertise, location etc.)

What are you aiming to achieve?

- *Key metrics to monitor*
- *Key messages to get across*
- *What should the focus of the blogs/ news articles be? What is our niche that others are not doing?*
- *What is our voice? - Data-driven experts? Emotive and inspiring? Plain speaking explainers? Persuasive and educational? Fun and edgy!*

How to contribute?

- If you are interested, send us an email to tourismofficer@visitherefordshirechurches.co.uk briefly outlining what you'd like to write about. Our editorial team will work with you and discuss length (usually 300-800 words), format, accompanying images and when you'd like to publish.

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