VODG Content Guide | January 2026

Expert views, insight and advice from across VODG's membership on the issues impacting disability charities and the care, support and services they deliver.

VODG's Blog space will provide a space for members to share with each other, decision makers and the public their ideas, organisational stories, data and leadership insights. Articles will be hosted on our website and promoted through social media and newsletters. We plan to publish two articles per month over a six-month period.

Top Tips for Contributing to the VODG Blog

Benefits of submitting an article

- **Reach a wide audience**: By submitting an article, you'll engage a broad range of stakeholders within the disability sector.

- **Amplify campaigns or activities**: Promote your campaign or work to a larger audience.

- **Raise your spokesperson's profile**: Use the article to position a spokesperson as a thought leader.

- **New content**: Gain fresh material to share within your own networks.

- **Achieve media coverage:** In some cases, if an article has a strong news angle, and with your prior agreement, we may be able pitch it as a comment piece to a specific media outlet.

What are we looking for?

The blog is intended to showcase the vital contributions, leadership and solutions VCSE organisations provide and promote best practices in the disability sector. We are interested in articles that help us influence social care policy and improve the lives of disabled people, linked to current government or regulatory reform.

Below are some suggested topics, but we are also keen to hear your ideas:

- Demonstration of the value of VCSE delivery, impact and contributions to individuals, communities and the economy.

- Innovative services you're running to improve the lives of disabled people, along with the challenges and solutions you've encountered.

- A deep dive into any recent research or campaigns you've launched.

- Lived experience pieces from disabled people around themes such as meaningful work, living gloriously ordinary (or extraordinary) lives or how they have benefitted from a particular service.

Tone and style guidelines

- **Clear and accessible**: Write in a straightforward, jargon-free style. As with the BBC News website, target a reading age of 14 years, to broaden the article's appeal beyond those in the sector.

- **Engaging and relatable**: Your article should connect with readers through storytelling or by highlighting the human impact of your work. Use real-life examples where possible.

- **Professional but approachable**: While maintaining a professional tone, your writing should feel welcoming and not overly formal. Reflect the positive, solution-focused nature of the disability sector.

- **Optimistic and solution-oriented**: Acknowledge challenges but offer hope and practical solutions. Share successes and best practices to inspire others.

- **Inclusive and respectful**: Write with inclusivity in mind, ensuring that your language respects the diversity of the disabled community. Avoid terms that may feel stigmatizing or patronizing.

- **Call to action (CTA)**: At the end of your article, include a clear, concise CTA. For example, you could encourage readers to visit your website, join a campaign, or learn more about your work. Ensure the CTA is easy to follow.

Format Guidelines

- **Word Count**: Aim for 600-800 words.

- **Subheadings and bullets**: Break up the text with subheadings and bullet points where relevant for better readability.

- **First person**: We recommend writing the article in the first person for a more personal tone.

- **Statistics**: Include 1-2 relevant statistics from your own research or external sources to add credibility. References these by organisation, ideally with a direct URL to the article / research / stat being used.

- **Author bio**: Provide a short bio (2-4 sentences) of the author and, ideally, a headshot.

- **File type**: Submit the article as a Word document or Google Doc.

- **Headline/title**: Include a suggested headline that captures the main theme of the article and engages the reader.

- **Links**: If you reference any external sources, include relevant links or citations at the end of the article.

Additional considerations

Consent: If featuring others, including people you support or people with lived experience, in your article, please ensure you have obtained the necessary consent for their quotes or personal stories. The author is also responsible for ensuring sources are credible and accurate at time of submission.

Exclusivity: Articles do not have to be exclusive to VODG, we are happy to share content you have shared elsewhere, but we will prioritise publication of exclusive content if a clash does arise.

Ghost-writing services

Got an idea for an article but no time to write it? We may have the capacity to interview you and draft the article for you. You will, of course, get final sign-off before publication.

Submission process

Please send any article ideas to: media.press@vodg.org.uk

We suggest emailing us or having a chat about your blog idea before submitting it so we can avoid any duplication of topics.

Deadlines

We'll agree a suitable deadline with you when we discuss the blog idea but would ideally allow a month's notice so you have time to write it. If there is a specific date your article needs to coincide with, we will endeavour to comply.

We look forward to hearing your blog suggestions!