



## Family Giving News Guest Blog Post Guidelines

### Blog Objectives

Through its blog, the National Center for Family Philanthropy (NCFP) elevates a diverse range of voices and perspectives and promotes effective family philanthropic practices and approaches. We define effective through dual lenses: **family**—what leads family members to engage in the philanthropy and champion impactful work; and **social impact**—how the work changes or rebuilds systems to contribute to a world that is more vibrant and equitable.

The diverse perspectives and strategies shared affirm best practices, challenge family philanthropists to think and act differently, and offer inspiration. NCFP’s blog features a wide range of content: family stories and reflections on giving, educational pieces from experts, and general thought pieces to encourage reflection on the field of family philanthropy. Blogs should comment on a relevant issue in the field of family philanthropy. While they may be a personal reflection, every blog should provide tangible, practical takeaways.

We are currently soliciting pieces for inclusion in our monthly Network News blog and Effective Practice in Action series. Brief descriptions of each of these are below. Please identify which one you are submitting for when filling out our [submission form here](#).

Network News Blog	Effective Practice in Action Blog Series
<p>Highlights and news from the NCFP community, including:</p> <ul style="list-style-type: none"> <li>• New staff or board members</li> <li>• Interviews or news articles featuring foundation leaders</li> <li>• New funding areas</li> <li>• Large grants</li> </ul> <p>View previous posts <a href="#">here</a>.</p>	<p>Essay and op-ed style pieces on effective practices in action, including:</p> <ul style="list-style-type: none"> <li>• Personal stories/reflections</li> <li>• Connection to one of the principles of effective family philanthropy (equity, accountability, relationships, learning)</li> <li>• Clear, practical takeaways</li> </ul>

### Audience

The primary audience for the blog is family philanthropy staff and trustees, philanthropic advisors, regional grantmakers association members, and individuals thinking about giving as a family. We publish posts directly on our blog page, share relevant blogs on our social media channels, and send a compilation of our blog posts in our monthly newsletter, Family Giving News. The blog is shared with our community members but is also publicly available and relevant to any readers interested in learning more about the sector and how to better their philanthropic practices.

## The Process

1. Before you begin writing, we strongly recommend that you read a couple of blog posts from our collection. You'll get a feel for the kind of writing we aim for in terms of tone, style, and format. Examples:
  - a. [Philanthropy's Response to Inflation: Bolstering Our Grantees During Challenging Times](#)
  - b. [A Funder's Learnings on Supporting Partners Beyond the Grant](#)
2. Provide a brief outline or summary of the key point(s) you'd like to make and the NCFP team will be in touch to let you know if your idea is a fit or offer alternative framing.
3. Be prepared for feedback. NCFP rarely publishes a first draft. The editing process will be as helpful to you as it is to us; the more intimately we know your piece, your thesis, and your work, the better we'll be able to share it with our community.
4. If you need more time, ask for it! We accept blog submissions on a rolling basis and can be flexible with your schedule.
5. Send a headshot image and bio to [Maggie.McGoldrick@ncfp.org](mailto:Maggie.McGoldrick@ncfp.org).
6. Share! Once your post goes live, please feel free to share it with your networks and on social media. NCFP does reserve all rights to the publication once it is published, but we're happy to discuss redistribution.
7. Please note that submission of a post does not always result in publication, and NCFP reserves the right to decline any submission; however, we will do our best to work with you to identify a topic and perspective that we think will be of value to our audience of giving families and donors.

## While Writing

1. Typically, blog posts are 750-1000 words; however, feel free to use as many (or as few) words as you feel you need to get your point across.
2. Avoid or explain any buzzwords or jargon.
3. Please write in active voice when possible and use the first person. Write in a conversational tone, as if you were speaking to a friend. Use clear and concise sentences.
4. We highly encourage using subheadings to break up big blocks of text. You may also include bulleted lists to emphasize main points.
5. Please feel free to include any relevant graphics (along with their express permission to reuse) and links to sites and sources. All photos and graphics should be in .jpg or .png format. Keep in mind that images and hyperlinks should enhance, not distract from your writing.
6. NCFP will not publish any blog posts that take an overtly political position or message. That said, feel free to address relevant social issues, while remaining as unbiased and objective as possible.
7. NCFP will not publish any blog posts that are overly—or even moderately—commercial in their message. If you are a consultant, advisor, or other type of service-provider, please do not discuss specific services you offer, or promote your firm in any direct way. Demonstrate your skills, knowledge, and experience, rather than writing about your skills, knowledge, and experience.