

# Guidelines & tips for blog contributions

Candid Learning for Funders welcomes blog contributions for its website. The site's blog aims to share anecdotes, tips, and tools that build—and come from—funder knowledge worldwide.

## Guidelines for blog contributions

- Blog posts may cover a wide range of topics related to Candid Learning for Funders. Suggested topics include:
  - Stories with a compelling philanthropic angle (i.e., how a foundation came to its strategy, how funding shaped recent policy change)
  - Lessons learned from funding initiatives, preferably including both challenges and successes
  - Best practices related to governance, data collection, evaluation, and reporting efforts
  - Visual storytelling or representations of data (i.e., infographics, photo series, videos)
- Although we hope blog posts can help raise the visibility of those working in this area and newly released publications, posts should not have an overtly promotional tone. Posts should be substantive, informing readers not only about an organization, project, or collaboration, but also about the inherent challenges and lessons learned. Every post should in and of itself be a useful resource.
- The Candid Learning for Funders audience is global and consists of funders with varying levels of experience. Please provide necessary context for information in your post and explain any jargon clearly and concisely.
- Blog posts should be written for practitioners in a conversational, non-academic, personal tone and focused on a single topic. Shoot for 800-1200 words, although some topics may warrant longer posts, and try to spark conversation by ending with a question or key takeaway for readers. Include relevant links.
- If possible, please include a photograph, image, headshot, and/or logo in a .jpg format for our consideration to accompany the post, and information for a photo credit. We will assume any images sent to us are not restricted by copyright and are appropriate for posting.
- Please also include a one to two sentence biographical note about the author and/or organization.
- Posts will be edited by Candid for length or styles. Changes will be approved with authors before posts are published.

## Other ways to contribute

- Submit a case study, white paper, or strategic planning document to Issue Lab, which we will add to our curated content section.
- Suggest a new field guide or topic for us to cover by emailing [funderlearning@candid.org](mailto:funderlearning@candid.org).
- Partner with us on a series or guide, or any other idea you have.
- Share our resources, blog posts, and [@GrantCraft](https://twitter.com/GrantCraft) tweets.