



www.elgingives

elgingives@gmail.com

Elgin Gives Guest Blogger Guidelines

Elgin Gives welcomes community members to submit guest blog posts.

Please submit your blog post to: elgingives@gmail.com, including a brief author bio with a headshot and website address (if you're writing on behalf of an organization).

- Guest blog posts are personal by nature. Please tell us a story from your personal experience. Share things you've done and seen, lessons you've learned, problems you've solved, etc.
- Give compelling examples, details, and metrics. Properly attributing data and quotations.
- **Use a friendly tone of voice, write** as if you're sharing your story with a friend.
- Put your organization in the best light possible, but please do not use the blog to blatantly self-promote.
- Keep word count to a minimum of 500 words and a maximum of 750 words.
- Keep your title short and simple, preferably no more than eight words.
- Use subheadings and bullets/lists, where appropriate, to make it easy for the reader to follow.
- Submit a draft in Microsoft Word. The Elgin Gives social media team will review and make recommendations for editing the post. We will edit for correct grammar and may break up long blocks of text for readability. We ask for the draft 4 weeks before publishing to facilitate agreement on the final post.
- Include image/graphics with your post, as long as you have the rights to the image/graphic and provide a brief caption and photo credit. Elgin Gives has the right to reject photos and graphics.
- Keep outside links to a minimum.
- The Elgin Gives social media team will monitor comments and may delete negative comments on your post.
- We request that guest bloggers write a response to comments on their post.
- Elgin Gives fully owns the rights to the blog post. Guest bloggers may link to content but may not reuse the content.