



THE CENTER
FOR EFFECTIVE
PHILANTHROPY

Thank you for considering contributing to the CEP blog! The CEP blog aims to be a forum for discussion related to philanthropic effectiveness.

We seek a diverse array of perspectives and welcome thoughtful discourse, debate, and opinions from authors who would like to share ideas and suggestions from their respective communities and organizations.

Our primary audience is those in leadership roles at the largest foundations in the country, as well as major donors and their advisors. Our secondary audience is staff of all kinds at funders and influential thought leaders in the field.

Posts are published 1-3 times per week. Authors seeking to guest post on the CEP blog should keep the **following guidelines** in mind:

- Posts should be between 800 and 1,200 words.
- We are happy to work with authors to develop a topic and hone its subject matter, or just to copyedit and proof the submissions to fit our style guide.
- If we notify you that we plan to post your submission, please provide us with a 1-2 sentence bio along with a high-quality image file of your preferred headshot.
- We welcome you to include your LinkedIn profile in your bio.
- Posts should avoid self-promotion but instead draw on examples from your organization/your work.
- Your piece should present a clear point of view, preferably supported with data and anecdotes and provide links supporting any claims made, when possible.
- You are encouraged to include relevant articles or research studies (via links) as well as infographics, charts, and graphs to support your argument.

Editorial Process:

- There is no guarantee of publication for any piece submitted for review.
- CEP's editors have final say on publication date and while we will do our utmost to ensure a speedy editorial process and posting date, we cannot guarantee or "hold" any particular date of publication. An editor will give authors notice before posting their piece.
- Authors are responsible for ensuring the accuracy of all facts and spelling of all names, people, and organizations.
- Editors use the AP Stylebook and have the final say on grammar and punctuation, as well as headlines and usage of blog posts.
- Authors are welcome to cross-post their blog on ONE other website, but we ask that you wait to do so until 24 hours after the post is published on the CEP blog. Cross-posts must include an opening line that notes the original publication on CEP's blog and provides a link back to the original CEP post.

General Content Suggestions:

- Craft one clear, concise, and consistent argument. Introduce your argument in the opening paragraphs and use the rest of the post to provide data and evidence supporting that argument.
- Draw on a variety of evidence to support your argument — including research (CEP and other), quotations, and visualizations of data
- Posts should be relevant to philanthropic donors – whether foundations, individuals, or both. Topics might include:
 - Reactions to CEP research
 - Perspectives on / arguments about effective philanthropic practice
 - Responses to news in philanthropy
- Find examples of CEP blog posts at cep.org/blog

If you have any questions about the blog, editorial processes at CEP, or suggestions for posts, please contact Chloe Heskett, Editor & Writer, CEP, at chloeh@cep.org.

ABOUT CEP

The Center for Effective Philanthropy (CEP) is a nonprofit organization with a mission to provide data, feedback, programs, and insights to help individual and institutional donors improve their effectiveness. We do this work because we believe effective donors, working collaboratively and thoughtfully, can profoundly contribute to creating a better and more just world. For more information on CEP's work, including its research, assessments, advisory services, and programming, visit www.cep.org.