



Guidelines for Blogging for EFA

[EFA's website](#) is a hub for the European fundraising community, through which we aim to share relevant fundraising news and best practice. We run a rolling programme of blogs from sector experts and many of these are also distributed through our free newsletter [Fundraising Europe](#), issued six times a year.

We welcome blog contributions from the European fundraising community and suggestions for future editorial. **These need to be agreed in advance to avoid disappointment.**

Send your suggestions for content and article submissions to: news@efa-net.eu.

Publication	Blogs for EFA are published on our website and shared from relevant social channels, (Facebook, Twitter and LinkedIn). They may also be promoted via our newsletter, Fundraising Europe .
Word count	Word count is not set in stone, but 600-800 words is a useful target.
Audience	Our audience is a mix of fundraising professionals, trade bodies, researchers and non-profit leaders from across Europe.
Tone / Style	Although bloggers need to be informed about their topic, the writing style can be relatively informal and to the point. We recommend keeping paragraphs short (typically around 3 sentences), using sub-headings to break up the copy.
Messaging	We are keen to celebrate and share good practice, helping inspire other fundraisers. But we also encourage healthy debate about potentially contentious issues. What approach will you take? Consider what you want the audience to learn or do, and what tips/insight you can share.
Links	We ask you to include relevant links with your article. This might include research sources or campaigns you reference etc.
Biography	Our readers would like to know a bit about you, so please add a short biography (50-100 words).
Images	Images can help bring written content to life. Please include a picture of yourself and any other relevant images when you submit your article.

NB: Articles may be edited before publication. Any substantial changes will be discussed with the author.

Please note that we don't publish promotional material. However, EFA does offer [advertising opportunities](#).