



Guest Blog Guidelines for the Greater Washington Community Foundation

Purpose

The Community Foundation's blog is one of the primary channels we use to highlight the positive and inspiring work of our partners and donors, to share news about The Community Foundation, and to share what we are learning or doing around our priority issue areas. We frequently invite guest authors to offer their perspectives to advance conversations and deepen engagement with our community and causes that matter.

Audience

Our primary readers are philanthropists and foundation or nonprofit professionals - this includes organizations currently receiving funding or collaborating with us, and those who may be interested in learning more about opportunities to partner with us. We also reach community leaders and others who are interested and/or actively engaged in our issues.

Blog Components

All blog posts should include:

- Title: A brief title - generally 12 words or fewer.
- Body: Posts should be between 500-750 words.
- Author info: Please provide
 - Byline - Name, title, and organization you represent.
 - A brief biography - no more than 75-100 words.
 - A profile picture - A recent photograph of you to share alongside the blog.
- Hyperlinks: Feel free to include hyperlinks in the body of your text - though limit to the two or three you feel to be most relevant and important.
- Visuals: We encourage you to include relevant, engaging visual content to complement and enliven your post, such as photography, videos, presentation slides, PDFs, graphics and renderings, or social media content.

Process:

1. Discuss your blog concept with your program officer and/or The Community Foundation's communications team (marketing@thecommunityfoundation.org).
2. Submit your first draft using [this form](#).
3. Review and respond to any suggested edits from The Community Foundation's communications team.
4. Once the post is live, share it with your network.
5. Feel free to repost on your own channels.

Tips

- **Don't bury the lede.** Start with the big and/or most interesting ideas and hook your readers early.
- **Use accessible language.** Write clearly and say it simply, avoiding jargon and highly technical language.
- **Tell a compelling story.** Focus on demonstrating impact by telling the story of a specific individual, family, population or community helped by your fund or organization/program.
- **Organize around a few key themes or lessons.** Posts featuring three to five key takeaways often do very well on digital channels.
- **For grantees - Talk about the work stemming from your grant.** Try answering the following questions:
 - What need or issue did you seek to address? Who were you trying to help and what challenges did they face?
 - Why was receiving a grant from The Community Foundation (or any of its funds/initiatives) so critical to your work/efforts?



- What were you able to accomplish with this support? Please be as specific as possible.
 - What is the situation like now?
- **For donors – Talk about the purpose and impact of your fund.** Try answering the following questions:
 - What motivated you to start a fund at The Community Foundation?
 - What causes, issues or organizations do you support and why?
 - What impact has your fund enabled or contributed to?
 - What has been the impact on you, your family and/or your community?
 - Tell us about any unique events or other ideas for building awareness and support for the causes you care about most.

Questions? Please contact marketing@thecommunityfoundation.org.