GUEST BLOG GUIDELINES FOR THE BARR FOUNDATION BLOG

Purpose

The Barr Foundation blog is one of the channels we use to draw positive attention to our partners and their efforts, to share news, and to engage in broader debates about our priority issues. We welcome guest authors to offer their perspectives to advance conversations and deepen engagement.

Audience

Our primary readers are foundation and nonprofit professionals—both from organizations currently receiving funding or collaborating with Barr, 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 in and/or actively engaged in our issues.

Guidelines

All blog posts should include:

- Title: A brief title—generally 8 words or fewer.
- Subtitle: A phrase or sentence providing additional context on the purpose and/or content of the blog and is intended to entice visitors to keep reading.
- Body: Posts should be between 800-1500 words.
- Blog background image: A high resolution horizontal photo (at least 1 MB in size), ideally featuring people and the work of your organization. We encourage you to gather relevant, engaging visual content to complement your post. Visuals include photography, videos, presentation slides, PDFs, graphics, or social media content.
- Author info: Please provide:
    - A brief biography: Please write or share a short personal biography with us.
    - A profile picture: A recent photograph of you to share alongside the blog.
    - Social media accounts: To help us promote the blog online, please share your personal or institutional social media account handles.
- Optional elements:
    - Hyperlinks: Feel free to include hyperlinks in the body of your text—though limit to the two or three you feel to be most important.
    - Visuals: We encourage you to gather relevant engaging visuals to complement your post.

Process

1. Discuss your blog concept with your program officer.

2. Your program officer will connect you with a Barr communications team member who will act as your primary point person from start to publish.
3. Barr's communications team member will reach out to schedule a meeting with you. (We promise, this part is actually fun.)
4. During this meeting, you will walk through key messages you wish to share, scheduling/timing considerations, and have an opportunity to ask any additional questions you may have about the process. You will leave this meeting ready to write your blog.
5. The process from start to publish can often be completed within 3-4 weeks. This does vary as schedules can have an impact.
6. Once complete, Barr will create a mockup of your blog for your final review prior to publishing it.
7. Share the post on your own channels.

General Tips:

- **Show—don't tell.** Avoid phrasing like "great" and "impressive" and let the evidence and your work speak for itself.
- **Don't bury the lede.** Provide a direct path to the big ideas and hook your readers early.
- **Use accessible language.** Write clearly and say it simply; avoid industry jargon.
- **Frame around takeaways.** We suggest using three and give takeaways to frame your story and what you have learned.
- **A specific call-to-action (CTA).** Include a CTA at the end of your blog to drive readers to engage or learn more. CTAs might include: downloading a report, watching a webinar or video, signing up for an event, or visiting another website.

Thank you for contributing your time, voice, and expertise to our blog. We look forward to sharing your story with our readers.

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