

## SUBMISSION GUIDELINES

Thanks for your interest in writing for *Pioneers Post*. To help us select and publish pieces that are informative, engaging and well-written, please read the following.

### **1. Understand who our readers are and what we're looking for**

#### **Our readers are:**

- Social entrepreneurs, social innovators and social impact investors
- Leaders of social enterprises and mission-driven businesses
- CSR professionals and 'social intrapreneurs'
- Public sector and government leaders
- Forward-thinking NGOs, charities and civil society organisations
- Impact investors, venture philanthropists and advisors
- Academics and researchers
- Individuals and students interested in changing the world for good

Our readers are all over the world, so please consider a global audience when preparing your pitch/story.

#### **We are interested in the following contributions:**

- **Business School**: Practical, real-life insights on running or supporting a social enterprise – something our readers can instantly learn from and use. This may be drawn from personal experience, the experience of your organisation, or the findings in a new piece of research. The structure can be:
  - Narrative style (example [here](#))
  - Listicle style (eg 'How to...' / 'Five ways to...' - see example [here](#) and [here](#))
- **Opinion**: Pieces that express a strong or controversial view, provoke debate or introduce a new angle on social enterprise or social investment issues. Remember: opinion pieces express an opinion. If no-one reasonable would disagree with you, it's hard to justify publishing it.
  - We also welcome submissions for our [Awkward Questions](#) collection, which asks tough questions about whether we really are changing systems for the better.
- Timely responses to milestones, news events, or political decisions that affect the impact economy (example [here](#))

**We rarely publish pure PR/promotional pieces.** If you're keen to talk about your organisation's programme or work, we will consider pieces that:

- Go beyond a promotional-type piece to share genuine lessons learned, including detail of what worked and what didn't, that may be valuable to your peers.
- Talk about your work within the broader context of the issue and, for example, highlight other organisations or initiatives working in the same space.

Some external contributions that have been particularly well-read include:

*Business School:*

- [Climate adaptation: three actions impact investors can take today](#)
- [The challenges of building a social enterprise supply chain](#)
- [21 things I've learned writing our business plan](#)
- [Five insights into how social entrepreneurs learn](#)
- [Covid-proof your business model: a guide for social entrepreneurs](#)

*Opinion*

- [Are the SDGs a dangerous distraction?](#)
- [Emerging and diverse fund managers outperform – here are five reasons why](#)
- [Is Big Society Capital a big problem?](#)
- [Let's stop measuring impact](#)
- [Wholly sustainable social enterprises are a myth](#)

## **2. Pitch us**

Before we commission you, we will need to approve your pitch. Please send us a short overview (less than 200 words) including:

- A suggested headline
- A short description of the topic, your main message and the 3-5 points you will cover in the piece
- Why the topic is relevant to *Pioneers Post* readers
- Why this topic is relevant now
- Any suggestions for images that we could use to accompany the article

If your submission is accepted, we'll also ask you for a high-resolution headshot and a short biography for your author page.

## **3. Write your piece according to our guidelines:**

- Articles should be **800-1,200 words** unless otherwise agreed.
- Keep your **overarching message** in mind throughout your piece and ensure that each paragraph helps build the case for your argument (or explores

another aspect of it, or presents a counterargument). Think about one idea per paragraph.

- Provide **real-life examples** and **concrete facts and figures** wherever possible.
- Please use **plain English** and write clearly and accessibly, with minimal jargon and buzzwords (our readers come from many sectors and geographical locations; for many, English is not their first language).
- Include **links in text** (not footnotes) to further information where relevant, but use these sparingly.
- Refer to previous *Pioneers Post* coverage where relevant.
- If possible, please also provide eye-catching, high resolution **photos** that illustrate your story, with appropriate captions and credits.

#### **IMPORTANT - please note:**

- Authors are responsible for verifying all facts, including dates, as well as the correct spelling of names of people and organisations.
- *Pioneers Post* editors will make the final decision on the headlines, illustrations, and timing of publication.
- While we will do our very best to work with you to create a piece worth publishing, we will only go ahead and publish if we're satisfied that the final piece meets our editorial standards.
- Note that your contribution may be made subscriber-only after an initial period of open access. Unless otherwise agreed (eg as part of a paid partnership), all contributor pieces go behind our paywall after one month.
- We only occasionally republish something that has already been published elsewhere; our preference is for original content.

#### **4. Consider subscribing!**

*Pioneers Post* is a social enterprise itself – our mission is to *help social entrepreneurs do good business, better*, through quality journalism. We sustain our work through content partnerships and subscriptions.

If you're not yet a subscriber, please consider taking out a subscription at [www.pioneerspost.com/subscribe](http://www.pioneerspost.com/subscribe) – which will give you access to all our archive content - and more.

Paid content partnerships ensure we can keep your contribution open-access for up to one year and that we can work with you in a much deeper way to co-create and promote your stories. (More info [here](#).)

#### **5. Republishing**

Once published, feel free to share the link widely. Normally we are happy for you to republish the first 1-3 paragraphs of your piece, for example on another blog or website, but we ask that you link back to the full article on *Pioneers Post*.

In some cases, we may agree to you republishing the entire piece elsewhere – please check with us first.

For any questions, contact [news@pioneerspost.com](mailto:news@pioneerspost.com).