Thank you for your interest in blogging for Humentum! Below you will find some tips on how to catch readers' attention, as well as some requirements we have for our bloggers.

About the Humentum Blog

We post blogs on our website to offer insights, guidance, and highlight our shared purpose. We focus on strengthening the operations of global NGOs, both local and international, as well as funders. All our topics should fit within these core themes:

Content themes	What our business wants to share	Examples of topics
Financial strength & sustainability	Sharing expertise regarding capabilities around audit and fraud investigations, grant and contract management, donor compliance, cost recovery, etc.	Includes: working with USAID (how to manage funding), conducting internal/HR audits, financial sustainability/management best practices, fraud prevention, etc.
Growth & operational advancement	Sharing expertise around helping organizations be operationally strong (HLS-focused) / Supporting individuals in professional development opportunities	Includes: delivering effective e-learning, launching L&D programs, compliance training, project management/HR training, shaping management culture, staff care and organizational health, mentoring, etc.
Shifting the power/equity	Sharing insights and collaborating with organizations around topical issues related to equitable practices and shifting power in the sector (BRIDGE, IFR4NPO, CREED, START Network, etc.)	Includes: improving DEI, developing financial reporting guidance, nonprofit dissolution, managing risk in the global development sector, equitable donor funding practices, digital transformation, locally-led development, PSEAH, etc.

Here are some examples that cover a range of styles, but have all attracted an engaged audience:

- One INGO's journey to work themselves out of a job
- Creating an environment where fraud cannot thrive
- How knowledge management helps NGOs overcome challenges and deliver impact
- One Year Later: Reflections from 2020 OpEx Awardee ACDI/VOCA

Requirements

Image Requirements

Images help attract readers to your blog and increase understanding. To that end, please include at least **two images, and more are welcome**. Images should be submitted as a **.jpg** or **.png** file and **cannot exceed 8 MB**. Please only send high-resolution photos—about 100 KB or more—to make sure your images will look their best. In general, photos taken with phones will not be acceptable.

- The first is a professional headshot of you for your author bio. Your author bio will include this photo, your name, your organization, and your professional role.
- The second is a banner photo that will display at the top of the post's page, as well as on the full blog page (1400x600 pixels).

Other photos are welcome (and encouraged!) throughout the body of the blog. Please submit those as .jpg or .png as well and indicate where they are meant to appear within the text.

Document Requirements

- Blog posts should be approximately 600-1000 words.
- **Blogs must be submitted as Word documents. We will respond within a week about scheduling your blog, with proposed edits. The blog will then be posted within a week following your approval.**
- Please include any **hyperlinks within the Word document exactly as you'd like them to appear on the website**, and always make sure **to spell out acronyms and provide hyperlinks** to any relevant sources or resources you mention in the post.

Blog template structure to follow:

Some blogs can be more reflective and free flowing. As long as you're solving a problem for the reader or prompting new insights, the format is less important. We suggest the following to help you frame the topic.

Title: [Insert a catchy and descriptive title for your blog post] *

*We can help with this if you need suggestions

1) **Introduction**: In this section, introduce the topic of your blog (briefly) and grab the reader's attention with an engaging statement or question.

2) **Explain the problem:** In this section, describe the problem or challenge that your blog post is addressing. Use data, diagrams, and examples to illustrate the severity of the problem/challenge you faced or the sector-wide issue. Explain why the problem matters and what the consequences are if it's not addressed.

3) **Section for solutions:** Then move on to offer solutions or suggestions for how you addressed the problem or give advice and tips on how readers can solve it. Be specific - use evidence and examples to support your suggestions.

4) **Section on benefits, outcomes and risks:** This can be short, but it helps to share the benefits of implementing the solutions. Don't be too general – if you can, use data and examples to support your points, such as "we saved 20% in expenses by using the new

budgeting process."

5) **Conclusion:** Since people frequently skim blog posts, you'll want to make your conclusion a good wrap up. In this section, summarize the key points of your blog post and reiterate the importance of addressing the problem. End with a call to action or a thought-provoking question that encourages the reader to take action or think more deeply about the issue.

CTA: Include a link to where you'd like to drive the reader. See blogging tips below for additional information and examples.

Blogging Tips

You've already written good content. Now here are eight tips on how to brush up your blog to make it clickable, readable, and shareable!

1) **Get creative with opening lines.** Questions or bold declarative statements work well here too. Don't just restate your title. Keep in mind that opening lines are visible when blog posts are shared on some social media – Facebook, Pinterest, and Linked In – as well as titles. Make your post more click-worthy!

2) **Do more with less.** Keep your paragraphs on the short side, between three and five sentences. Keep your words short (average 5 characters) and your sentences, too.

3) Break up your text with **subheads, images, bullets, and breaks to fully optimize your content for readability** (just like this document has endeavored to do). The more visuals, the better!

4) **Put things in a list.** Lists are compelling. They're easy to skim and are also sometimes easier to write. You can use **bullet points or numbered lists** to make key points stand out. They're not appropriate for everything, but when your blog post is a "How-To," don't forget this option.

5) **Aim for a word count of approximately 600-1000 words.** If too lengthy, most people will lose interest and may not read your blog, no matter how valuable it is!

6) Remember to always make sure to **spell out acronyms and provide hyperlinks** to any relevant sources or resources you mention in the post.

7) **Write what people want to read, not what you want to write.** Content should provide something valuable to people, and your content should always have an

audience in mind. Remember the professional areas at the beginning of this guide? Use them to tailor your content.

Think along the lines of:

- Who's going to read the content?
- What are they going to do with it?
- What are they going to take away from it?

8) **Call to action.** Driving readers to do something cements a post in their mind, helps them to apply it, and helps you to make a deeper connection with them. For Humentum's blog, a call to action can be checking out valuable tools you're providing, linking readers to other articles on the subject, linking to a workshop registration page, or simply asking them to comment on and/or share your Humentum blog post within their circles.

Thank you so much for taking the time to share your stories, we can't wait to highlight them in the near future.

If you have any further questions, please don't hesitate to reach out to us at: communications@humentum.org

Additional notes for OpEx Awardee pieces –

Please consider the following:

- As with your nomination, ensure the challenges addressed by the awardee are clearly outlined.
- Why did you nominate your colleague for an award? The technical details are important but don't forget to focus on what makes this person so special too!
- What difference/impact has your colleague made to the project/team/organization? Can you include data to demonstrate this?
- We would love to see quotes from other colleagues/partners that really speak to the why (great surprise for the awardee)!
- Where to from here?
- If our readers can learn more about the project, we encourage you to include a few links.