



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

About the Humentum Blog

We post blogs, case studies, and stories [on our website](#) to offer insights, guidance, and highlight our shared purpose. We focus on strengthening the organizational resilience of nonprofits and NGOs, both local and international, as well as funders.

All our topics should fit within these core themes:

Content Themes	What our organization wants to share	Examples of topics
Financial strength and sustainability	Sharing expertise regarding capabilities around finance diversification, fee-for-service/financial models outside of grant funding, cost recovery, grant and contract management, donor compliance, financial reporting, etc.	Includes: working with funders (how to manage funding), equitable donor practices, revenue resilience (managing and pivoting your funding model), financial sustainability/management best practices, financial reporting standards, etc.
Capacity enhancement: Equipping individuals and organizations with the tools and training to strengthen their ability to better deliver their mission	Sharing expertise around helping organizations be operationally strong and resilient, supporting individuals in professional development opportunities	Includes: PSEAH, digital transformation, managing risk, delivering effective online learning, launching L&D programs, compliance training, project management/leadership training, shaping management culture, staff care and organizational health, mentoring, etc.
Organizational resilience and change management	Sharing insights and collaborating with individuals/organizations around topical issues	Includes: navigating change and disruption, living your values, equitable practices in your organization and with your funders, building

	related to navigating change in an era of disruption.	organizational resilience, and moving to more local models, etc.
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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](#)
- <https://humentum.org/blog-media/how-a-donor-got-better-at-goodbyes/>
- <https://humentum.org/blog-media/due-diligence-passporting-a-possible-solution-to-a-locally-identified-challenge/>

Requirements

Blog Document Requirements

- Blog posts should be approximately 600-1,000 words.
- Blogs must be submitted as Word documents.
 - We will respond within two weeks about scheduling your blog, with proposed edits.
 - The blog will then be posted within two weeks 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.

Image Requirements

Images help attract readers to your blog. They also serve a practical purpose: the banner image acts as the visual preview of your article when it's displayed on the website, social media platforms, and other locations.

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.

To meet these needs, send us the following:

1. Author Headshot:

- A professional photo of you for your author bio.
- This will accompany your name, organization, and professional role in the blog.

2. Banner Photo:

- This image type will serve as the main visual for your blog and must be 1400x600 pixels. Use high-resolution images (minimum 1200px width). Avoid pixelated or blurry visuals
- On the blog page, the title of the blog will be overlayed on the image. For this reason, we typically dissuade text from being on the image itself.
- The banner photo should visually represent your blog's content. For example, if your article discusses collaboration, an image of interlocking gears, a network of people, or hands working together might be appropriate.
 - If stuck, scroll down through our blog feed [[see here](#)] to get an idea of what is acceptable.

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.

Image Types

- You can use real-life photos from your own events when possible, such as team meetings, training sessions, or community projects.
- If no real-life images are available, opt for simple vector illustrations or conceptual images that align with the article's theme.

Suggested Image Themes:

- Images should be relevant and connect meaningfully with the article's topic.
- Examples:
 - For funding or financial topics, consider images of money bags, coins, or abstract representations of financial growth and sustainability, like charts or upward arrows.
 - Collaboration or teamwork: Interlocking gears, a group of gender-neutral silhouettes or shadow figures.
 - For learning topics, use imagery like open books, light bulbs, a group in discussion, or abstract symbols of knowledge such as tree branches or pathways.
 - For leadership topics, consider visuals of a compass, a lighthouse, someone leading a group, or symbols like arrows pointing forward to signify direction and guidance.
 - For systems strengthening, use abstract network visuals or interlocking shapes.
 - For a humanitarian focus, show an empty road, open hands, or subtle abstract depictions.

- For Innovation or problem-solving: Lightbulbs, mazes, or abstract brain imagery.

Text on Images:

- Generally, avoid overlaying text on images. A word or two that conveys the meaning of the article could be acceptable. See sample below:



Four ways AI catalyzes locally led development

October 2, 2024 | Rob Russell, Alexandra Anda

Business Development

Financial Management



The role of non-financial support in locally led development

September 16, 2024 | Tara Sullivan

Case Studies

Operational Excellence

Content Sensitivity:

- Avoid overly specific or controversial imagery (e.g., gendered roles, stereotypical settings, or images that could perpetuate bias or exclusion).
- Steer clear of visuals that might unintentionally alienate or offend certain groups, such as depictions of only one cultural or ethnic background unless contextually relevant.
- Ensure that images reflect diversity, equity, and inclusivity.
- Refrain from using overly staged or generic stock photos that appear fake or inauthentic. Instead, prioritize visuals that feel genuine and relatable, reflecting real-world scenarios and diverse communities.
- Steer clear of corporate-style images, such as men in suits or overly formal office settings, as they don't align with the approachable and community-focused nature of the social good sector.

When in doubt, opt for neutral, abstract, or symbolic visuals to maintain broad appeal and avoid potential misunderstandings—or feel free to ask us for suggestions.

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.

Writing 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 soon.

If you have any further questions, please don't hesitate to reach out to us at:
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