



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 use the following guidelines.

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

Please first make sure you're familiar with our coverage and style.

We are interested in the following types of articles:

- [Business School](#): Stories that share practical, real-life insights or reflections on running or supporting a social enterprise – something our readers can learn from and use. This may be based on personal experience, or draw on the expertise of your organisation / of others.
- Op-ed/provocation: Pieces that express a strong opinion, provoke debate or introduce a new angle on social enterprise or social investment issues.
- Coverage of / reflections on relevant events or milestones: Your personal take on an event you've attended (we recommend contacting us before the event) or, for example, major political decisions or changes.

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 and share some of the lessons learned that will be valuable to the wider sector.
- 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:

- [Three elephants in the impact investing room](#)
- [We need to talk about markets](#)
- [Five social media trends for 2019](#)
- [Wholly sustainable social enterprises are a myth](#)
- [The challenges of building a social enterprise supply chain](#)

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.

2. Pitch us

Before we commission an article, 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 and how it will benefit their work
- 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 bio 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 locations).
- 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.

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 selected for subscriber-only content, at our discretion, or made subscriber-only after an initial period of open access.
- 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 – which will give you access to all our archive content plus our quarterly digital magazine.

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.

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.