

CALP BLOGGING GUIDELINES

We want to publish your thoughts, news and ideas! Do you have something to share with humanitarians interested in Cash and Voucher Assistance (CVA)? If so, we'd love to publish your blog on the CALP Network's website. [Our blogs](#) are read by hundreds of people in the cash community and shared via email and social media. Our audience includes humanitarian and development practitioners and leaders, policy makers, academics, researchers, consultants and donors amongst others. We publish blogs in English, Spanish, Arabic and French.

WHAT KIND OF BLOGS ARE WE LOOKING FOR?

We welcome blogs from a wide variety of sources and we particularly encourage them from [our members](#) and [from CVA recipients](#). Blogs can either be related to CVA specifically or cover a broader topic that has clear links to CVA.

We're looking for new /original /controversial ideas, practical tips and advice, stories and experiences from your work, news items or descriptions of new tools or publications which draw out the main points of interest. We're also interested in blogs that help to synthesise and organise information e.g., 'Top five most useful publications published this year'. Blogs should include actionable information and advice, supported by examples or evidence, and oriented to help other organizations/practitioners do their work better. We aim for our blogs to be both important and interesting.

We're not interested in blogs that exist in a similar or identical format elsewhere or repeat well established wisdom.

HOW DO I SUBMIT A BLOG IDEA?

OPTION 1. SUBMIT A SHORT BLOG PITCH (SEE EXAMPLE ON PAGE 4).

Sending a blog pitch in, rather than a fully formed blog is likely to save you time, as we do sometimes turn blogs down. Send us a short blog pitch which includes the following:

- Who would want to read this blog
- Ideas for the title
- Introductory paragraph
- Structure / main points
- What you'd like the reader to know, feel and do.

See example blog pitch at the end of this doc. Once it's completed email it to info@calpnetwork.org.

OPTION 2: SUBMIT A FULLY FORMED BLOG

If you'd rather send us a finished piece, please do review the blog checklist on the next page and make any improvements accordingly. Submit your blog to info@calpnetwork.org using the subject line 'Guest blog idea'.

IS YOUR FULLY WRITTEN BLOG READY TO SUBMIT?

Do check out Duncan Green's advice on the [sources of blogs](#) and his [11 tips for better blogs](#). Quietroom's '[10 ingredients for tasty copy](#)' is also very useful.

Before sending us your blog please go through it and check it against the list below.

My blog:

- Offers an innovate idea or approach, or a new perspective on an existing idea.
- Covers a topic that would be of interest to the cash community, and provides information that could help them to improve or rethink aspects of their work
- Is a suitable length, ideally 600-1,000 words (there is flexibility on this)
- Includes a short descriptive title that compels a reader to want to find out more
- Contains an intro paragraph explaining what the blog is about
- Is scannable – information is organised well and the structure is signposted via descriptive sub headings
- Includes examples, anecdotes or stories that bring your points to life
- Is written using clear and accessible language, without overly long/academic sentences.
- Spells out acronyms on their first instance of usage and only uses them if repeated several times
- Contains hyperlinks to reference any factual information (not footnotes)
- Ends with a suggestion about what the reader should DO next i.e. read this publication, change an aspect of the way they work, share with their community, comment on the blog
- Includes a short bio of the author (50-100 words), along with high resolution profile picture
- Has received consent for publication from any stakeholders where necessary
- Is fact checked including checking credibility of references (the onus is on you to do this)
- Includes some photos/infographics/images of report front covers to illustrate the blog (if you don't have anything we can help).

CALP will work with you to make final edits so we don't expect perfection.

WHAT HAPPENS AFTER YOU'VE SUBMITTED YOUR BLOG/BLOG PITCH?

WHAT HAPPENS TO YOUR BLOG PITCHES? We'll review your blog pitch and let you know whether we're interested in publishing. If so, the next step is to write up your blog in full.

EDITING AND SIGN OFF OF FULLY WRITTEN BLOGS: The CALP communications team will review the blog and make any suggested copy edits. Relevant CALP colleagues will be consulted (on technical content or political sensitivities) before a decision to publish a blog is finalised. These colleagues may also wish to suggest edits to the content of the blog before signing it off (to clarify points or query facts, rather than to alter the argument or push a different opinion). All copy edits and suggested amends to the content will be sent back to you for approval before publication.

INFORMING RELEVANT STAKEHOLDERS: As a courtesy, CALP may choose to notify in advance of publication any individuals or organisations who might be impacted by the blog. We do this for informational purposes not to suggest changes or veto it. Once the blog is live, anyone will have the right to reply. CALP will communicate any feedback to the author of the guest blog.

TIMELINE: The turnaround time for publishing guest blogs depends on a variety of factors, including how time-sensitive the article is, whether edits and revisions are required, the capacity of CALP's staff and how many others are in the pipeline. As much lead time as possible is always appreciated! If you have a blog idea that is tied to a specific day, event, conference, or news hook, let us know – we will work to accommodate it if we can.

PROMOTION: We will share guest blogs with our D-Group community of more than 3000 individuals engaged in cash and voucher assistance. We will also promote the blog via the CALP social media channels. We ask guest bloggers to support with promotion through their own social media accounts and also explore whether their organisations can do the same. Please be sure to tag CALP @calpnetwork in any social media posts.

We look forward to receiving your blogs and blog ideas!

EXAMPLE BLOG PITCH

Who would want to read this blog: CVA practitioners who are interested in mapping FSPs in their area.

Ideas for the title:

- Mapping Financial Service Providers for improved CVA – four lessons learned from Yemen
- Mapping Financial Service Providers for CVA: Read this before you start!

Introductory paragraph (2-5 sentences describing what's in the blog – this goes under the title).

A recent report mapping Financial Service Providers (FSPs) in Yemen was able to capture much richer information than what is typical in this type of study. FSP engagement and the amount of information shared was much higher than expected. The resulting information is predicted to provide real and tangible benefits to the way CVA is delivered in the region. But how was it achieved? If you're about to map FSPs in your region, you need to read this first!

Structure (should always end with call to action)

- The intro elaborates on the introductory paragraph, and includes image of the FSP mapping front cover
- The next part describes why FSP mapping is able to support effective CVA delivery
- The rest of the blog is split into four parts, outlining four key factors that led to a successful mapping report. The four success factors are:
 - Collaboration and engagement - identifying partners and taking action with them.
 - Deep listening - collecting a range of perspectives.
 - Two-way conversations with FSPs - genuine engagement with FSPs and respecting their expertise and asking for their advice.
 - Mapping beyond borders - looking for best practice for FSP mapping from all parts of the world.
- Final part – words of encouragement to heed the advice in the blog, and also a request that the reader takes a look at the Yemen FSP study.

Main know/think/do for the reader

Blog readers will:

Know

There's a new Yemen FSP report

Gain some practical info to help them get started with an effective mapping exercise wherever they are

Understand from a real-life examples how to go about an FSP mapping exercise

Feel

Inspired / empowered to begin an FSP mapping exercise in their area

Do:

Take a look at the Yemen FSP report

Start thinking more deeply about mapping FSPs in their area

Possibly even move from thinking to action.