



GENEROSITY LABS

Generosity Labs Editorial Guidelines

Do you love conversations about generosity, giving and digital giving? Would you like to contribute to our blog? It all starts right here! We look to contributors to bring great ideas to expand our Generosity Labs community. We are looking for blog articles, essays, first-person accounts, educational resources, vlogs and generally amazing pieces.

Contributors should be pastors, leaders or church consultants who are passionate about generosity and sharing knowledge to help others in our community. General contributors should have strong writing skills and a good handle on grammar.

Photography contributors should be willing to release commercial rights for photo credit.

About Us

We are a clearinghouse for information on digital giving. We help connect pastors and leaders to the latest technologies, information, first-hand accounts and tools available to them in this arena.

We exist to promote digital giving and encourage pastors in the areas of generosity, sustainable giving practices and reproducible leadership practices.

Editorial Staff

Kenny Jahng - Editor in Chief

Kendra Malloy - Managing Editor

Inah Neyb - Editorial Assistant



GENEROSITY LABS

Audience

- Sr. Pastors
- Teaching Pastors
- Church Finance Lead Team
- Church Finance & Accounting Team Members
- Church Giving Consultants
- Small Group Leaders
- ... *anyone in your church who teaches or is passionate about generosity, digital giving or both!*

Recurring Topics

- Celebration of Generosity
- Earmarking Funds, Missions, Connectional Giving, etc.
- Easter // Big Offerings
- Digital Giving
- Summer Slump Avoidance
- FAQ's
- Budget Prep
- Building Campaigns
- Last Quarter Prep
- Culture of Generosity



General Content Guidelines

Blog Article submissions should be...

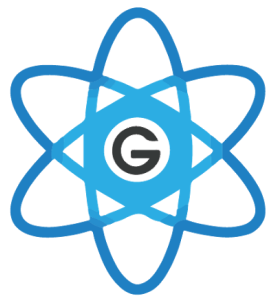
- Timely and relevant
- Of Interest to our audience
- On Topic (see Editorial Calendar and List of Recurring Topics)
- User friendly articles -- easy to scan and understand
- Useful or educational for our audience
- Original Content
- One central theme
- Submitted in first person if sharing a personal anecdote, experience, etc.
Avoid third person / "we" language

Acceptable **photo submissions** include the following:

- Church-in-Action
- Church Giving Celebrations
- Church Giving Technology
- Giving Resource Mock-Ups

Alternative Submission items

- Ebooks or Whitepapers
- Slideshows
- How-To-Videos
- Vlogs or Product Testimonials



Writing Guidelines

- Write in a friendly, conversational and casual tone.
- Avoid overly-technical instructional pieces.
- Include, where applicable, value-adds items -- an infographic, a video, a set of links, an invitation to sign-up for your newsletter, an inspirational quote card, etc.

Know Before Your Submit

- We reserve the right to edit for tone, spelling, punctuation, grammar, length and keywords
- We do not accept political articles
- All articles must pass Copyscape
- PDF's or Value-Adds will be approved at the time of article submission
- Photography must be approved for submission and will include photo credit
- Articles should be 700 words or more
- Articles can include links to your own site
- Articles can include embedded videos (please provide code if possible)
 - Videos should be under 5 minutes.
 - Videos should be the teaching element only, and should not include any branding or intro/outro from your organization

Required Elements

- Your Headshot or Photo - 150px x 150px
- Your Social Media Handles for Twitter, Instagram, Facebook
- 160 Character Bio



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- Article Submission should be 700 words or more
- Article Submission must be in one of the following formats: Dropbox or Google Drive link, Word Doc, Google Doc
- Video Submissions must be in one of the following formats: MP4 Format, Unlisted YouTube Link, Dropbox Link

If you have any questions or concerns, don't hesitate to reach out. Email our Managing Editor, Kendra Malloy, at kendra@bigclicksyndicate.com

Have a Submission to Send Now?

[CLICK HERE](#)