

## 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 read the following.

Your contact point is [news@pioneerspost.com](mailto:news@pioneerspost.com), unless you are already dealing with a particular member of the editorial team. Please note that we get dozens of suggestions every week, and we cannot respond to those that are irrelevant to our audience.

### **1. Understand who our audience is and what we're looking for**

#### **Our audience includes:**

- 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.

#### **We are interested in the following contributions:**

- A voice from...: A view from a social entrepreneur or impact expert on the ground in a particular geographical location, usually with a timely reason for publication, which outlines the current situation and the successes and challenges being faced by social entrepreneurs, impact investors or others involved in the impact economy. (around 800 words)
- Expert insights: Thought-leadership pieces by well regarded commentators in the global impact space. Going a step further than a woolly 'op-ed', these pieces offer illumination and expertise on a timely issue, perhaps with an explanation of a new initiative/idea. (up to 1,200 words)
- Opinion: Pieces that express a strong or controversial view, provoke debate or introduce a new angle on social enterprise or social investment issues. Remember: opinion pieces express an opinion. If no-one reasonable would disagree with you, it's hard to justify publishing it. (around 1,000 words)
  - We also welcome submissions for our Awkward Questions collection, which asks tough questions about whether we really are changing systems for the better.

- **Business School**: Practical, real-life insights on running or supporting a social enterprise – something our audience can instantly learn from and use. This may be drawn from personal experience, the experience of your organisation, or the findings in a new piece of research. The structure can be:
  - Narrative style (example [here](#))
  - Listicle style (eg 'How to...' / 'Five ways to...' - see example [here](#) and [here](#))
- **Impact101**: Explainers about specific concepts in the impact economy with the aim of breaking through jargon. These pieces are led by our editorial team but we often seek experts to contribute.
- Timely responses to milestones, news events, or political decisions that affect the impact economy (example [here](#))

We **never 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 to share genuine lessons learned, including detail of what worked and what didn't, that may be valuable to your peers.
- Talk about your work within the broader context of the issue and, for example, highlight other organisations or initiatives working in the same space.

Alternatively, get in touch with us about [sponsored opportunities as a partner](#).

Some external contributions that have been particularly well-read include:

### *Opinion*

- [Opinion: Social enterprises must be bolder and sharper to convince Keir Starmer's government of their worth](#)
- [Are the SDGs a dangerous distraction?](#)
- [Emerging and diverse fund managers outperform – here are five reasons why](#)
- [Is Big Society Capital a big problem?](#)
- [Wholly sustainable social enterprises are a myth](#)

### *Business School*

- [How I built an intersectional investor roster](#)
- [Climate adaptation: three actions impact investors can take today](#)
- [The challenges of building a social enterprise supply chain](#)
- [21 things I've learned writing our business plan](#)
- [Five insights into how social entrepreneurs learn](#)
- [Covid-proof your business model: a guide for social entrepreneurs](#)

## **2. Pitch us**

Before we commission you, 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
- 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 biography for your author page.

## **3. Write your piece according to our guidelines:**

- Articles should be **800-1,200 words** (see above for more) 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 geographical locations; for many, English is not their first language).
- 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.

### **IMPORTANT - 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 made subscriber-only after an initial period of open access. Unless otherwise agreed (eg as part of a paid partnership), all contributor pieces go behind our paywall after one month.
- We only occasionally republish something that has already been published elsewhere; our preference is for original content.

#### **4. Become a member**

As a social enterprise, we want our stories to be as widely accessible as possible. That's why everything we publish is free to access for one week. Our paying members play a crucial role in sustaining our journalism.

With a membership, you get unlimited access to thousands of interviews, news stories, features, expert insight and explainers – all focused on helping you to do good business, better.

Find out more about membership [here](#), including the discounts available for start-ups, small social enterprises, those based in the Global South and special deals for teams and universities.

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. (More info [here](#).)

#### **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](mailto:news@pioneerspost.com).