



LEADING EDGE

Alliance for Excellence in Jewish Leadership

Leading Edge hopes to post every submission that we receive, but there are a number of actions you can take to make sure your submission will appear on our blog in a timely manner, outlined below. If we feel the need to make any edits for grammar, spelling, or brevity, we will flag them for you first so you are comfortable with the changes. We may also ask you to make some edits yourself. In rare cases, we reserve the right to decline your submission if it does not fit with the overall tone of our blog.

GUIDELINES FOR LEADING EDGE BLOG SERIES CONTRIBUTORS

- ◆ Blog posts may cover a wide range of topics related to Leading Edge’s mission: to address the root causes that prevent Jewish nonprofits from having the outstanding leaders it needs.
- ◆ Although we hope blog posts can help raise the visibility of organizations working in this area, posts should not have a promotional tone.
- ◆ Posts should be substantive, informing readers not only about an organization, project, or collaboration, but also about the inherent challenges, questions, insights, and lessons learned.
- ◆ The primary Leading Edge audience is Jewish nonprofit professionals, lay leaders, and consultants. Please provide necessary context for information in your post and explain any jargon clearly and concisely. Only use acronyms after you have listed out the full title once.
- ◆ Blog posts should be written in a conversational, personal tone and focused on a single topic. Contributors should assume that no matter how seasoned our audience of nonprofit professionals is, they can always learn more.
- ◆ While recognize that some topics may require longer posts, please aim to keep your posts to approximately 500-600 words in length.
- ◆ Bulleted or numbered lists are helpful tools for readers to understand key points.
- ◆ Please include relevant hyperlinks.
- ◆ If there is an image that can illustrate a point in your post, please include that as well. Additional photographs help with sharing through social media. If you choose not to submit an additional photo, Leading Edge will determine stock imagery to plug in.
- ◆ Please include a 1-2 sentence biographical note about the author and affiliation, as well as a photograph/headshot of reasonable quality in a .jpg format to accompany the bio on our contributors page.
- ◆ As noted above, posts may be edited by Leading Edge for length and style. Changes will be approved with authors before posts are published.
- ◆ Submit posts at any time as a Word document attachment to Alena Gomulina alena@leadingedge.org

Leading Edge (formerly the Jewish Leadership Pipelines Alliance) is an organization formed by foundations and federations to influence, inspire, and enable dramatic change in attracting, developing, and retaining top talent for Jewish organizations.