

Apra *Connections* Contributor Guidelines

Apra's greatest source of information is the intelligence of its members, and sharing that knowledge is the purpose of *Connections* (connections.aprahome.org), Apra's online content hub. Whether you have an idea for an article or want to recommend a subject matter expert, please email connections@aprahome.org with your proposal.

Connections content must be educational in nature and not overly promotional of a product or service. Any light personal promotion may be included in the author's bio (i.e. linking to a book, white paper or other educational resource). The Apra Editorial Advisory Committee (EAC) reserves the right to review content and provide feedback for revision.

Apra sponsors interested in submitting content to *Connections* should reach out to Ashleigh Roche (ashleigh@aprahome.org) to discuss sponsored content opportunities.

Content falls into one of five categories: data science, leadership, professional development, prospect research and relationship management. With the exception of professional development, all categories align to the [Apra Body of Knowledge](#).

Examples of relevant topics include case studies of successful campaigns, data science tutorials, overviews of different industries, reflections on team building/internal organization, questions of ethics and more.

Word Count and Style

- On average, *Connections* articles should be 700-1,000 words. Shorter articles are accepted, within the range of 400-600 words.
- Not sure about writing a traditional, 7-paragraph feature article? That's OK! *Connections'* online format allows for flexibility. Talk to the Apra editors if you're interested in exploring different options.
- Apra follows AP style; staff editors will help review and make edits accordingly if you're not familiar.

Timing and Review

- Content is accepted on a rolling basis and drafts are requested 3-4 weeks prior to publishing. An Apra EAC member will review your article with staff, then share edits with you.
- Please fill out the [Apra Author Submission Form](#) when you share your article.
 - As part of this form, you will be asked to fill out a keywords worksheet. This helps Apra staff tag your content accurately in the back-end of the website. Please ask staff if you have questions about this worksheet.
- Send graphs, charts and photos as JPEG files, not embedded in Word documents. You must have permission to use any photos before sharing with Apra for publication.