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 Maribell Abeja-DeVitto (mabejadevitto@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.