



# A GUIDE TO GUEST BLOGGING

The AVPN blog facilitates knowledge-sharing to update readers on the latest industry trends, market challenges, and (co)-investment opportunities



## WHY BLOG WITH AVPN?

- Drives traffic to your website
- Establish you and your organisation as a thought leader
- Drives long term results by creating awareness to your cause and generating leads



## HAVE A GREAT STORY TO SHARE?

Don't hesitate to write to **Mercedes Martin** and **Amanda Kee** at [marketing@avpn.asia](mailto:marketing@avpn.asia), who will contact you within the week from receiving your email.

Start viewing insights

<https://avpn.asia/blog/>



# BLOGGING WITH AVPN

Newsletter Subscribers

9,902

Blog Visitors  
Yearly

23,174

Website Visitors  
Monthly

17,201

Website Visitors  
Yearly

105,548

\*Our newsletter subscribers will receive blog posts published in the month

## USEFUL INFORMATION

Examples of article types proven to be useful to our readers:

- ✓ **Problems & Solutions:** Highlight a problem where you have a solution
- ✓ **Key Takeaways:** Lessons learnt from a prior case study and/or experiences
- ✓ **Guides and Tools:** Raise awareness with 'Should-Ask Questions' (SAQs) and how-to manuals

**Looking for ideas to write a great blog post?**

Check out *Blog About by IMPACT* to get creative!

We do not recommend self-promotional content, including:

- X Blatant sales pitches, or promotional materials for an event
- X Grant applications or competitions

*This is not to say the article may not include promotion of these items but that should not be the primary focus. Company's name and service can be mentioned at the end of the blog post.*

*\*Articles should be written using UK English*

## PROMOTIONAL APPROACHES

Guest blog post will be promoted in the following ways:

- Featured on the homepage for 1 week
- Posted on social media when blog goes live
- Highlighted in our monthly newsletter and blog recap section
- We invite authors to share the link to your AVPN blog posts on your own publicity platforms

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# 5 WAYS TO OPTIMISE YOUR BLOG POST

Must-dos for higher readership engagement

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## DEVELOP A CRISP STYLE OF WRITING

- We recommend no more than 600-700 words
- A short and catchy title is key!
- Break up texts into easier-to-read chunks
- Paragraph headers must be in **bold**, sub-headers underlined, and keywords in *italics*

## INSIGHTS OVER SUMMARIES

- Present your knowledge through listicles, how-to guides, latest industry news, case studies, infographics, and more
- Do not simply recap event and summarise reports
- Hyperlink key organisations or events
- Do not use jargons and explain new terms
- Provide data and source citations, where necessary

## VISUAL CONTENT IS KEY

- High resolution photos and/or infographics (ideally with captions) related to content
- Cover image banner
- Ensure images are no less than *1230 x 460px*

## MAKE YOUR ARTICLE ACTIONABLE

- Have a call-to-action at the end of your blog post so readers know how to engage with you

## AUTHOR INFO

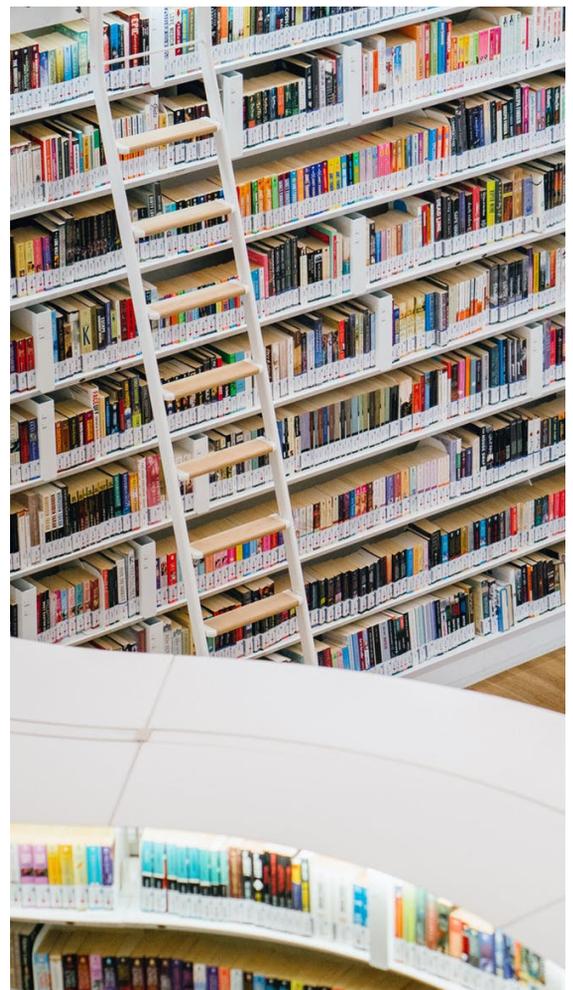
- Add a picture and short bio of the author of the blog post

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**Fewer characters per line has a psychological effect on the way we view content.**

The fewer the characters, the easier the text is to comprehend.

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## MORE INFORMATION

### SUBMISSION AND EDITORIAL PROCESS

Draft is submitted 2 weeks in advance for review

Check for content flow and grammar, and provide suggestions for new ideas

Send blog back to author for approval

After author's updates and approval, the blog post will be published on the first Thursday of every month

### OUR HIGHLY-READ BLOG POSTS

- [The 4 Unique Drivers Leading China's Philanthropy Ecosystem](#)
- [Problems Faced by Asian Fund Managers that No One Talks About](#)
- [Moving from Traditional Philanthropy to Strategic Social Investment](#)

### MORE OPPORTUNITIES

AVPN is partnering leading industry publications, and we invite you to share your learnings with them. To find out how you can engage further, write to us!

Our Media Partners:

**Alliance**  
For philanthropy and social investment worldwide

Next Philanthropy →

Stanford SOCIAL  
INNOVATION<sup>Review</sup>

### THE NOT-SO-FINE PRINT

- AVPN will not accept articles that have been published before
- AVPN does not allow republishing of the article on different channels (instead, share our blog post link)
- AVPN reserves the right to edit and adapt the article after publishing