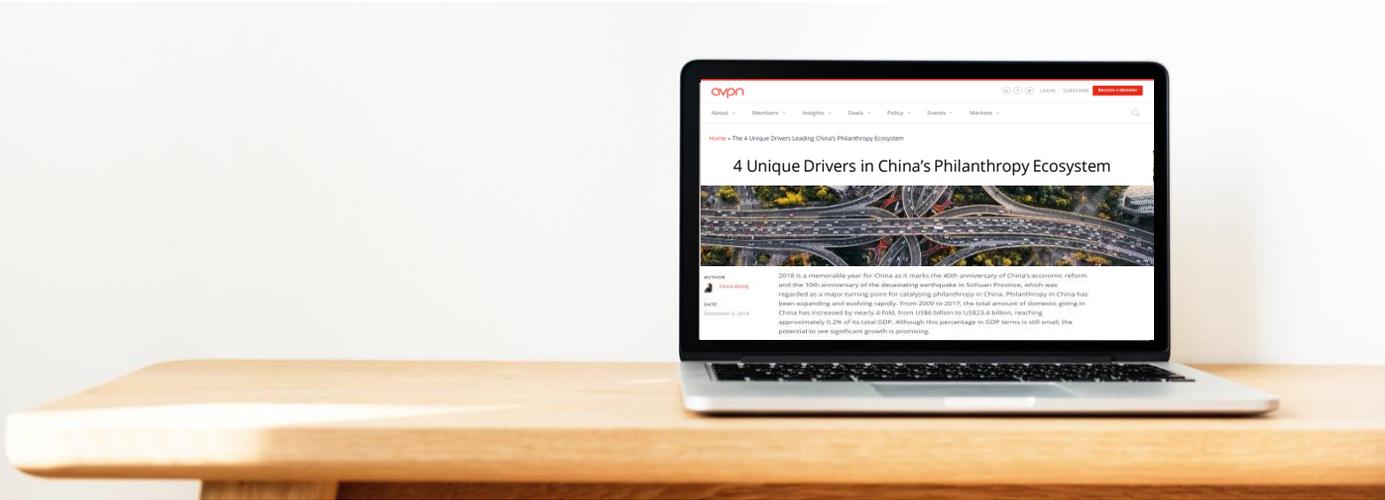




A GUIDE TO GUEST BLOGGING

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



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:

- ✓ **Thought leadership:** Highlight a problem where you have a solution through infographics, interviews or opinion pieces
- ✓ **Listicles:** Curate a list of key takeaways or lessons learnt from a case study and/or experience
- ✓ **Guides and Tools:** Raise awareness with 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:

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

The article can include promotion of these items but they should not be the primary focus. Company's name and service can be mentioned at the end of the blog.

Articles should be written using **UK English*

HAVE A GREAT STORY TO SHARE?

Contact **Mercedes Martin** and **Amanda Kee** at marketing@avpn.asia,
who will contact you within the week

5 WAYS TO OPTIMISE YOUR BLOG POST

DEVELOP A CRISP STYLE OF WRITING

- Conversational tone, no jargon, explain terms
- Well written, grammatically and easy to read
- Length is important - 600-700 words
- Break the article using catchy headers, formatted in **bold**

CATCHY HEADLINES

- Use formulas & online tools e.g.
3 hard lessons I learnt after donating millions of dollars with very little social impact

INSIGHTS OVER SUMMARIES

Do not simply recap event & summarise reports

MAKE YOUR ARTICLE ACTIONABLE

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

AUTHOR INFO AND VISUAL CONTENT

- Add a picture & short bio of the author
- Provide high res images & banner image (1200px width)

SUBMISSION & EDITORIAL PROCESS

Draft is submitted to AVPN marketing
2 weeks in advance for review

AVPN marketing to check for clarity,
precision, and engagement

AVPN marketing to send blog article
back to author for approval

After author's updates and approval,
AVPN marketing to publish blog post

Published article will be featured on the
AVPN homepage, social media, and
newsletter

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](#)
- [Building a Sustainable and Collaborative Ecosystem for Social Innovation and Entrepreneurship- Drawing Lessons from the Past](#)

THE NOT-SO-FINE PRINT

- AVPN will not accept articles that have been published before
- AVPN will publish blogs on a ruling basis; we do not guarantee all blog posts will be published
- AVPN does not allow republishing of the article on other channels (instead, share our blog link)
- AVPN reserves the right to edit and adapt the article after publishing