

Nonprofit Fixer Writing Guidelines

What makes a good guest article for the Nonprofit Fixer Blog?

1. Targeted to nonprofit leaders – meaning it is written FOR nonprofit executive directors, CEOs, Presidents, board leaders, founders, or people aspiring to these roles.
2. Includes unique, experience-based insights – and specific, real-life examples (which can be anonymized). This helps with SEO quality.
3. Contains useful information beyond what an “AI summary” on Google or ChatGPT could offer. I only want high-value content on my blog, so it will be shared, pointed to, and have a long shelf life.
4. Be written in an authentic voice, grounded in real-life experience, that speaks to our target audience’s real needs.

Length: Aim for 600-1,200 words

Formatting: Make your article skimmable! That means using headers with intention. Imagine a reader lands on the page. Can they read only the headers and get the gist of your content and know whether it will be valuable for them to dig deeper by reading the full article?

Keywords: If you want to target search engine traffic, keywords should be shared in advance with the NPF SEO strategist to avoid duplicating keyword targets already used (and align any keywords with NPF’s overall search strategy).

Use of AI: Nonprofit Fixer doesn’t have any hard and fast rules about AI, but we do know that overuse of AI to create and publish content has the potential to harm our site's authority and search traffic long-term. Thus, we ask that all guest writers be sure to hit all four points above regarding what makes a “good” article for our site. What matters most is unique, high-quality content. If we can get the same info from ChatGPT as we can from your article, then it won’t be useful for our audience and we will ask you for a rewrite. ***Please do not submit content that is 50% or more created by AI.***

Edits: Nonprofit Fixer will have our team review and make suggestions to your final copy. Such edits are all done by our in-house team of nonprofit experts and writers, not tools like Grammarly or AI. Please don’t be offended if we push for more clarity or make editorial changes for tone or search optimization.

Images: *If* you have helpful images to include, please submit up to two (2). These should not be complex charts or graphs, or stock photography. They should be unique to your content if you submit them at all and you should have adequate copyright for usage and sharing online.

Submission instructions: Please submit your idea or pitch before sending a full article. All pitches and articles should be sent to sean@nonprofitfixer.com. Once approved, submit full articles via Google Docs or MS Word as an attachment in an email to Sean@nonprofitfixer.com with the subject line “NPF Guest Post Submission” and that day’s date.