

Expert Advice

Expert Advice on massnonprofit.org provides informed insight and advice on a wide range of operational, tactical, and strategic issues that nonprofits face. Articles should be focused on the needs/interests of those who work in nonprofits and provide specific advice they can learn from.

Expert Advice articles are written by people working in nonprofits and those working with nonprofits, such as advisors, consultants, or suppliers. Articles should be written by active practitioners about their current area of expertise.

Topics covered in Expert Advice include, but are not limited to:

Boards and Advisors	Management
Compensation/Benefits	Marketing/ Public Relations
Constituent Relations	Organizational Development
Fund Raising	Planning/Strategy
Events	Training/Education
Information Technology	Vendors
Legal Issues	

massnonprofit.org welcomes suggestions for additional topical areas.

Guidelines

Articles submitted for Expert Advice should:

- Address a problem or issue shared among nonprofits.
- NOT editorialize or advocate a political position.
- Clearly state the challenge up front.
- Demonstrate the value or benefit of the suggested solution.
- Avoid jargon and explain technical terms.
- Use examples from multiple nonprofit sectors if they help. For instance, cite examples from the education and housing sectors, but not two education examples.
- Be approximately 600-700 words.
- Include a one-sentence description of the author with contact information, at the end of the article, using the following style:

Ann Smith, president of ABC Company, helps nonprofits develop employee compensation programs. Call her at 508-123-1234 or email asmith@abcompany.com.

Submitting articles

Expert Advice articles may be submitted on spec to susan@massnonprofit.org. You will receive a prompt reply.

Alternatively, if you want to explore an article idea before developing it, call Susan Nicholl at 508-864-2724 or email susan@massnonprofit.org. Checking in prior to submission is advisable as a similar article may be in development; a quick discussion could help re-focus your idea and improve the likelihood of publication.