

# SFA DEI Toolkit Guest Contributor Guidelines



Thank you for your interest in contributing a blog to the SFA DEI Toolkit. The goal of member-produced blogs is to share best practices, ideas, research, and challenges related to promoting equitable and inclusive workplaces and communities. Our goal is to enhance access and long-term success in the structured finance industry for people of color, women, and LGBTQ+.

## The Types of Blogs We Publish:

Successful blogs are comprehensive and interesting; they teach readers something new about Diversity, Equity, and Inclusion. We have provided a list of potential content topics to explore below.

### Things We Look For:

- We encourage you to be original and submit high quality posts.
- Write casually, but make sure what you write is professional. Try to stay away from buzzwords and jargon.
- **Proper attribution** of data, quotations, and outside content referenced in the article is required. *Note: All data should have originated within the last two years.*

## Content Topics:

We would like to feature pieces that relate to the following topics:

- Allyship
- Career Development for Diverse Talent
- Diverse Talent Management
- Effective DEI policies, strategies, and initiatives
- Growth (growing and scaling a business)
- Mentorship
- Motivating and Empowering Culture Change Agents
- Recruiting for Diversity (Interviewing, Hiring, etc.)
- Supplier Diversity

*\*We are also open to topics that go beyond the above list. We love pitches! Share your idea and we'll let you know if it's aligned with what we're looking for. \**

## Things to Avoid:

There are some things we simply can't accept:

- Anything that is too link-heavy.
- Anything that's promotional of oneself, a specific company, or an organization.
- Anything that's offensive or inaccurate.
- Anything that's critical of individuals or companies.

## Rights of Editorial Team:

- Submissions must meet SFA's quality standards in order to get published. SFA reserves the right to reject blogs at their discretion.
- SFA reserves the right to edit and adapt your content as needed, including updating it in the future for accuracy and comprehensiveness.
- SFA reserves the right to include calls-to-action to SFA content, including but not limited to email newsletters, diversity toolkit, and other downloadable content.

## How to Submit Your Written Post:

*Suggestion: max 2,500 words, average of 1,000-1,800*

**Step 1:** Format your piece appropriately.

- There is no strict word count, but most posts fall in the 1,000 - 1,800 word range. Focus on clear, in-depth explanations that readers of different levels can understand and learn from, instead of hitting word count.
- Be direct with points, write in your natural voice, and avoid unnecessary filler words.
- Please make sure your post is free of grammatical and spelling errors. You could utilize a tool such as Grammarly or Microsoft Word and run a spell check to catch mistakes.

**Step 2:** Submit your pitch of finished blog post to [covell.adams@structuredfinance.org](mailto:covell.adams@structuredfinance.org) with the following:

- Formatted subject line: "SFA DEI Post: [Tentative Title of Post]"
- Please provide it in a Microsoft Word or Google Doc format
- Short author bio, headshot, company name and title

Once we review your article and make any needed suggestions or edits, we will respond to let you know when your piece will be published. That process may take up to 2 weeks; the publication date could exceed this timeline based on the needs of our editorial calendar.