



Guest Contributor Guidelines

ChurchTechToday was founded in 2007 and its aim is to educate and share tech-focused ministry articles for anyone who works at or volunteers at a church. Articles should be clear and concise with a grabbing title that indicates what the reader will learn from the article. How To articles, articles with steps to learn something new, and trend-focused articles are all appreciated and bring value to CTT.

Sponsored Articles

Sponsored articles that are paid by a church tech company should refrain from being overly promotional throughout the body of the article. One to two links are permitted in the text of the article but it is preferred that articles be free of blatant promotion – the value is offered in the content of the article and promotion can occur in the byline of the author.

Guest Contributors

Guest articles are permitted from industry consultants and experts. We appreciate your voice and are always looking for new additions to our contributor staff. If you do offer services or solutions to the Church, we ask that promotion of your website be in your byline, not in the text of your article. On some occasions, CTT does pay for content. Typically, CTT sends thank you gift cards as a way of showing gratitude.

Guest writers who have a company or personal blog may post the same content to their site one to two weeks after the post has gone live on ChurchTechToday, not before.

Writing Tips

Ideal Length is under 600 words or over 1200 words, depending on assigned/pitched topic and contributor

Article should include:

- A clear concise headline that offers the reader benefits and in-depth insight
- Content you would be interested in reading
- An opening paragraph that set up the theme of the article and clearly lists what you will cover
- Numbers, bullets, or sub-headings to break up the text and make it easily readable
- Actionable tips that generate real value
- Stories or examples, when possible, to illustrate your point. When in doubt show, don't tell.
- Industry statistics and facts where possible.
- Quotes from interesting church thought leaders, authors, or experts where possible.
- Wrap up conclusion at the end

Article should not include:

- Direct sales messages. This is not ad copy.

Embedded Links and Promotion

- Provide any valuable links in the article to other articles, resources, and/or previous ChurchTechToday posts on the same topic
- Can include a YouTube video if it pertains to topic and brings value
- Include any supporting images to be embedded in article

Featured Image

- CTT will assume responsibility for the main featured image

Author Byline

- Provide a short bio with any links to company/website for CTT staff to install along with new user details in WordPress.
- For sponsored articles, can have option of Lauren Hunter's byline if she wrote it or did review or company author to show authority in the market. Additional links to sponsoring company will be embedded within article text to ensure promotion.
- Please link author's bio to <http://Gravatar.com>. Make sure same email is given to CTT for user details because this is how Gravatar.com links images - via email address.

Workflow

- Email Lauren Hunter to confirm topic and timing of article.
- CTT to set up WordPress user for new contributor.
- Contributor can input text directly into WordPress and email lauren@churchtechtoday.com when text is inputted for maximum efficiency.
- Contributor can provide relevant social media handles to ensure best promotion of article once published.