

PLANNED
GIVING
TOMORROW
SUBMISSION
GUIDELINES

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OUR MISSION

Planned Giving Tomorrow is different from all the other fundraising publications that pile up on your desk. The main difference? You actually read this one.

Planned Giving Tomorrow is written for all fundraisers, not just planned giving-only specialists. Why? Because most of you are being asked to bring in planned gifts while also attending to other fundraising duties.

Planned Giving Tomorrow focuses on marketing. The ability to get your message heard and to persuade people to make a gift beats technical know-how every time. Should you know how a unitrust works? Yes. Should you delay soliciting planned gifts until you do? No.

Planned Giving Tomorrow is published quarterly, and every issue is stuffed with facts, findings and inspiration you can put to use now. Fundraisers make the world a better place, and we make fundraisers better.

Planned Giving Tomorrow is informal, friendly and opinionated. It's not our intention to offend people, but we're not afraid of doing so. There's already way too much tiptoeing around reality in the non-profit world. We march in and say it like it is.

OUR STYLE

OUR READERS

Planned Giving Tomorrow has a circulation of 15,100. Our readers include men and women of all ages and varying levels of fundraising experience. The majority of our readers live and work in the U.S.

HOW TO SUBMIT

First read at least two recent issues to get an idea of our style and content. Back issues, starting with our pilot publication in 2007, can be downloaded free of charge at plannedgiving.com/resources-planned-giving-tomorrow.

Send a synopsis of your idea to *Planned Giving Tomorrow's* Associate Editor, Karen Martin, at karen@plannedgiving.com. Please indicate whether your article has been previously published.

Acceptable topics are limited only to your imagination. Just remember that our readers are professionals in fundraising and planned giving, so your article should help them do their job better. The most popular topics are personal stories, motivational pieces and practical how-to's.

When your idea has been approved, please submit the following items via email:

- Your completed article (700 words or less)
- A brief author bio (35 words or less)
- A high-resolution headshot in .jpg form

We publish articles as short as 100 words and up to 700 words. Shorter pieces are more likely to get read. If you submit something longer than 700 words, you can expect us to return it to you with a polite request to edit it down.

Please respect our editorial calendar and deadlines. Articles do not necessarily have to relate directly to the issue theme, but your chances of being accepted for publication increase if you write on the theme for that issue.

Summer 2017 Theme: Wealth
Deadline for submissions: June 15

Fall 2017 Theme: Productivity
Deadline for submissions: September 15

Winter 2018 Theme: Mistakes
Deadline for submissions: December 4

2017 EDITORIAL CALENDAR

COMPENSATION

Authors of original submissions chosen for publication as lead articles in *Planned Giving Tomorrow* (page 1) will receive \$100. Two positions available.

Published pieces of 500 words or more are eligible for 5 points for CFRE continuing education requirements.