



Guest Column Guidelines

Devex regularly publishes relevant and insightful opinion pieces from leaders in the field of international development. By sharing your views and expertise with Devex, you gain access to our audience of more than 1 million development professionals around the world through our website, publications and social media. We welcome your contribution.

The Basics

Submissions: All submissions should be shared with Devex’s editorial staff at editor@devex.com.

Suggested length: 600-1,000 words

Exclusivity: Devex only publishes original, exclusive content that has not already been published elsewhere. For more details, please see the “reprint” section below.

Pitches: If you have an idea for a guest column, please contact editor@devex.com to discuss. We will be happy to work with you to refine your idea for the Devex audience.

Audience: The Devex audience is made up of your peers — global development professionals and leaders looking for strong, forward-looking, visionary opinions that advance debate and showcases innovative solutions to pressing development challenges. Your column should be directly relevant to the global development community’s work and provide your peers with practical ideas about how to make an impact.

Timeline: The turnaround time for op-eds depends on a variety of factors. Some of these include how time-sensitive the op-ed is, whether edits and revisions are required and the capacity of Devex’s editorial staff. As much lead time as possible is always appreciated! If you have an op-ed that is tied to a specific day, event, conference, or news hook, let us know in the body of the e-mail so we can be sure to build it into our schedule. We’re always happy to discuss pitch ideas in advance of those events, even if you don’t yet have a draft written.

The Writing

Content: Your column should make a clear argument or stake out a clear point of view.

Consider these suggestions as you write:

- Think backwards from a headline (e.g. Why more companies should engage in public-private partnerships; The problem with Earth Day).
- Focus less on the “why” than the “how” (ie., don’t dwell on why a particular cause is important but detail what various stakeholders should do differently now to achieve results).
- Consider organizing your ideas around a number of suggestions (e.g. Three ways to make your partnerships more effective; Five things I learned from working at the World Bank).
- Back up your argument with real-world examples, telling anecdotes, respected research or independent reporting. If you refer to another article or research paper, please provide the URL. If you have statistics or data, please provide a link to the source.
- Instead of focusing the op-ed on one particular program or policy, instead focus on the lessons learned from these programs or policies that could be applicable elsewhere. (We’ll take op-eds outlining successes, but we learn just as much from the failures!)
- We are happy to provide examples of strong op-eds that have really resonated with our audience to help you think through how to craft an impactful piece for Devex.

Style: Our audience is looking for opinion pieces that stimulate discussion and affect change. Your column should be conversational and easy to digest. Devex will not publish press release-type content that simply describes or champions individual development projects or causes. If you refer to your own organization, please do so only as a way to further your argument or make industry-wide recommendations for others to follow.

Sponsored op-eds: Devex’s Advertising Strategies team offers paid op-eds that allow you to focus more on your company, program or initiative. Whereas our news op-eds need to take a broader view of the industry with limited mentions of individual projects or policies, our sponsored op-eds are identified as paid content and allow you to showcase the achievements of your organization -- especially those which could help other global development actors operate more effectively. If you have a promotional budget and prefer this style of op-ed, we’d love to connect you with our colleagues on the Advertising Strategies team.

The Process

Editing: A Devex editor will review your column for style and clarity. Any substantial changes will be cleared with you before publication. Devex retains final editorial discretion and is not obligated to publish your work.

Photo: Your column will run with an illustrative photo. If you have rights to any relevant photos or would like to suggest where we might find a relevant photo, please share this information with us. Please include a description, as well as the name of the person or organization we would credit for the photo.

Byline: Your column will carry your byline, which will link to your Devex profile. If your column has been approved for publication, please follow these steps:

- If you have a Devex profile already: Please log in and ensure that you have uploaded a profile photo and included a 2-3 sentence bio in the “About Me” text box. (Be sure to include your name and title in this bio.) We are happy to help if you have trouble accessing your account.
- If you don’t yet have a Devex profile, you can either:
 - Create one yourself [here](#) (you must upload a photo and include a bio in the “About Me” box), OR
 - Send us your photo, location, short bio (2-3 sentences) and the email address you’d like to associate with your Devex account, so that a profile can be created for you by Devex staff. If you’re active on social media, you’re welcome to include your Twitter handle as well.

Publication: Our op-eds are published on Devex’s homepage. They are usually promoted in our newsletters and on social media.

The Promotion

Social media promotion: Once your column is published, we will send you a link to it. Please promote this link, tagging @devex, through your and your organization’s social media outlets including Twitter, Google+ and Facebook. Devex will be doing the same. Feel free to contact the Devex editor to coordinate this promotion.

Reprints: 48 hours after publication on Devex, other websites, including your own blog or organizational website, may reprint the first three paragraphs of the column before linking to the complete column on the Devex website. Devex should be prominently credited as the original publisher. Please contact the Devex editor with questions about this policy.