



Welcome to Floodlight, The Denver Foundation's storytelling portal.

Floodlight is a place where community gathers to share and experience powerful narratives and images about Metro Denver, the place we all home. Through stories that celebrate generous donors, highlight leading-edge philanthropy, and explore the work of inspiring nonprofit organizations, Floodlight reflects our commitment to building a better future for everyone.

We invite you to participate in Floodlight as a storyteller. Floodlight is an open and accessible platform, and we welcome diverse and inclusive voices, especially those from under-represented and vulnerable communities. Any nonprofit organization in Metro Denver is eligible to submit content to Floodlight, with priority consideration given to former and current grantees.

### **Why contribute?**

As the largest and most experienced community foundation in Colorado, The Denver Foundation works across sectors including philanthropic and financial services, business, government, education, and social services, and with nonprofit organizations of every size. Floodlight is a platform for all of these constituencies. As with our bi-annual magazine, GIVE, Floodlight reaches a broad, diverse, and influential audience.

While we do not compensate contributors, we do help your organization increase visibility and reach a large and growing audience. Posts are promoted on social media and via the Floodlight newsletter. All content is shareable to your organization's networks. You own your own submissions, but we can still use them. You own the copyright to your submitted content and can post/use it anywhere else you wish, though we request a credit to The Denver Foundation and link to Floodlight.

### **What kinds of stories are we looking for?**

- Anecdotes/examples that illustrate your mission and the impact of your work
- News and updates
- Stories about collaborations, interesting solutions to challenges, innovations in community building
- Stories that highlight people of color in leadership roles within Metro Denver's nonprofit sector
- Commentary, insights, and analysis of core challenges faced by people in Metro Denver
- Reflections/recap of community events (note: We will consider advance event-related submissions, but we prefer that they focus on the content/purpose of the event rather than on promotion)
- Calls to action (not fundraising related) that align with The Denver values, and, where applicable, public positions
- Profiles of those you serve, key staff, volunteers, board members, and donors who can speak to the impact of your work
- Photo essays, video, artwork, and other media that highlight your organization's work in creative ways

## What kinds of stories are we unlikely to publish?

- Fundraising appeals or announcements of fundraising events.
- Advocacy or opinion pieces that do not align with The Denver Foundation's values and/or anti-discrimination policy.

## Submission specifics

To submit, please send the following to [floodlight@denverfoundation.org](mailto:floodlight@denverfoundation.org):

- Your full post with a working title as a MS Word or Google document. Posts should be between 300-800 words.
- Author bio (up to 120 words).
- Link to organization's website and social media, if applicable.
- 1-3 images with photographer credit and a photo caption.

## A word about images

- A story must include a photo to be considered for publication. Please only send photos that your organization has free-and-clear permission to use.
- If your photos include images of children under the age of 18, please send only photos for which you have a photo release or other permission from a parent/guardian on file.

## Some ideas and tips for crafting a successful Floodlight post

- Share your voice: Readers respond to authentic and unique voices, especially in personal stories. If you have discovered a new perspective, share it.
- Introduce a strong protagonist. Whenever possible, your story should include at least one person with a name and experiences that bring your topic to life.
- Include vivid details.
- Try to set your story in an intriguing location.
- Craft a catchy title. Think of what would grab a reader's attention.
- Lists are your friend. For example, "5 Things You May Not Know about Community Gardening in Denver."
- Make it inclusive. Write for everyone.
- Make it accessible. Write for a general audience and assume that most readers are new to your topic.
- If you are writing a post with tips/advice, include an introductory paragraph explaining how you connect to the topic (are you an expert or has life made you one?) and why you want to share this. Make your tips easy to understand and to put into action.
- Cite your source. When you mention a statistic or a research study, please add a link to that source.
- Include a call to action. Invite the reader to do something specific, and tell them how to do it.
- Think like a journalist. Remember to include the who, what, when, where, why, and, how.
- Use data but not too much.
- Avoid jargon and nonprofit buzzwords as much as possible. When necessary, define terms that may be unfamiliar.

**For any questions about how to submit stories for consideration or to discuss story ideas, please feel free to contact The Denver Foundation via email at [floodlight@denverfoundation.org](mailto:floodlight@denverfoundation.org) or call 303.300.1790 and ask for Dele Johnson.**