

## GUIDELINES FOR GUEST BLOGS

Thank you for your interest in contributing to the National Disability Institute (NDI) blog. Our blogs feature timely, practical and accessible content that advances financial inclusion and economic security for people with disabilities and their families.

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### Who We Reach

Our audience includes:

- People with disabilities and their families
- Advocates, service providers, and community-based organizations
- Financial institutions and corporate partners
- Policymakers and funders

We write for a broad public audience. Posts should be informative, practical and empowering — not academic or overly technical.

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### What We're Looking For

We welcome a wide range of perspectives and topics. The National Disability Institute team can suggest a topic, but we are flexible and open to your ideas.

- The only requirement is that your guest blog address disability in some way.
- Submissions may include (but are not limited to):
  - Personal stories or lived experience
  - Financial health and economic opportunity
  - Employment, entrepreneurship or workforce inclusion
  - Community impact or innovative programs
  - Research insights translated for a general audience
  - Policy or systems change discussions
  - Equity and access issues affecting people with disabilities

We encourage thoughtful, practical and engaging content that adds value to our readers

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### Content We Cannot Publish

NDI cannot publish content that includes:

- Vulgar, abusive or discriminatory language (including hate speech based on race, sex, gender, religion, national origin, age or disability)
- Endorsements of commercial products or services
- Endorsements of religious beliefs or practices
- Endorsements of political parties, candidates or groups

**Building a better financial future for people with disabilities and their families.**

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## Length & Style

- Preferred length: 800–1,200 words
- Shorter posts (600–800 words) may be considered
- Please write in:
  - Plain language (aim for an 8th-grade reading level)
  - A conversational, respectful and professional tone
  - Active voice
  - Short paragraphs with clear subheadings
  - Use person-first language (e.g., “people with disabilities”) or identity-first language when appropriate and respectful of community preference.
  - Avoid jargon, political advocacy, commercial endorsements and discriminatory language.

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## Accessibility & Formatting

- Include a clear, engaging headline
- Use subheadings and bullet points
- Hyperlink sources (no footnotes or long URLs)
- Clearly explain any data or research referenced

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## Submission Requirements

### Please include:

- A 50–75-word author bio
- Your organization and role (if applicable)
- Optional website or LinkedIn link
- A headshot photo
- Submit your draft at least five days before your proposed publication date. All posts are subject to editorial review.

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## Promotion

NDI promotes guest blogs through social media and email. We encourage contributors to share the published post through their own networks for maximum reach.

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## Interested in contributing?

Contact us at [communications@ndi-inc.org](mailto:communications@ndi-inc.org) to discuss your idea or submit a draft.