



## **Share Your Idea or Story** ***Become a PAR Contributor***

The Professionals for Association Revenue (PAR) launched in 2020 to bring new ideas to association teams for business and revenue development. It's a task that's harder now than ever before, but we know our members are up for the challenge. Our goal is to be *the* place association professionals turn to when they need business development inspiration.

**What We Write:** Do you or your organization have a strategy or best practice that could inspire association professionals across a variety of industries? We'd love to hear about it and feature your idea in one of our primary subject matter categories:

Sales Management, Sales Skills, Strategy, Events, Technology, Marketing, Programs Development.

**Who We Write For:** Our readers are association professionals who are dedicated to achieving revenue health. PAR members are C-Suite professionals, business development and marketing teams, and industry partners.

**How We Write:** Our members are looking for inspiration and most importantly, solutions. That's why we ensure that all of our articles are solution-based. And, when we write, we do so with our PAR voice at the forefront of our mind:

*Our members are our colleagues. We understand the daily challenges they face in the association space because we're facing the same issues. We think there are two important keys to success in the changing association business development landscape: collaborative work environments and relatable mentors. That's why when we write, we sound like part teammate, part coach.*

**What's In it For You:**

**-A PARTner:** The PAR Team will help guide your idea or experience for our audience. Not sure where to start? Speak with our team about ways to shape and share your message.

**-Community:** Join other thought leaders helping associations shape a 21<sup>st</sup> century approach to revenue health.

**-Visibility:** With PAR members and your own customers. PAR provides several channels to help present and expand your message.

### **Here's What Comes Next**

Email PAR's Community Manager, Carolyn Shomali, at [Carolyn.Shomali@mypar.org](mailto:Carolyn.Shomali@mypar.org) to share how you think you can contribute to PAR.

Content Types: PAR will work with you to find the best format for your idea:

**Article:** You write the article in a solution-driven way (while keeping PAR's voice in mind) by addressing the challenge and giving the solutions. After a quick review and a round of edits, we'll publish your article to our website.

Example: [HERE](#)

**Interview:** Some topics are best explained with a back and forth Q&A. We can schedule some time for a quick interview, or share a Q&A from our Leadership Advisory Board.

Example: [HERE](#)

**onPAR Video Shorts:** Ready for your close-up? onPAR Video Shorts are less than 2 minutes in length and give our viewers a quick understanding of the topic, complete with next steps they can start using right away.

Example: [HERE](#)

**Webcast:** Some topics can't be summed up in an article, interview or a brief video. That's when our CAE-accredited PAR webcasts make the most sense. Are you (and your topic) interested in being featured in one of our webcasts?

Example: [HERE](#)