

## Member guidance for submitting stories to Giving News

We appreciate the time and effort members take to share news of their work or comment on sector developments. The following is an overview of our editorial considerations, designed to help members refine their pitch.

### Editorial brief for Giving News

GN's editorial brief is to create and share stories that [support Philanthropy Australia's mission](#). Content should be about inspiring *'more and better giving' for a generous and inclusive Australia*.

#### 'More' might include articles like:

- Inspiring impact stories of giving that encourage others
- Details about a particular gift or collaboration, what issue the gift is addressing, what was its impact, how the gift came about, what was the impetus for the funder etc
- Profiles of philanthropists and NFP leaders that will inspire others
- 'Explainer' articles about changes to taxation or philanthropic financial structures
- News of campaigns designed to grow giving.

#### 'Better' might include stories about:

- Innovation and best practice
- New projects to underfunded groups
- Championing diverse giving or projects
- New Gen learnings.

#### GN's objectives

- To reflect and champion the diverse activities and content available within our membership.
- To stimulate debate and help shape the agenda for the sector and raise its public profile.

#### Our Audience

GN's audience is predominantly sector-based (10,000 - member + public subscribers).

#### Where stories come from:

- Members, usually via PA staff
- PA staff contributions
- PA's partners
- Media releases and sector pitches
- MarComms' own story gathering processes ie through monitoring traditional and social media, sector publications and contacts.

It's a competitive space for stories that we need to manage mindfully.

#### Refine your story angle:

An article in GN is an opportunity for members to illustrate their contribution to the philanthropic ecosystem, but the story should also have relevance to the wider sector under the editorial guidance of *'more and better' philanthropy*.

'Being kept up to date with sector developments' is one of the highest rated offerings in member surveys. So GN content should inform and have diverse appeal that adds value to our collective understanding.

Tips for creating a successful pitch:

- Refer to Adam Ognall's list of [Top Trends in Philanthropy for Better Giving - Philanthropy Australia](#), many of which are still relevant. Does your story idea relate to one of these areas and adds something new?
- Does your story idea show innovation or best practice?
- Check back through recent editions of GN to ensure that a similar story hasn't been published recently. Or do a search on the News & Stories section on our website.
- Is the idea suited as an op ed piece or thought leadership blog? This should be in the voice of a CEO or senior exec.

### **Process**

Generally speaking, it's advisable for members to have a conversation with their state engagement manager in the first instance about story ideas, then submit pitches via 100-word outline to [dee@philanthropy.org.au](mailto:dee@philanthropy.org.au) and/or [marketing@philanthropy.org.au](mailto:marketing@philanthropy.org.au).

Thanks again for your interest in Giving News.

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