



Sponsored Week Worksheet

Your Role as Volunteer

Thank you for curating a week on AEA365, the daily blog of the American Evaluation Association! Your role as a volunteer includes the three areas below to help share tips and ideas with our evaluation community.

1 Plan the Week

- **Confirm your coordinators:** Identify and/or update your main point of contact for the week with the AEA365 team.
- **Identify a theme (if desired):** If you choose to write on a theme for the week (this is not required), identify and describe the theme to share with potential authors.
- **Create a timeline:** Plan your timeline for receiving and reviewing posts. Ask authors to send you their posts at least 10 days before your due date to the AEA365 Curator. This gives you time to send reminders and edit posts.

2 Recruit & Support Authors

- **Recruit authors for 7 posts:** Send out announcements to recruit posts and share the contribution guidelines, timeline, contact, and theme (if using one). You may want to try to collect a few extra posts in case someone does not respond. Extra posts can often be published in later weeks.
 - The first post (Sunday) may introduce the week briefly, however, the post should also offer content (tips, resources, lessons learned) beyond the introduction. This post is not an index - it should NOT introduce the week's presenters or their individual topics.
- **Ensure representation:** Please limit posts by specific authors and organizations to no more than 2 posts per week so that we can feature as many voices as possible on the blog.
- **Send reminders to authors:** Communicate regularly with authors to remind them of your internal deadline for the posts.

3 Review & Submit Posts

- **Review each post:** Compare each blog contribution against the checklist on the next page to ensure each post meets the [contribution guidelines](#). Work with each author to make any updates.
- **Submit posts to your AEA365 Curator:** Once all the posts are ready, please email all 7 blogs to your AEA365 Curator in one batch. This includes the blog text, original image files, and alt text for all images. Please do not include decorative formatting or fonts.

Contribution Guidelines

When drafting your AEA365 posts, please consider the following contribution guidelines. These help us to maintain consistency and fairness across posts throughout the year.

Posts must:	Post 1	Post 2	Post 3	Post 4	Post 5	Post 6	Post 7
Be written in first person.							
Include a title with the format: Title by Author Name(s)							
Be between 350-600 words exclusive of the blog title.							
Begin with a brief (1-3 sentences) introduction of the author(s).							
If images are included, they: - Are owned by the author, in the public domain, Creative Commons licensed OR have express written permission from the owner to use. - Include alt text for accessibility.							
Avoid self promotion.							
Avoid jargon and spell out abbreviations or acronyms.							
Avoids fancy fonts or formatting.							
Use embedded links instead of journal or APA citations.							
Use one or more AEA365 headers: Hot Tips, Cool Tricks, Lessons Learned, Rad Resources, or Get Involved.							
Limit posts by the same author or org to 2 per week.							

Desired Blog Order

When submitting your 7 posts to AEA365, please share the list below to let us know the order.

Day	Blog title, including author(s)' names
SUNDAY	
MONDAY	
TUESDAY	
WEDNESDAY	
THURSDAY	
FRIDAY	
SATURDAY	

Tips for Recruiting Authors

AEA Channels

- Post a call for authors on your TIG discussion board
- Send a message to your TIG or Local Affiliate Listserv
- Make an announcement during your TIG or Local Affiliate meeting

Social Media

- Post a call on your personal LinkedIn page
- Post a call in the AEA LinkedIn group
- Use your TIG or Affiliate's social media channels to get the word out

1:1 Outreach

- Send personalized messages to colleagues asking them to submit a blog post
- See someone talking about something cool online or in person? Reach out and ask if they would be interested in sharing their knowledge through an AEA365 post.