



## Member News Guidelines

We invite MCA members to submit articles and other information that will help keep our website presence fresh and our members and stakeholders well informed. Both our Web presence and monthly e-bulletin, *Working Together*, are important voices for addressing cancer in Minnesota. Along with our social media accounts, these online tools provide opportunities for Alliance members to highlight their contributions to Cancer Plan Minnesota implementation and to showcase the services they provide to Minnesotans impacted by cancer.

### Contributions we can use

#### **Working Together Monthly Update (25 to 75 words)**

- Short submissions about events, programs, research, policies, trainings, etc. on comprehensive cancer control topics of interest to Alliance constituents.
- Include web links to additional information and/or contact information.
- NOTE: Fund-raising notices will not be accepted.

#### **Alliance Member Profiles for Website (200 to 300 words)**

- Description of your organization and ways you support the Alliance's mission.
- Quotes, testimonials, facts, statistics, available resources, and brief anecdotes are always appreciated.
- Include your organizational logo, photos or images to add visual interest. You can use our [photo consent form](#) if you don't have one or you can just let us know you already have one on file and it's okay to publish your photos.
- Provide contact information and/or web links so that people can readily access more information about your organization.

#### **Articles on Endorsed Projects or Contributions to Cancer Plan Minnesota Implementation for Website (300 to 400 words)**

- Stories that focus on what's new, what led to the change, who is involved, where the action is taking place, when the outcome will be known, and how new people can get involved. In essence, we're looking for good stories about what difference the Alliance and its member making and help all of us learn from the pioneering, dedicated work in which you're involved. Good quotes, straightforward facts and statistics, infographics and brief anecdotes will help bring your story to life
- Include your organizational logo, photos or images to add visual interest. You can use our [photo consent form](#) if you don't have one or you can just let us know you already have one on file and it's okay to publish your photos.
- Provide contact information and/or web links so that people can readily access more information about your organization.