

Editorial Guidelines

The mission of the National Association of Church Business Administration[®] is to serve the church by promoting the highest level of professional competence to individuals serving Christ through administration in local churches.

The *NACBA Ledger* is a journal of the NACBA[®], a nationwide network of leaders serving in church administration. The *NACBA gram* is the association's monthly newsletter. All articles submitted to the *NACBA Ledger* or *NACBA gram* should be in line with the above mission statement. Because of the special purpose and unique formula and in order to make sure your article is appropriate, please read these notes before you write.

A. Technique

1. Write in a conversational style, but using *Associated Press Stylebook* grammatical and punctuation standards. Remember that all readers may not have the technical background of the writer.
2. Write for individuals, not the world at large. Avoid jargon and use technical terms carefully. If technical terms are used be sure to give explanations or reference for the reader to learn more.
3. If you use footnotes or end notes, give complete reference to the source using proper format.
4. Make your piece practical. Help people! Add something to their professional and personal lives.
5. Write about your administrative experiences, procedures you have used, or problems you have solved that would be beneficial to other administrators.

B. Content & Style

1. Most articles offer guidance in a particular area of the writer's expertise. The *Ledger* provides resources and practical helps to assist in the professional and personal development of our readers. The contents of the *Ledger* center around the following: budgeting, finances, and accounting; human resources; facilities management; strategic planning, office management; information technology; human resource management; transportation; church organizational structure; and church leadership. We do accept inspirational articles and material on life balance and personal growth.
2. Use your introductory paragraph to draw the reader in, but speak directly to the point of the article. This introduction should be short—sometimes more than one paragraph, but seldom more than two. A transitional statement should follow your introduction. Tell the reader what the article is all about. You set the direction. Entice the reader to finish reading. Promise something. The body of the article may be set out in any logical form. You may, if you like, insert major and minor headings to help your reader.
3. Be careful not to use the article as a self-serving promotional piece. Be as objective as possible when dealing with products or services offered by a

number of sources. If you are the supplier of a product or service do not use the article to promote yourself or your company.

4. Photographs that explain or complement the article are welcome. These should be high-resolution and should be submitted electronically.

C. The Manuscript

1. Articles should be submitted electronically as e-mail attachments to editor@nacba.net.
2. We can accept files from most any version of word processing software, such as Microsoft Word and WordPerfect, and in most any format, such as .doc, .wpd, .rtf, .txt. Text will be reviewed and edited. You should be sure the document is “unlocked” and available.
3. Articles may vary in length. Generally article length will vary from 800 to 2100 words. In rare cases we may accept a longer article or break content into a multi-part article. Short articles may be used in the *NACBA Gram*.
4. Include your name as you wish it to appear in the byline and include three sentences of biographical data about yourself. It is helpful to include information that shows readers you are qualified to write on that particular topic, but subtlety is often best.
5. Please send a high-resolution photograph file for use with your article in the publication.

D. The Audience

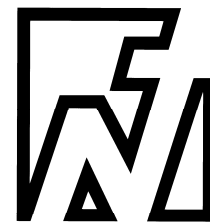
The audience of the *NACBA Ledger* consists of church business administrators or other church staff who do the work of church management and leadership development. A subscription to the *Ledger* is a benefit of membership.

E. NACBA Publications

NACBA accepts material for the *Ledger*, *NACBA Gram*, and resource books. Before publication, articles may be edited for purposes of space and/or clarity. We reserve the right for final decision on all articles submitted for publication. Author will receive a complimentary copy of the publication and can make special arrangement for additional copies through the editor’s office.

Send material for publication in either the *NACBA Ledger* or the *NACBA Gram* to editor@nacba.net.

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