

Call for Practice Papers, Call for Practitioner Contributions

Do you have valuable lessons to impart on marketing and philanthropy (in its broadest sense: giving, benevolence, welfare, altruism, prosocial behaviour and 'doing good')?

To provide coverage of the most pertinent issues facing non-profit and philanthropic organisations, we have already recruited a Shadow Practitioner Editorial Board who will advise on the latest thinking primarily concerning marketing within the charitable sectors.

In order to further strengthen the practical impact of the *Journal of Philanthropy and Marketing*, we are actively seeking the submission of Practice Papers. A Practice Paper is shorter (approximately 2500-3500 words) and less formal than a full academic research paper and aims to reflect and offer managerial implications that are relevant and valuable to organisations working within the remit of philanthropy and marketing. A Practice Paper may deal with a failure or a problem. These papers must clearly document the professional experience and highlight *lessons learnt*. Papers dealing with success stories may also be considered, provided that the experience presented offers the readership something new, innovative, and creative.

As with academic research articles, there should be a standardised structure to Practice Papers. The paper should start out by introducing the topic (a challenge, an opportunity or an issue that was in some way pertinent to a charitable organisation or the sector as a whole). The paper should then offer a brief account of what it will draw on to provide a better understanding of the issue or challenge the paper is presenting. This might be a piece of action research carried out by or on behalf of an organisation (note: there is flexibility on what this may be). The main body of the paper would focus on the relevant findings from, for example, an empirical study or the main lessons learnt from the experience of a project, or programme of activity. This would normally be followed by a discussion of the application and implications (including limitations) of the findings for practical purposes. Finally, the paper should aim to conclude by highlighting how the learning reported enables readers to deal better with the opening challenge or issues presented.

Despite the emphasis on practice, we would like contributors to please follow the JPM guidelines on language, style and referencing.

In response to requests for examples of Practice Papers please see the following taken from previous issues:

- [How to make sure your donors read your publications](#) – Ken Burnett, Jackie Fowler (2:4 October 1997)
- [The success and future of gender-specific fundraising propositions](#) – Stephen Pidgeon, Pauline Lockier (2:1 January 1997)

Practice Papers will be subject to peer review by individuals with considerable professional experience. Only papers of significant value will be accepted. Papers should not promote brand names.

Submission Guidelines

Original material: Submission of an article implies that the work described has not been published previously, and, that it is not under consideration for publication elsewhere, that its publication is approved by all authors and that, if accepted, it will not be published elsewhere in the same form, in English or in any other language, without the written consent of the Publisher.

Submissions should be prepared in accordance with the journal's [Author Guidelines](#).

New submissions should be made via the [Research Exchange submission portal](#).

For help with submissions, please contact: JPHILMAR@wiley.com

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