



Guidelines for

Content Providers

WorkLight is designed to support our call to be Christ in the workplace. We share first-hand accounts to encourage and equip Christians to shine bright at work. Great stories have the power to open hearts and connect us as Christians on a deeper level of relating with each other. WorkLight welcomes stories and insights into living our faith where we spend most of our waking hours.

We have two primary vehicles to share your stories and insights: The Flame monthly newsletter and the Spark Workday Reflections email. Each features stories and perspectives from our WorkLight members and others. Both are built around a monthly theme which may give you ideas. To see upcoming themes, go to bit.ly/WLThemes.

Content from each issue of The Flame is repurposed for distribution in the Spark. Additional stories and reflections are also published in the Spark.

Your submissions are gifts not only to those who read them, but to the broader mission of WorkLight. Stories are modified as editorial needs vary, themes rotate and content channels evolve. By submitting your story to us, you give WorkLight permission to adapt it for future use as appropriate. You recognize that publishing is at WorkLight's discretion. Our intent is always to maintain the spirit of your contribution.

All our communications are designed to support our vision, mission and values as identified in our communication standards.



COMMUNICATIONS STANDARDS

WORKLIGHT PURPOSE

■ Workplace Emphasis

- ❑ Our vision is **Being Christ in the workplace**. Our communications support the lifelong journey of seeking Christ in the workplace.

■ Mission Alignment

- ❑ Our mission is to **encourage and equip Christians to be God's presence in the workplace by the power of the Holy Spirit, exercising faith, integrity and excellence**.

■ Christian Unity

- ❑ Our values state **we are an ecumenical organization**. Our programs are made for all Christians regardless of denomination or where they may be in their relationship with Christ.

WORKLIGHT CORE VALUES

■ Life in the Spirit

- ❑ **Manifesting the gifts of the Holy Spirit** is one of four core values. Our communications, resources and stories help foster a life in the Spirit as stewards of creation.

■ Formational

- ❑ **Growing and being transformed in Jesus Christ** is another value. Our communications encourage readers to take their next step toward discipleship in Christ.

■ Relational

- ❑ **Building strong brotherhood and sisterhood** is the third of our values. In our communications, we encourage bringing believers together in deep fellowship and accountability in Christ.

■ Missional

- ❑ **Serving God and building his Kingdom in all aspects of our lives** is the final core value. Our communications aim to impact the world through a movement of the Holy Spirit in our spheres of influence.

In the following pages, we will identify the requirements for different types of contributions.



THE FLAME

GENERAL

Bio: All articles should include a short bio about yourself, generally 30 words or less. Besides your name and where you live, you can add your job title, where you work, family information or a fun fact.

Scripture References: Scriptures used should be from the NIV translation. This is a copyright issue and is preferred. If you choose another scripture for phrasing, you must identify the translation (i.e., The Message), or it will be converted to NIV. Scriptures should be short.

Privacy Concerns: We do not generally accept articles without a named author. In sensitive sharings, we recommend you not identify individuals or organizations by name or by a familiar relationship to protect their reputation and privacy, if applicable.

Content Contributions: Each issue of The Flame contains a lead article, four weekly Workday Reflections (used by the members in their small groups), and feature articles offering special insights or first-hand accounts. The Workday Reflections always fit the month's theme, start with a scripture, contain the author's bio, and close with a short Pray/Reflect/Discuss section based on the story. Issues also contain news which is published by the WorkLight office. News may be submitted for possible inclusion.

DETAILS

FRONT PAGE ARTICLE: "WorkLight and the Workplace." These are personal stories and insights into how the vision and mission of WorkLight can be applied. They can — but do not need to be — tied to the month's theme. They should reinforce WorkLight's vision, mission and values.

- **Vision:** Being Christ in the Workplace.
- **Mission:** To encourage and equip Christians to be God's presence in the workplace by the power of the Holy Spirit, exercising faith, integrity and excellence.
- **Values:** Growing and being transformed in Jesus Christ, working for our Father 24/7, 365 days a year, building a strong sense of community, and living life in the power and gifts of the Holy Spirit.

Word Count = 550



THE FLAME

DETAILS *CONTINUED*

WEEKLY REFLECTIONS: The focus for each of these weekly reflections are personal stories taken from any perspective of what it looks like to be Christ in the workplace. Each reflection should include an opening scripture and a story from the workplace that exemplifies the theme of the month.

WEEK ONE

Word Count = 450-500 (including the opening scripture and short bio)

WEEKS TWO, THREE & FOUR

Word Count = 300-325 (including the opening scripture and short bio). Also include Pray/Reflect/Discuss materials for each of your reflections. They should be thought provoking and require more than a yes or no answer.

PRAY/REFLECT/DISCUSS EXAMPLE

Word Count = Up to 85

- **Pray:** Thank you Lord for the right relationships I have. Help me do my part to repair the damages and broken ones.
- **Reflect:** Think about your work relationships with coworkers, customers and vendors. Are any of them broken or damaged? Ask God to help you.
- **Discuss:** Why is it so hard to say, "I was wrong. Please forgive me?" It takes two to fix a broken relationship, and we can only do our part. How should we respond when other people don't do their part?

Editorial reserves the right to select the week. Reflections will be used and edited accordingly.

FEATURE SECTION (PAGES 5 & 6): This section of the newsletter is flexible and may include a variety of article types including: Inspiring stories, Q&A interviews, biblical insight applied to the workplace, reviews, or highlights.

Word Count = 450-500

- Articles can be written in first or third person.
- Stories can be about yourself or someone else.
- Articles can be informative (but not preachy or too instructional).

Though there is flexibility, this section also should highlight Christ in the workplace and fit some element of the newsletter theme.



SPARK WORKDAY REFLECTIONS

Our goal is to carry the monthly theme through Spark Workday Reflections. The weekly schedule is as follows:

- **Monday:** The Flame's week's reflection.
- **Tuesday, Wednesday, Thursday:** Additional reflections, or edited articles from the month's Flame.
- **Friday:** Inspiring scripture, or inspirational Christian video.

EXTENDED QUOTES SUBMISSION

Much has been written about the challenge of our call to be Christians in a fallen and broken world. We are always looking for insights written by respected Christian authors. We accept extended quotes (250 words or less) that we can frame in an application and challenge for a Spark Workday Reflection. In order to meet fair use requirements, a submission needs the following copyright information (Source Title, Author, Publisher, Published Date) Example: *The Steward Leader: Transforming People, Organizations and Communities*, R. Scott Rodin, Intervarsity Press, 2010.

DETAILS

Word Count = Less than 400, could include a scripture, closes with a challenge or short prayer.

WE CAN HELP YOU

Our first-hand accounts of Christ at work inspire others. Let us tell them about yours.

If writing isn't your thing, we're here to help. It's easy. Use the simple form on our website to send a brief description. One of our writers will be in touch.

Go to bit.ly/WL-ShareYourStory or send your story to communications@worklight.org.

If you have any questions about these guidelines, please contact communications@worklight.org, and someone on our editorial team will contact you.



EDITORIAL TEAM

Managing Editor: Stevan Becker

Editorial Team: Greg Aitkens, Bill Dalgetty, Nancy Huddleston, Paula Lent, Annie Stutley

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