

Writer's Guidelines

The Alliance.ca, the national publication of The Christian and Missionary Alliance in Canada (C&MA), focuses on the transformational activities of the Alliance across the country and around the world.

The magazine seeks to inspire, inform, educate, challenge and motivate its readers to become engaged in the work of the C&MA. The Alliance family encompasses all ages and many different cultural backgrounds, including First Nations, Chinese, Vietnamese, Filipino, Spanish and Korean.

Our readers are primarily evangelical Christian adults, young and old, married and single, of all levels of income and education, and of many vocations and professions. Our international workers also receive the magazine and contribute articles.

We presently publish two, 32-page, four-colour issues per year.

CONTENT

Most of the articles we publish fall into one of four main categories:

- Themes or Special Reports
- People and Faith
- Congregations and Community
- Church and World Missions

We do not publish devotionals, purely theological material, fiction, poetry, sermons or news articles.

TIPS FOR SUCCESSFUL ARTICLES

Here are some points to consider when writing for *The Alliance.ca*:

Spiritual – Each article should move readers toward a deeper walk with God and a commitment to sharing Christ with others. Where appropriate, the relevance of the Christian faith in dealing with those life issues covered should also be clearly identified.

Practical – Each article should include “take away” value readers will find helpful. Will your article help them gain insights into how they can grow in their faith? Will they learn more effective ways of living out the gospel? In what specific ways will your article encourage, provide hope and show “how to?” Use illustrations, anecdotes, examples and analogies to aid the reader.

Personal – *The Alliance.ca* wants readers to feel connected with the people featured on its pages. Articles should quote and describe the people in ways that not only convey meaning, but also give readers a glimpse into the hearts and minds of those being featured.

Approachable – Readers might be intimidated if those featured appear to be “super Christians” who seem to live on a higher spiritual plane. Try to introduce your subjects as “three dimensional, real” people. Include anecdotes or examples of their fears and failures and include ways they overcame obstacles. In other words, take the reader inside the heart and reveal the humanness that makes that person not only believable but also approachable.

Knowledgeable – *The Alliance.ca* strives to be a source of accurate information and up-to-date knowledge, as well as a helpful resource. The magazine will help readers do their research on the subjects covered. Depend on the most trustworthy, factual sources you can locate.

MECHANICS OF PREPARATION

Manuscripts – E-mailed manuscripts are preferred and should be sent to magazine@cmacan.org as attachments, not in the body of the e-mail. They should be in Microsoft Word format and be double-spaced. Include your name and e-mail address in the upper left hand corner of the first page and the approximate number of words in the upper right hand corner.

Article length – From 250 to 1400 words.

Personal information required – In your cover e-mail, please tell us about yourself, including your current occupation, what church you are a member of and who your pastor is. Affiliation with the C&MA is not necessary.

The Alliance.ca reserves the right to edit your article for spelling, punctuation, conformity to our style, length, cohesiveness and logic, factual accuracy, and grace of expression. At the same time, we seek to preserve the author's voice and the integrity of the original manuscript as much as possible.

The Alliance.ca pays 10 cents/published word, minimum \$50/article.

FOR MORE INFORMATION

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Missionary Alliance
in Canada

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Totally C&MA

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