Editorial guide for contributors

Guidance for writing practical, professional evaluation content.

Prepared by:
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February 2026

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Introduction

We invite thoughtful, practice-based volunteer contributions that support the UK Evaluation Society's charitable mission to promote high standards of professionalism, education, and ethics in evaluation for public benefit.

This guide explains what we're looking for and how to contribute.

Volunteer contributions

Contributions are invited on an unpaid basis as volunteer contributions in support of our charitable mission.

All contributors are acknowledged with:

- a short author bio, and
- a link to their LinkedIn profile where appropriate.



February 2026 V1

Guidance for writing practical, professional evaluation content.

Why we publish

We publish content that helps:

- improve evaluation practice
- strengthen professionalism and ethics
- support learning for public benefit

Our focus is on useful, experience-led insight.

What makes a strong contribution

A strong contribution:

- focuses on a specific issue or question
- explains why it matters for practice
- draws on real experience or learning
- offers clear takeaways



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Guidance for writing practical, professional evaluation content.

Website content

Website content should be:

- clear, accessible, and practical
- focused on “how” and “what works”
- useful to evaluators and commissioners

Typical formats: Website blogs / guidance: 600–800 words, Short reflections or Q&A: 400–600 words, case studies/stories, interviews

Evaluative Practice

Evaluative Practice is the UK Evaluation Society’s in-house member-only publication. It is ***editorially distinct*** from website content.

All submissions are **reviewed by the editor** and this process is separate from website content review.

It publishes:

- deeper, reflective pieces
- insight on professional judgement, ethics, and quality
- learning drawn from real-world experience



February 2026 V1

Guidance for writing practical, professional evaluation content.

Tone and style (all content)

- Professional and accessible
- Written for a mixed audience of evaluators and commissioners
- UK English
- Clear plain language
- Inclusive and respectful
- First person is welcome where appropriate

Use of AI and transparency

We recognise that contributors may use AI tools as part of their writing process.

Our approach is proportionate:

- No declaration is needed for AI used for editing or clarity
- If **substantial parts of a piece are generated by AI**, this must be declared
- All content must reflect **your own judgement and experience**



February 2026 V1

Guidance for writing practical, professional evaluation content.

Contributor terms and acknowledgement

- Contributions are invited on an unpaid basis as volunteer contributions in support of the UK Evaluation Society's charitable mission.
- All contributors are fully credited as the author, with a short bio and a link to their LinkedIn profile where appropriate.
- Contributions are accepted on a non-exclusive basis, and contributors are welcome to reuse their work elsewhere with appropriate acknowledgement. Any edits are made to improve clarity and consistency while preserving the contributor's voice and intent.
- Contributors should declare any relevant conflicts of interest or affiliations when submitting an idea.
- We don't publish promotional content, but contributors may reference tools or organisations where this is genuinely relevant to the discussion and not promotional in intent.
- We aim to review outlines within a few weeks and will agree publication timing with you in advance.
- We plan publication carefully, but scheduling may sometimes need to change to reflect organisational priorities, and we'll keep contributors updated where plans shift.



February 2026 V1

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How to propose a contribution

Before writing in full, please email hello@evaluation.org.uk with:

- a short outline of your idea
- the format you're proposing
- a brief note about your experience or role

We'll be able to advise whether your idea is best suited to:

- Website content, or
- Evaluative Practice.

Editorial process

All contributions are:

- reviewed for relevance and alignment with our charitable purpose
- lightly edited for clarity and consistency

For Evaluative Practice, editorial review is led by the publication editor.



February 2026 V1