

ASRA PITCHING GUIDELINES

Inspired by Amaliah & Black Ballad

ASRA is a community space centring Muslim women in sports, wellness and sisterhood. At ASRA the voices of those in our community are essential, and we always try to include these voices in everything we do.

We are excited to begin releasing articles onto our website, where you can be given a space to express yourself! There are a number of ways you can feature across our platforms.

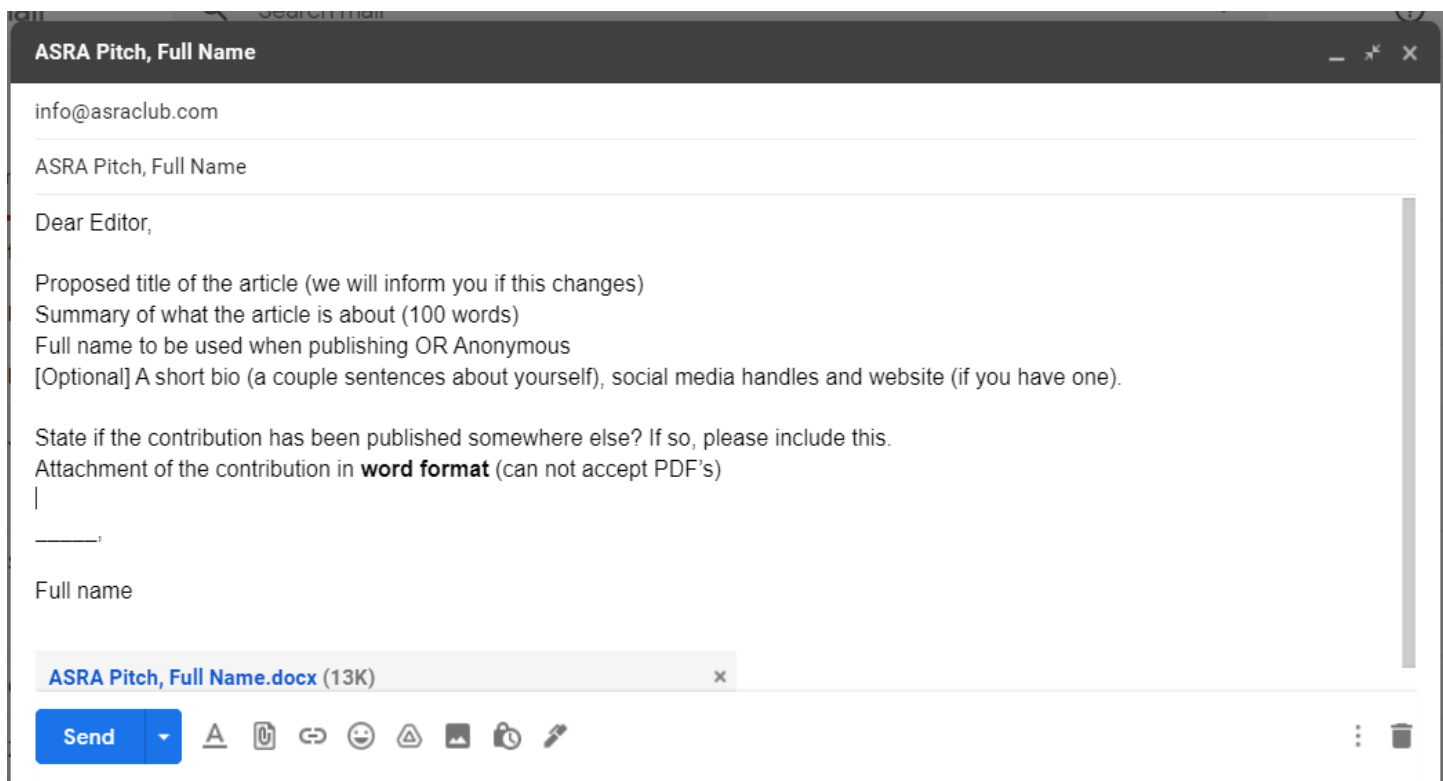
You can:

- Submit an article for ASRA (the guidelines for this can be found below)
- Send a photo/digital image that you think represents what we stand for at ASRA
- Tag us on instagram and twitter and share your runs!
- Reach out to us via instagram DM or on our Whatsapp groupchat.

● **How to Submit an Article**

All emails must be sent to (info@asraclub.com) - please include "Pitch: [insert title]" in the subject line.

Example:

A screenshot of an email client interface showing a draft email. The window title is "ASRA Pitch, Full Name". The recipient is "info@asraclub.com". The subject line is "ASRA Pitch, Full Name". The body of the email starts with "Dear Editor," followed by a list of prompts: "Proposed title of the article (we will inform you if this changes)", "Summary of what the article is about (100 words)", "Full name to be used when publishing OR Anonymous", and "[Optional] A short bio (a couple sentences about yourself), social media handles and website (if you have one).". Below these prompts, there is a line for "State if the contribution has been published somewhere else? If so, please include this." and another line for "Attachment of the contribution in **word format** (can not accept PDF's)". There is a horizontal line for a signature. At the bottom, there is a field for "Full name". An attachment bar shows "ASRA Pitch, Full Name.docx (13K)". The bottom of the email client shows a "Send" button and various icons for editing and deleting.

Subject line: ASRA Pitch, Full Name

Dear Editor,

Proposed title of the article (we will inform you if this changes)

Summary of what the article is about (100 words)

Full name to be used when publishing OR Anonymous

[Optional] A short bio (a couple sentences about yourself), social media handles and website (if you have one).

State if the contribution has been published somewhere else? If so, please include this.

Attachment of the contribution in **word format** (can not accept PDF's)

Full name

- **What shall I write?**

We love and embrace the diversity in the ASRA community and are excited to get personal insights into different stories, topics and experiences.

We welcome topics around: **Health, Culture, Fitness, Wellness, Nutrition, Sisterhood, Faith, Technology, Recovery and Travel** (all should be centered around sports and exercise)

Be creative! Submissions do not have to be articles based but can be done through photos and poetry.

- **What formats do you accept?**

We accept a wide range of formats:

- Opinion pieces
- Interviews
- List posts
- Personal Essays
- Video essays
- Profile pieces
- Reviews and Guides
- Photo series

- **What is the word limit?**



Word Limit: 500 - 1000*

This is a rough outline, if you would like to write more than the word count state that in the email

Who is the audience?

We firstly write for us, by us. Think of an article you wish you had seen when you needed it, that is your audience.

As evident in our beautifully varied ASRA community, we are a diverse group of sisters and we pride ourselves on this diversity. We have sisters in the UK and abroad (US, France, Spain etc) who are part of this community so sometimes experiences won't be shared. If you use terms that are relevant to your background, or share experiences that are a reflection of your socio-economic/cultural background or influenced by your geography, feel free to explain it a little.

We take a very global outlook and are excited to receive pitches from all around the world!

- **Once it's published**

Your contribution is now up on our website!

We will share it across our social media platforms (Instagram + Twitter). If you provided us with your social media handles then we will tag you. If this is missing, please contact us!

- **And finally...**

Derogatory and shaming language is not accepted about any persons, groups of people.

ASRA stands against hatred, prejudice and discrimination of any kind. We will not publish pieces which promote such ideas