How to pitch content ideas to Imagine5

Imagine5 is an impact nonprofit making sustainable change contagious with planet-proof ideas, solutions and stories.

The content we produce is designed to get people to share and adopt ideas that have the potential to make a real impact.

We publish articles of 700-1500 words, all kinds of social media content, infographics, video, photo galleries and more. We often develop multiple types of content in parallel, in which case our articles tend to be the deepest, most detailed version of the story.

Our in-house content team rely extensively on freelance contributors to help us find stories, develop ideas and produce content. So we love receiving pitches for content ideas!

Here are some guidelines on what we're looking for and how to pitch.

Stories that are for us

We tell stories about people doing positive things for the planet, and how our audience can be part of it.

We love stories that touch on mainstream culture, as a way to appeal to readers. It's a way of talking about climate, without talking about climate.

Our stories falls into four broad subject areas:

- Culture
- Lifestyle
- Nature
- Ideas and innovation

Our written content includes:

- Profiles of inspiring people and communities
- Stories of exciting projects and innovations
- Art and culture that intersects with environmental issues
- Tips for changes you can make in your own life
- Reports on trends with the potential to change the world

- Personal essays that can inspire and connect with people

Our stories are:

- Relatable
- Inspirational
- Actionable
- Shareable

Stories that *aren't* for us

If a story can be summed up as: "Here's a problem that someone should do something about" then it's not for us. Don't get us wrong – stories like that can change the world. They're just not what we do. No doom, no gloom, no scaremongering. Our stories shift the focus to the next step: how to overcome challenges, and how can everyone be a part of it.

We don't publish any advertorial or sponsored content.

We believe...

It's happening

The solutions we need to change the world already exist. Stories of sustainable change are out there. The challenge is to scale them, and to get people to adopt them.

People inspire people

We celebrate the people who can inspire others with their passion, ideas and personality. We give every story a face.

Marginalised voices deserve to be heard

We recognise that the impacts of climate change are often felt hardest by underrepresented groups. We love stories specifically about underrepresented groups, and we try to weave diversity and underrepresented voices into all our storytelling.

The audience are part of the story

Everything we publish should either inspire the reader by showing them someone doing great things, or empower them by giving them the information or tools to do something themselves. We try to end articles with concrete "calls to action".

Our audience

The audience we target is ‘light green’. By that we mean that they know something needs to be done about climate change, but they may still be near the start of their journey, in terms of doing something about it. They’re open to changing their behaviour, but they may not be ready for big compromises in the way they live their lives.

They’re mainly in North America and Europe, roughly gender-balanced and average age approx 35. They mainly live in relatively high-income countries, so changes to their behaviour and choices have the potential to make a significant impact.

They mostly discover Imagine5 through Facebook and Instagram.

How to pitch

Please send:

1) An outline of your idea in no more than 250 words. This should include:

- a working title that captures the essence and appeal of the idea
- a description of the proposed content
- why it would appeal to our audience
- why now is the time to tell this story
- links to background information
- proposed format
- the key questions the content would address
- sources you would use, and potential interviewees
- what readers can do to get involved or make a difference on this issue

2) At least three examples of your published work.

Please don’t send unsolicited fully written articles.