



# COLLATERAL CONTRIBUTION PROGRAM GUIDELINES

One of CLOC's primary objectives is to provide useful content and education to our members. In particular, members are looking for resources, education and training materials, tools and tips on legal operations that can help them do their jobs more efficiently, in less time -- things like:

- White papers
- Problem-solving "how-to" guides
- Reference guides
- Templates
- Industry trend reports
- Research reports
- Case studies
- and More.

We recognize that many of our partners, vendors, and suppliers are subject matter experts in the industry and have valuable insights and guidance in the legal operations space to provide. Plus, many of you are already producing useful and relevant documents that are critical to our members and to the legal operations industry. You may also be looking for ways to reach a larger audience of Legal Operations professionals. In order to meet this need, CLOC welcomes you to submit your documents to be shared with our membership and to be made accessible through our members-only document library.

## CONTENT GUIDELINES

- Submissions should be professional, detailed, informative, relevant to our members and well written.
- Content should be pertinent to the legal operations professional. Submissions about implementing company changes to comply with new laws, dealing with GDPR, etc. will not be considered.
- No sales pitches. Ideally, the body of the document should not even include the name of your company (but can include your branding and a one-page overview, see below).
- Submissions should not focus on legal or regulatory trends, insights, or guidance. CLOC members are in-house legal operations professionals. And, although they may be an attorney, they are not particularly interested in content related to the practice of law.
- Case studies or customer success stories will receive more scrutiny. While these can be very useful, we find these can often contain subtle sales angles.
- Submissions should be actual documents (ex PDF format) -- not blog posts. Requests to submit blog posts should go [info@cloc.org](mailto:info@cloc.org).
- CLOC has full right to reject submissions in its discretion and without reason.

## FORMAT AND BRANDING

The submission can, and should, contain your company's branding and design style. After the body of the document, you may include one page at the end which includes an overview of your company and some contact information. You may also include backlinks to your website. However, we would prefer that backlinks do not lead to a catcher page.

## WHY CONTRIBUTE?

Demonstrating expertise in the field builds credibility and trust associated with your brand. Sharing with CLOC provides a channel to attract readers and potential buyers to the company by offering top-quality, industry knowledge.

## SUBMISSION PROCESS:

1. Review the Collateral Contribution Program Guidelines
2. Complete the Content Contribution Form.
3. If approved, CLOC will notify you and post the document to our members-only document repository.
4. Each month, CLOC will announce to its members a list of all newly contributed content in its members only newsletter.