



REVOLUTIONIZE
THE WAY PEOPLE
VIEW THEIR WORK

IFWE Blog Style Guide

The Institute for Faith, Work & Economics™ (IFWE) is a nonprofit, 501(c)(3) Christian research organization committed to promoting biblical and economic principles that help individuals find fulfillment in their work and contribute to a free and flourishing society.

IFWE's research starts with the belief that the Bible, as the inerrant Word of God, provides the authoritative and intellectual foundation for a proper understanding of work and economic truths that, when properly followed, can help individuals, companies, communities, and nations flourish.

This guide is designed to help contributors craft content that fits within the IFWE mission, vision, and style. Included are the following materials and topics:

- I. General Formatting
- II. Tone and Style
- III. Content
- IV. Citations
- V. Religious Referencing
- VI. Tips
- VII. Submission
- VIII. Sample Blogs

General Formatting

- Blog posts should be between 700–1,000 words in length
- Keep paragraphs short. Break long sentences into numbered lists or bullet points when appropriate.
- Place only one space between sentences
- Use sub-headers in the body of the post

Tone and Style

Our audience is primarily higher-educated evangelicals of all ages and backgrounds. The level of writing should be equivalent to other publications they may be reading, such as *The Gospel Coalition*, *The Wall Street Journal*, and *WORLD* magazine. Also,

- Explain jargon
- Briefly teach about or “unpack” any complex concept or theology
- IFWE is non-partisan and non-political, in addition to being unapologetically biblical
- Blog posts that read like press releases will not be accepted

Content

Subject matter should be related to faith, work, and economics and provide substantive value to the reader. Sample topics include:

- Discovering your calling
- Applying your faith to the workplace
- Biblical and economic ideas that lead to a flourishing society
- How to best fight poverty

In addition:

- All posts need to incorporate a biblical perspective on the topic being presented
- Back up your argument with credible sources
- Engage with IFWE ideas and quote from other IFWE blogs where possible

Citations

All citations should appear within the text of the post. Do not footnote or use parenthetical citation. Instead, include a hyperlink to the original source of the content. The source should be utilized within a sentence. For example:

Marvin Olasky, editor-in-chief of *WORLD* magazine, [challenges](#) Christians to “show what in Rand they agree with and what they spurn.”

Also, include hyperlinks to [BibleGateway.com](#) for any scripture that is not quoted in full.

Religious referencing

General rules:

- Names of deities, and their alternative names, are capitalized
- Group references (i.e., “the apostles,” or “the patriarchs”) are not capitalized
- Pronouns referring to religious figures are not capitalized
- Names of major religions, denominations, sects, orders, and movements are capitalized
- “Church” is only capitalized when used as part of the formal name of a denomination
- Official names of religious jurisdictions are capitalized; generic terms are lowercased (i.e., the Archdiocese of Chicago vs. the archdiocese)
- Specific names of religious buildings are capitalized; generic names are lowercased
- Historic councils and their modern counterparts are capitalized

Religious writings:

- The names of books of the Bible are capitalized, but not italicized unless part of the title of a published work
- “Bible” is capitalized, while “biblical” is lowercased in all uses
- “scripture” and “scriptures” are lowercased
- “godly” is lowercased
- Books of the Bible are capitalized and abbreviated only in parenthetical references
- Sections of the Bible are capitalized (i.e., the Hebrew scriptures, the Old Testament)
- Prayers and creeds are usually capitalized
 - Specific religious events and concepts, such as the crucifixion and redemption, are not-capitalized, except when used in a larger framework, such as “Creation, Fall, Redemption, Restoration”
 - Also, “the Fall” is always capitalized
- Doctrines, services, and rites are lowercased
- Sacraments are traditionally capitalized

Tips

- Sharing from your own personal experience helps to draw readers in
- Numbered lists and bullet points make content easily digestible for readers. It helps them identify the important, take-away points.
- Shorter posts are more easily read and shared
- Pay attention to keywords in your article and try to use them throughout your post and in your title
- Titles that plainly state what the post is about garner higher traffic. Titles posed in the form of a question also stoke curiosity.

Submission

Send submissions to Kristin Brown in a MS Word format.

Blog Editor: Kristin Brown

E-mail: kbrown@tifwe.org

Direct #: 703-962-7818

Office #: 703-962-7877

Sample Blogs

FOR THE LEAST OF THESE: A BIBLICAL ANSWER TO POVERTY

Dr. Anne Bradley | September 16, 2013

Over two hundred years ago, Adam Smith wrote his most famous work, *An Inquiry into the Nature and Causes of the Wealth of Nations*. This book was written in 1776, on the eve of the most explosive growth and capital accumulation human history has ever known. Prior to this, most of human experience was a struggle to survive, characterized by early death, disease, corruption, and oppression.

Smith set out to understand how and why nations accumulate wealth. This question remains today. Why do sub-Saharan Africa, parts of Latin America, and countries in South Asia remain poor when the developed world thrives? Why is poverty so persistent, even in the developed world?

For the Least of These: A Biblical Answer to Poverty is the Institute for Faith, Work & Economics' new thirteen-chapter edited volume, and it seeks to answer these questions. Written by the most prominent economists and theologians, it is an effort to provide an alternative perspective on how to address the problem of poverty from a biblical and economic point of view. It is scheduled to be released in early 2014.

What's the Best Long-Term Solution to Poverty?

Economics can serve as a tool to show us how to better steward the earth's scarce resources, relieve poverty, and bring about flourishing. The best long-term solution to poverty is providing opportunities through markets to provide for themselves and serve others. According to author John Schneider, twenty-five countries in the last twenty years have virtually eliminated poverty within their borders in this fashion.

The Bible calls us to care about the poor and to bring Christ's love along with our own. Local churches and nonprofits are better positioned to adapt aid to the specific needs of the people in their community, because they are closer to those that they are trying to help. They have the required knowledge. They are nimble. This enables them to help each person with their specific, unique needs.

(continued...)

A central reason for helping the poor is that they are made in the image of God. We should desire that each person not only survive, but thrive and flourish in every area. This means:

- Providing food for the starving.
- Creating opportunities for education.
- Developing gifts and talents.

Equipping people with the resources to start small businesses, which will enable them to provide for their family and eventually create jobs for others.

Christians are in a unique position to help make these things happen. Yet in the United States, a country with one of the world's highest per capita incomes, the trend is toward an increasing dependence on federal and state aid. This is creating dependencies and enslaving the poor to a life of food stamps, welfare checks, and no hope for personal fulfillment. The poorest among us are trapped in a lifelong cycle of despair because we are not embracing the biblical narrative of work and its value for personal fulfillment, honoring Christ, and creating value through service to others.

Finding A Balance

In situations of desperate need, we must provide the poor with aid. We must make sure that people don't starve today. We also must make sure they live in an opportunity society where they can contribute to the common good. There may be a place for government to provide a safety net so that people might not starve or health needs go unaddressed.

The biblical and economic questions to be asked are: "How much should and can the Church do?" "How much is the government able to do?" and "What can markets do?" There is a role for government, the Church, nonprofit organizations, and markets in bringing about flourishing. The question is, "In what proportion?"

In an effort to answer this question, we will showcase highlights of the book. We will publish excerpts once a week, beginning tomorrow. These excerpts will:

- Address the biblical call to care for the poor, examine biblical passages on poverty, and look at wrong deductions or false understandings held by some.
- Explain the economics of caring for the poor and the political economy of addressing poverty.
- Provide a historical perspective on how the Church has addressed poverty and how markets can be a significant part of the solution.
- Illustrate how to best care for the poor using biblical and economic mandates. We will look at particular problems such as income inequality, the morality of markets, the use of the welfare state, and a call to move beyond charity.

Our desire is that you might be moved to think deeply about the problem of poverty through a biblical lens. We hope that reading this book leads you to pray about how you respond to this concern. Each person has a different calling. Some may be called to work full-time addressing these issues. Others may be motivated to give money and resources. Still others may be moved to set up businesses that employ people in need. What will your response be?



Anne Bradley, Ph.D. is Vice President of Economic Initiatives at the Institute for Faith, Work & Economics. Anne received her Ph.D. in Economics from George Mason University. She is a visiting professor at Georgetown University and has previously taught at George Mason University and at Charles University in Prague.

Find more articles like this at tifwe.org/blog

CHURCHES HELP THE POOR BY FACILITATING ENTREPRENEURSHIP IN SOUTH AFRICA

Anna Arnold | March 14, 2017

At IFWE, we talk a lot about the role of the church in caring for the poor (Love Your Neighbor) and the role of market trade and business in helping lift people and nations out of extreme poverty (For the Least of These). Today, we shed light on an organization doing that well. I interviewed Jedd Schroy of Paradigm Shift about his South African-based ministry partnering with churches to support entrepreneurship among the poor.

Anna Arnold (AA): What need did you initially seek to meet with Paradigm Shift? Could you have done this anywhere, or was it important to launch this effort in South Africa?

Jedd Schroy (JS): We started with one key idea in mind: equip churches to empower entrepreneurs. Could Christians in the developing world who are compelled by their faith and love for business leverage what they know and who they know for those on the margins of society? Over 18 months, we researched and developed a model, served alongside potential partners in 10 countries, and decided to initially pilot in South Africa.

In almost any urban, developing world context this idea could work. So why South Africa initially? It's a gateway to the rest of the continent. It's the economic driver producing a third of the continent's wealth, which means Africans from nearly every other nation go there looking for opportunity.

Beyond that, most South Africans live in cities, and the proximity of the rich and poor living side by side showcases the dual economic realities of affluence and poverty. We saw this as an opportunity for the thousands of churches needing a bridge to bring together what divided the two communities.

AA: What kinds of programs does PS offer?

JS: Paradigm Shift equips churches with a volunteer-driven, economic development model to serve the poor in their community. The model incorporates four key things: business training, one-on-one mentoring, microloans, and discipleship.

With six volunteers, a church can offer a one-day business training program for small-business owners in their local area. This is the starting point for relationship and an invitation to journey deeper over six months together as they unpack further business training, pair up with a mentor, possibly receive a microloan, and discover that God's desire for their lives reaches beyond their businesses.

AA: You appear to be doing a lot to encourage and support entrepreneurship, why is this?

JS: I love entrepreneurship. It speaks to what it means to be human. We are free. We can create, dream, build, plant, and grow and when we do these things, we reflect our Creator. Entrepreneurship is the solution to poverty. I believe that. Entrepreneurship creates wealth, provides jobs, feeds families, inspires others, and turns the world into servants of one another.



Anna Arnold currently serves as Publications and Office Manager at the Institute for Faith, Work & Economics and assists with the IFWE blog. She has 15 years of experience as an editor and writer—from medical and academic publishing to print media and public relations. Anna completed undergraduate work at Dickinson College, double-majoring in French and International Studies. She earned a teaching certificate from Northwest Florida State College and has taught and tutored French and creative writing.

Find more articles like this at tifwe.org/blog

(continued...)

Jesus said whoever wants to be great among you, must be a servant. Ultimately, the best entrepreneurs understand this. When we serve each other well, we bring a bit more of the kingdom here on earth.

AA: What part does the gospel play in these programs?

JS: The gospel is central to the Paradigm Shift model as it addresses both physical and spiritual needs. Practically, this means the very first time an entrepreneur interacts with Paradigm Shift, it's through a local church whose volunteers love and serve Jesus. In the context of this newly formed relationship, the church volunteer team invites entrepreneurs to prayerfully explore different business and biblical topics together. We've found amazing application of the gospel takes place in one-on-one mentor and entrepreneur pairings in our programs. A mentor touches a person's life in ways far deeper and more profound than a training room will.

AA: What obstacles or support does the current socio-political environment in South Africa present to your work?

JS: It's an exciting time for a burgeoning democracy to advance entrepreneurship for the common good. However, some challenges face entrepreneurs and the work of Paradigm Shift in South Africa. Among them, corruption, greed, envy, a failing education system, a burdensome tax system, transportation challenges, property rights, crime, violence, strikes, youth unemployment, the immigration landscape, low-skilled workers, xenophobia, and social welfare are some key obstacles.

AA: What do you think the role of non-governmental organizations (and specifically churches) should be in alleviating poverty?

JS: Compelled by our faith, Christ followers have attempted some incredible feats and changed the course of human history and today is no different. Poverty mars humanity, robs people of dignity, and is a physical reminder the world is broken at its core and needs redemption from the inside out. That's why addressing poverty is a defining mark of healthy churches.

The big question is "How"? Soup kitchens, clothing drives, and one-off, resource-intensive, community service projects are the standard fare for churches. There has to be a better way.

Instead of building new infrastructure, Paradigm Shift sees the underutilized physical resources of church facilities coupled with the dormant human resources within our churches as playing the leading role in addressing poverty. People skilled in business, sharing life and knowledge with others surrounding them, is the spark that could completely change the trajectory for an entrepreneur. The church uniquely cares for individuals, seeing them as made in God's image with skills, talents, and abilities to steward and use for his glory.

AA: What kind of change are you seeing in your community or beyond as a result of your work at PS? How about in the life of a particular individual?

JS: Churches in 11 African countries have impacted the lives of 6,500 microentrepreneurs. We've found on average their incomes have grown by 62 percent; 34 percent are saving for the first time, 14 percent place their faith in Christ, 50 percent of mentors meet with their paired entrepreneur weekly, and each entrepreneur is supporting on average five dependents. What's also interesting is seeing the self-reporting of entrepreneurs supporting orphans. They are taking care of extended family members and can do so through the power of entrepreneurship. That's incredibly encouraging.

Each entrepreneur has a story. "Gift" is one such entrepreneur. Gift's story is unique to his context, yet universal with entrepreneurs we work with. He was running a small computer parts business, yet had no real training in business, so he struggled to make ends meet. Now, Gift is a part of his local Paradigm Shift program through his church and his business is steadily growing. He changed his pricing, negotiated better terms, moved business locations and pursued new partnerships. He has seen a 267% increase in his revenue in the past year alone. Gift also received a mentor who met with him weekly.

(continued...)

Now, Gift's ingenuity and resourcefulness continue to inspire other entrepreneurs across his community. In a community where poverty pervades one generation after another, Gift is rising up as a thriving entrepreneur and leader in his generation. He challenges us to look at what God has already placed in our hands and use it to create, learn, and impact the lives of others.

To learn more about Paradigm Shift's growing ministry in South Africa, across the African continent, and beyond, visit their website, <https://shiftingparadigms.org>.

View this article online at: <https://tiffve.org/churches-help-the-poor-by-facilitating-entrepreneurship-in-south-africa/>