

## NEWSLETTER SUBMISSION GUIDELINES

We welcome submissions for the District 5020 newsletter. This is your opportunity to share your Rotary stories with other Rotarians. How is your club making a difference locally and internationally?

- Topic of article must be Rotary related
- Article should focus on your Rotary or your clubs achievements
- Where possible high quality photos should be submitted with your article. Be sure you have permission to reproduce the photo or video. The best way to do this is to submit photos or video that you took yourself. **Please do not embed images in a Word or PowerPoint document. Email them as attachments instead.**
- No solicitation for non-Rotary related organisations

Remember that a blog is a conversation, and a good post tells a story. Before you write, consider your audience, and then write the way you speak. Write in the first person (“I”), keep it short, and include personal observations and impressions. Your blog post may be edited for clarity and brevity. You may also be asked to make changes so please make sure to read the following tips:

- 350-500 word length
- Written ideally in 1st person
- Be conversational
- Use short paragraphs.
- Use short sentences.
- Be specific. Don’t write “Many doctors recommend Brand X.” Write “97 percent of doctors recommend Brand X.”
- Use specific words and simple words.
- Avoid jargon. This includes Rotary jargon and acronyms.
- Use links. Including links allows you to keep your post brief — while still providing more information for interested readers.

Please remember that not all submissions can be published. While we welcome and appreciate all blog contributions, we can’t publish everything we receive. Following these guidelines above will improve your chances considerably.