



blog.rotary.org

Rotary Voices

CONTRIBUTOR GUIDELINES

What is Rotary Voices?

Rotary Voices is a blog that offers first-person accounts about Rotary's efforts to eradicate polio and to address humanitarian issues with service projects in our [six areas of focus](#).

Who reads Rotary Voices?

The blog is designed for all Rotary club members, Rotaractors, Interactors, partner organizations, staff, and others who want to learn more about Rotary's work.

Who can write for Rotary Voices?

We welcome entries from Rotarians and other members of the Rotary family, partners, staff, and those who are experts in polio eradication or one of our areas of focus.

What kind of content is published in Rotary Voices?

Here are a few examples of the kinds of blog posts we publish:

- Personal stories from Rotarians, Rotaractors, and other members of the family of Rotary who are involved in polio eradication or an area of focus project
- Updates on polio eradication from Rotarians working on the ground and from outside experts
- Personal stories from donors on why they support polio eradication or one of the areas of focus
- Personal stories from Foundation alumni, current Peace Fellows, and vocational training team members on their work in an area of focus
- Excerpts from convention and assembly speeches related to polio eradication and the areas of focus
- Interviews with partners, donors, or Rotarians active in polio eradication or the areas of focus
- Photos, videos, slide shows that tell or support a story. *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.*

Where should I send my blog entry? Send your entry in the body of an email to blog@rotary.org and attach any photos or videos.

Tips for Contributors

Keep it short: Blog posts should not exceed 350 words. Shorter is better.

Be conversational: All blog posts must be written in the first person (the “I” voice). The best ones often read like someone writing a good, clever email to his or her friends.

Use short paragraphs. Our brains take in information better when ideas are broken into small chunks. In ordinary writing, each paragraph develops one idea and includes many sentences. But in blogging, paragraphs may be as short as a single sentence or even a single word.

Use short sentences. You should keep sentences short for the same reason you keep paragraphs short: they’re easier to read and understand. Each sentence should have one simple thought. More than that creates complexity and invites confusion.

Be specific. Don’t write “Many doctors recommend Brand X.” Write “97% of doctors recommend Brand X.” Don’t write “The Big Widget is offered in many colors.” Write “The Big Widget comes in red, green, blue, and white.” Use specific words to say what you mean.

Use simple words. Since your purpose is to communicate and not impress, simple words work better than big ones. Write “get” instead of “procure,” “before” rather than “prior to,” “use” instead of “utilize.”

Avoid jargon. This includes Rotary jargon and acronyms. Don’t assume that readers will know what TRF is—or DDF or DGE.

Use official sources and quotes: Add credibility to your blog posts by using official reports, quotes, and facts. Be sure to link back to the source.

Be direct: Most blog readers decide if an entry is worth reading in just a few seconds. The main message that you want readers to take away should appear in the first sentence or two.

Include a photo or video: Images make it easier to understand text. Include a photo or video of what you are describing. But please do not embed images in a Word or PowerPoint document. Just email them as attachments. *Be sure you have permission to reproduce the photo or video. The best way to do this is to only submit photos or video that you took yourself.*

Use links: Including links allows you to keep your post brief—while still providing more information for interested readers. Also, links to online sources in your posts can help to legitimize your point.

Encourage readers to comment and reply to their comments: A great way to end a blog post is to ask a leading question to get readers to post a response. Be sure to reply to reader questions and comments so that you can clear up any confusion.

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 will improve your chances considerably.