CONTRIBUTOR GUIDELINES

Rotary Voices is your opportunity to share how Rotary has inspired you, your friends, and your neighbors to come together to take action locally and internationally. We welcome short first-person accounts from Rotary club members, Rotaractors, Interactors, our partner organizations, staff, and anyone else working alongside us to empower youth, enhance health, promote peace, advance community, and eradicate polio.

Examples of the kinds of blog posts we publish include:

- Personal stories from community, business, and professional leaders from diverse cultures and occupations who have come together in Rotary to share ideas and take action to better their communities

- Personal stories from Rotarians, Rotaractors, and other members of the family of Rotary working in the field to eradicate polio (such as taking part in a National Immunization Day)

- Inspiring stories from polio survivors

- Personal stories from Foundation alumni, current Peace Fellows, and vocational training team members creating positive change in their communities

- Updates from experts working in our six areas of focus

- Personal stories from donors explaining why they support polio eradication or our work in the areas mentioned above

- Photos, videos, and slideshows 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.

TIPS FOR CONTRIBUTORS

To have your blog post considered, send it in the body of an email to blog@rotary.org and attach any photos or videos. Your blog post may be edited for clarity and brevity. Remember that a blog is a conversation. Before you write, consider your audience and write the way you speak. Write in the first-person "I" voice, keep it short, and include personal observations and impressions. A good post tells a story. In addition, consider the following tips:

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

Be conversational. The best blog posts are ones that read like someone writing a good, clever email to friends.

Use short paragraphs. It's easier to understand ideas broken into small segments. 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 DGE or DDF.

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. Please do not embed images in a Word or PowerPoint document. Email them as attachments instead. 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.