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**Guidelines for writing an effective story**

**posted on website, social media and showcase**

**(use this template to fill in narrative or provide notes; space will expand as needed;**

**save file; send file to Peter Roaf, 5040 Public Image Committee at** **proaf@shaw.ca**

**your name: email:**

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| Current or planned outcome of any Rotary service project or program of visiting speaker and its human impact. Who benefits in what way and how many? Why does the project or organization exist? For examples of how a story is written, see [**District 5040 Showcase**](https://rotary5040.org/Page/district-5040-showcase). |
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| Rotary’s role, if any, in achieving the project or organization |
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| Who is (are) the leader(s) of the project or organization, with first and last names and titles if any? |
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| Attach photographs of the project or organization, showing at least two people in action together for the project (not posing for camera if possible) If you can, keep originals and save copies of photos for small web size, if possible: 3:2 ratio of size by width and height (landscape or horizontal format) and width 300 pixels. If not possible just sent copies of photo as is.Captions for photographs with names/titles of people in photo (left to right) or describing the action in the photo or both, and where/why |
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