

Tips for Writing about a Rotary Event

Preparing you write up to send out as a Press release:

1. Describe the event
 - Describe everything related to the Club event including the goal of the event. Connect the event to one of the 7 Rotary areas of focus or to your Club's goals and/or Mission statement
2. Take 2+ pictures
 - Attach photos in largest format (print quality not Internet quality photos)
 - Provide names (from left to right) for everyone in each picture
 - If a group is in picture, be sure to identify each one
3. Write 2-5 sentences max describing the events that are happening in the photo. The photo is the focus.
4. Send the event and info to your Club's Public Image Chair, to the Club's web admin, the newsletter editor, etc.
5. The Public Image chair or designee should send the event info and pictures to press release contacts. *** Always send everything in a print ready format! Spell check and grammar check to give your press release the best chance for publication!

7 Areas of Rotary Focus:



Basic
Education
& Literacy



Maternal &
Child
Health



Peace &
Conflict
Prevention/
Resolution



Disease
Prevention
&
Treatment



Water,
Sanitation
& Hygiene



Community &
Economic
Development



Support the
Environment