

Advice for Rotarians and staff seeking to submit a story

We give careful consideration to each story idea we receive; however, due to the volume of submissions, we are not able to cover every one. When you send us your story idea, you'll help us greatly if you consider the following:

- **Tell us what makes it a great magazine story.**
 - **Does it have a news hook?** Does the story relate to current events? Is it something that is tied to a specific observance, such as World Polio Day or Rotaract Week? Does it involve well-known personalities?
 - **What's the human interest angle?** Will your story elicit an emotional response from readers? Is it relatable? Is there a compelling backstory behind why the club decided to pursue this project? Or does it feature a person or event that readers can connect to their own lives?
 - **Is it visually compelling?** Does it have the potential for dramatic, action-oriented images that will help tell the story? If you have great photos already, share a few sample images.
- **Give us details about how project success is measured.**
- **Identify project elements that other clubs could replicate.**
- **Tell us if your story involves a Rotary Foundation grant.**
 - Include details such as sponsor club names, primary contact people, and area(s) of focus.
- Finally, **don't send finished stories**; instead, provide details about the project, as well as contact information for key people involved.

To submit story ideas, send them to rotarian@rotary.org.