



Telling our Club Stories

See <https://nevadacityrotary.org/stories>
<https://nevadacityrotary.org/photoalbums>

A great way to share the many ways we make a difference as Rotary is through our stories. We post stories about our projects, scholarships and more on our website, Rotario newsletter, and social media.

Here are a few tips for creating stories that catch a reader's attention and share key messages:

1. Plan your story for two Sections: Story Brief & Story Content.

Story Brief: If your story is longer than one or two paragraphs, we recommend placing the first paragraph of the story plus an image in the Story Brief. Then add the rest of the content in the Story Content. If your story is less than two paragraphs, you can choose to publish all of the content in the Brief.

Story Content: This section is used to display the bulk of a story's content. When the Story Content section has content, then a **Read More...** link will be displayed at the bottom of the Story Brief on the website and Rotario. When a person clicks on Read More, it displays a page which presents the full story.

2. Make the Story Brief as engaging as possible.

Consider your opening to be a tickler for your story. Create an engaging lead that entices a reader to click on **Read more . . .** for the "Rest of the Story". For invitations, include event purpose, date, and time as a quick reference.

3. Include complete details in the Story Content.

- Keep your story as short and tight as possible. Less is best. And be sure to include:
- Who - Who attended, who helped, and/or who is invited.
- What - What is the event, is it a service project, fund raising project or fellowship event
- When - What was the date or when will the event occur, include starting and ending time as appropriate.
- Where - Where was or is the event, provide a map if possible or at least a very specific address so a link can be created to a map complete with directions.
- How - How do you register, include a digital form or an online registration option.
- Why - Most importantly, why was or is the event being held, this is why someone would want to participate, be as engaging as possible.
- Please, Rotary and Club related stories only.

4. Tips for photos

- Include carefully selected photos that relate to a message in your story.
- When taking photos, focus on your key subject. Get as close as you can so that you can eliminate unnecessary surroundings. Or crop them before submitting.
- If you have imbedded photos in a story, submit a copy of originals or large high-resolution photos so your published photos are clear and crisp.
- Consider creating a photo album if you have a number of photos to include.

5. Send your story to **Robin@the-Milams.com** or request publishing authorization.