

Tips for an Effective Newsletter/Bulletin

Rotary District 5300 Public Relations

READABILITY

- Quality layout: Effective use of space, color, and font to enhance readability and stimulate reader interest
- Links to the club website pages
- Articles are interesting, understandable, and of appropriate length
- Accurate spelling, punctuation, and grammar
- Photos and graphics to be of suitable content, well composed, and clear and crisp
- Photos and graphics to be sized and compressed appropriately for delivery media
- Photos and graphics are attributed to their source
- Encourages submission of articles by multiple club members with appropriate attribution

REGULAR FEATURES

- Contact Information Club and/or editor contact address, phone #, address.
- Time, day, and location of regular club meetings
- Consistent publication frequency
- Editorial/President's Message (inspirational/motivational)
- Dates and activities of interest to club members, prospective members, and the public
- Description of upcoming and immediately past program with speaker bios
- Regular inclusion of reports of standing club committees

ROTARY INFORMATION

- Rotary International: include periodic articles about the RI theme, Rotary monthly themes, or current RI news
- Include information on District news and events
- Links to the district newsletter and district website
- Club news – births, deaths, anniversaries, club member travel experiences, participation in RI fellowships and Rotary Activity Groups, etc
- Listing visiting Rotarians and guests of members
- Feature stories – Rotary moments, spotlight on beneficiaries of club programs, etc.