

## WEBSITE STORY GUIDELINES

*Thank you for your interest in providing news content for District 6600. We love how your stories bring Rotary to life and capture the essence of what it means to be a Rotarian.*

### GUIDELINES FOR DEVELOPING A WEBSITE STORY:

1. Story content should be 300-500 words and should address the 5W's: who, what, where, why, when. Stories shorter than 300-500 words may be used on social media instead.
2. Include the background, clubs involved and key members of the project or event.
3. Our voice is from a news perspective, not opinion or commentary. We want to explain the project or event to the over 3,500 Rotarians in our District as well as the general public. Do not assume that people understand the people or processes involved.
4. Avoid Rotary jargon and abbreviations.
5. Include 1-3 photos with captions for the story. Additional photos can be added in a gallery format at the end of the story. High resolution, quality photos are required. Please provide captions for your photos.
6. When possible, include a call to action. How can other clubs get involved? What are next steps? Who would be the contact for additional information?

### WHAT HAPPENS ONCE MY STORY IS SUBMITTED?

Submit your story to [district6600@gmail.com](mailto:district6600@gmail.com). See page 2 for a sample story submission.

Stories will be edited for voice and formatted by a member of the Public Image team for use on the website, social media, etc. Your finished article will be sent to you upon publishing.

Stories are not guaranteed to be published but every attempt will be made to find the correct format to publicize your story and/or event.

Published stories are found at: <http://rotarydistrict6600.org/news/>

We may also choose to use your content on Facebook or Twitter.

### DIRECT QUESTIONS TO:

Alison Frye, District 6660 Public Image Chair

[afrye@signaturebankna.com](mailto:afrye@signaturebankna.com)

419-308-4311



## SAMPLE STORY SUBMISSION

### MESA Clothing Drive is more than Just Hand-Me-Downs

*Bring your unused clothing to District Conference on April 17<sup>th</sup> at Kalahari*



[Medical Equipment and Supplies Abroad](#) (MESA) is encouraging all Rotary Clubs in District 6600 to consider holding a clothing drive. MESA is District 6600's largest service project and yearly collects medical supplies and equipment and ships the containers all over the world. Last year shipments from MESA reached Jamaica, Honduras, Mongolia, Belize, Nicaragua, Nigeria, and Guatemala. The sometimes fragile equipment and long trips require each container to be packed with care and clothing is the solution. According to MESA Operations Manager Gary Davis, "We generally put 1,500-2,000 pounds of clothing in each container."

Once the containers arrive at their destination, the second purpose for the clothing is realized. MESA

Chairman and Past District Governor Bob Vincent shares, "Because these packing materials themselves are also needed by people in the area of the where the medical instruments and supplies are going, they are our [lagniappe](#), which is a French word that means 'something extra'. The clothing sent creates a lot of excitement, joy, and goodwill as the local Rotarians in the final port unload the medical equipment and supplies."

Gary Davis also shared that when containers are going to specific areas where we already have partnerships, sometimes the clothing is more specific. "In the last shipment we sent to Honduras we packed the container with clothing specifically for a girls' orphanage there. It costs MESA \$5,500 to send a container and we want to use every inch of that container to make a difference."

If you or your Rotary club would like to participate in the MESA Clothing Drive, here are some recommendations from MESA:

- Clothing and bedding of all sorts is accepted.
- Children's clothing and shoes are an important need.
- Winter clothing is accepted but should be marked as such.
- An ideal donation would include **clothing in a sturdy garbage bag with no more than 20 pounds of clothing per bag**. *Each bag is moved and transported over eight times from donation to destination so tough garbage bags are a must.*
- **Bring your donations to the Rotary District Conference at Kalahari on April 17-19<sup>th</sup>, 2015.** A MESA truck will be parked near the conference center to drop off your donations.

For more information about organizing your clothing drive please contact Gary Davis at [Logistics@rotarymesa.org](mailto:Logistics@rotarymesa.org) or **419-348-7719**.