

Public Relations

RDU is a great way to promote your Club's activities amongst other Rotarians.

Any Club can get an article into RDU – and you can earn the eternal gratefulness of RDU Editor Bob Aitken by following some simple steps when submitting articles.

Articles need to be unique!

An article about a Rotary project or effort is always great but for RDU we prefer articles that are unique. The presentation of PHF, new members, changeovers are all very good but EVERY Club does it and then we lose impact for a great story. Try to show off your unique characteristics and projects that others can learn from.

Submit your article in MS Word format rather than PDF!

As sophisticated as Bob is, he prefers simplicity in editing articles. Word documents without extensive formatting are preferable.

Submit your article so it's ready to publish!

Many clubs submit articles that have been written for their own bulletin.

These are welcome, however an article that refers to "The Rotary Club of..." instead of "us" helps the editorial staff immensely. Spell check the article, make it interesting to outsiders and put details into the same format as the section of Alan's Anecdotes you wish to see the article in.

Submit pictures!

RDU loves pictures. Especially when they are resized nicely. The ideal picture size for articles is 200x200px. Our favourite contributors put the pictures at the end of articles on a blank page and include them as jpg attachments in their emails as well. Remember pictures with action and emotion are a lot more interesting to see than posed pictures of handshakes, headshots or people holding up certificates.

Get in early!

The earlier in the month that you submit an article, the greater the chance of publication. We cut off on the 25th of each month.

Don't be mundane - Provoke a thought!

Rotary should be inspiring – so make sure what you write captures that essence. If you have people talented at writing at your club, encourage them to write or edit articles to give them some human interest.

Feel free to write about a Rotary passion outside your club!

RDU needn't be just about articles from your Club – if you are passionate about wider Rotary programs or think a wider society issue could do with sounding out amongst others to develop ideas of how Rotary could help — write us an article about it. A feature article is a great way to attract attention and get multiple Clubs and Rotarians behind a project or idea.

Appoint an RDU Liaison!

This may be your Club's PR person or might even be someone who is a talented writer – Club Presidents and Secretaries are often very busy and it's understandable when they don't have time to concoct and submit something for RDU – so get someone else from your club into it. Remember, a role involving discovery and collation of Club, District and Worldwide Rotary activities is a great way to expose new members to what Rotary is about too.

Give it a go!

Many clubs never get the publicity they deserve because they don't bother to promote what they are doing. Give it a shot when it comes to submitting articles to RDU — Bob will do his best to publish your article and give you the promotion that your club deserves