



A SUCCESS STORY Since their inception, these monthly *Rotary Down Under Newsletters* have been a success story, helping Rotarians and clubs become increasingly aware of *RDU magazine* as a source of inspiration and ideas for new club projects, events and fundraisers. They also raise member awareness and understanding of the opportunities of Rotary through club, district, regional, and international articles and news, adding value to your Rotary membership, which in turn raises member enthusiasm and involvement in club and district activities.

In the July 2010 issue of *Rotary Down Under* magazine, read about what the theme **Building Communities, Bridging Continents** means for you and your club as you meet the challenge to build

bigger, better and stronger Rotary clubs in the year ahead. *RDU* Managing Editor Bob Aitken's comments on page 6 are thought provoking!

Articles from and/or featuring New Zealand and the SW Pacific in our July 2010 issue:

The changing of the guard (*RDU* page 6)
Students honour ANZAC traditions (19)
Club projects: Father and son on their bikes again (23)
International Service: Helping hands in Tanzania (26)
NZ PM acknowledged with PHF (34)
Kits for Kids (35-36)
RNZWCS' 25th (36)
Baysiders rally (37)
Paul Harris recognition (38)
Called to Higher Service (39)
Changes (39)
New Zealand and Pacific Islands Events (*Rotarian Life* 9)
Travel Bitz: Embracing the Single Life (10)
Is your retirement sorted? (14)

Also of interest:

Cover story: Meet the Man From Missouri on a Mission (13-16)
This year's theme (17)
What generation gap? (18)
Gates kicks in for Africa (27)
The Rules of Rotary Reviewed, Reassessed and Redefined (28-29)
Three minutes to find a mate (32)
RDU services for you and your club (37)
The Shaggy Dog (41)

Be a part of the success and raise your club's public profile

Your club should plan to write an **article** and take **photos** at every project and event because they can be used widely in the following ways for excellent Rotary PR, as well as being submitted to *Rotary Down Under* magazine!

- Club bulletin and District newsletter
- Club website
- Local community newspaper
- Ask your sponsors, and especially project beneficiaries, to include your article and photos in their newsletters

If you do not promote your successes, no one else is going to! Never let an opportunity go by...

To **submit an article to *Rotary Down Under*** magazine, there are some simple requirements:

- About 300 words in Word format
- Tell the *who, what, why, when, where and how*, focusing on the human interest aspects
- Attach your article to an email to beryrobinson@rotarydownunder.co.nz, and also attach to the same email one best **photo** (magazine quality is at least 300KB/dpi) with a photo **caption**
- Show the sweat, not the cheque!