

QuickNote Protocol

In an effort to improve communications district-wide, we have re-instituted *QuickNotes* which will be disseminated twice a month to all Rotarians in the district with email addresses.

QuickNotes will be our primary communication source to announce upcoming events, activities, deadlines, etc. Chairs of all district committees, leadership team members, as well as individual clubs may submit brief announcements for consideration. *QuickNotes* will be published on the 15th and 30th of each month. For publication on the 15th, all submissions should be received no later than midnight on the 10th. For publication on the 30th, all submissions should be received no later than midnight on the 25th.

We will have three categories of announcements:

- District Leadership Announcements: District-wide events, programs, and deadlines. E.g. RYLA registration dates, Foundation events, dues deadlines, RI information, etc.
- Club Announcements: Club events and activities that would be of interest and open to the general membership. E.g. Golf tournaments, club anniversary celebrations, etc.
- Family of Rotary Announcements: Occasions in a specific Rotarian's life that would be of interests to others in the district. E.g. Weddings, births, deaths, etc.

The district website will continue to be the major repository of information and events. Be sure to continue to email information to Chris Datwyler for posting as you always have done. Use *QuickNotes* to reference time-sensitive items posted there.

The Highlighter, the district's newsletter, will still be published monthly and distributed to the membership. It will be the primary source for feature articles and a means to highlight past club and district activities and events.

To submit a *QuickNote*, do so through a link on the District website under the "Resources" tab: <http://district5300.org/quick-notes/> You will be asked to complete the following fields:

- Submitter Name
- Submitter's E-Mail Address
- Title of Article
- Text of Article
- Contact (for more information):
- Website Link (if appropriate)

For Effective *QuickNote* Submissions:

- Include a topic-specific title. Ones that catch the eye and engage the reader are acceptable.
- State the content succinctly in 150 words or less. Refer readers to a URL for detailed information.
- Include contact information, both name and email and/or phone number in the event that readers have questions.
- Articles may be repeated but no more than three times. They have to be resubmitted through the website. To engage the reader, it is suggested that the title and wording be altered in subsequent submissions.

- Content should be of general interest to district Rotarians.
- Content should be appropriate in language and subject matter and not promote inappropriate or illegal activities.
- Articles should be print-ready and need no editing.