

Rotary Charities of Traverse City

Freelance Writer

Scope of Work (50th Anniversary)

Background

Rotary Charities of Traverse City is preparing for its 50th anniversary (2026–2027). This milestone provides an opportunity to reflect on the organization’s history, learning, and evolution, while communicating clearly and thoughtfully with the community it serves.

As part of the anniversary effort, Rotary Charities will produce:

- A legacy-focused 2026 Annual Report (*Looking Back, Lessons That Guide Us*)
- A future-focused 2027 Annual Report (*Learning Forward, Together*)
- A 50th anniversary website landing page
- Related supporting anniversary content derived from these primary materials

Rotary Charities seeks an **Freelance Writer** to develop clear, engaging written content grounded in historical research and aligned with the organization’s values, voice, and anniversary campaign theme. The writer may be the same individual as the History & Legacy Research Consultant or a separate contractor, depending on skills and availability.

Purpose of the Role

The Freelance Writer will translate research insights and strategic framing into accessible, compelling written content celebrating Rotary Charities’ 50th Anniversary. This role is focused on narrative development and written expression, working in close collaboration with Rotary Charities’ communications leadership to ensure clarity, accuracy, and alignment with organizational voice.

The writer’s work will support reflection on the past while creating coherence across anniversary communications.

Scope of Work

1. 2026 Annual Report Writing

The writer will develop written content for the 2026 legacy-focused Annual Report (*Looking Back, Lessons That Guide Us*), informed by historical research and synthesis provided by Rotary Charities and its creative partners.

Responsibilities may include:

- Collaborating with Rotary Charities staff to establish overall narrative framing and structure
- Drafting core narrative sections and supporting copy
- Incorporating research insights, themes, and illustrative examples
- Revising drafts in response to staff feedback

The writer is not responsible for graphic design, layout, or final production.

2. 2027 Annual Report Draft Content

The writer will also develop **early-stage draft content** for the 2027 future-focused Annual Report (*Learning Forward, Together*). This work is intended to establish narrative direction, thematic continuity, and foundational language rather than finalize publication-ready copy.

Responsibilities may include:

- Translating anniversary learning themes into forward-looking narrative framing
- Drafting select sections, concept narratives, or structural outlines
- Identifying connective language that bridges legacy, present work, and future direction
- Collaborating with Rotary Charities staff to shape tone and emphasis

Drafts produced under this component are expected to be exploratory and iterative, and will inform later refinement and production timelines.

3. 50th Anniversary Website Landing Page

The writer will develop written content for a 50th anniversary website landing page that reflects and complements the themes of the 2026 Annual Report.

Responsibilities may include:

- Drafting clear, concise web-friendly copy
- Adapting longer-form report content for digital audiences
- Ensuring consistency of tone and messaging across formats

The writer is not responsible for web design, development, or technical implementation of website content.

4. Anniversary Timeline Copy (Era-Based)

The writer will develop copy for an **era-based anniversary timeline** to be featured on the 50th anniversary website landing page. The timeline will organize Rotary Charities' history into thematic eras rather than a year-by-year chronology.

Responsibilities may include:

- Drafting short narrative introductions for each era
- Writing concise descriptions of key moments, shifts, or inflection points within each era
- Adapting research insights into accessible timeline-friendly language

The timeline copy is intended to function both as an anniversary artifact and as a durable “Rotary Charities history” resource for the website beyond the anniversary year.

The writer is not responsible for timeline design, interaction, or visual presentation.

5. Supporting Anniversary Content

The writer may develop supporting written content derived from the primary anniversary materials, such as:

- Short-form summaries or excerpts adapted from the Annual Report
- Evergreen anniversary language suitable for reuse across platforms
- Transitional or connective copy that supports coherence across anniversary communications

Supporting content will be scoped collaboratively and is intended to extend, not expand beyond, the core narrative work.

Deliverables

1. 2026 Annual Report Draft Content

Written draft content for the 2026 Annual Report, including core narrative sections and supporting copy, delivered in editable document format.

2. 2027 Annual Report Draft Content

Early-stage draft narrative content, outlines, or conceptual sections for the 2027 Annual Report, intended to inform future development and ensure continuity across anniversary storytelling.

3. 50th Anniversary Website Landing Page Copy

Draft written content for the anniversary website landing page, aligned with the Annual Report narrative and adapted for web use.

4. Supporting Anniversary Copy

A set of short-form or derivative written materials drawn from the Annual Report and website content, as scoped in collaboration with Rotary Charities staff.

Collaboration and Communication

The writer will work closely with Rotary Charities' communications leadership throughout the engagement. Rotary Charities will provide research materials, thematic synthesis, editorial direction, and feedback to guide the writing process.

The writer should expect iterative collaboration and regular check-ins, with drafting and revisions occurring in shared Word documents within Rotary Charities' SharePoint environment.

Timeline (Estimated)

The timeline for writing will align with the anniversary production schedule.

- Writing kickoff: Following completion of research synthesis (anticipated mid-summer 2026)
- Drafting and revisions for 2026 Annual Report and website content: Summer 2026
- Initial drafting for 2027 Annual Report content: Late 2026–2027
- Final written content for 2026 materials delivered in advance of October 2026 Annual Report publication

Exact timing will be coordinated with Rotary Charities staff to align with design and production schedules.

Desired Qualifications

- Demonstrated experience in long-form organizational or nonprofit writing
 - Ability to translate complex or research-based material into clear, engaging prose
 - Strong collaboration and revision skills
 - Familiarity with philanthropic, community-based, or mission-driven organizations preferred
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Proposal Expectations

Interested writers should submit a proposal that includes:

- **Writing approach:** A brief description of how the writer approaches narrative development for organizational publications.
- **Relevant samples:** Examples of comparable writing work, such as annual reports, long-form features, or organizational storytelling.
- **Proposed work plan and timeline:** A high-level outline aligned with the anniversary schedule.
- **Deliverables and level of effort:** Confirmation of deliverables included and estimated effort.
- **Fee structure:** Proposed budget or fee range for the scope described.
- **Availability:** Availability during summer and fall 2026.

Proposals may be submitted by individual writers or teams. If proposing to serve as both researcher and writer, respondents should clearly describe how these roles would be integrated.

What Success Looks Like

A successful engagement will result in:

- Written anniversary materials that are clear, accurate, and aligned with Rotary Charities' voice
- Effective translation of historical research into accessible narrative
- Coherent storytelling across the Annual Report and website
- A collaborative, responsive working relationship with Rotary Charities staff

Success will be reflected in the usefulness of the writing for engaging readers and supporting anniversary communications.

How to Respond

Interested writers are invited to submit a brief response via email to **Miriam Owsley at **mowsley@rotarycharities.org that addresses the following:

- **Approach and experience:** A short description of relevant experience and how you would approach this scope of work
- **Proposed scope:** Confirmation of which components of the scope you are responding to (including whether proposing as an individual or team)
- **Proposed fee:** A project-based fee for the scope described
- **Assumptions:** Any key assumptions that inform your pricing or approach
- **Availability:** Confirmation of availability across the anticipated project timeline

Responses should be concise and focused on fit, approach, and collaboration style.

Responses are requested by March 13. Following initial review, Rotary Charities will schedule conversations with selected respondents in **late March** to further assess fit and working approach.

Notes on Scope

This scope focuses on writing and narrative development for anniversary materials. Research, video production, design, and broader communications execution are scoped separately.