



6 Tips To Stronger Communications

1. **Consider your audience.** You have great stories to tell, but it's important to adapt them to the people you're speaking to. What do these people care about? How is Rotary relevant to them or to that issue?
2. **Be inclusive.** You want people to imagine themselves in Rotary and understand that Rotary is accessible to everyone. Use words like "members and participants" rather than "Rotarians." Ask yourself: Is your message welcoming? Does it demonstrate how Rotary actively seeks the perspectives and talents of people with different life experiences? Does it show that there are many ways to get involved?
3. **Be specific.** Use compelling facts and clear examples of how your club has made a difference. This will make your communications more immediate, authentic, and relevant, which in turn will invite your audience to be part of that experience.
4. **Avoid acronyms and abbreviations.** People who aren't part of Rotary often don't understand our structure or the terms and processes we use. Avoiding insider language will make your communications more relatable and inclusive. One way to check: Ask someone outside your club to review your message. Is it clear and easy to understand?
5. **Include a call to action.** Think about what you want your audience to remember or respond to. What do you want people to do next?
6. **Demonstrate your impact.** Help people understand how your club's activities support stronger communities and create a better world. Incorporate testimonials from community members, partners, and others who have worked alongside your club to make a difference.