KEEP | STOP | START

IDEAS FOR A MORE ENGAGED ROTARY CLUB

 KEEP	 STOP	 START
What are we already doing that helps members feel connected, engaged, and valued?	What might we be doing simply because "that's how we've always done it" — even if it no longer serves our members?	What is one new idea, experiment, or opportunity we could try to enhance member engagement?

TOGETHER, WE CREATE A CLUB EXPERIENCE WHERE PEOPLE BELONG.

PEOPLE OF ACTION

TAKE-AWAY: Turn START Ideas into Action

Move ides it from intention to action by anticipating barriers, naming who will lead, and identifying the resources needed to begin.

START Action	**Barriers** What obstacles might get in the way? *Examples: time, tradition, communication, resources, buy-in, clarity.*	**Who will lead?** Who will take point on testing this idea? *Name one person or a small team.*	**Resources** What tools, people, materials, or information are required? *Examples: space, budget, volunteers, communication channels, partnerships.*
1.			
2.			
3.			

Project Analysis Worksheet: Identify actual project facts and possible future improvements.

BUILDING BLOCK	**Project / Fund Raiser: _____** **What happened in your actual project?**	**How could it be improved?**
INPUT	*Resources, partnerships, volunteer time*	*What additional or better-aligned resources, partners, or volunteer support would strengthen the project?*
OUTPUT	*Tangible deliverables, activities*	*How could the activities or deliverables be more effective, efficient, inclusive, or responsive?*
OUTCOME	*Short-term changes in behavior, access, or knowledge*	*What changes would produce stronger short-term results, and how could those results be measured?*
IMPACT	*Long-term transformation, replication, community resilience*	*What would deepen or sustain the long-term impact, support replication, or build community resilience?*

TAKE-AWAY: Planning a Service Project

Discuss these questions with your club before completing the building-block chart.

1. What community needs or opportunity should the project address? How do we know it is a priority, and whose perspectives should inform the plan?
2. Who should benefit, and what meaningful change do we want the project to create?
3. How does the project align with club priorities and Rotary's service goals? What decisions, support, or commitments are needed to move forward?
4. Who should help plan, lead, or deliver the project, including community partners and people directly affected?
5. What evidence will show progress and success? How will feedback be collected and used? \
6. What could slow or weaken the project, and what will help its results last?

Building Block	**Project plan**
Input *People, partners, funding, materials, expertise, and volunteer time*	
Output *Activities and tangible deliverables the team will complete*	
Outcome *Short-term changes in access, knowledge, behavior, or participation*	
Impact *Long-term change, sustainability, replication, or community resilience*	

Action steps from the club conversation *After discussing the project with the club, record the agreed actions below.*		
Action step	**Owner / team and resources**	**Owner / team and resources**
1.		
2.		
3.		

Think about the actions you identified in the first three sessions. Which action will require the greatest change in how members think, work, or participate?

Prepare One Club Action for Change

Use the five steps to identify how you will prepare people, test the action, learn from experience, and make successful change last.

STEP	Club planning prompt	Notes and commitments
ASSESS	What is the need, who is affected, and how ready is the club?	
DESIGN	What will change, what will success look like, and how might we test the idea?	
BUILD	Who must be involved, and what support, communication, skills, or resources are needed?	
IMPLEMENT	Who will do what, by when, and how will we gather feedback and adjust?	
SUSTAIN	How will we measure results, recognize progress, assign ongoing ownership, and reinforce the change?	

Club Public Image Audit	**Complete**	**Needs Work**	**Not Started**
Club website is current, accurate, and aligned with Rotary branding.	☐	☐	☐
Social media accounts are active, consistent, and visually aligned.	☐	☐	☐
Print materials (brochures, flyers, posters) follow Rotary Brand Center guidelines.	☐	☐	☐
Club newsletters reflect consistent tone, branding, and storytelling.	☐	☐	☐
Email accounts used for club communication are organized and accessible.	☐	☐	☐
Access credentials (usernames/passwords) are documented securely.	☐	☐	☐
User permission profiles are correct and up to date.	☐	☐	☐
Branding across all channels is consistent with Rotary guidelines.	☐	☐	☐
Content Calendar Planning - Outline monthly content themes and responsibilities.	☐	☐	☐
Do you have a Visuals Folder with authentic, action-focused visuals.	☐	☐	☐

INTERNAL MESSAGE: Choose an update, decision, opportunity, event, or call to action your club needs to communicate to members. Use the INTERNAL chart to identify who needs to receive or act on the message, what action you want them to take, where and when it will be shared, how it will be conducted, and which people and resources will support consistent follow-through.

Who	What Action	Where	When	How	Resources
Who inside the club needs to receive or act on this message?	*What update, decision, opportunity, event, or call to action will you share?*	*Where will members see or hear it? Consider meetings, newsletters, email, texts, WhatsApp, or member portals.*	*When will it be shared? Note dates, frequency, deadlines, or timing before an event.*	*How will the message be clear and actionable? Identify the sender, next step, deadline, and team coordination.*	*What internal resources will help? Consider club leaders, committees, contact lists, templates, Learning Center, and a shared calendar.*

EXTERNAL MESSAGE: Choose a club story, impact, event, volunteer opportunity, or invitation your club needs to communicate to the community. Use the EXTERNAL chart to identify the audience, the action you want them to take, where and when the message will appear, how the story will be presented, and which people and resources will support consistent follow-through.					
Who	**What Action**	**Where**	**When**	**How**	**Resources**
Who in the community do you want to reach? Consider prospective members, partners, volunteers, media, or the public.	*What club story, impact, event, volunteer opportunity, or invitation will you share?*	*Where will the audience encounter it? Consider the website, social media, local media, community events, partner channels, flyers, or posters.*	*When will you promote, post, or follow up? Include campaign dates and before/during/after event timing.*	*How will you tell the story? Consider Rotary-aligned branding, authentic visuals, concise language, and a direct invitation.*	*What external resources will help? Consider the Rotary Brand Center, District 7430 Image page, photo library, community partners, media contacts, volunteers, and budget.*

TAKE-AWAY: Annual Communication Calendar

Use this calendar to coordinate a year of club storytelling. For each month, choose the priority message or event, define the audience and desired action, select the communication channels, assign an owner, and note the key publish and follow-up dates.

Month	Theme / Story *What will we highlight?*	Audience & Action *Who? Do what?*	Channels *Where will it appear?*	Owner / Resources *Who leads? What is needed?*	Key Dates & Follow-up *Draft, publish, event, review*
July	*New Rotary year, leaders, goals*				
August	*Membership and belonging*				
September	*Education and literacy*				
October	*Polio awareness and action*				
November	*The Rotary Foundation and gratitude*				
December	*Seasonal service and appreciation*				
January	*Vocational service and member expertise*				
February	*Peacebuilding and partnerships*				
March	*Water, sanitation, and community health*				
April	*Environment and community action*				
May	*Youth service and leadership*				
June	*Year-end impact and appreciation*				