



# Telling Your Rotary Story (45 minutes)

**Relevance:** Club presidents are responsible for serving as club spokesperson and for providing regular updates to their community on club efforts, especially through the use of social media.

## Workshop



Workshops work best when the objective is to teach participants a practical skill by having them practice it, or to give them new understanding through an interactive activity. Workshops should be led by experts, and require a room configuration that allows for group collaboration and space for the facilitator to circulate among participants.

## Learning Objectives

- Improve public speaking skills by practicing with peers.
- Identify tips for effective public speaking.
- Learn ways to explain to a nonmember what Rotary is and the humanitarian work Rotary does.

## For the Trainer

### Before the session:

- Review the resources listed below.
- Consider having a public speaking expert lead this session.
- Choose the activity that will work best. You may want to combine the activities or do them both consecutively.
- Review slides 94-97. Decide which ones you will use, make edits or additions, and think about when you will show each one.
- Make sure you have the necessary materials.

### During the session:

- Review learning objectives with participants at the start.
- Refer participants to the resources below.

## Resources

Chapter 6 of the [\*Club President's Manual\*](#): Promoting Your Club and Rotary

Appendix 12 of the *Club President's Manual*: Key Rotary Messages

## Activities

Choose one of the following activities:

1. Participants have been asked to be interviewed by a local television station to promote their club's upcoming service project. The station has allotted only three minutes for the segment. Ask participants to take 10 minutes to plan what they will say to convey the most important details of their project in that limited time frame. Then divide them into groups of four and have them take turns presenting their speech, seeking honest and constructive feedback from other members of their group. If time allows, have the groups share with the larger group the tips they've learned.
2. Pair participants with the person sitting next to them. Ask each pair to discuss the following:
  - What is Rotary?
  - Who are Rotary club members?
  - What does Rotary do?

Each participant has five minutes to answer the questions. After 10 minutes, ask participants to share their responses with the group.

3. Consider inviting a local public speaking expert as guest speaker to demonstrate good public speaking skills. Then divide participants into groups and have them brainstorm public speaking tips and common public speaking mistakes. Have them report back to the larger group and record their responses on a flip chart. Consider having the expert offer final remarks.

*Note: Allow time to cover any district or regional issues pertaining to this topic.*