

## Story Mining for People of Action - Houston

### People of Action

While all projects are important, some capture the essence of the People of Action positioning more than others. Stories that show Rotary members making a difference in their communities resonate with the public and help them communicate who we are and what we do in a relevant and meaningful way.

#### People of Action stories feature Rotary members:

- Identifying a challenge or need in the community
- Leveraging their club and community connections, working together to find a solution
- Mobilizing resources and taking action to create
- Lasting, sustainable impact

### Building Awareness of our Impact and Brand

Stories identified through the story mining process will be brought to life and featured in paid media, events, and promotions to external audiences leading up to and during 2022 International Convention. Communications will showcase Rotary and Rotaract club members as People of Action, making a difference in their local communities.

### Themes to explore in story mining

- Issues important/relevant to the Houston community that will generate an emotional connection with the public. Recent research revealed the top areas of concern to Houston residents include:
  - Environment
  - Homelessness
  - Poverty
  - Crime
  - Education
- Projects that feature Rotary members working with the community and/or local partners
- Rotary's six areas of focus
  - Peacebuilding and conflict prevention
  - Disease prevention and treatment
  - Water, sanitation, and hygiene
  - Maternal and child health
  - Basic education and literacy
  - Community economic development

**5 things to consider when identifying a People of Action story**

**WHAT ARE YOU TRYING TO ACCOMPLISH?**

- What is the problem or challenge in your community that your club is helping to solve?  
How did you know it was an issue?

**WHO IS YOUR AUDIENCE?**

- Think of the audience as the general public who may know nothing of Rotary. What do you want them to think and feel about your club and our organization?

**HOW DID YOU TAKE ACTION?**

- What did your club do to help solve the problem?

**WHAT WAS YOUR IMPACT?**

What changes resulted from the project? How did you touch the lives of people in your community?