

GETS WORKSHEET

TELLING YOUR PEOPLE OF ACTION STORY

During your year as governor, clubs throughout your district will have opportunities to promote Rotary to members of your community. You want to encourage them to tell a story that shows how they identified a challenge, worked together to address it, and made an impact locally. Once you understand how to tell a People of Action story, you can help clubs in your district do the same.

Choose a service project from the last year that you believe shows a Rotary club from your district making a real impact locally.

PEOPLE OF ACTION

PROJECT:

Imagine you've been contacted by a local news organization to explain Rotary's impact in the community. Consider the following questions to help you develop your People of Action story. Take notes in the spaces provided. Then share your story with a partner.

1. What problem or challenge in your community was this project designed to solve?

2. How did the club take action to solve the problem?

3. What was the impact of this project? In other words, how did the club improve the lives of people in your community? Try to provide at least two key outcomes and statistics to support your answer.

4. Who do you want to hear this story?

5. What do you want the people who hear this story to do? (Learn more? Donate to your cause? Join you at an upcoming event? Visit your website or your social media channels?)

AFTER GETS

In the coming year, consider the many opportunities your clubs will have to promote Rotarians as people of action. Here are a few ways you can make the People of Action campaign more successful:

- Contact the club you were thinking about during the activity and ask officers if they have used this story for a People of Action ad — if not, ask them if they would consider creating one.
- Tell stories about Rotarians in your district as people of action during your club visits.
- Work with your public image committee to inspire your clubs to use the campaign. Challenge each of them to develop a People of Action ad during your year as governor.
- Share your successes with Rotary at pr@rotary.org.