

Take-Home Worksheet

A one-page campaign plan

CLUB / CAMPAIGN			
ROCK	What major event or initiative needs attention?		
GOAL	What do we want to happen: attendance, new-member interest, donations, awareness, or another result?		
AUDIENCE	Who specifically needs to hear about it?		
STORY	What do we want people to understand about our club, our work, and the community need?		
TOOLS	☐ Website ☐ Member emails ☐ Community groups Other:	☐ District newsletter ☐ Social media ☐ Partners	☐ Press release ☐ Facebook event ☐ In-person visibility
TIMELINE	When does promotion begin? What happens each week?		
CONTENT	Which of the six social post types will we use?		
	☐ Event coverage & invitations ☐ Community partnerships	☐ Project updates ☐ Rotary stories & global impact	☐ Member spotlights ☐ Fun stuff: quizzes, surveys, DYK
DESIGN	Which approved template and logo will we use? What formats must be resized?		
OWNERS	Who owns each action, and by when?		
MEASUREMENT	Registrations / attendance / donations / inquiries / channel source		
LEARNING	Ask attendees, "How did you hear about us?" What will we change next time?		