
Rotary

District 6630



The Power of Story



What we'll do today:

1. Help you tell more compelling stories (with Rotary specific examples)
2. How to connect stories to right people in right places



Why
storytelling?



Stories are how
we make sense
of our lives and
the world



Value of Storytelling for Rotary:

Attract new
members

Raise funds /
donations

Host more
successful events



How to tell more powerful, more sharable stories



People
connect with
people

Not just facts
and figures



Okay Story

The Rotary Club of [City] donated and delivered 30 brand-new laptops to the 7th-grade media center at North Middle School this morning. This \$12,000 project was made possible by our annual gala proceeds. We're proud to support local education and the next generation of leaders.

Better Story

Seventh graders at North Middle School used to spend most of their computer lab time just trying to get an old machine to boot up. By the time they logged in, half the lesson was over. Now, the wait time is gone. The Rotary donated 30 brand new laptops to the school's computer lab, and now the kids spend their time learning the basics of coding instead of waiting around. The goal is to make sure these kids end up on the right side of the digital divide.

People love
stories about
rising above

Overcoming
obstacles





Okay Story

The Rotary Club of [City] is pleased to announce the graduation of our Spring Job Skills Cohort. We provided 200 hours of vocational training, resume writing and interview prep to 15 local residents. Four of those who attended our sessions have already found jobs.

Better Story


When [Name] joined our job skills program, he could barely look anyone in the eye. He'd been out of work for more than a year and had lost his confidence. We helped him revamp his resume. Put him through a series of mock interviews. Outfitted him in a sharp suit. But it was more than that. We helped him remember who he was before he was laid off. Instead of being someone who needed a job, he became someone who was confident about how he could add value. We're happy to report, he landed a job. Along with three of his other classmates. These kinds of transformations are what Rotary is all about. If you'd like to donate to help us with our work or join our group, [CTA].



Make others
the stars of
your story

You're in a
support role

Okay Story



Thank you to everyone who attended our Annual Pancake Breakfast! We had a great turnout and raised \$2,500 for our scholarship fund. We hope to see you all again next year.

Better Story



We flipped 400 pancakes this morning so that three local students can flip the script on their futures. Every ticket sold at this year's annual pancake breakfast goes directly to funding scholarships for our local students, who'll become the first in their families to attend college.



Okay Story

Rotary International has been a leader in the fight to end polio since 1988. Along with our partners, we've reduced cases by 99.9% worldwide. We've also helped immunize over 3 billion children in 122 countries. We are currently down to just two endemic countries. Your donations help fund surveillance and vaccine delivery. Help us reach the finish line and make history by donating to the PolioPlus fund today.



Better Story

In a small village halfway across the world, for the first time in her family's history, a mother no longer has to worry about her child becoming paralyzed by polio.

We can't show you her face, but we can show you the small purple ink mark on her toddler's pinky finger. That tiny stain is a powerful sign that this child has been vaccinated against polio and will have the chance to run, dance, and walk to school without a brace.

We're in the last mile of this fight. And your donation to our Polio Plus fund will not only reshape the lives of millions of families around the world. It'll ensure that the only thing children will know about polio will be what they read about it in their history books.

A Picture is Worth a Thousand Words

No “stock” photos.

No posing, looking into camera.

Candid shots.

Action shots.

Shots that have energy and movement.

That capture a human moment.

Use photojournalism as a guide.





Share your
own story

Make it
personal

Capture your
passion



Okay Story



I joined Rotary five years ago because I wanted to give back to my community and network with other business professionals. Since joining, I've served on the board and helped with several service projects, like the annual food drive. Rotary has given me a great opportunity to use my leadership skills and stay involved in local affairs. It's a very prestigious organization and I'm proud to be a member of this club.

Better Story



Five years ago, I was overcome by this feeling that I was living in a bubble. My world was my office, my commute, and my own house. I joined Rotary thinking I was going to help people, but the truth is, the person who benefitted the most was me. I remember standing in the rain at 6:00 AM helping to build a community garden. I was working alongside a man I'd never met from a completely different walk of life. As we hauled mulch, we started talking about our kids, our fears, and our hopes for this neighborhood. In that moment, I felt my bubble pop. I realized I hadn't just been missing a way to give back. I'd been missing a sense of belonging to something bigger than myself.



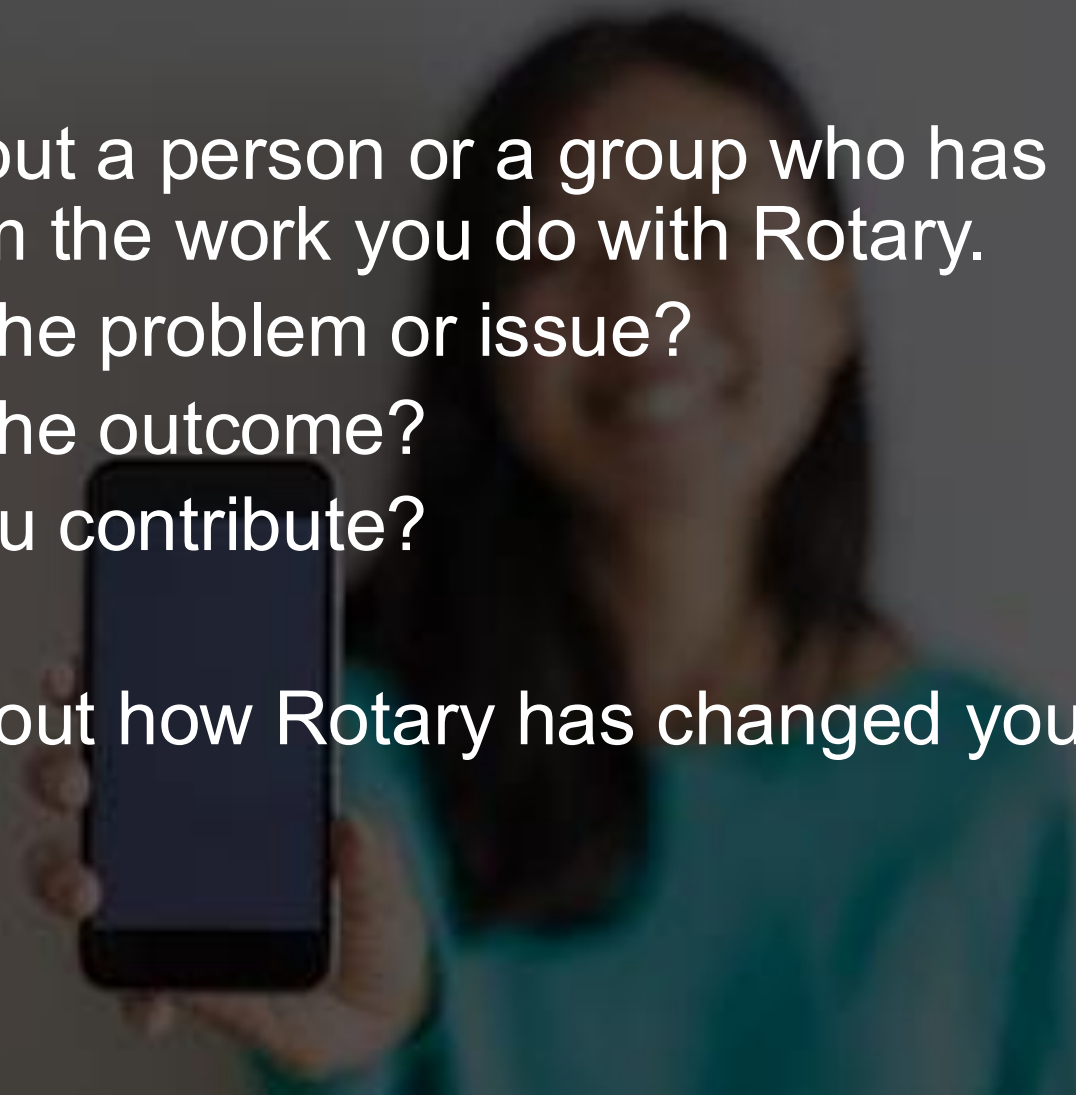
Exercise

Story Mining

Q1: Tell me about a person or a group who has benefitted from the work you do with Rotary.

- What was the problem or issue?
- What was the outcome?
- How did you contribute?

Q2: Tell me about how Rotary has changed you as a person.



Connecting
stories

To give
them life



Know where the people you want to reach spend their time.

- People-to-people = elevator speech
 - Networking = make it part of the answer to the questions “what do you do?” or “how was your weekend?”
 - Online = work stories into your social feeds (LinkedIn, Facebook, Instagram, TikTok, etc.)
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Sample Posts



- Spent my lunch hour listening to a Rotary talk on food insecurity. Tough problem, but the community where I live is rallying to make a difference. Reach out if you're interested in getting involved.
- We all remember the person who gave us our first big break. Rotary is trying to be that person for 15 local students this year. Who was that person for you?



Visual cues



Events



Local Media

Pitch human interest
stories to local
reporters

Local Influencers

Network with and pitch local influencers who cover events, local life, community betterment.

