

TELLING YOUR CLUB'S PEOPLE OF ACTION STORY

WHAT WERE WE TRYING TO ACCOMPLISH?

Describe the problem or challenge in your community your club wanted to help solve.

WHO IS OUR AUDIENCE?

Who is your non-Rotarian audience? What do they know about us?

HOW WE TOOK ACTION:

Describe how you used the expertise of your club members or others in the community to tackle the challenge.

What obstacles did your club face as you worked on this project?

What action verb best represents the action you took? (Together we – Connect? Transform? Inspire? Celebrate? End Polio?)

What image will best depict our story? Who is in the photo? What does it look like?

IMPACT/SUPPORT TO THE CLAIM:

What were the outcomes of your project? How many people did the project impact? Other releasing statistics? What changes resulted from the program?

What specific examples do you have of how you touched the life (or lives) of individuals in your community?

WHAT DO WE WANT OUR AUDIENCE TO DO?

Learn more? Attend a meeting? Support our cause? Join?

Describe your photo: *What's in it? Does it represent your club and/or the diversity in your community? Is it action oriented? Engaging? Natural, not staged? Aspirational?*

TOGETHER, WE

Select a verb: Connect, Empower, End Polio, Fight Hunger, Inspire, Learn, Mentor, Promote Peace, Save Lives, Transform

The need: _____

The impact/proof: _____

That's what People of Action do

Body copy

Add your call to action and club url:

For example, get involved at your Rotaryclub.org

Add your club's logo