



Your Story Matters



YOUR STORY MATTERS

What is a project or event your club
does that inspires you?



TELLING YOUR STORY: 5 QUESTIONS TO ANSWER

- 1 WHAT ARE YOU TRYING TO ACCOMPLISH?**
Describe the problem or challenge in your community that your club is helping to solve. How did you know it was an issue in your community?
- 2 WHO IS YOUR AUDIENCE?**
Who is your audience beyond Rotary members? What do they know about us? What do they think and feel about us? What do we want them to think and feel?
- 3 HOW DID YOU TAKE ACTION?**
What did your club do to help solve the problem or challenge and what action verb best represents the action you took? (Together, We Connect? Together, We Transform? Inspire? End Polio?)
- 4 WHAT WAS YOUR IMPACT?**
What changes resulted from the project? How did you touch the lives of people in your community? Provide specific examples and, if possible, statistics.
- 5 WHAT DO YOU WANT YOUR AUDIENCE TO DO?**
Learn more? Support your cause? Join you at an upcoming event?

THE POWER OF STORYTELLING

Storytelling is one of the most effective ways to connect people to Rotary's mission. But why is it so powerful?



STORYTELLING RESOURCES

- **Rotary's Learning Center** - Public Image Courses available at my.rotary.org
- **The Rotary Brand Center** – Effective Storytelling Powerpoint and Traci Ganti, director of Corporate Relations for World Central Kitchen, video about public image and storytelling.
- **Zone 32 storytelling webinar recording**
Resource for clubs looking to deepen their storytelling skills
- **District 7430 Storytelling Club Workshop** -
An interactive in person club program facilitated by Janet Kolepp or a member of District 7430 Public Image Team





Engaging Members to Share Their Stories



DISCUSSION PROMPTS

What was your most meaningful Rotary service project and why?

Can you share a moment when you felt the impact of "Service Above Self" in action?

What Rotary tradition or event do you look forward to most each year?

What's the most unexpected friendship you've formed through Rotary?

Tell us about your first Rotary meeting - what made you decide to join?

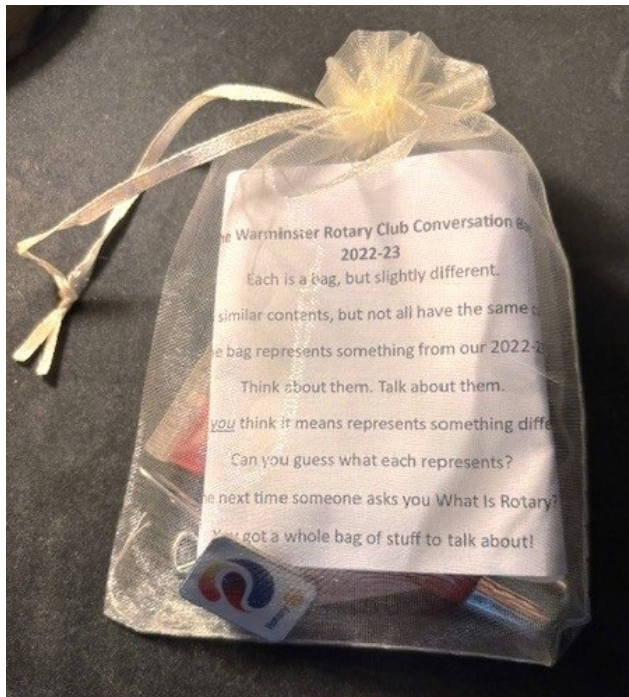
What's one skill or lesson you've gained through your Rotary membership?

What's something you've learned about our community through Rotary that you might not have otherwise known?

Who introduced you to Rotary, and how did that connection change your life?



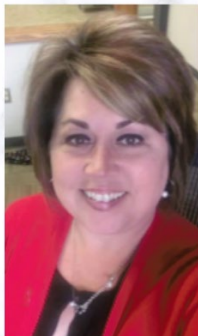
CONVERSATION BAG



- Each is a bag, but slightly different.
- Each has similar contents, but not all have the same contents.
- Each item in the bag represents something from our 2022-23 Rotary year.
- Think about them. Talk about them.
- You may find that what you think it means represents something different to someone else.
- Can you guess what each represents?
- The next time someone asks you What Is Rotary?
- You got a whole bag of stuff to talk about!

MEMBER SPOTLIGHTS

Meet a Member



MARY BRIODY

What is your profession?

I have been a banker for over 30 years.

How long have you been a Rotarian?

I have been a Rotarian for 5 years.

Why did you join Rotary?

Rotary is in my family - my Grandfather and Aunt were both Rotarians. I have the opportunity to do something for somebody else while feeling fulfilled in the process. It also promotes fellowship and fun while doing service.

What you might not know about Mary...

I do not like to fly... at all. The fear of crashing has me driving everywhere. It also keeps my destinations closer to the East Coast. I've flown places, but those were a limited number of trips!



Meet a Member



DIANE DAVIDSON

What is your profession?

I am a full-time Realtor helping clients buy, sell and invest throughout the Lehigh Valley for the past 5 years.

How long have you been a Rotarian?

I have been a Rotarian for 5 years, joining just a month after the Club chartered.

Why did you join Rotary?

I enjoy volunteering and helping in the community. I like that Rotary is diverse and helps so many different parts of the community, as well as internationally.

What you might not know about Diane...

I have lived within Northampton Area School district for all except 6 years of my life. My parents went to Northampton, as well as my sons and now my grandchildren, too. Also, I love doing crafts whenever I have free time.



STRATEGIC STORYTELLING: FINDING & USING THE RIGHT STORIES

- What challenge or opportunity is your club facing?
- What stories can we share to shift the narrative or inspire action?





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Dwindling attendance at club meetings				
Attracting potential members				

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Lack of Four-Way speech contestants	High School Students	Benefits of the speech contest, Builds confidence, leadership, prize money	Past speech contestants, Local speech teachers/guidance counselors	Social media posts, Videos
Dwindling attendance at club meetings	Current members	Meeting are a great way to connect with community members, community & fun	Share a member testimonial of how much they enjoy meetings and why	Club newsletter & social media, Use engaging photos of people smiling at meetings
Attracting potential members	Community members, volunteers	Why join....	Create top 5 benefits of joining rotary	Social media, external newsletter

EXAMPLE

Top 5 reasons to join:

1. Community Connection
2. Service Opportunities
3. Professional Development
4. Global Impact
5. Fun & Fellowship

Kutztown Rotary Club is in Kutztown.
★ Favorites · 4d · 🌐

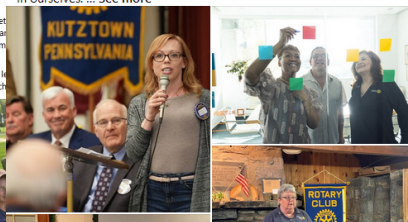
👉 **Community Connection:** Joining **Kutztown Rotary** means becoming part of a vibrant network of People of Action dedicated to serving our local community & beyond. Forge lasting friendships & partnerships while making a real difference where it matters most.

Ready to join us in making a difference? Reach out today to learn more about becoming a part of the Kutztown Rotary family! Together, we can do so much more than we ever could alone. 🌟
#kutztownrotary



Kutztown Rotary Club
2d · 🌐

Professional Development: 🌟 **Kutztown Rotary Club** provides opportunities to expand your skill set and grow personally and professionally through leadership opportunities, networking events, and life skills. When you join Rotary you join a network of 1.4 million People of Action. Gain valuable experience that enhances your career while making a positive impact on those around you. Exchange ideas & create lasting change — across the globe, in our communities, and in ourselves. ... See more



Kutztown Rotary Club.
2d · 🌐

Global Impact: 🌐 Through **Rotary International**, our club contributes to global efforts to eradicate polio, provide clean water and sanitation, promote peace and conflict resolution, and much more. Join us in making a difference on both a local and global scale.

Ready to join us in making a difference? Reach out today to learn more about becoming a part of the **Kutztown Rotary Club**! Together, we can do so much more than we ever could alone. 🌟
#kutztownrotary



Kutztown Rotary Club.
2d · 🌐

Fun and Fellowship: 🌟 Beyond the meaningful work we do, **Kutztown Rotary Club** is also about having fun and building lifelong friendships. Enjoy social events, fundraisers, and community outings that enrich your life while supporting important causes.

Ready to join us in making a difference? Reach out today to learn more about becoming a part of the **Kutztown Rotary family**! Together, we can do so much more than we ever could alone. 🌟
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VISUAL STORYTELLING



FINAL THOUGHTS & ACTION STEPS

- **Collect stories** – Use prompts, spotlights, and club discussions.
- **Refine stories** – Ensure authenticity, emotion, and a clear call to action.
- **Strategically share stories** – Across newsletters, social media, and public relations.





Questions