

Tell Your Club's Story with Impact

Rotary stories inspire people to learn more, get involved, and support our causes. Use these 5 questions to craft a simple, powerful story about your club's work.

1. Who is your audience?

Think beyond Rotary members. Who do you want to reach, and what do they know (or not know) about Rotary?

➡ _____

2. What are you trying to accomplish?

Describe the problem or challenge your club is helping to solve.

➡ _____

3. What was your impact/your why?

What changed because of your project? Who benefited?

➡ _____

4. How did you take action?

What did your club do? Use an action verb (Together, we connect / transform / inspire / empower).

➡ _____

5. What do you want your audience to do?

End with a call-to-action (Learn more? Support the cause? Join us?).

➡ _____

Put It All Together - Combine your answers into a short story:

In our community... (problem/challenge). Our audience... (who you want to reach). Together, we (action verb + what you did). As a result... (impact). We invite you to... (call-to-action).

Tips for Stronger Stories:

- Keep it simple and avoid Rotary jargon
- Use action words to show energy
- Always add photos or video

