



RESOURCES FOR TELLING YOUR STORY

WHY STORYTELLING?

In the most basic form, storytelling provides material for the listener/viewer so they have the information they need to make sense of what you are trying to tell them.

Stories can be short or long but most of all they must be interesting!

A STORY IS NOT A REPORT!

Creating Emotional Connections: Stories have a magical way of touching our hearts. When leaders share personal stories or highlight milestones, they create a sense of shared experience. This emotional connection can motivate teams and strengthen the bond between leaders and their followers.

Making Complex Ideas Simple: Sometimes, what we need to communicate can be really complicated. Stories help break down these complex ideas into something everyone can understand. By using relatable examples, leaders can make their vision clear and accessible.

Building Trust and Authenticity: People crave authenticity, especially from their leaders. Sharing real stories about successes, failures and lessons learned builds trust. When we are open and honest about our journeys, it makes them more relatable and credible.

Encouraging Change and Innovation: Change can be scary, but stories can help ease that fear. By sharing stories that show the benefits of change and highlight past successes, leaders can inspire their teams to embrace new ideas and drive innovation.

WHAT ARE YOU TRYING TO ACCOMPLISH?

Describe

Be clear on the problem or challenge in a community that your club is helping to solve.

How did you get to know it was an issue in your community?

What are you doing?

What is the impact?



Public image can best be shaped with human interest stories. Share messages of real people that highlight the work of our volunteers and show the impact our projects are having on the community.

Rotary Says No to Domestic and Family Violence campaign raises awareness on this issue, advocates for a more respectful society, educates young people about respectful relationships and encourages reporting of dv. Download the dv toolkit at <https://rotaryclubofballinaonrichmond.org.au/rotary-zone-8/>

INTERNAL VS EXTERNAL COMMUNICATIONS



Know Your Audience

- **Internal vs. External Communication:**

- *Internal* (club newsletter, member updates): You can include detailed info, such as names of members who attended.
- *External* (media release, newspaper, public website): Focus on a few people **doing something impactful**, especially if it involves community members, youth, or local businesses.

- **Tailor your message.**

Think about what would interest:

- Prospective members
- Community partners
- Potential donors

Each group connects with different parts of your story.

WHO IS YOUR AUDIENCE?

Audience

Are you telling your story just to Rotary members?

Or to those outside Rotary?
 What do they know about Rotary?
 What do they think and feel about us?
 What do we want them to think and feel?



Rotary and Rotaract Members.

If your audience has knowledge of Rotary you perhaps don't need to spell out the basics.



New Rotary Members

If there are new Rotary or Rotaract members or people with little knowledge you may need to explain a little more.



People with little or no knowledge of Rotary

Explain acronyms and terms so people can make sense of what you are saying.

WHAT IS YOUR STORY?

- Understand your ideal audience
- Make an authentic, emotional connection
- Tell a focused, relevant and credible story
- Speak when and where your story is welcome



Be clear about how you want people to respond: volunteer, donate?

Ensure every member is aware of how they can tell stories about Rotary's impact in the world.

Think about the kinds of Rotary stories you would tell different audiences, such as prospective members, new partners, or potential donors.

Use these skills when you contact media outlets about your club's activities and events.

HOW DID YOU TAKE ACTION?

What did your Club, District or Rotary Community Group do to help solve the problem or challenge?

What action verb best represents the action you took?

Use the People of Action verbs:

Together, We Connect

Together, We Transform

Together, We Inspire

Together, We Mentor

Together, We End Polio



Provided clean water for villagers in Cambodia



Packed food to help those going hungry.




Promoted peace through awareness and education

THE KEY STATEMENT

Rotary Club of Port Macquarie:

**Providing
clean water
for villagers
in Ghana.**



 **Rotary** 
People of action.

Planting thousands of seedlings in our wetlands

Over 5,000 gift boxes to thank health workers

Funding shelter bags for people sleeping rough

Helping end abuse for elderly Victorians

Serving home-cooked meals for those in need

Providing books for children in remote areas

Building toilets for communities

WHAT WAS YOUR IMPACT?

The most important thing to tell is what is the **impact** of your project/program.



The Rotary Club of Savusavu distributed 45 Rocket Burn Barrels to Rabi Island in Fiji to help manage their plastic waste.

The 'story' is NOT the fundraising, the logistics or the attendance sheet – it is the result of what you do, the impact it has.



Rotary's Snakebite Partnership in Papua New Guinea delivered 497 vials of antivenom to 40 health facilities across 14 provinces, trained 887 health workers in 13 provinces and visited 52 health facilities. Saving lives already.

Identify the major impacts of your project or program, humanise it and combine with great photos.



Hundreds of children in Pangalao, The Philippines, have brighter futures thanks to the nutrition program for malnourished children hosted by the Rotary Club of Richmond, NSW.

EXPANDING THE STORY

Social media:

A short who, what, where, why and what is the impact

Newsletter:

More details – maybe who in more detail and some of the practicalities of the project.

RotaryDownUnder article:

Add more details, send to editorial@rotarydownunder.org

Media: make sure you have contact details, email and mobile number/s.



Reading to children to improve literacy in Hawaii.



Planting thousands of seedlings in wetlands in The Bahamas



Improving Child Hygiene in New Delhi, India

HOW DID YOU TAKE ACTION?

Expand to
include all facts:

Who
What
Where
When
Why



Rechea Delancy, member of the Rotaract Club of East Nassau. Rotarian and Rotaract members plant mangrove trees at Bonefish Pond National Park in Nassau as part of a project organized by the Rotary Club of East Nassau, New Providence, Bahamas, and the Bahamas National Trust. 16 December 2017. Restoring the mangrove ecosystem will help protect the coast against hurricanes.

WHAT DO YOU WANT YOUR AUDIENCE TO DO?

Learn more?

Support your Cause?

Join you at an upcoming event?

Volunteer?

Donate?

add a link website link/QR code



In < country or community name > and around the world, Rotary provides mentorship to inspire the next generation of learners. Connect with us < your club website/tracking link > to help mentor our youth.



Rotary unites problem-solvers to take action and create lasting change in < country or community name >. Donate your time or food at < your clubwebsite/tracking link >



In < country or community name >, take action with Rotary to transform communities and create lasting change. Learn more at < your clubwebsite/tracking link >

PLAN AHEAD.

- **Include promotion in your event planning.**
- Don't leave media to the last minute - plan for it from the start.
- **Identify communication opportunities.**
Think about before, during, and after your event. What can be shared? Who needs to know?

Writing Tips

- **Media releases follow a set format.** Use the provided template.
- **It's not a report.** Keep it clear, concise, and compelling.
- **Write for external readers.** Assume they know little about Rotary.
- **Spell out acronyms.** For example: *Rotary Youth Leadership Awards (RYLA)* – then you can use “RYLA” later in the piece.

CAPTURE GREAT VISUALS

- **Take high-quality photos and videos.**

Show people in action—smiling, engaging, working, or participating. These tell your story better than a group posed in a line.

- **Photos are essential.**

Visual content attracts attention and brings your message to life.

- **Youth in photos? Get permission.**

Always ensure you have consent before publishing photos of minors.



In **< country or community name >** and around the world, Rotary provides mentorship to inspire the next generation of learners. Connect with us **<your club website/tracking link >**



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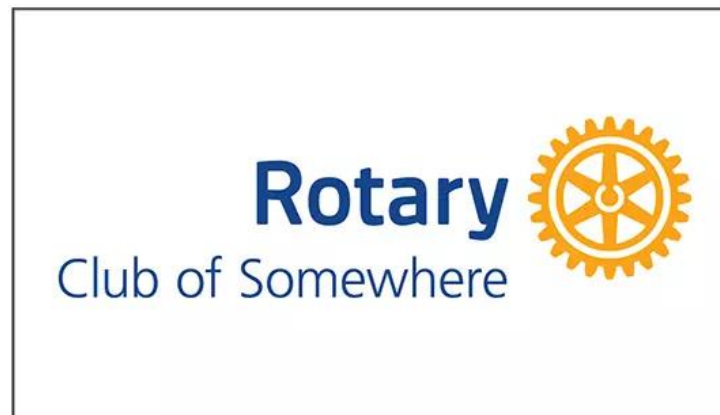
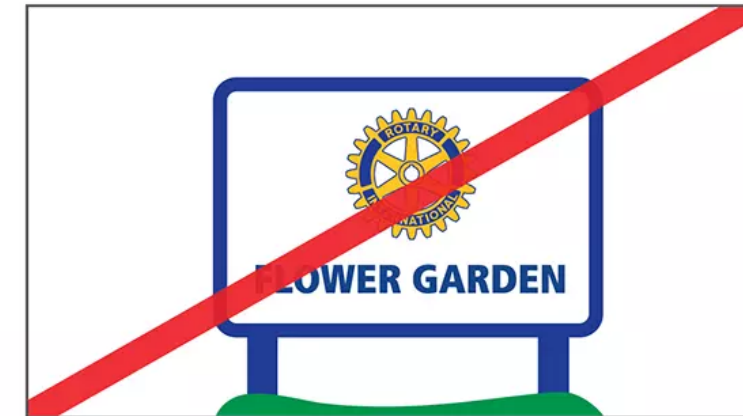
GET THE BRANDING RIGHT

Get the Branding Right

Correct Rotary branding is essential.

Materials using incorrect logos or branding won't be approved for use—exceptions are extremely rare. Use the official Brand Centre resources.

<https://brandcenter.rotary.org/en-us/our-brand/brand-elements/logos-and-graphics/dos-and-donts>



ASSIGN ROLES

Make sure someone is clearly responsible for:

- **Photos and videos**
- **Writing stories and captions**
- **Creating both long and short versions** of your content (long for newsletters/media, short for social media)

Plan your photo shoot.

What photos do you need to tell your story?

Create a story board.

Do you have existing stories?

Sound on video

It can be a little tricky.

Getting good sound is important.

Do your best, check while on site and re-shoot.

Some sound editing can improve

If not successful, add captioning or do a read-over somewhere quiet.

PHOTO INSPIRATION



[Link](#) to photos



3 QUESTIONS

Put simply:

“Ask 3 questions”

1. Why are we here today?
2. What are we doing?
3. How is Rotary involved?

I would add a 4th – What is the impact? Or make sure that is included.



1. Rotary is planting trees to protect the riverbanks which will help prevent flooding.
2. We are planting 1000 samplings in the ryperian zone which helps absorb water and protects the river banks
3. 20 Rotary members are here every Saturday to get the job done. Join us!



1. Rotary supports breastfeeding.
2. The Rotary Clubs of Christchurch helps ensure every baby in Canterbury can access breastmilk.
3. Rotary helps co-ordinate volunteers, donors and babies needing milk at the Milkbank in Christchurch.



1. Rotary feeds homeless and disadvantaged people in the Kenthurst area.
2. They cook hot meals, talk to the visitors, provide clothing and pantry items.
3. Rotary has its own food van and partners with others to provide food and comfort.

WHAT'S NEXT?



Join us for our Public Image Webinars:

- Public Image Starter Kit
- Public Image Social Media
- **Public Image Storytelling**
- Public Image Photography
- Public Image Video
- Public Image and the Media
- Public Image Radio

Register your interest at publicimage@rotarysouthpacific.org

This Webinar will be available on rotarysouthpacific.org (**LINK**)

For more information on this presentation contact

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