

# 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?