

## 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. What was your impact/your why?

What changed because of your project? Who benefited?

→ \_\_\_\_\_

### 2. What are you trying to accomplish?

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

→ \_\_\_\_\_

### 3. Who is your audience?

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

→ \_\_\_\_\_

### 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

