

**PEOPLE OF ACTION PLANNING TOOL FOR ROTARY CLUBS**

<p>Club name <i>New Towne Rotary Club</i></p>	<p>Who are the champions and leaders? <i>Co-Chairs: Mary Smith and Paul Harris</i></p>	<p>From whom do we need buy-in? <i>Board, Club Members, Park Governing Body, Neighbors</i></p>	<p>Who needs regular updates? <i>Board, Club Members, Park Governing Body, Neighbors</i></p>
<p>Describe-</p> <ul style="list-style-type: none"> <li>• Concept</li> <li>• Idea</li> <li>• Project</li> <li>• Event</li> <li>• Challenge</li> </ul>	<p>How will you include Rotary Brand focus:</p> <ul style="list-style-type: none"> <li>• Express clear Rotary club identification</li> <li>• Build pride for members</li> <li>• Inform the public &amp; community about the project/event</li> <li>• Inform public &amp; community about the club</li> </ul>	<p>How will you include Membership focus:</p> <ul style="list-style-type: none"> <li>• Attract prospective members</li> <li>• Engage current members</li> <li>• Build connections &amp; friendships</li> </ul>	<p>How will you include Foundation focus:</p> <ul style="list-style-type: none"> <li>• Increase participation in projects</li> <li>• Share impact</li> <li>• Encourage giving</li> <li>• Provide recognition</li> <li>• Celebrate!</li> <li>• Attract future partners &amp; donors</li> </ul>
<p><b>Rotarian at Work Day April 25, 2020</b></p> <p><b>Local park that needs clean-up and rehab</b></p>	<ol style="list-style-type: none"> <li><b>1. Create signage using your club's Rotary logo</b></li> <li><b>2. Wear Rotary apparel or a special People of Action shirt for the event</b></li> <li><b>3. Provide updated club brochures at the event</b></li> <li><b>4. Share widely on social media platforms in advance</b></li> <li><b>5. Use Facebook Live to share the action and results of the project</b></li> <li><b>6. Take lots of photos to use as People of Action posts and print ads</b></li> <li><b>7. Involve the media</b></li> </ol>	<ol style="list-style-type: none"> <li><b>1. Get all members on board and excited!</b></li> <li><b>2. Members invite family and friends to the event</b></li> <li><b>3. Invite another club to participate</b></li> <li><b>4. Involve Interact and Rotaract and Alumni</b></li> <li><b>5. Promote the event well in advance and invite neighbors and city officials</b></li> <li><b>6. Keep a sign in sheet for participants and invite them to the club to thank</b></li> <li><b>7. Celebration at end to thank volunteers</b></li> </ol>	<ol style="list-style-type: none"> <li><b>1. Use a district grant</b></li> <li><b>2. Include Polio information at sign in table and in brochure/purple pinkies at sign in or at celebration</b></li> <li><b>3. Recognize financial sponsors with Paul Harris recognition at the club after event</b></li> <li><b>4. Include the club's grant projects in social media</b></li> <li><b>5. Can this be part of a larger project in the future using Foundation?</b></li> </ol>