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| --- | --- | --- | --- |
| Club name | Who are the champions and leaders? | From whom do we need buy-in? | Who needs regular updates? |
| **Describe-*** Concept
* Idea
* Project
* Event
* Challenge
 | **How will you include Rotary Brand focus:** * Express clear Rotary club identification
* Build pride for members
* Inform the public & community about the project/event
* Inform public & community about the club
 | **How will you include Membership focus:** * Attract prospective members
* Engage current members
* Build connections & friendships
 | **How will you include Foundation focus:** * Increase participation in projects
* Share impact
* Encourage giving
* Provide recognition
* Celebrate!
* Attract future partners & donors
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