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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 |
|  |  |  |  |