

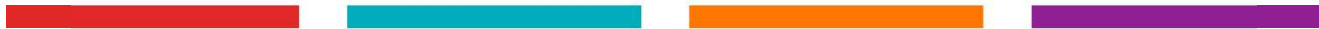


# Roadmap to Growth

Through Storytelling & Partnerships

## WELCOME

We will start Promptly at 9am



Rotary  
District 9350



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| TIME          | time | TOPIC                                | PRESENTER                 | NOTES  |
|---------------|------|--------------------------------------|---------------------------|--|
| 08h30         |      | Arrival and Registration             |                           | Registration table set up and manned by RC Bellville   |
| 08h45         |      | Start moving into Conference venue   |                           | Tea/Coffee and muffin on arrival   |
| 09h00 -09h05  | 5    | Conference starts - Welcome by MC    | Anton Lubbe               | Overview of programme of events & House rules  |
| 09h05 - 09h10 | 5    | Opening address by DG Pam            | DG Pam                    |  |
| 09h10- 09h20  | 10   | Local representative                 | in person                 | Esona - dignity project. Dalene will introduce Esona   |
| 09h20 - 09h40 | 20   | Projects                             | Team Lead Stephen         |  |
| 09h40 - 10h00 | 20   | Foundation/ partnerships             | Team lead Ian             |  |
| 10h00 - 10h20 | 20   | Relationships / ICC                  | Team Lead Carl-Heinz      |  |
| 10h20 - 10h40 | 20   | <b>TEA / COFFEE BREAK</b>            |                           |  |
| 10h40 - 11h00 | 20   | PI Internal                          | Team lead Dalene          |  |
| 11h00 - 11h20 | 20   | Membership                           | Team Lead David           |  |
| 11h20 -11h25  | 5    | MC to intro breakaway sessions       |                           |  |
| 11h25 -12h25  | 60   | Breakaway Sessions                   | All involved              |  |
|               |      | Group one                            | Dalene/ Ian               | Links between Foundation & external PI... involve Action plan                                |
|               |      | Group two                            | Doug/ Stephen             | Links between Projects & PI  |
|               |      | Group three                          | David/ Carl-Heinz         | Links between partnerships & membership  |
| 12h25 - 12h55 | 30   | <b>LUNCH</b>                         |                           | Light lunch  |
| 12h55 - 13h15 | 20   | Key speaker - different voice        | David H & Randell Barclay | Dental project - Global grant... David will give overview and then introduce Randell Barclay |
| 13h15 - 13h45 | 30   | Breakaway Sessions                   | All involved              | Same as before... choose different option  |
|               |      | Group one                            |                           | Link with projects & PI  |
|               |      | Group two                            |                           | Links between Foundation & external PI   |
|               |      | Group three                          |                           | Links between partnerships & membership  |
| 13h45 - 14h05 | 20   | Feedback session/ Q & A              |                           | Flipchart for key points   |
| 14h05 - 14h15 | 10   | Club sharing on projects             |                           | Open floor to clubs  |
| 14h15 - 14h25 | 10   | Video from RI                        | Jennifer Jones Video      |  |
| 14h25 - 14h30 | 5    |                                      | Anton                     | Convention Teipei  |
| 14h30 - 14h35 | 10   | Final Wrap, thanks & parting message | DG Pam                    | Are you with me?   |



# Roadmap to Growth

Through Storytelling & Partnerships

## DG Pam Rawbone



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# Roadmap to Growth

Through Storytelling & Partnerships

Do we really understand the impact of our projects?  
Here is a story of how a small project has big impact!

## ESONA





# Roadmap to Growth

Through Storytelling & Partnerships

## Lets Talk Projects!

## PDG Stephen Young





# Roadmap to Growth

Through Storytelling & Partnerships

Understanding Why Certain Rotary Projects Attract New Members and retain current members More Effectively Than Others.



# CHALLENGES IN MEMBER RECRUITMENT & RETENTION

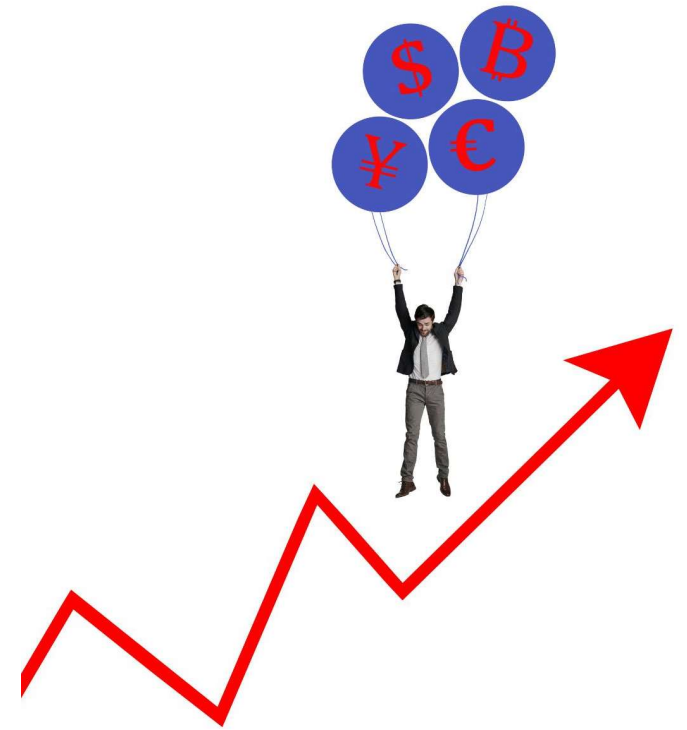
**Competition for Volunteers' Time**

**Lack of Awareness**

.

**Perceived Irrelevance**

**Sustaining Club Vitality**





# ROLE OF PROJECTS IN ATTRACTING NEW MEMBERS

**Community  
Engagement**

**Member  
Recruitment  
Gateway**

# CHARACTERISTICS OF HIGHLY ATTRACTIVE ROTARY PROJECTS



sustainable, impactful, developmental, uplifting, beneficial,  
creating hope and opportunity



# COMMUNITY RELEVANCE AND VISIBLE IMPACT

# OPPORTUNITIES FOR PERSONAL INVOLVEMENT



10/12/2025



Sample Footer Text

11



# MEDIA COVERAGE AND PUBLIC RECOGNITION

10/12/2025



# ENGAGEMENT STRATEGIES WITHIN ROTARY PROJECTS

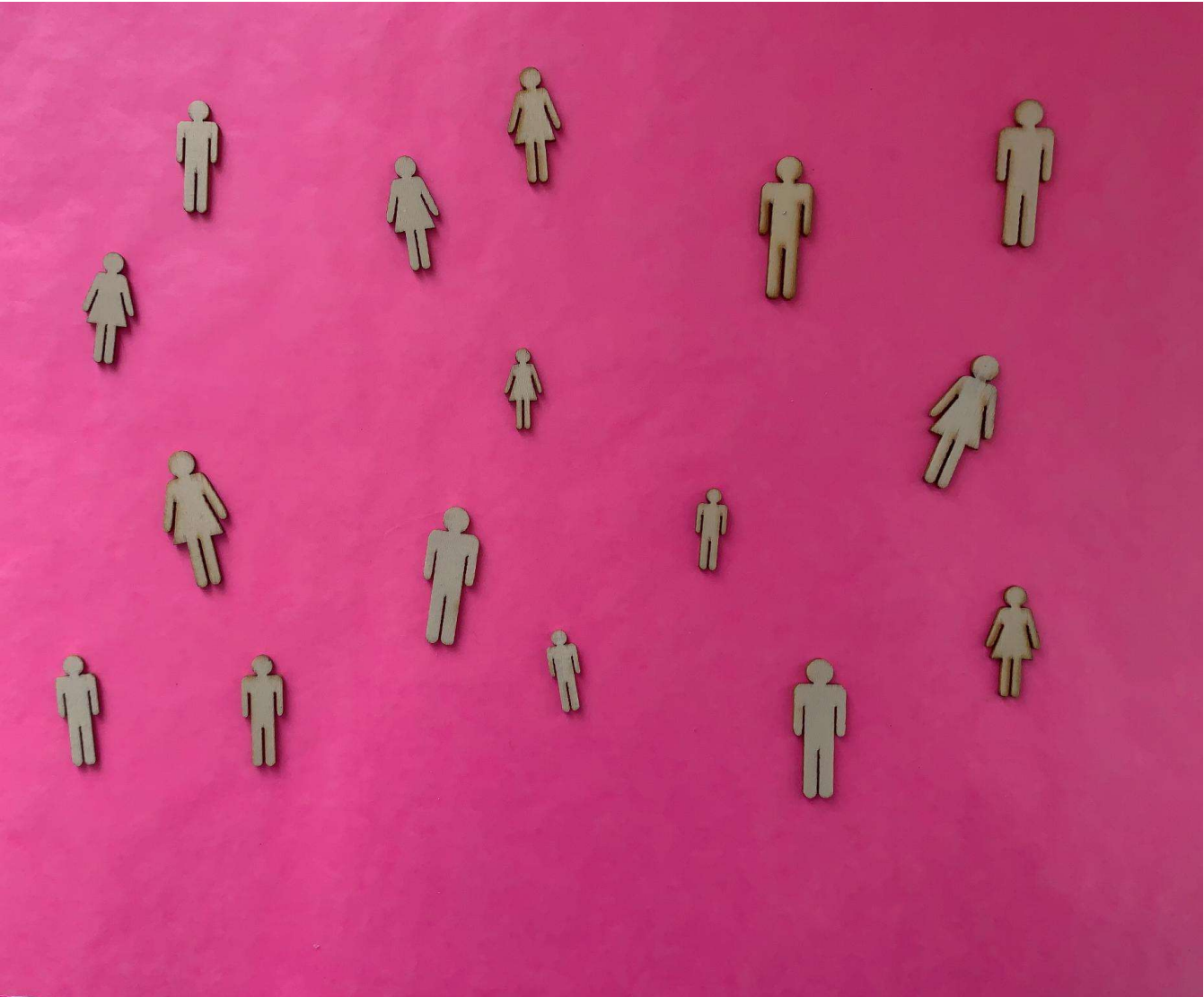




# INCLUSIVE PROJECT PLANNING AND LEADERSHIP

# CREATING MEANINGFUL VOLUNTEER ROLES





# NETWORKING AND SOCIAL OPPORTUNITIES

# COMPARATIVE ANALYSIS: WHY SOME PROJECTS FALL SHORT



# LIMITED VISIBILITY OR NARROW FOCUS

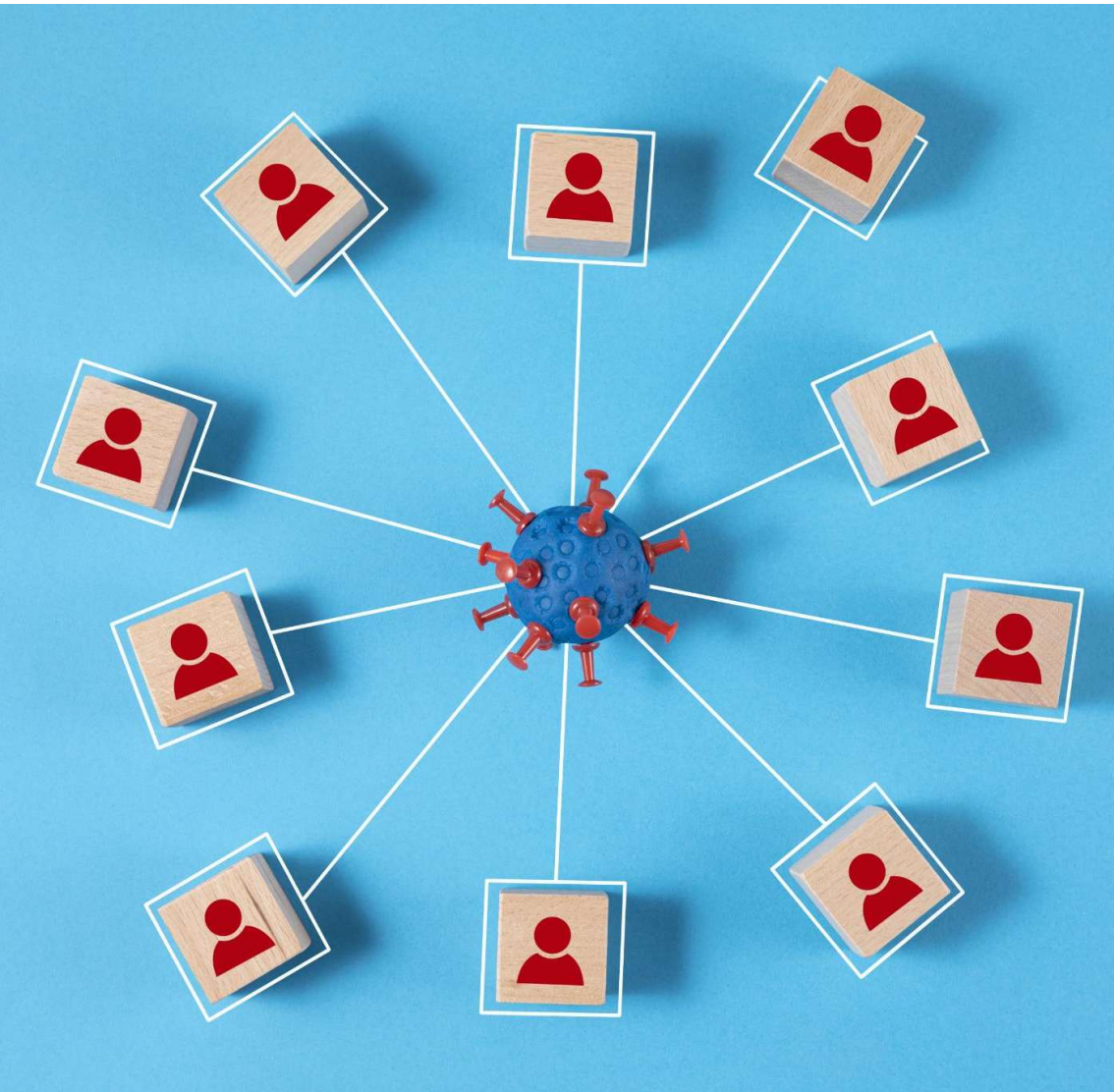
## **Minimal Public Exposure**

Projects with low visibility struggle to gain traction and fail to attract wider attention or support.

## **Narrow Project Goals**

Overly specific or narrow goals can limit a project's appeal and reduce diversity of participants.





# INSUFFICIENT ENGAGEMENT OR FOLLOW-THROUGH

10/12/2025



# LESSONS LEARNED FROM LESS SUCCESSFUL PROJECTS

# BEST PRACTICES FOR DESIGNING MEMBER- ATTRACTING AND RETAINING PROJECTS



Impact, visibility, networking, socializing, having fun.



## ALIGNING PROJECTS WITH COMMUNITY NEEDS

# LEVERAGING PARTNERSHIPS AND SPONSORSHIPS



# MEASURING AND SHOWCASING PROJECT SUCCESS





# Roadmap to Growth

Through Storytelling & Partnerships

- Increase our Impact
- Expand our Reach
- Enhance Participant Engagement
- Increase our ability to Adapt

**Attractive  
Project  
Characteristics**

**Implementing  
Best Practices**

**Building Vibrant  
Communities**





# Roadmap to Growth

Through Storytelling & Partnerships

## Lets Talk Foundation

## PDG Ian Robertson



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# Foundation

## Build Relationships and Develop Partnerships

- Dream Big with Grants
- Develop your Grant Project/Program
- Build relationships and develop partnerships
- Share your Project story
- Expect your Club to Grow





# Share Your Story

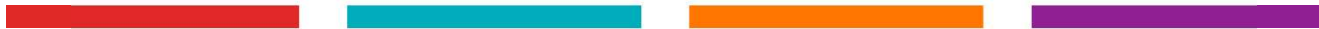
- We know that sharing are experiences in the right way works
- Share with your members, WhatsApp
- Share with your Partners, WhatsApp, FaceBook
- Share with your District and the rest of Rotary, FaceBook
- Share with your community and the rest of the World, FaceBook
- FaceBook works 10x better that a WEBSITE
- FaceBook works 10x better than print media





# How To Share

- Look at some good examples
- Ask for help, PI resources
- Teach your members to gather the content
- Start posting content on your WhatsApp Group and FaceBook Accounts
- Do this first, the best results come from doing this
- Then do the other media stuff
- Very importantly, keep doing this often
- Use your budget effectively





# Consequences

- You will get a good result working with your International Partner
- You will notice a lot more interest in your Club
- Membership will grow
- Foundation/District leaders will be much more supportive



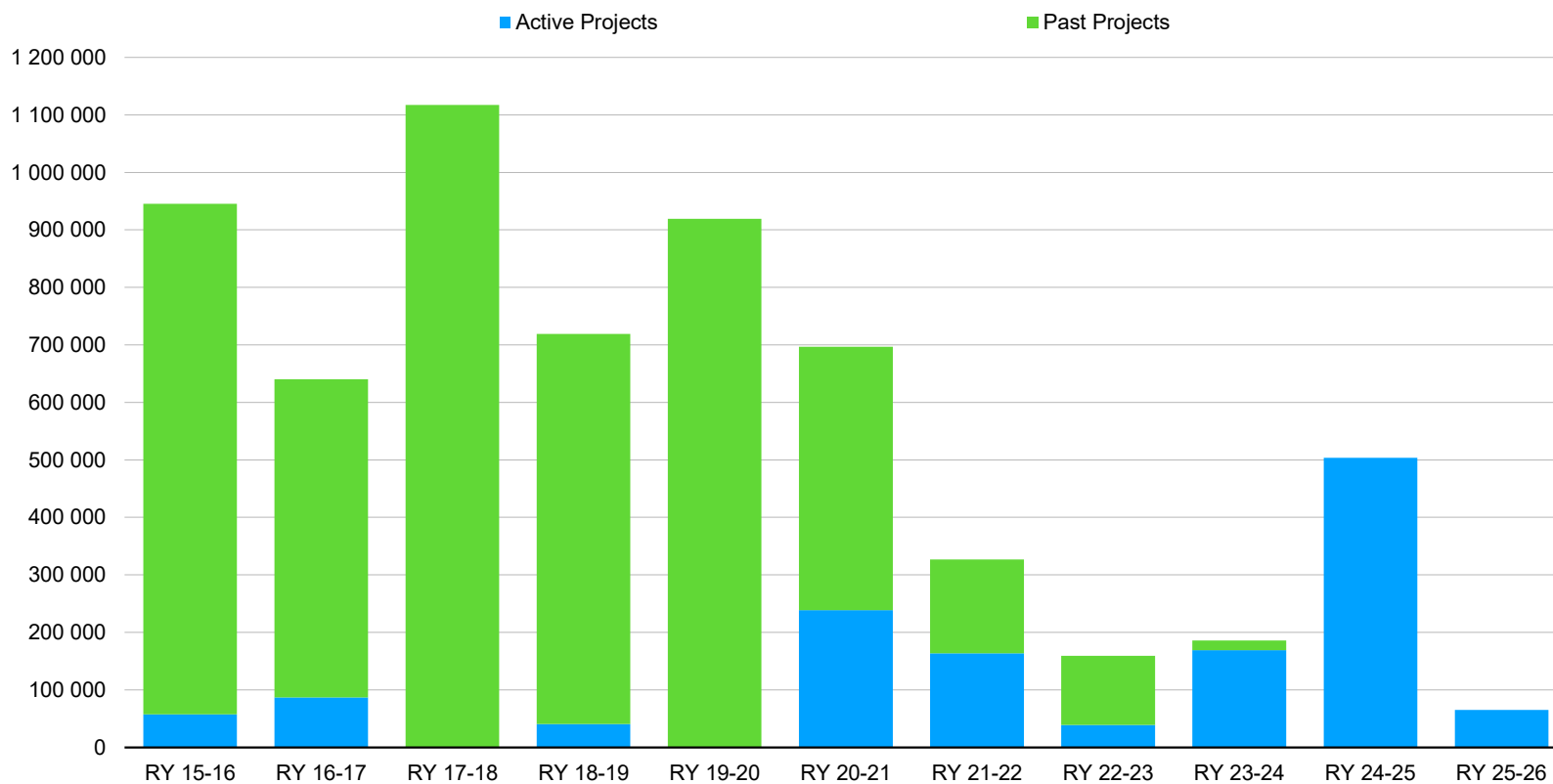


# Our Story

| <b>Rotary Year</b> | <b>Active Projects</b> | <b>Past Projects</b> | <b>Annual Value</b> | <b>Approved Projects</b> | <b>Cancelled Projects</b> | <b>Annual Total</b> | <b>Average Project Value</b> |
|--------------------|------------------------|----------------------|---------------------|--------------------------|---------------------------|---------------------|------------------------------|
| <b>RY 15-16</b>    | <b>57 429</b>          | <b>887 922</b>       | <b>945 351</b>      | <b>18</b>                | <b>2</b>                  | <b>20</b>           | <b>52 520</b>                |
| <b>RY 16-17</b>    | <b>87 051</b>          | <b>552 824</b>       | <b>639 875</b>      | <b>10</b>                | <b>1</b>                  | <b>11</b>           | <b>63 988</b>                |
| <b>RY 17-18</b>    | <b>0</b>               | <b>1 117 055</b>     | <b>1 117 055</b>    | <b>12</b>                | <b>4</b>                  | <b>16</b>           | <b>93 088</b>                |
| <b>RY 18-19</b>    | <b>40 633</b>          | <b>678 331</b>       | <b>718 964</b>      | <b>10</b>                | <b>0</b>                  | <b>10</b>           | <b>71 896</b>                |
| <b>RY 19-20</b>    | <b>0</b>               | <b>918 970</b>       | <b>918 970</b>      | <b>18</b>                | <b>1</b>                  | <b>19</b>           | <b>51 054</b>                |
| <b>RY 20-21</b>    | <b>238 527</b>         | <b>457 925</b>       | <b>696 452</b>      | <b>10</b>                | <b>2</b>                  | <b>12</b>           | <b>69 645</b>                |
| <b>RY 21-22</b>    | <b>163 510</b>         | <b>163 376</b>       | <b>326 886</b>      | <b>8</b>                 | <b>5</b>                  | <b>13</b>           | <b>40 861</b>                |
| <b>RY 22-23</b>    | <b>38 736</b>          | <b>120 709</b>       | <b>159 445</b>      | <b>4</b>                 | <b>3</b>                  | <b>7</b>            | <b>39 861</b>                |
| <b>RY 23-24</b>    | <b>169 124</b>         | <b>16 578</b>        | <b>185 702</b>      | <b>4</b>                 | <b>4</b>                  | <b>8</b>            | <b>46 426</b>                |
| <b>RY 24-25</b>    | <b>503 541</b>         | <b>0</b>             | <b>503 541</b>      | <b>8</b>                 | <b>0</b>                  | <b>8</b>            | <b>62 943</b>                |
| <b>RY 25-26</b>    | <b>64 949</b>          | <b>0</b>             | <b>64 949</b>       | <b>1</b>                 | <b>0</b>                  | <b>1</b>            | <b>64 949</b>                |
| <b>Totals</b>      | <b>1 363 500</b>       | <b>4 913 690</b>     | <b>6 277 190</b>    | <b>103</b>               | <b>22</b>                 | <b>125</b>          | <b>60 944</b>                |



# Our Story





# Our Story

25 Clubs have yet get involved

Clubs  
Atlantis  
Beaufort West  
Cape of Good Hope  
Cape Town  
Durbanville  
Goodwood  
Greyton  
Helderberg  
Keetmanshoop  
Luanda  
Malmesbury  
Mossel Bay  
Namakwa  
Oostenberg  
Oudtshoorn  
Pinelands  
RC Klein Windhoek Valley  
Lobito  
Riebeeck Valley  
South Peninsula  
Strand  
Tygerberg  
Upington  
Walvis Bay  
Worcester

18 Clubs Spend 80% of the Project Funds

| Clubs                       | Number of Grants | Value USD |
|-----------------------------|------------------|-----------|
| D9350                       | 12               | 275 646   |
| Blouberg                    | 8                | 649 478   |
| Newlands                    | 7                | 704 349   |
| Claremont                   | 7                | 516 742   |
| Noon Gun                    | 6                | 344 253   |
| E-Club of Greater Cape Town | 6                | 110 898   |
| Helderberg Sunrise          | 5                | 243 276   |
| am Kap                      | 5                | 213 592   |
| Knysna                      | 4                | 493 655   |
| Windhoek                    | 4                | 426 803   |
| Sea Point                   | 3                | 212 369   |
| Waterfront                  | 3                | 165 605   |
| Constantia                  | 3                | 120 347   |
| Hermanus                    | 2                | 182 280   |
| Swakopmund                  | 2                | 123 633   |
| Klein Windhoek Valley       | 2                | 116 584   |
| Bellville                   | 2                | 110 988   |



## District Involvement in 80% of our projects in the last 10 years

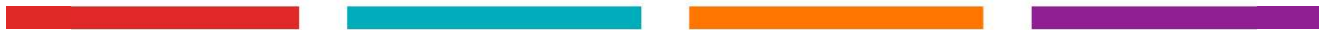
| Partner District | Number of Grants | Value USD | Location  |
|------------------|------------------|-----------|---|
| D7870            | 4                | 483 800   | USA: New Hampshire and Vermont                                    |
| D7080            | 3                | 434 069   | Canada: Southwest Ontario   |
| D1900            | 2                | 407 405   | Germany: Westphalia   |
| D1950            | 2                | 233 945   | Germany: Hesse and Thuringia                                      |
| D1830            | 3                | 211 658   | Germany: Baden-Württemberg  |
| TRF              | 10               | 198 978   | District Grants   |
| D1910            | 3                | 191 545   | Austria: Vienna, Lower Austria and Burgenland                     |
| D1930            | 2                | 186 407   | Germany: Bavaria  |
| D1890            | 3                | 170 136   | Germany: North Rhine-Westphalia                                   |
| D1800            | 3                | 170 073   | Germany: North Rhine-Westphalia                                   |
| D2000            | 2                | 164 150   | Switzerland: Eastern Switzerland and Liechtenstein                |
| D1810            | 1                | 154 845   | Germany: North Rhine-Westphalia                                   |
| D7770            | 3                | 149 600   | USA: South Carolina   |
| D1842            | 2                | 148 424   | Germany: Bavaria  |
| D1550            | 2                | 144 969   | Netherlands: North and South Holland                              |
| D5130            | 1                | 120 024   | USA: Washington State   |
| D7088            | 1                | 118 175   | Canada: Error   |
| D1870            | 1                | 116 900   | Germany: North Rhine-Westphalia                                   |
| D5710            | 3                | 109 588   | USA: Eastern Kansas   |
| D1820            | 2                | 103 717   | Germany: Hesse  |
| D5010            | 2                | 102 090   | Canada: Alaska, USA and Yukon                                     |
| D5020            | 2                | 96 393    | Canada: Vancouver Island, British Columbia and Western Washington |
| D7890            | 2                | 90 435    | USA: Connecticut and Western Massachusetts                        |
| D5360            | 1                | 88 750    | Canada: Southern Alberta  |
| D1850            | 1                | 87 500    | Germany: Northwest Germany  |
| D1420            | 1                | 87 051    | Finland: Southern Finland   |
| D5440            | 2                | 81 591    | USA: Wyoming, Northern Colorado, Nebraska and Idaho               |
| D1090            | 2                | 78 000    | UK: Buckinghamshire, Oxfordshire and Berkshire                    |
| D1150            | 1                | 77 620    | UK: West Midlands and Staffordshire                               |
| D2390            | 2                | 77 085    | Sweden: Southern Sweden   |
| D3522            | 1                | 74 168    | Taiwan: Taipei City   |
| D2090            | 2                | 73 604    | Italy: Abruzzo, Marche, Molise and Umbria                         |



# Foundation

## Build Relationships and Develop Partnerships

- We have to work together
- 21 Active Projects, RM25
- 15 Projects in Draft, Plus 4 known, expect 50% success
- 3 Approved 2025-2026
- 4 Submitted for approval 2025-2026
- We have a big story to tell
- Thank you



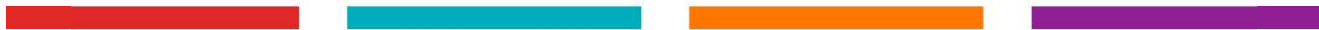


# Roadmap to Growth

Through Storytelling & Partnerships

**Lets Talk Relationships  
(ICC's)**

**PDG Carl-Heinz Duisberg**



Rotary  
District 9350



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# Roadmap to Growth

## Intercountry Committees (ICCs)

Building district to district-, nation to nation relationships

Encourages networking in districts and between districts

Encourages bi-national relations (cultural, diplomatic, education, environment, youth-exchange)

Based on projects, twinning, and developing cultural understanding

Rotary Friendship Exchanges (RFE) are the best tool





# Roadmap to Growth

## Intercountry Committees (ICCs)

### Current ICCs:

**ICC Germany – Southern Africa (chair: Carl-Heinz Duisberg)**

**ICC Canada – Southern Africa (chair: Carolyn Herrick)**

**ICC GB & Ireland – Southern Africa (Chair: Clive Reed)**

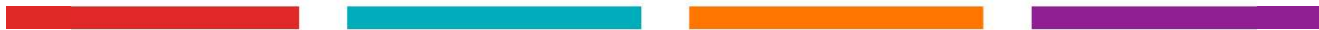
**ICC Portugal – Southern Africa (Chair: Fernando Glorias)**

**ICC Austria – Southern Africa (Carole Armstrong-Hooper)**

**Planned: ICC USA – Southern Africa**

**ICC Romania – Southern Africa**

**ICC Bulgaria – Southern Africa**





# Roadmap to Growth

## Intercountry Committees (ICCs)

### ICC Canada – Southern Africa

#### Rotary Friendship Exchanges

- ❖ ICC members were very helpful in planning itineraries and logistics for two RFE's from Atlantic Canada (D7815)
- ❖ April/24 to Eastern Cape
- ❖ Nov/24 to Western Cape
- ❖ Relationships developed online in advance of the RFE were significant contributors to the success of the visits
- ❖ Result: Ongoing partnerships and friendships





# Roadmap to Growth

## Intercountry Committees (ICCs)

### ICC Canada – Southern Africa – Success Stories

- ❖ Die Elanduis – Home for mentally handicapped youth & young adults
- ❖ Ziyaad's Skate School – Teaching skate training, safety, exercise, respect for the environment, life skills and discipline
- ❖ EMS Ambulance Supplies – Equipping an ambulance with necessary medical supplies
- ❖ Rosemoor Home for the Aged – Water, sanitation and hygiene project
- ❖ Rotary friendship exchanges





# Roadmap to Growth

## Intercountry Committees (ICCs)

### ICC Canada – Southern Africa

#### Die Elanduis, St Helena Bay

- ❖ Home for mentally handicapped youth & young adults
- ❖ R875k Global Grant for:
  - ❖ Specialized wheelchairs, bed and other medical equipment
  - ❖ Electricity back-up (solar)
  - ❖ Safety and security
- ❖ Sponsor Club - Melkbosstrand RC
- ❖ Former member of Langebaan RC moved to Canada – his club became International Partner
- ❖ Final funding needed (\$8k) was found through ICC relationship – Middleton RC/D7815 in Atlantic Canada





# Roadmap to Growth



## Intercountry Committees (ICCs)

### ICC Canada – Southern Africa

#### Ziyaad's Skate School, Hout Bay

- ❖ RC Hout Bay built Eyethu Skate Park
- ❖ Partnered with Ziyaad Davids to establish and run the Skate School
- ❖ Program includes skate training, safety, exercise, respect for the environment, life skills and discipline
- ❖ Some days the skaters are taken to a local NGO to learn how to grow vegetables for the community and have extra literacy tutoring from ABC for Life
- ❖ Upon hearing in an ICC meeting that Ziyaad's School had lost their corporate sponsor, several clubs in D7815 (Atlantic Canada) immediately offered R90k annual funding for the school





# Roadmap to Growth

## Intercountry Committees (ICCs)

### ICC Canada – Southern Africa

#### EMS Ambulance Supplies, Parys

- ❖ PDG Maddy D9370 mentioned in a meeting that the Parys RC had received a donated vehicle for an ambulance but needed to equip it.
- ❖ Estimated cost of R197k to equip.
- ❖ Committee Member Chris Das offered to collect a suitcase of medical supplies from Canada and take it to Johannesburg on an upcoming trip.
- ❖ Rt. Chris met Parys RC members at the airport to turn over the supplies, for which they are very grateful.





# Roadmap to Growth

## Intercountry Committees (ICCs)

### ICC Canada – Southern Africa

#### Rosemoor Home for the Aged, George

- ❖ \$106k Global Grant Project to improve water, sanitation and hygiene
- ❖ Residents are in dire need of hygiene. They do not have enough hot water to clean the residents or the building. Hygiene in the kitchen is a disaster.
- ❖ George RC – Sponsor
- ❖ Grapevine, Texas RC – International Sponsor
- ❖ Additional funding found from Canadian clubs through ICC:
  - ❖ Wolfville-Mud Creek RC – Confirmed
  - ❖ Charlottetown RC – Pending





# Roadmap to Growth

## Intercountry Committees (ICCs)

### ICC GB & Ireland – Southern Africa

- ❖ The Chatsworth Project in KZN, D9370. “Rotary Intl. GB&I Recovery Trust” donated GBP 5,000 to rebuilding homes affected by floods.
- ❖ GB&I supported the D9400 Global Grant for Family Health Days.
- ❖ GB&I formed a relationship with the UK subsidiary of South Africa Removals to move donations of spectacles, hearing aids and sanitary products to Cape Town without any custom duties.





# Roadmap to Growth

## Intercountry Committees (ICCs)

### ICC Austria – Southern Africa

Some clubs in D 9350 with links to Austria:

- ❖ RC Am Kap had a Global Grant in support of the Molo Mhlaba Montessori Girls School in Khayelitsha
- ❖ RC Sea Point, The COOKtastic Chefs Training, Bakery and Bistro Project





# Roadmap to Growth

## Intercountry Committees (ICCs)

### ICC Austria – Southern Africa

Clubs benefitted from the new established links with Austria:

- ❖ RC Oudtshoorn Euro 1500 from the Salzburg Club to go towards sports equipment
- ❖ RC Port Alfred Euro 1000 from Salzburg for Kindergarten equipment
- ❖ RC Cape Town Donation to 100 Anniversary RC Cape Town R10.000 for Youth Camp R10.000 for Garden of freedom from District 1920





# Roadmap to Growth

## Intercountry Committees (ICCs)

### ICC Austria – Southern Africa

Clubs presented their projects and were visited by Austrian Rotarians:

- ❖ RC George - Rosemoor House
- ❖ RC Blouberg - Existing Global Grant looking for support funding
- ❖ RC Tygerberg - Global Grant first phase Tablets for schools/teacher training
- ❖ RC Noon Gun - Access to running water in a township and SOS Orphanage project
- ❖ RC Johannesburg East - Looking for Chess boards/support for Chess-teachers and event transport



**TEA BREAK**  
**Please return to your seats**  
**in 20 minutes!**



# Roadmap to Growth

Through Storytelling & Partnerships

## WELCOME BACK



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# Roadmap to Growth

Through Storytelling & Partnerships

## Lets Talk Public Image

### PP Dalene Swart



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**Mini Conference 2025/2026**

# Roadmap to Growth

Through Storytelling & Partnerships



**Rotary**  
District 9350



**UNITE  
FOR  
GOOD**





# Roadmap to Growth

Through Storytelling & Partnerships

## Club Public Image

**No Story, No Glory: No Growth without Allies**

**Every story we tell builds trust, and every partner we welcome multiplies our impact.**





# Roadmap to Growth

## Through Storytelling & Partnerships

- Increase our Impact
- Expand our Reach
- Enhance Participant Engagement
- Increase our ability to Adapt





# Roadmap to Growth

Through Storytelling & Partnerships

## External Public Image

(July – September)

### Social Media (Facebook & Instagram)

|                        |    |
|------------------------|----|
| • District 9370 / 9400 | 6  |
| • Angola               | 9  |
| • Namibia              | 10 |
| • SA                   | 56 |

## External Public Image

(July – September)

### E-mails

|                        |    |
|------------------------|----|
| • District 9370 / 9400 | 12 |
| • Angola               | 0  |
| • Namibia              | 9  |
| • SA                   | 11 |





# Roadmap to Growth

Through Storytelling & Partnerships

## Facebook

(July – September)

- View 156,755
  - Organic 59,529k
  - From Ads 96,226
- Reach 77k

## Instagram

(July – September)

- Views 10,105
  - Organic 5,886
  - From Ads 4,219
- Reach 3k

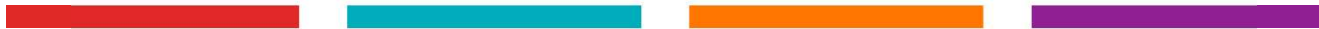




# Roadmap to Growth

Through Storytelling & Partnerships

OUR ROADMAP IS  
CLEAR.





**Engage**

**Reach**

**Impact**

**Adapt**



**Tell  
Your  
Stories**

**Expand  
Your Voice**

**Maximize Your  
Projects**

**Grow  
Rotary**



# Roadmap to Growth

Through Storytelling & Partnerships

## Lets Talk Membership

# PDG David Holtzhausen



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# Roadmap to Growth

## Through Storytelling & Partnerships

- Stop thinking about membership
- Focus on the entire club
- The PROCESS is more important
- Successful clubs are balanced and Vibrant





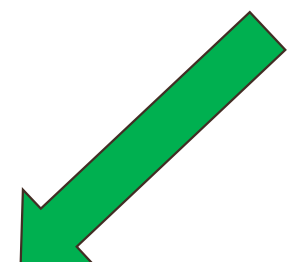
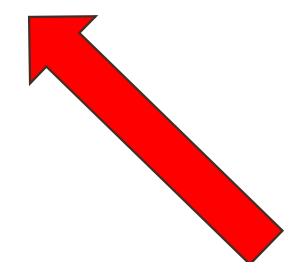
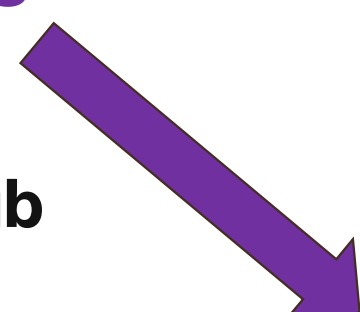
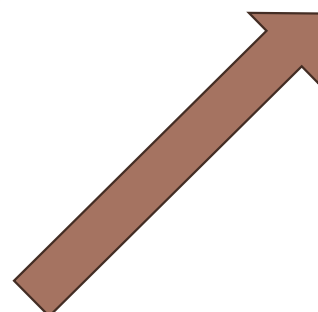
**Great Projects**

**Is the entire club  
involved?**

**Great PI  
Program**

**Solid  
Partnerships**

**Effective  
membership  
Process**





**You can use it, but  
uncomfortable  
and likely to  
collapse!**





**An  
illusion of  
stability**





# Roadmap to Growth

## Through Storytelling & Partnerships

- Increase our Impact – **More members, more projects**
- Expand our Reach – **More members, new focus for the club!**
- Enhance Participant Engagement – **Keep members involved**
- Increase our ability to Adapt – **continually growing and changing!**



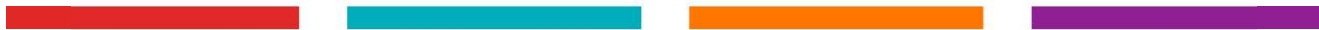


# Roadmap to Growth

Through Storytelling & Partnerships

**Lets Talk to each other!**

**BREAKAWAY SESSIONS**



Rotary  
District 9350



UNITE  
FOR  
GOOD



# Roadmap to Growth

Through Storytelling & Partnerships

**And now the other side  
of the story**

**PDG Randall Barclay**



Rotary  
District 9350



UNITE  
FOR  
GOOD



# Partnerships and Membership



- Learn to Listen!
- Partnerships need to be a two way street
- Think Broader:
  - NGO's
  - Business
  - Other Rotary Clubs
  - Other Organisations





# External PI and Foundation

- District Website
  - General
  - Projects
    - Under areas of focus
    - Names are relevant
  - Grants
- Call Ian!
- Foundation training to start on Zoom
- Videos of Projects on District Website
- Share Club Newsletter to all clubs PI



# Projects and PI

- Rotary Action plan  
(Impact/Reach/Engage/Adapt)
- Engage all club members to retain members (70% join to partake)
- Attract external people by branded projects
- Communicate projects (Linked In, FB, Whatsapp, newsletters, club meetings, handover events)
- Keep sponsors briefed
- Elevator speech (Catch attention in first 3 seconds)





# Roadmap to Growth

Through Storytelling & Partnerships

## GENERAL FEEDBACK

