

SPEAKING ENGAGEMENTS

Don't miss an opportunity to speak to your community about your club and what Rotary has accomplished around the world. Remember these tips when you plan your presentation:

- Be sure to use up-to-date visual branding in your presentation. [Get our Rotary- branded PowerPoint template.](#)
- Speak about all the ways your club is committed to making a difference in your community. Show and tell the story of how you're taking action to create positive change.
- Use engaging, interesting, high quality photos or video. [Download professionally produced photographs and video to use in your presentation.](#)
- Do your research. Whether your focus is fundraising, polio eradication, or projects your club did last year, be prepared with facts and figures that help tell your story.
- End with a call to action. Do you want the audience members to join your club? Or make a donation? Be clear about the next steps you want the audience to take.
- Tell them how they can contact you. Make sure they know how to find your club's website and when and where your club meets. Hand out your Rotary or Rotaract business card so attendees can contact you if they have questions.

IDEAS FOR SPEAKING EVENTS

Give a presentation in the community.

Attend a meeting or event of another group and give a presentation about your Rotary or Rotaract club. Bring membership and other club materials for attendees. Invite interested community members to your next meeting.

Be a guest speaker at another club or organization.

Talk to professionals, representatives of local companies, and community activists and leaders. Discuss your area of expertise in service and the kinds of projects your club does. Doing so will raise your club's profile among other community influencers, potentially leading to long-term partnerships.

Participate in a panel discussion.

Take part in discussions about local issues at events, conferences, or schools. Join panel discussions that include representatives from community organizations, academic or professional experts, politicians and civic leaders, and Rotary and Rotaract members. This will help position you as a leader and expert in the eyes of your community.

RESOURCES AND REFERENCE

[Learn how to help Rotary stand out from other organizations with a compelling, consistent message.](#)

[Learn how Rotary's alliance with Toastmasters International can improve your communication and speaking skills.](#)

[Find courses and resources from staff and members in the Learning Center.](#)