

**CLUB
CLINIC**

FIVE STEPS TO TELLING A PEOPLE OF ACTION STORY

The new People of Action public image campaign helps you bring the Rotary story to life by showing Rotarians as the people of action we are.

Telling our People of Action stories in a meaningful, coordinated way builds the public's understanding of who we are and what we do. It highlights the impact we make in our communities and around the world.

USE THE FOLLOWING QUESTIONS TO DEVELOP YOUR OWN PEOPLE OF ACTION STORY (LIKE THE ROTARY CLUB OF GOLDEN, COLORADO, USA, DID)

1 WHAT WERE YOU OR YOUR CLUB TRYING TO ACCOMPLISH?

What was the problem or challenge in your community that your club wanted to help solve? Describe how your club members identified the problem. Did you have national or global statistics that showed the importance of addressing this issue?

2 WHO IS YOUR STORY'S AUDIENCE?

Beyond Rotary members, who were you trying to reach? What did they know about Rotary? What did they think and feel about us? What do we want them to think and feel?

3 HOW DID YOU OR YOUR CLUB TAKE ACTION?

Describe how you gathered resources and used the expertise of Rotarians or community members to tackle the challenge. What obstacles did your club face as you worked on the project? What action phrase best represents the action you took? (Together, We Connect? We Transform? Inspire? End Polio?)

4 WHAT WAS YOUR IMPACT, AND WHAT EVIDENCE SUPPORTS THIS?

What were the outcomes of your project? How many people did the project affect? What are some relevant statistics? (Be careful not to use too many numbers.) What changes did the project produce? How did the project touch the lives of people in your community?

5 WHAT DO YOU WANT YOUR AUDIENCE TO DO NOW?

The key to any good ad is your call to action. Do you want your audience to learn more, support your cause, or perhaps join you at an event?



Once you've created your People of Action story, use it to promote Rotary in your community. Share it with us, too. We select a few stories to post on our blog, Rotary Voices.

For additional help, download our People of Action materials in the Brand Center.

SPREAD
THE WORD

ANATOMY OF A PEOPLE OF ACTION STORY

Peggy Halderman, a retired regional director for external affairs at the U.S. National Park Service, was moved by the stories she heard of children in her community of Golden, Colorado, who were going hungry.

Because their major source of food was through free or reduced school lunch programs, the children had little to eat when they weren't in school. Chronic hunger and poor health meant many of these children struggled in school. Halderman, a member of the Rotary Club of Golden, knew she wanted to do something.

With the help of her club, community partners, and other nonprofits, she started a small program that fed 65 children on weekends and over the summer. The program grew to include hundreds of children in Golden and three year-round programs serving more than 485,000 meals.

FROM GOOD WORKS TO GREAT AD

Halderman's club wanted to share its accomplishments as part of Rotary's People of Action campaign. The new campaign seeks to raise the public's understanding of Rotary by showing how we see solutions where others see problems, how we share our vision with others by exchanging ideas, and how we mobilize entire communities to bring those ideas to life.

To translate its good works into an effective public image ad, Halderman's club first set out to describe the problem. Students were coming to school hungry, and they were facing malnutrition when school was not in session. Members then spoke with all the partnering groups, identifying a solution: developing a network to feed the students on weekends and over summer break.

EVIDENCE OF IMPACT

Next, they knew they needed to show how Rotary mobilized others to bring that solution about. So they focused on the partnerships the club had formed that expanded the simple meal program into something much bigger.

Finally, the club produced evidence to clearly demonstrate the impact, collecting data that showed how more than 400 students in 10 schools have received more than 485,000 meals since 2008.

"When we shared the issue of hidden childhood hunger with our community, the community immediately came together to help figure out solutions and provide funding and volunteer time," says Halderman.

HERE IS THE AD THEY PRODUCED:



WHAT'S NEW

Donors can now join the Bequest Society online at rotary.org/legacy. Read stories of real donors and the impact of their gifts, and download the new Your Legacy, Rotary's Promise brochure for an overview of Rotary's Endowment. These and other resources to help you raise awareness of the Endowment are available in the Club and District Legacy Toolkit at rotary.org/legacy. You can order printed copies from shop.rotary.org.

Rotary has entered into a new partnership with the Institute for Economics and Peace, a global think tank that pioneered a conceptual framework it calls "Positive Peace." Positive Peace improves peace and conflict-resolution efforts with data-driven methods and tools. This partnership allows both organizations to work together to create an online learning platform using webinars and interactive tools. These will teach Rotary members and Rotary Peace Fellows to apply new peacebuilding methods to their communities while addressing underlying causes of conflicts. **Learn more.**

WHAT'S NEXT

JANUARY

Vocational Service Month

14-20 International Assembly, San Diego, California, USA

FEBRUARY

Peace and Conflict Prevention/Resolution Month

- 1 Deadline for **nominating** a project for the Rotaract Outstanding Project Awards
- 10 Presidential Peacebuilding Conference: **Environmental Sustainability and Peace**, Vancouver, British Columbia, Canada
- 16-18 Presidential Peacebuilding Conference: **Water and Sanitation and Peace**, Beirut, Lebanon
- 23 Rotary's anniversary
- 24 Presidential Peacebuilding Conference: **Disease Prevention and Treatment and Peace**, Coventry, England, United Kingdom