# C:\Users\newbauek\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.Word\RotaryMBS_PMS-C.PNGSTRENGTHENING Rotary – A VOICE REFERENCE GUIDE

ENGLISH (EN)

OUR ESSENCE

|  |  |  |
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| **JOIN LEADERS** | **EXCHANGE IDEAS** | **TAKE ACTION** |
| Connect with leaders from all continents, cultures and occupations | C:\Users\MathurAn\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.Outlook\5S2X6GWR\join_leaders.pngC:\Users\MathurAn\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.Outlook\5S2X6GWR\exchange_ideas.png  Discover and celebrate diverse perspectives | C:\Users\MathurAn\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.Outlook\5S2X6GWR\Take_Action.png  Create positive change in our communities |
| * Rotary clubs * Rotaract * Interact | * International Convention * Institutes * Youth Exchanges | * Club service projects * PolioPlus * Rotarian Action Groups * Rotary Community Corps |

Our Values

|  |  |
| --- | --- |
| **OUR VALUES** | **HOW WE LIVE OUR VALUES** |
| Fellowship and Global Understanding | We build relationships |
| Ethics and Integrity | We honor our commitments |
| Diversity | We connect diverse perspectives |
| Vocational Expertise, Service, and Leadership | We apply our leadership and expertise to solve problems |

Our VOICE ATTRIBUTES

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Persevering:** | | | | |  | |
|  | *express our commitment when we speak with*  *clarity and conviction* | | | | | |
| **Inspiring:** | | | |  | | |
|  | | *convey hope, enthusiasm and passion* | | | | |
| **Compassionate:** | | | | | | C:\Users\newbauek\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\9OHB4FPC\MP900427749[1].jpg |
|  | | *champion real people, stories and*  *conversations that are relatable and universal* | | | | |
| **Smart:** | | | | C:\Users\newbauek\AppData\Local\Microsoft\Windows\Temporary Internet Files\Content.IE5\WMAOIBW6\MP900427709[1].jpg | | |
|  | | | *insightful and discerning* | | | |

TIPS:

1. Write in the ACTIVE voice.
2. Use PERSONAL pronouns.
3. Eliminate UNNECESSARY words.
4. Avoid (or explain) Rotary terms.
5. Shift focus from WHAT to WHY.
6. Close with a call to ACTION.
7. When addressing IMPACT, start locally and then scale globally.
8. Focus on CONNECTIONS and COMMUNITY rather than individuals.
9. PERSEVERING: express our commitment when we speak with

clarity and conviction

1. INSPIRING: convey hope, enthusiasm and passion
2. COMPASSIONATE: champion real people, stories and conversations that are relatable and universal
3. SMART: insightful and discerning

QUESTIONS: General: Design-specific (logos, fonts, colors, etc.):

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