

Tell Your Club's Story with Impact

Rotary stories inspire people to learn more, get involved, and support our causes. Use these 5 questions to craft a simple, powerful story about your club's work.

1. What was your impact/your why?

What changed because of your project? Who benefited?

→ _____

2. What action did your club take?

What did your club do to make this difference? Use action words to bring your story to life.

→ _____

3. What are you trying to accomplish?

What need or challenge is your club addressing, and what change are you hoping to make?

→ _____

4. Who is your audience?

Who do you want to reach, and what do they know (or not know) about Rotary?

→ _____

5. What do you want your audience to do?

End with a call-to-action (Learn more? Support the cause? Join us?).

→ _____

Put It All Together - Tell Your Story!

Use your answers to create a short, engaging story. Lead with the impact, explain what your club did, and briefly share the purpose behind the project. Finish with an invitation to get involved.

Tips for Stronger Stories:

- Keep it simple and avoid Rotary jargon
- Use action words to show energy
- Always add photos or video

Your Story Formula:

- **AS A RESULT**, [describe the impact and who benefited].
- **TOGETHER, WE** [explain what your Rotary club did].
- **WE TOOK ACTION BECAUSE** [briefly explain the need or goal].
- **WE INVITE YOU TO** [your call to action].

