

## PEOPLE OF ACTION PLANNING TOOL FOR ROTARY CLUBS (or DISTRICTS)

Club name (Or District)	Who are the champions and leaders?	From whom do we need buy-in?	Who needs regular updates?
<b>Describe:</b> <ul style="list-style-type: none"> <li>• Concept</li> <li>• Idea</li> <li>• Project</li> <li>• Event</li> <li>• Challenge</li> </ul>	<b>How will you include Rotary Brand focus:</b> <ul style="list-style-type: none"> <li>• Express clear Rotary club identification</li> <li>• Build pride for members</li> <li>• Inform the public &amp; community about the project/event</li> <li>• Inform public &amp; community about the club (District)</li> </ul>	<b>How will you include Rotary Membership focus:</b> <ul style="list-style-type: none"> <li>• Attract prospective members</li> <li>• Engage current members</li> <li>• Build connections &amp; friendships</li> </ul>	<b>How will you include Rotary Foundation focus:</b> <ul style="list-style-type: none"> <li>• Increase participation in projects</li> <li>• Share impact</li> <li>• Encourage giving</li> <li>• Provide recognition</li> <li>• Celebrate!</li> <li>• Attract future partners &amp; donors</li> </ul>