

PEOPLE OF ACTION PLANNING TOOL FOR ROTARY CLUBS

<p>Club name</p> <p>Rotary Club of XYZ</p>	<p>Who are the champions and leaders?</p> <p>Co-chairs: Mary Smith and Paul Harris</p>	<p>From whom do we need buy-in?</p> <p>Club Board, Club Members, Park Governing Body, Neighbors</p>	<p>Who needs regular updates?</p> <p>Club Board and Members, Park Governing Body, Neighbors</p>
<p>Describe-</p> <ul style="list-style-type: none"> • Concept • Idea • Project • Event • Challenge 	<p>How will you include Rotary Brand focus:</p> <ul style="list-style-type: none"> • Express clear Rotary club identification • Build pride for members • Inform the public & community about the project/event • Inform public & community about the club 	<p>How will you include Membership focus:</p> <ul style="list-style-type: none"> • Attract prospective members • Engage current members • Build connections & friendships 	<p>How will you include Foundation focus:</p> <ul style="list-style-type: none"> • Increase participation in projects • Share impact • Encourage giving • Provide recognition • Celebrate! • Attract future partners & donors
<p>Rotarian at Work Day</p> <p>April 27, 2019</p> <p>Local park for rehab & clean up</p>	<ul style="list-style-type: none"> • Promote to City Public works as Rotary service project • Share widely on social media and other media in advance • Create signage using your club Rotary logo • Wear Rotary apparel or create "community" awareness of Rotarians with special T shirt • Create short video to share of project results—or use Facebook Live • Provide Rotary club brochures at event—list of those who want more information • People of Action photo of event posted on social media and your website to tell the story of the day 	<ul style="list-style-type: none"> • Get all members excited & on board! • Members invite families and friends • Invite other clubs to participate • Invite Interact/Rotaract/Alumni • Invite other community volunteers • Invite/ include city officials & neighbors to participate • Promote event well in advance • Include & thank everyone in celebration picnic at end of the day • Keep a log of participants for follow-up and invite them to a club meeting 	<ul style="list-style-type: none"> • Use district grant funds & promote as Foundation funded project • Ask for corporate sponsors for financial match/support • Have sponsors attend event • Share Foundation info at celebration picnic at the end of the day • Share total giving of the club thru FB • Share impact of project via social media and other media • Provide for community donations for playground equipment-- Foundation project in the future