



IMPACT

REACH

ENGAGE

ADAPT

COMMUNICATION GUIDE

Tips and examples for effective messaging,
inspired by Rotary's Action Plan.

WELCOME!



IMPACT

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This guide will help you create communications that effectively promote your club's good work, attract new participants and partners, inspire donors, and motivate volunteers. The tips and examples will help your club and Rotary be stronger and more influential as we:

- Increase our impact
- Expand our reach
- Enhance participant engagement
- Increase our ability to adapt

Whenever you communicate with people — whether you're posting on social media, inviting community members to join you in a service project, or speaking at an event — you have an opportunity to increase awareness of Rotary and what we do.

6 TIPS FOR MORE POWERFUL COMMUNICATIONS

1. Consider your audience. You have great stories to tell, but it's important to adapt them to the people you're speaking to. What do these people care about? How is Rotary relevant to them or to that issue?

2. Be inclusive. You want people to imagine themselves in Rotary and understand that Rotary is accessible to everyone. Use words like "members and participants" rather than "Rotarians." Ask yourself: Is your message welcoming? Does it demonstrate how Rotary actively seeks the perspectives and talents of people with different life experiences? Does it show that there are many ways to get involved?

3. Be specific. Use compelling facts and clear examples of how your club has made a difference. This will make your communications more immediate, authentic, and relevant, which in turn will invite your audience to be part of that experience.

4. Avoid acronyms and abbreviations. People who aren't part of Rotary often don't understand our structure or the terms and processes we use. Avoiding insider language will make your communications more relatable and inclusive. One way to check: Ask someone outside your club to review your message. Is it clear and easy to understand?

5. Include a call to action. Think about what you want your audience to remember or respond to. What do you want people to do next?

6. Demonstrate your impact. Help people understand how your club's activities support stronger communities and create a better world. Incorporate testimonials from community members, partners, and others who have worked alongside your club to make a difference.



LET'S GET TO WORK!

Here are some examples of effective communications to give you inspiration, encouragement, and direction. You can use these tips to show what Rotary's about and build momentum for all we do.

INCORPORATE FACTS OR STATISTICS.

This will help people understand how we're increasing our impact and bringing about measurable change.

We're part of a regional environmental effort by Rotary clubs to save monarch butterflies from extinction. **A key threat is the loss of breeding habitat across the United States.** The clubs are working with hundreds of schools, companies, and agencies to plant and protect pollinator gardens along the butterflies' migration route. **Our goal is to increase the monarch breeding habitat by 2% each year.** It's just one way that Rotary clubs are working together and with partners to make an impact.

People in [COMMUNITY] **had to walk three miles to collect water.** Our Rotary club met with residents and learned that this **was contributing to low school attendance rates for girls,** who were primarily responsible for collecting water for their families. **Rates of waterborne illness were also high.** We worked with community members, local health leaders, and a nongovernmental organization to identify the best location and design for a well. This ensured that people had a source of clean drinking water that was easy for them to maintain. **Now girls can attend school and cases of waterborne diseases have dropped by 80%,** contributing to an overall improvement in people's health.



SHOW THAT ROTARY IS INCLUSIVE AND WELCOMING.

We expand our reach when people understand how we inspire others to act and create experiences that connect people and reinforce their commitment. Remember that even instructional details can convey that it's easy to participate.

The Rotary Club of [NAME], the Audubon Society, and the Girl Guides are planting 43 trees in City Center Park this Saturday at 10 a.m. — and **we need your help!** Everyone who plants a tree will get a tree-shaped cookie from the Park Bakery. The park is easily accessible by public transportation, and there is free parking at the garage on Ninth Street. **Bring your family, meet your neighbors, and make our community greener for generations to come.**

Rotary is a global network of 1.4 million neighbors, friends, leaders, and problem-solvers who see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves. **We know that when we bring together people of different backgrounds, we think of better ideas and more effective ways of serving our community and the world. We constantly learn from our conversations, and we're committed to creating a welcoming, accepting, and inclusive environment for all.**

INVITE NEW ORGANIZATIONS TO WORK WITH YOU.

Community partners have helped us do a lot of good in [LOCATION]. **We've worked with the school district to offer tutoring programs and with the city conservation department to plant trees.** We know that we can do more good when we join with partners that bring new perspectives, talents, and ideas. **If your organization hasn't worked with Rotary in the past, let's start a conversation.** We're always ready to collaborate with people and organizations that want to create lasting change.





SHOW THAT ROTARY OFFERS MEANINGFUL EXPERIENCES FOR MEMBERS AND PARTICIPANTS WHILE MAKING AN IMPACT IN THE COMMUNITY.

That's how people will know that we make the needs and growth of our participants a priority — and that's why they'll join us and stay with us.

We help create the next generation of leaders — and we know there are many paths to leadership. Applications are now open for the Rotary Club of [NAME]'s scholarship. We're awarding \$10,000 to a student from our community to use toward college or an accredited educational or career training opportunity. **"Enrolling in college was a goal for me and my family,"** says [SCHOLARSHIP RECIPIENT]. **"With a Rotary club scholarship, I can show the world how much I have to offer."**

Mark your calendars: The Rotary Club of [NAME]'s annual walkathon is here! It's not only a fun way to take part in a community event — every dollar we raise **supports after-school programs that children love and parents depend upon.** Help [CLUB NAME] make our community happier, healthier, and stronger.



DEMONSTRATE THAT YOUR CLUB IS LISTENING TO COMMUNITY MEMBERS AND ADAPTING QUICKLY TO A CHANGING WORLD.

Emphasize how we're being innovative and inviting new perspectives so that we can respond to critical needs. Convey that even in challenging times, we remain hopeful.

What would make our city an extraordinary place for all children to grow up? **The Rotary Club of [NAME] invites people to explore this question in a discussion** at [MEETING PLACE] on [DATE AND TIME]. **"Everyone has something they can bring to this conversation,"** says [ROTARY SPOKESPERSON]. "Your voice and perspective can help local Rotary clubs and our community partners understand how we can increase opportunities for kids to learn and thrive." **Join us for a collaborative dialogue and discover how your voice can make a difference.**

As people of action, Rotary members from [GEOGRAPHIC REGION] are working with [LOCAL CIVIL RIGHTS ORGANIZATION] to teach community members how to respond effectively when they witness discrimination or harassment. In this free workshop, you'll learn how to intervene safely when you see someone being bullied, threatened, or intimidated. Be someone who takes action when necessary!

DESCRIBE HOW WE'RE MAKING EXPERIENCES MORE ACCESSIBLE.

As community members involved in business, education, hospitality, health care, and many other fields, we at the Rotary Club of [NAME] understand the importance of being flexible and innovative. **We're now holding more meetings and events online, which means more opportunities to hear from global experts on topics such as health, finance, conservation, and social issues. If you're looking for meaningful conversation in a convenient format or seeking other opportunities to participate, contact [NAME] at [CONTACT INFORMATION].**

