

PEOPLE OF ACTION PLANNING TOOL FOR ROTARY CLUBS

Club name <i>New Towne Rotary Club</i>	Who are the champions and leaders? <i>Co-Chairs: Mary Smith and Paul Harris</i>	From whom do we need buy-in? <i>Board, Club Members, Park Governing Body, Neighbors</i>	Who needs regular updates? <i>Board, Club Members, Park Governing Body, Neighbors</i>
Describe- • Concept • Idea • Project • Event • Challenge	How will you include Rotary Brand focus: • Express clear Rotary club identification • Build pride for members • Inform the public & community about the project/event • Inform public & community about the club	How will you include Membership focus: • Attract prospective members • Engage current members • Build connections & friendships	How will you include Foundation focus: • Increase participation in projects • Share impact • Encourage giving • Provide recognition • Celebrate! • Attract future partners & donors
Rotarian at Work Day August 20, 2021 Local park that needs clean-up and rehab	1. Create signage using your club's Rotary logo 2. Wear Rotary apparel or a special People of Action shirt for the event 3. Provide updated club brochures at the event 4. Share widely on social media platforms in advance 5. Use Facebook Live to share the action and results of the project 6. Take lots of photos to use as People of Action posts and print ads 7. Involve the media	1. Get all members on board and excited! 2. Members invite family and friends to the event 3. Invite another club to participate 4. Involve Interact and Rotaract and Alumni 5. Promote the event well in advance and invite neighbors and city officials 6. Keep a sign in sheet for participants and invite them to the club to thank 7. Celebration at end to thank volunteers	1. Use a district grant 2. Include Polio information at sign in table and in brochure/purple pinkies at sign in or at celebration 3. Recognize financial sponsors with Paul Harris recognition at the club after event 4. Include the club's grant projects in social media 5. Can this be part of a larger project in the future using Foundation?