



**2019-20 Connected by Our Rotary Stories  
Document 12h  
Active Voice**

**Active vs. Passive Storytelling:**

Active storytelling involves you or your club taking action... passive storytelling lets the action happen to you. Active storytelling is much more engaging to the listener and shows your passion, so it is much more inspiring.

Centering your story on an action you took and how it impacted/ changed you is inspiring.

Centering your club's story on someone your club has served makes your club the hero!

Rich detail with no jargon is attention grabbing and hooks your audience. Chronicle something that happened and document a character's experience or transformation.

**Active vs. Passive Voice**

*Passive voice:* Children were saved by the emergency equipment on the playground that was installed by our Rotary Club.

*Active voice:* Central Lakes Rotary installed emergency equipment on the playground. The equipment saved the life of a 7-year-old child. (this could be locally or in a 3<sup>rd</sup> world country... rich details are inspiring!)

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*Passive voice:* Polio shots given to children in India when I was on a Rotary mission made their parents grateful that their children wouldn't have polio.

*Active voice:* I was able to assist at Polio vaccination day in India and was brought to tears with the thankfulness of parents that their babies wouldn't have to face Polio as some of their older children had.

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*Passive voice:* The shoes provided to the children allowed them to go to school. The shoes came from Rotary Clubs.

*Active voice:* District 5960 Rotary clubs sent shoes to children in Haiti which allowed them to go to school.

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