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

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| **Club name (Or District)**  | **Who are the champions and leaders?** | **From whom do we need buy-in?**  | **Who needs regular updates?** |
| **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 (District)
 | **How will you include Rotary Membership focus:*** Attract prospective members
* Engage current members
* Build connections & friendships
 | **How will you include Rotary Foundation focus:*** Increase participation in projects
* Share impact
* Encourage giving
* Provide recognition
* Celebrate!
* Attract future partners & donors
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