**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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