

Rotary
Club of Medan Talenta



BUILDING AN
EFFECTIVE
CLUB

PREPARING FOR ROTARY YEAR 2025-26





R O T A L E N T L E A R N I N G S E S S I O N S



Introduction

In managing and running a Rotary club effectively, there are two critical aspects to consider.

First, the importance of planning and governance/managing cannot be overstated.

A well-structured plan ensures that the club's activities align with its mission and objectives, while good governance promotes transparency and accountability among members.

Second, maintaining the stability of the "triangle of sustainability" is vital.

This triangle consists of three interconnected elements: **membership, service, and public image**. A solid membership base provides the manpower and resources needed to execute service projects, while effective service enhances the club's reputation and public image. Conversely, a positive public image attracts new members and fosters community support. By focusing on these elements, Rotary clubs can create a thriving environment that benefits both their members and the communities they serve.

The Triangle of sustainability

1

PLANNING & MANAGING

Ensure the club has an annual action plan aligned with Rotary's vision and action plan, and hold a meeting with the board before June 30 to discuss it. Each committee must prepare an activity schedule, implement effective management strategies, and present the club's plan to all members at the beginning of July.

4

ROTARY'S PUBLIC IMAGE

Public image shapes how the world sees Rotary — and whether they choose to join, support, or partner with us.

When we share our story well, we grow our impact.

Because when people see Rotary, they see opportunity, action, and hope.



ATTRACTING & ENGAGING MEMBERS

2

Member engagement and attraction are part of a continuous, self-reinforcing cycle. This ongoing loop—where engagement drives attraction and attraction fuels engagement—ensures Rotary clubs remain vibrant, relevant, and impactful in serving communities worldwide.

SERVICE PROJECTS & THE ROTARY FOUNDATION

3

Every Rotary service project is part of a bigger system working together for lasting change.

Rotary International sets the vision. The Rotary Foundation powers it. Rotary clubs make it real. Together, we're one global team creating lasting, local change.

1

SESSION 01

Planning and managing



Planning's Steps

Rotary's Vision Statement

"**Together**, we see a world where **people** unite and take action to **create** lasting **change**"

Rotary's Action Plan

Increase our Impact

How can we do more good in the world

- Eradicate polio and leverage the legacy
- Focus our programs and offerings
- Improve our ability to achieve and measure impact

Expand our Reach

How can we attract more people to Rotary

- Grow and diversify our membership and participation
- Create new channels into Rotary
- Increase Rotary's openness and appeal
- Build awareness of our impact and brand

Enhance Participant Engagement

How do we make our organization welcoming to all and worth people's time

- Support clubs to better engage their members
- Develop a participant-centered approach to deliver value
- Offer new opportunities for personal and professional connection
- Provide leadership development and skills training

Increase our Ability to Adapt

How do we stay relevant in a rapidly changing world

- Build a culture of research, innovation, and willingness to take risks
- Streamline governance, structure, and processes
- Review governance to foster more diverse perspectives in decision-making

Annual Message

Unite for Good, In a world often divided, Rotary stands as a beacon of unity and hope. three essential pillars: Innovation, Continuity, Partnership

Club's Action Plan

Planning’s Tool

Rotary Club Central

is a tool provided by Rotary International to help clubs plan goals that align with Rotary’s action plan. This tool is designed to make it easier for clubs to manage and track the progress of their projects and initiatives. By using Rotary Club Central, clubs can set clear goals, identify the necessary resources, and engage members in achieving those goals. This is an important step to ensure that clubs can effectively contribute to Rotary’s mission of serving the community.

Increase our Impact	
Goal	Description
Service Projects	How many service projects will your club complete during the Rotary year?
Inbound Youth Exchange students	How many Rotary Youth Exchange students will your club host virtually or in person during the Rotary year?
Outbound Youth Exchange students	How many Rotary Youth Exchange students will your club sponsor virtually or in person during the Rotary year? ¹
Annual Fund contributions	How much money will be contributed to The Rotary Foundation Annual Fund by your club and its members during the Rotary year?
PolioPlus Fund contributions	How much money will be contributed to The Rotary Foundation PolioPlus Fund by your club and its members during the Rotary year?
Major gifts	How many single outright donations of US\$10,000 or more will be made by individuals associated with your club during the Rotary year?
Bequest Society members	How many individuals or couples will inform The Rotary Foundation of their plans to leave US\$10,000 or more to The Rotary Foundation through their estate?
Benefactors	How many individuals or couples will inform The Rotary Foundation of their estate plans to include the Endowment Fund as a beneficiary or will make an outright gift of US\$1,000 or more to the Endowment Fund?

Expand our Reach	
Goal	Description
Club membership	How many total members does your club want by the end of the Rotary year?
New member sponsorship	How many members will sponsor a new club member during the Rotary year?
Rotaract clubs	How many new and existing Rotaract clubs will your club sponsor during the Rotary year?
Interact clubs	How many new and existing Interact clubs will your club sponsor during the Rotary year?
RYLA participation	How many individuals will your club sponsor to participate in Rotary Youth Leadership Awards (RYLA) events during the Rotary year either in person or virtual?
Media stories about club projects	How many media stories will cover your club's projects during the Rotary year?

Enhance Participant Engagement	
Goal	Description
Service participation	How many members will participate in club service activities during the Rotary year?
Rotary Action Group participation	How many club members will be members of at least one Rotarian Action Group (RAG) during the Rotary year?
Rotary Fellowship participation	How many club members will be members of a Rotary Fellowship during the Rotary year?
District conference attendance	How many members will attend your district conference?
District training participation	How many of your club’s leaders will attend a learning event to prepare for their role
Leadership development participation	How many members will participate in leadership development programs or activities during the Rotary year?
Social activities	How many social activities will your club hold outside of regular meetings during the Rotary year?
Use of official Rotary promotional materials	Did your club use Rotary International's advertising and public service materials, such as broadcast videos, print ads, and other official materials available in the Brand Center, to promote Rotary in your community during the Rotary year?

Increase Our Ability to Adapt	
Goal	Description
Strategic plan	Does your club have an up-to-date strategic plan?
Review club bylaws	Do your club bylaws reflect your members and other participants needs?
Online presence	Does your club's online presence accurately reflect its current activities?
Update website and social media	During the Rotary year, how many times per month will your club's website or social media accounts be updated?

Indicator of success

The Rotary Club Excellence Award

recognizes the hard work clubs do throughout the year. Taking action toward achieving the required number of goals helps clubs engage their members, stay relevant in their communities, and run more efficiently. A welcoming and engaging club also reflects the values of Rotary. When clubs work to achieve these goals, they also contribute to the overall health and culture of Rotary for generations to come.

To be eligible for the Club Excellence Award, clubs need to be active clubs in good standing – or having paid each invoice balance in full upon receipt.

Rotary club leaders can go into Rotary Club Central and select the goals they wish to apply toward the club excellence achievement. This flexibility allows clubs to choose the goals that are most relevant and achievable. In addition, many goals will be self-reported by marking “achieved” in Rotary Club Central. Clubs must achieve at least half of the goals by 30 June to be eligible.

To achieve the Club Excellence Award:

1. **Go to Rotary Club Central**
2. **Review the available goals**
3. **Set at least half of the available goals**
4. **Achieve those goals**
5. **Report achievement in Rotary Club Central by 30 June.**
6. **Pay club invoices in full upon receipt**

Managing the Club

Managing a Rotary club involves several key areas to ensure its smooth operation and success:

1

Members

- Focus on recruitment and retention by creating **a welcoming environment**. Engage with current members to understand their interests and needs.
- Organize regular meetings and social events to **foster camaraderie and strengthen relationships** among members.
- **Provide opportunities** for leadership development and participation in committees to encourage active involvement.



2

activities

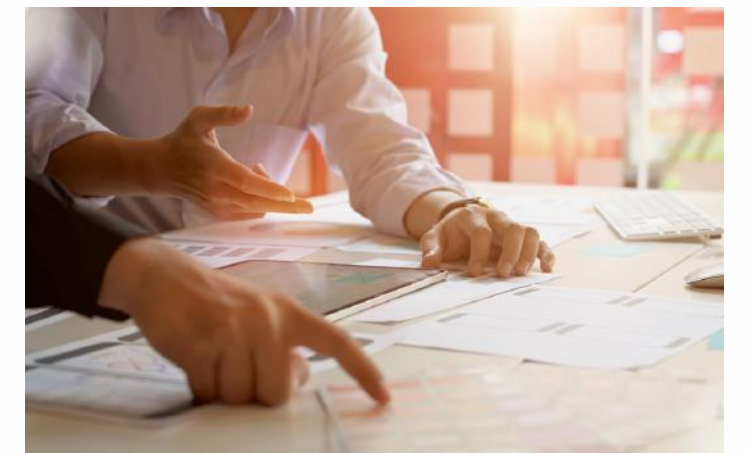
- Plan and execute **service projects that align with Rotary's mission** and the interests of your members. This could include community service, international projects, or fundraising events.
- **Promote participation in Rotary events** such as conferences, workshops, and training sessions to enhance skills and network with other clubs.
- Ensure **activities are well-publicized** and that members understand how they contribute to the club's goals and the community.



3

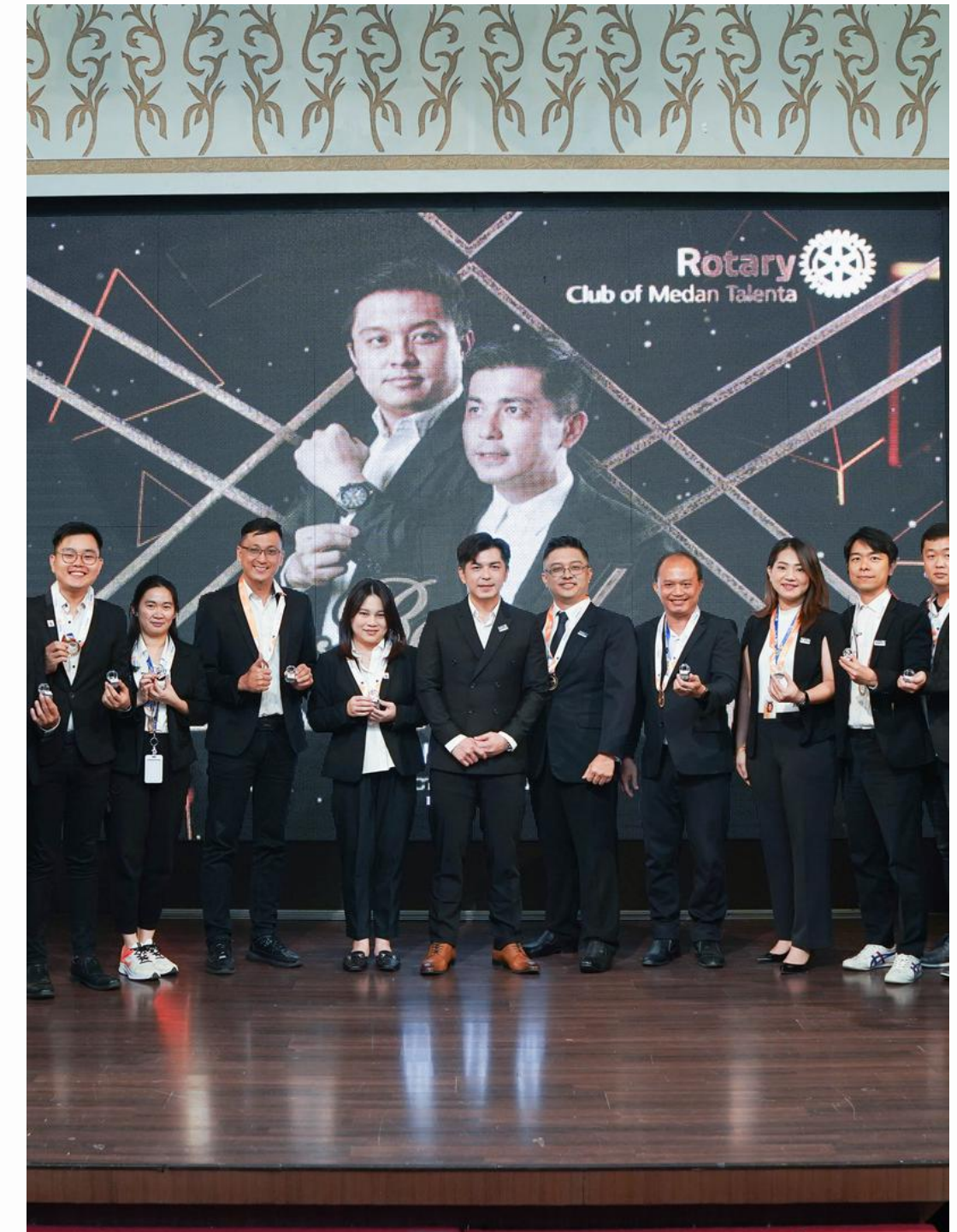
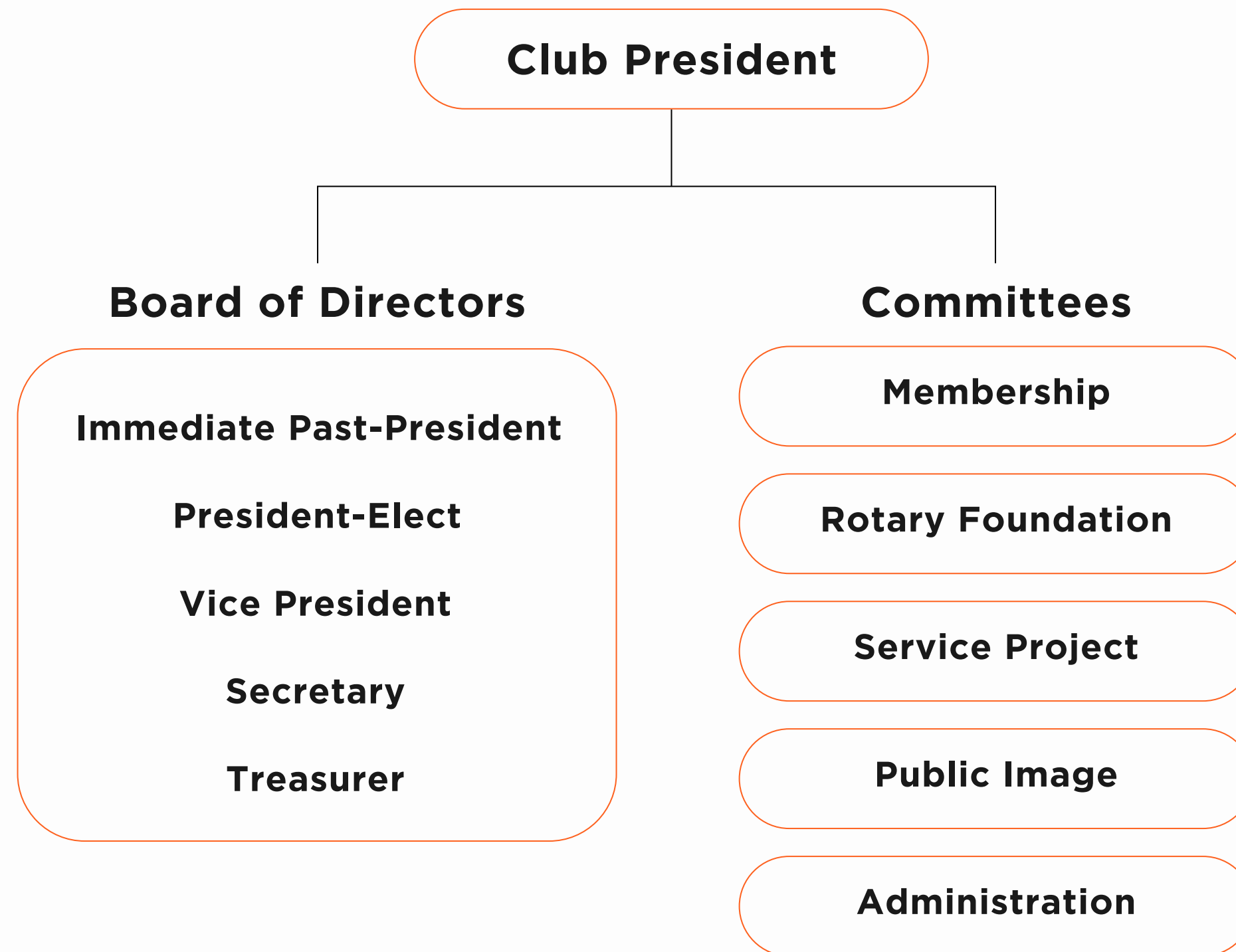
Finance

- Maintain a **transparent budget** that reflects the club's priorities and activities. Regularly review **financial reports** to track income and expenses.
- Implement **fundraising strategies** to support the club's projects and initiatives, ensuring a sustainable financial model.
- Keep accurate records and comply with Rotary International's financial guidelines to **maintain accountability** and trust among members.



Club Leadership Team

In managing the club, we need club leadership team that work together to organize activities, engage and educate members, and set and achieve goals. The leadership team includes:



Task Distribution

1

Planning & managing

planning, managing the club's activities, and ensuring good governance, setting strategic goals, overseeing club operations, managing finances, and maintaining accountability, promote transparency, and adapt to changes

Board of Directors

Administration

2

Membership

recruiting, engaging, and retaining members, fostering member involvement, and strengthen club diversity and growth while upholding Rotary's values

Membership

3

Service Activities

planning and executing community service initiatives, ensures impactful project implementation, oversees fundraising, promotes contributions to TRF, and educates members on available grants.

Service Project

Rotary Foundation

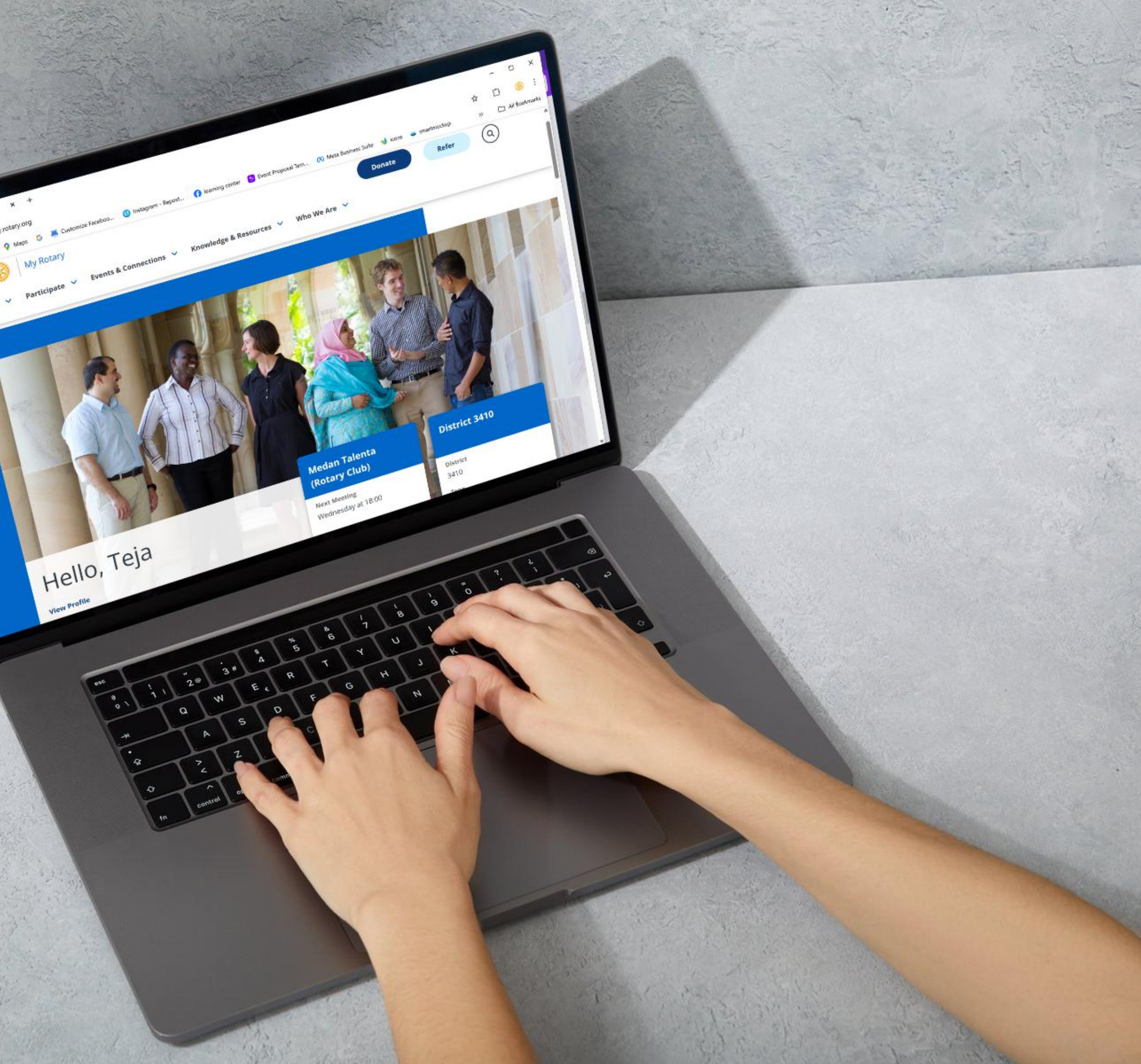
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Public Image

to carry out good planning and governance, ensure accountability, and be adaptable to changes.

Public Image





Managing's Tool

My Rotary

is an online platform for Rotary International members, providing resources, tools, and information to support their service and leadership efforts. It allows members to connect, manage club activities, track donations, access training materials, and stay updated on global initiatives. The site serves as a hub for collaboration, enabling users to find grants, register for events, and engage with Rotary's mission of humanitarian service worldwide.

Sample of Action Plan

ACTION PLAN 2025-26					
NO.	CLUB'S GOAL	DESCRIPTION	TARGET	ACTION PLAN	OFFICER IN CHARGE
	INCREASE OUR IMPACT				
1	Service Projects	How many service projects will your club complete during the Rotary year?	5	Continuing ongoing projects from the previous year and consistently assessing community needs to develop new service projects.	Service Project Committee
2	Annual Fund Contributions	How much money will be contributed to The Rotary Foundation Annual Fund by your club and its members during the Rotary year?	USD 1000	Educating members on the importance of supporting Rotary through donations to The Rotary Foundation, highlighting the benefits for members, the club, and the community, while encouraging awareness and interest in contributing to The Rotary Foundation.	Rotary Foundation Committee
3	PolioPlus Contributions	How much money will be contributed to The Rotary Foundation PolioPlus Fund by your club and its members during the Rotary year?	USD 500	Educating members on the importance of polio eradication efforts and how they can support this cause through donations to The Rotary Foundation, while organizing fundraising events to support polio eradication.	Rotary Foundation Committee
	EXPAND OUR REACH				
4	Club Membership	How many total members does your club want by the end of the Rotary year?	5	Ensuring that every club activity invites non-members to participate, introducing them to Rotary values to increase their interest in joining, and maintaining consistent and regular communication about club activities across all social media channels.	Membership Committee
5	New Member sponsorship	How many members will sponsor a new club member during the Rotary year?	5	Ensuring that every newly inducted member registered on My Rotary has a sponsor and receives continuous guidance and opportunities to be actively involved in the club.	Membership Committee
6	Rotary Youth Leadership Award	How many individuals will your club sponsor to participate in Rotary Youth Leadership Awards (RYLA) events during the Rotary year either in person or virtual?	2	Coordinating with the RYLA committee to provide an explanation to club members about the event and the benefits of sponsoring RYLA for the club and the younger generation.	Club Young Leaders Coordinator
7	Media Stories about club projects	How many media stories will cover your club's projects during the Rotary year?	5	Collaborating with local and national media to cover the club's humanitarian projects in 2025-26.	Public Image Committee
	ENHANCE PARTICIPANT ENGAGEMENT				
8	Service Participation	How many members will participate in club service activities during the Rotary year?	25	Providing clear and detailed information to all club members about planned service projects, including budget requirements, human resources, necessary expertise, and implementation plans, allowing members to choose which projects they want to participate in.	Service Project Committee

ACTION PLAN 2025-26

NO.	CLUB'S GOAL	DESCRIPTION	TARGET	ACTION PLAN	OFFICER IN CHARGE
9	District Conference Attendance	How many members will attend your district conference?	2	Coordinating with the District Conference committee to provide information about the event and the benefits of participating in the 2025-26 District Conference, as well as organizing a savings program and proposing financial assistance from the club for members interested in attending.	Administration Committee
10	Leadership Development Participation	How many members will participate in leadership development programs or activities during the Rotary year?	25	Providing all members with the opportunity to expand their knowledge about Rotary through various discussion topics held monthly.	Club Learning Facilitator
11	Social Activities	How many social activities will your club hold outside of regular meetings during the Rotary year?	5	Planning activities every two months to strengthen connections among members and enhance their sense of belonging to the club.	Membership Committee
12	Use of official Rotary Promotional materials	Did your club use Rotary International's advertising and public service materials, such as broadcast videos, print ads, and other official materials available in the Brand Center, to promote Rotary in your community during the Rotary year?	YES	Studying Rotary branding materials and logo usage at the Rotary Learning Center, consistently using the Rotary Brand Center as the primary source for Rotary promotional materials, and ensuring all promotional and publication materials comply with Rotary International guidelines.	Public Image Committee
	INCREASE OUR ABILITY TO ADAPT				
13	Strategic Plan	Does your club have an up-to-date strategic plan?	YES	Forming a dedicated team to develop the club's long-term goals for the next three years and ensuring the strategic plan is implemented in the second semester of 2025-26.	Board of Directors
14	Review Club ByLaws	Do your club bylaws reflect your members and other participants needs?	YES	Forming a dedicated team to draft the club's bylaws and guidelines as a framework for its activities.	Board of Directors
15	Online Presence	Does your club's online presence accurately reflect its current activities?	YES	Ensuring that all content on social media, YouTube, and the website uses valid data that accurately reflects the club's current conditions.	Administration Committee
16	Update website and social media	During the Rotary year, how many times per month will your club's website or social media accounts be updated?	8	Creating a one-year content plan with a target of two Instagram posts per week and reactivating the club's website.	Public Image Committee

ACTION PLAN 2025-26

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SESSION 2

ATTRACTING & ENGAGING MEMBERS



WHY MEMBERSHIP MATTERS?

Membership in Rotary is the foundation of its impact. Rotarians drive positive change by fostering fellowship, service, and leadership in their communities and beyond. **With a strong and engaged membership, Rotary can expand humanitarian efforts,** support local and global projects, and create lasting change. Members benefit from personal and professional growth, networking, and the opportunity to make a difference. A thriving membership ensures that Rotary continues to uphold its mission of service above self, bringing together people of action to tackle the world's most pressing challenges.



A KEY OF SUSTAINABILITY

Mutual Benefit Between Rotary Club and Its Members

The relationship between Rotary clubs and their members is mutually beneficial. **Rotary provides members with opportunities for personal growth, professional networking, and leadership development while fostering a sense of purpose through service. In return, members contribute their skills, time, and resources to support Rotary's mission of making a positive impact locally and globally.** This synergy strengthens both the individual and the organization, ensuring continued success in humanitarian efforts and community service.



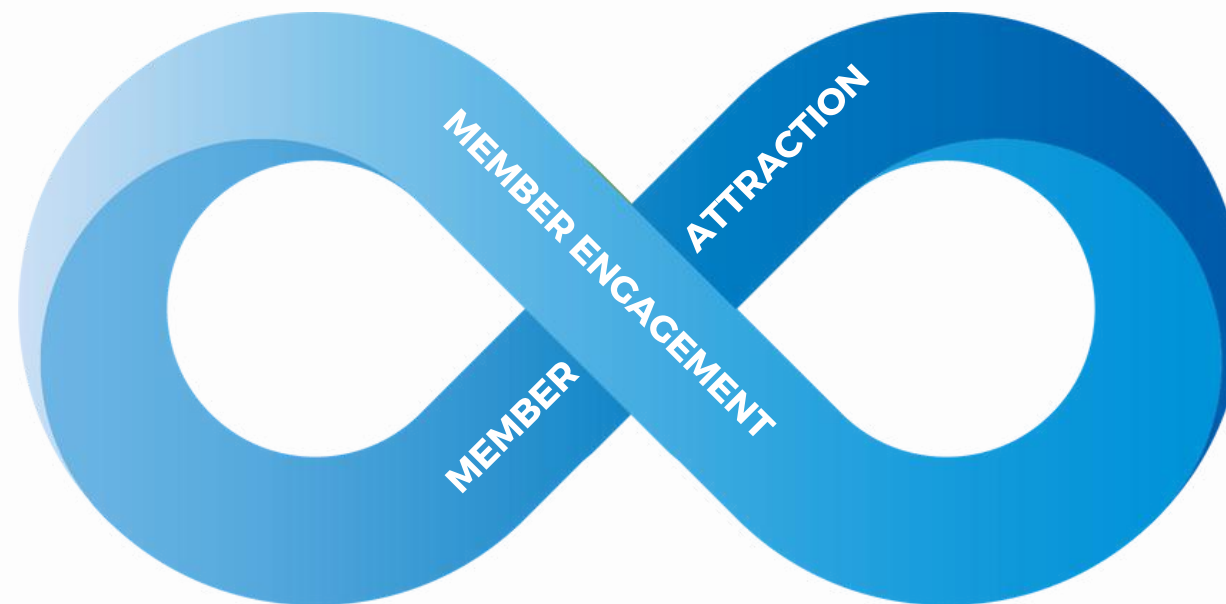
THE INFINITE LOOP ACTION

In Rotary, member engagement and attraction are part of a continuous, self-reinforcing cycle. When current Rotarians are actively engaged through meaningful service projects, fellowship, leadership opportunities, and personal development, they become passionate ambassadors of Rotary values. Their enthusiasm and visibility attract new members who are inspired by Rotary's impact and community spirit. These new members, when properly welcomed and engaged, bring fresh perspectives and energy, further enriching club activities. This ongoing loop—where engagement drives attraction and attraction fuels engagement—ensures Rotary clubs remain vibrant, relevant, and impactful in serving communities worldwide.



MEMBER ATTRACTION

Growing membership is essential for a Rotary club's sustainability, impact, and success. Attracting potential members **brings fresh perspectives, new skills, and increased resources to support service projects and initiatives.** A strong membership base enhances networking opportunities, leadership development, and community outreach. More members mean a greater ability to serve, fundraise, and collaborate on both local and global initiatives.



MEMBER ENGAGEMENT

Active member engagement is crucial for a Rotary club's success and sustainability. **Engaged members contribute their time, skills, and resources to drive impactful projects, strengthen community relationships, and uphold Rotary's mission of Service Above Self.** When members actively participate in meetings, service initiatives, and leadership roles, they foster a sense of belonging, personal growth, and shared purpose.

TIPS IN ATTRACTING POTENTIAL MEMBERS

1. **Showcase Impact** – Highlight successful projects and community impact to inspire potential members.
2. **Leverage Social Media** – Use platforms like Facebook, Instagram, and LinkedIn to share stories and engage with a broader audience.
3. **Host Open Events** – Organize networking events, service projects, or guest speaker sessions to introduce Rotary's mission.
4. **Encourage Member Referrals** – Ask current members to invite friends, colleagues, or family members.
5. **Offer Flexible Membership** – Provide different engagement options to accommodate busy schedules.
6. **Create a Welcoming Environment** – Foster a friendly, inclusive atmosphere where new members feel valued.
7. **Partner with Local Businesses** – Collaborate with companies to introduce Rotary to professionals seeking community involvement.
8. **Engage Younger Generations** – Connect with young professionals and students through Rotaract and mentorship programs.
9. **Highlight Personal Growth** – Emphasize leadership, networking, and skill-building opportunities.
10. **Follow Up** – Stay in touch with potential members and invite them to multiple events to deepen their connection.

By focusing on these strategies, Rotary clubs can attract passionate individuals who want to make a difference.

TIPS FOR ENGAGING MEMBERS

1. **Encourage Active Participation** – Involve members in meaningful projects, leadership roles, and decision-making.
2. **Foster Fellowship** – Organize social events, team-building activities, and networking opportunities to strengthen relationships.
3. **Recognize Contributions** – Celebrate members' achievements through awards, shout-outs, or appreciation events.
4. **Provide Leadership Opportunities** – Offer chances to lead committees, projects, or mentorship programs.
5. **Communicate Regularly** – Keep members informed through newsletters, social media, and meetings.
6. **Offer Diverse Service Projects** – Cater to different interests by organizing various community service initiatives.
7. **Encourage Learning & Development** – Provide training, guest speakers, and workshops to enhance skills and knowledge.
8. **Make Meetings Engaging** – Incorporate interactive discussions, guest talks, and innovative formats to keep meetings exciting.
9. **Support Member Interests** – Align club activities with members' passions and professional expertise.
10. **Seek Feedback & Act on It** – Regularly ask members for input and implement their suggestions to enhance engagement.

Keeping members engaged ensures a vibrant, motivated, and impactful Rotary club that continues to serve communities effectively.

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SESSION 3

SERVICE PROJECTS & THE ROTARY FOUNDATION



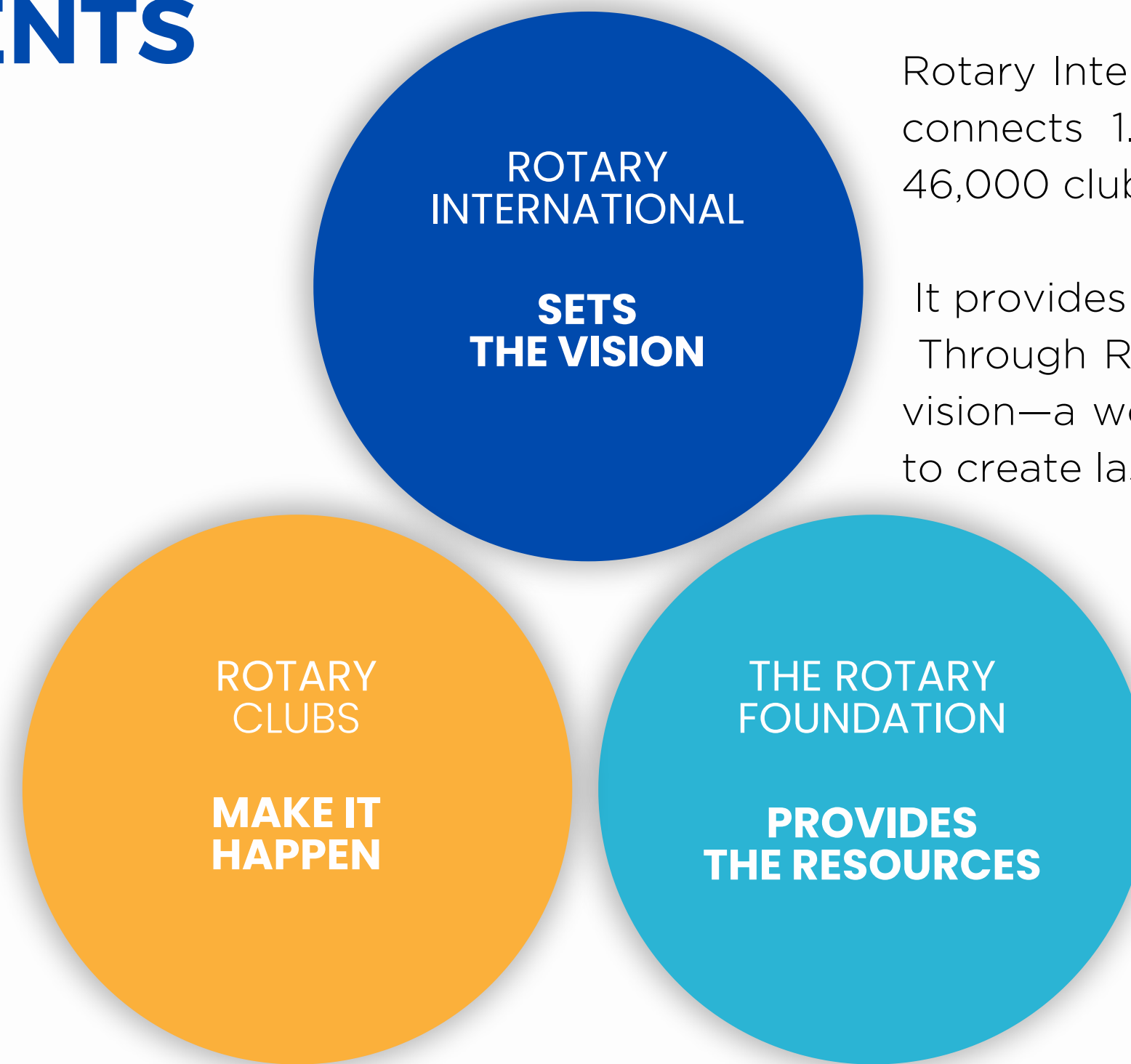
THREE ELEMENTS OF ROTARY

"Rotary is a global movement built on three powerful pillars, each playing a unique and essential role in our mission to create lasting change.

At the heart of it all are Rotary Clubs.

These are the local engines of action—where members meet, plan, and serve.

Every project begins at the club level, guided by local knowledge and carried out with passion and commitment.



Rotary International is the central organization that connects 1.4 million Rotarians across more than 46,000 clubs worldwide.

It provides leadership, strategy, and coordination. Through Rotary International, we share one global vision—a world where people unite and take action to create lasting change.

The Rotary Foundation is our charitable arm.

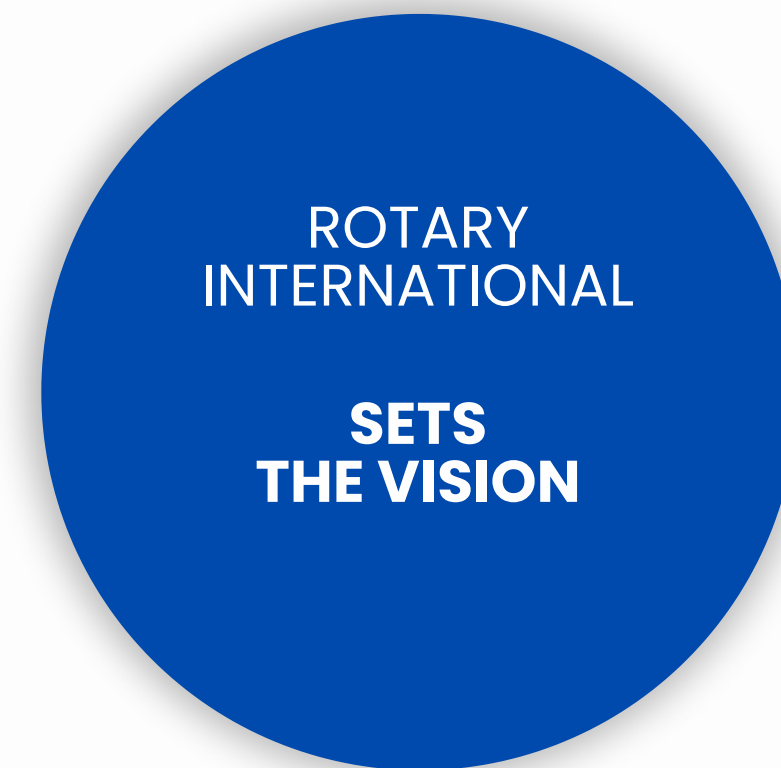
It transforms donations into service by funding projects, scholarships, and training around the world.

Thanks to the Foundation, our local ideas become global impact—empowered through grants and supported with accountability and sustainability.

ROTARY'S AREAS OF FOCUS

A GUIDING FRAMEWORK FOR CLUBS

"Every Rotary Club around the world is united by one goal: to create lasting, positive change in our communities and beyond. To guide our efforts and ensure maximum impact, Rotary has identified seven Areas of Focus—key issues where we, as Rotarians, can make the greatest difference. They are a strategic framework—a compass that guides Rotary Clubs in choosing and designing service projects that are effective, sustainable, and aligned with global needs.



Peacebuilding and Conflict Prevention

We promote peace through dialogue, understanding, and training. Rotary supports education and conflict resolution to reduce violence and build more resilient communities.

Basic education and literacy

We open doors through education. Clubs support schools, provide learning materials, train teachers, and run literacy programs to help both children and adults thrive.

Disease prevention and treatment

We fight disease by providing access to healthcare, supporting medical professionals, and delivering equipment and education to areas most in need.

From polio eradication to clean health campaigns, Rotary is on the front lines.

Community economic development

We strengthen local economies by supporting entrepreneurship, job training, and financial literacy. Empowering individuals means empowering entire communities.

Water, sanitation and hygiene

Clean water is a human right. We build wells, install sanitation systems, and teach hygiene practices to prevent illness and improve quality of life.

Environment

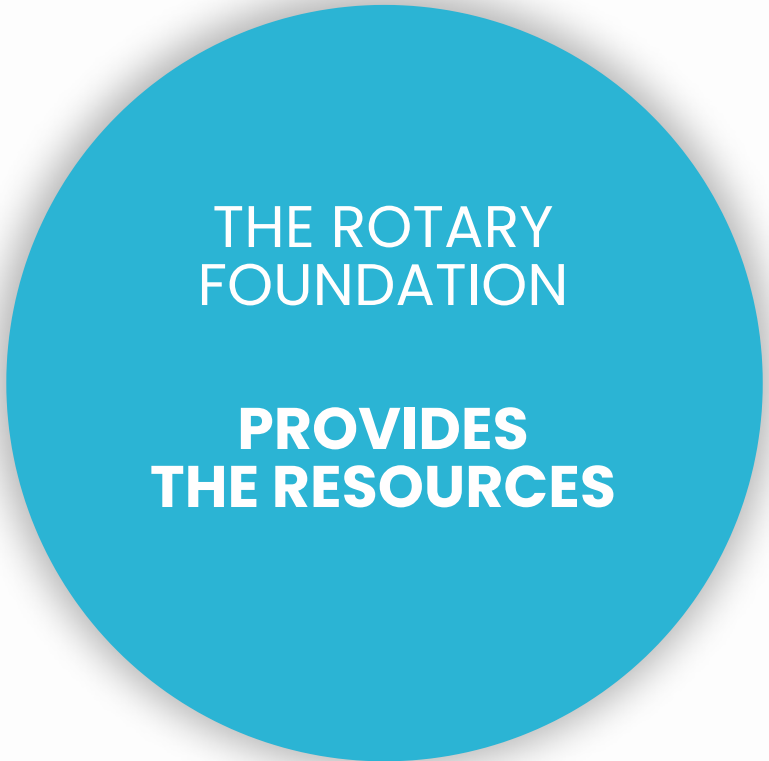
As stewards of the planet, we take action to protect natural resources—through reforestation, clean energy, conservation, and waste reduction programs.

Maternal and child health

Rotary supports mothers and children to ensure safe pregnancies, proper nutrition, and access to essential health services—especially in underserved communities.

EMPOWERING SERVICE. BUILDING A BETTER WORLD

The Rotary Foundation is the heart of Rotary’s humanitarian work. It transforms our donations into life-changing projects around the world. Every successful Rotary service project—from local impact to global outreach—is made possible by the resources, support, and trust of The Rotary Foundation. It’s how we turn our ideas into action—and action into lasting change.



The Heart of Rotary’s Mission

- Not just funding—it’s a catalyst
- Transforms ideas into impact
- Supports global and local needs

Together, We Create Lasting Change

- Local action, global reach
- Projects with purpose and sustainability
- Powered by people like you

Areas Where the Foundation Creates Impact

- Rotary’s Areas of Focus

Grants That Empower Action

- District Grants: Small-scale, local projects
- Global Grants: Large, sustainable international projects
- Supports planning, training, and implementation

Trusted and Transparent

- 91% of funds go directly to programs
- Highly rated for financial accountability
- Every dollar is maximized

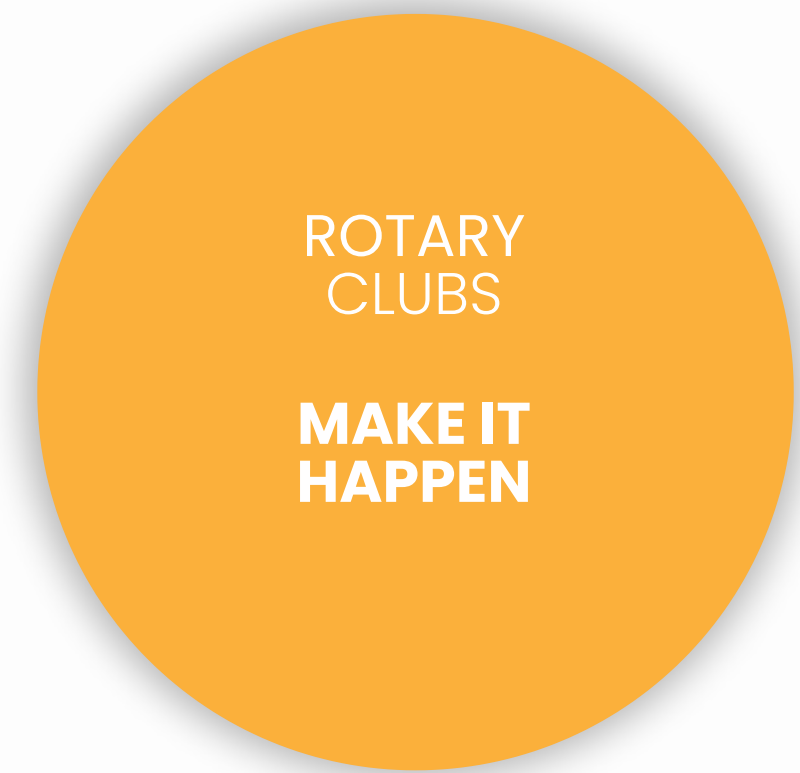
How You Make It Happen

- Every donation empowers a project
- Contributions are matched through grants
- Be a part of the impact

KEY POINTS IN A ROTARY SERVICE PROJECT

Every Rotary service project follows a powerful path—from identifying a need to creating lasting impact.

Every step reflects Rotary’s core values: service, integrity, and lasting impact. Through projects like these, we live our motto—Service Above Self.



Needs assesment

We start by listening. Rotary projects begin with understanding the real needs of a community—through surveys, conversations, and collaboration with local leaders.

Planning and collaboration

Next, we plan strategically. Rotarians work together to design practical, impactful solutions. We also partner with experts, community members, and other Rotary clubs to ensure success.

Financial support

Rotary service projects rely on strong financial support—from local fundraising to global partnerships. The Rotary Foundation plays a key role by providing grants that match and multiply what clubs contribute.

Implementation

Then comes action. Volunteers, professionals, and partners work hand-in-hand to carry out the project—whether it’s building infrastructure, delivering services, or offering training.

Impact and sustainability

Our focus isn’t just short-term change. We ensure our projects are sustainable, with long-term benefits and local ownership. Every effort is made to empower communities to maintain and grow the results.

Monitoring and evaluation

After implementation, we track results, gather feedback, and measure outcomes to learn, improve, and share our success with others.

4

SESSION 4

ROTARY'S PUBLIC IMAGE



THE ROTARY PARADOX

WHEN GOOD DEEDS GO UNHEARD

**Rotary helped eradicate polio in 120+ countries... but
how many people know what Rotary is?**

Rotary has achieved amazing things — like nearly eradicating polio globally. And yet, ask around, and you might find many who've never heard of us. That's the paradox we're exploring.

WHAT IS ROTARY PARADOX?

The Rotary Paradox is this: doing profound good, over generations — and still not being a household name. We've saved lives, changed communities, but our story isn't reaching the world.

- Over 100 years of service
- Millions helped
- Still under the public radar

There's a clear gap. Our achievements are significant, but public recognition is minimal. We need to ask — why is that, and how do we change it?



THE ROOT CAUSES

WHY DOES THIS PARADOX EXIST?

So we have to ask ourselves — why isn't Rotary more known, despite all the good it does? The answer lies in how we tell our story

Three main causes:

1. Focus on "who we are" instead of "who we help"
2. Members hesitant to share stories
3. Community voices are rarely heard

We've focused too much on identity and not enough on impact. Many members feel uncomfortable sharing, and the voices of those we help often go unheard.

THE PERCEPTION GAP

WHEN WE APPEAR TOO PERFECT

Sometimes, our own branding — powerful as it is — can unintentionally create distance. When we appear as perfect changemakers, we risk sounding like we operate 'above' the communities we serve.

- Taglines like "People of Action," "Community Builders" can sound distant
- Creates perception of hierarchy: Rotary as 'saviors'
- May alienate the very people we aim to help



CONSEQUENCES OF STAYING SILENT

WHY IT MATTERS?

When our impact goes untold, we lose the chance to inspire, to grow, and to bring others along with us. Silence becomes a barrier to further service.

- Harder to attract young members
- Lost potential for partnerships and donors
- Missed opportunity to inspire others

TELLING STORIES THAT MATTER

THE SHIFT WE NEED

We can start to reverse the paradox by shifting focus: telling stories of those we serve, empowering members to share more, and using the tools of today to amplify our voice.

- Center the voices of those we help
- Encourage storytelling among members
- Use digital platforms effectively



TURNING STORIES INTO STRATEGY

PRACTICAL STEPS FORWARD

Here are five concrete steps to move forward. Each one is simple — and powerful. Together, they can transform how Rotary is seen and remembered.

1. Shift the narrative focus
2. Train Rotary storytellers
3. Highlight impact, not titles
4. Involve communities in storytelling
5. Build visibility into every project



BUILD A MORE INCLUSIVE & EQUITABLE NARRATIVE

We can begin building a more human and equitable narrative. Through inclusive language, honest stories, and placing communities as protagonists — we can make Rotary feel more connected

- Use collaborative language: "We build with communities" instead of "We build for communities."
- Make communities the heroes: Rotary is the catalyst, not the main character. The true heroes are local changemakers.
- Show narratives of doubt & learning: Not just success, but process, failure, and growth.
- Strengthen community representation: Use photos, testimonials, and stories from the people we help — let them be the lead narrators.



**LET'S TELL THE WORLD NOT JUST WHO WE ARE —
BUT WHO WE'VE HELPED BECOME.**

Let's remember: we're not just People of Action — we're people of stories. And when we share those stories, we spark new hope, new partnerships, and new service.

CALL TO ACTION

**WHAT STORIES HAVE YOU WITNESSED THAT
DESERVE TO BE HEARD?**

CONCLUSION

BUILDING STRONGER ROTARY CLUBS TOGETHER

A successful Rotary club doesn't happen by chance — it's built through clear planning, engaged members, meaningful service, and a strong public image.

- When we **plan with purpose**, we align our goals with Rotary's vision and empower every committee to lead with direction.
- When we **attract and engage members**, we create a vibrant cycle of energy, commitment, and growth.
- When we **deliver impactful service projects**, we connect local action to global change — bringing Rotary's mission to life.
- And when we **share our story effectively**, we inspire others to join us, support us, and believe in what Rotary stands for.

Each element strengthens the others. Together, they form the foundation of a thriving, sustainable Rotary club — one that leads with purpose, serves with passion, and leaves a legacy of lasting change.

