

Three-part Framework

- **The Problem** (*the urgency*)
 - Get the audience's attention by presenting a visual, emotional, and urgent problem.
- **The Hero** (*the transformation*)
 - Position the audience as the hero of the story, with Rotary as the guide that helps them solve the problem.
- **The Clear Next Step** (*the call to action*)
 - Provide a simple, clear call to action, such as "join us" or "donate."

Tic-Tac-Toe Blueprint

- Start with the left column: ***"The Problem"***
- Then move to the middle column: ***"The Solution"***
- Finally, end with the right column: ***"The Action"***

Expand our Reach with Public Image

How to Tell Your Story?

THE PROBLEM

1. THE PROBLEM

Define the problem from the perspective of the person experiencing it, making it tangible and visually and emotionally urgent.

THE SOLUTION

4. INTRODUCE THE "GUIDE"

Introduce your Rotary club or yourself as the "guide" who can help the hero (*the audience/community*) solve the problem.

THE ACTION

7. THE THREE-STEP PLAN

Outline a simple, accessible three-step plan for implementing the solution that is easy for anyone to understand.

2. HOW THE PROBLEM MAKES THEM FEEL

Describe the emotional impact the problem has on the affected people, connecting the evidence with the emotional aspect.

5. THE SOLUTION

Explain how your solution will be applied to the problem, focusing on leading to a successful outcome.

8. STAKES FOR SUCCESS AND FAILURE

Briefly remind the audience what will be won or lost by taking or not taking action, adding a sense of urgency.

3. EXAMPLES OF THE PROBLEM

Humanize the problem by providing a core statistic or a specific story about an individual.

6. PROOF THAT YOU CAN BE TRUSTED

Demonstrate your ability to solve the problem by highlighting similar past successes or consulting with experts.

9. CLEAR CALL TO ACTION

Provide a very simple and clear call to action, telling people exactly what to do.