

AGs: Help your club get in the District Newsletter!

Why:

- Instill pride that they're being recognized—Rotarians are “People of Action”
- Help other clubs say “we could do that”
- Develop a bit of camaraderie (rivalry?) with other clubs

How:

- Have them send me an email with the basics—Wbloss@Gmail.com
- Put my name in their Facebook post comment—that way it will hit my feed and I'll grab it. Club can do that or you can!
- Text to 417-385-3996

What:

- Send me pix and names of new members
- Use “Three Points” for social media posts
 1. Say what you did – what action did you take (“we made 100 food bags”)
 2. Offer statistics or proof of the difference you made (“XYZ School has 40% students on free lunch and need additional weekend food”)
 3. Issue a call to action (“visit us at a club meeting or project”)

Hints:

- We can do a feature story also with notice for a “signature event” or “big story”
- Suggest they use “Action photos” whenever possible on social media—if there's a project get people doing something. Do not use a photo of all of them lined up smiling at the end of the event—show them “in action!”

District Project Areas:

- Get with me if you want to do a story re any of our district segments:
Eg: RYLA, Polio, Grants, DEI, Foundation, Leadership Academy, etc.

