

EXPANDING OUR REACH: **BRINGING MORE PEOPLE TO ROTARY**

PETS BREAKOUT SESSION



Your Facilitators for Today



XXXX XXXX
Rotary Club of XXXXX
District XXXX
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Why should we expand our reach?

- Grow visibility
- Welcome new voices
- Amplify impact

Rotary's Vision Statement

Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves.

Pulse Check



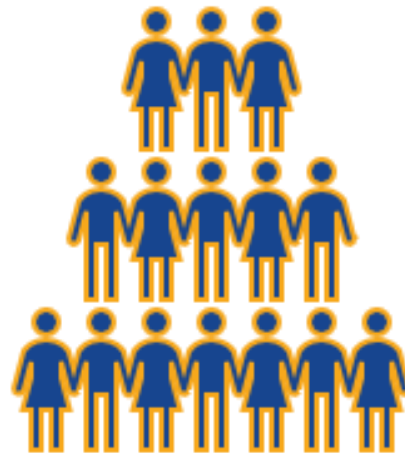
In a few words:
How does your
community see
your club?

The Three Pathways to Reach

Public Image






Membership



Partnerships



The Three Pathways to Reach

Pathway	Focus	Key Message
Public Image:  Tell Your Story	Increase visibility	"Show your club's heart. Not just its logo."
Membership:  Invite People In	Attract & engage new people	"Flexibility and inclusion grow connection."
Partnerships:  Multiply Your Reach	Collaborate for impact	"Work with others to amplify visibility and purpose."

Group Activity Setup



Group Division

Participants will be divided into three groups by Pathway.

Guided Discussion

Each group will receive a question and spends 15 minutes discussing their assigned question.

Actionable Ideas

Groups record 2–3 actionable ideas on flipchart paper, focusing on public image, membership growth, and partnerships.

Report Back

Presenting Top Ideas

Each table shares its top 1-2 ideas



Wrap Up & Reflection

Remember: You don't need to do everything. Just pick one or two ideas that fit your club.

Pair and share: What's one way your club will expand its reach this year?



Wrap Up & Reflection



When we share Rotary's story, welcome diverse people, and work with new partners, we grow our ability to create lasting change.

Thank You!



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