



CIVITAN INTERNATIONAL

HOW TO TELL YOUR STORY

Everyone has a Civitan story; why you joined, why you continue to serve, a moment that made you a Civitan for life! Every Civitan Club has Civitan story; why you chose a specific cause, who benefits from your annual projects, what moves your club members to serve in the community. Sharing those stories will help you connect with potential new Civitans. To successfully tell your Civitan story or your Club's Civitan story, be sure to answer the following questions: who, what, when, where, and why?

WHO

- Who are your fundraising dollars going to?
- Who is your project benefitting?

WHAT

- What specifically are you doing at your event?

WHEN

- If sharing after the fact, when did you do this project?
- If this is a repeat project, how many years have you been doing it?
- Do you need extra hands for this event? If so tell people when they can help!

WHERE

- People can't take part if they don't know where your event is happening!
- If sharing about a completed event, mention the venue, one to thank the location for their support and also so people know to be on the lookout for it again next year.



WHY

- This is your testimonial.
- Why did you pick this project or cause?

OPPORTUNITIES TO SHARE YOUR STORY

- Television PSA
- Fliers
- Videos
- Photos
- Blogs
- Infographics
- Meetings
- Emails
- Community fairs
- Bulletin Boards
- Testimonial
- Social media
- News Reports
- Brag Board