

## **ROTARY MOMENTS**

### **GETS - Zone 24/32 Institute 2013**

A *Rotary Moment* is a two to three-minute personal story that reflects a highly memorable experience in your Rotary life. It might be an experience that impacted you so greatly that it transformed you from simply being a member of Rotary to becoming a Rotarian, or an experience that you will always remember as a key point in your Rotary life.

Telling personal stories is a powerful tool to communicate information about Rotary to members and non-members and illustrate why you are a member. Stories enable you to strongly connect with your audience and more effectively illustrate key points in your club visit speech as compared to a simple delivery of information or facts and figures. *Moments* and other types of personal stories will serve to motivate and inspire your listeners and encourage them to take their own Rotary action.

The GETS presentation of *Rotary Moments* is based on *Rotary Moment* presentations occurring throughout the world. It is an effective way to tell the Rotary story and inspire others to join us. Although attendees at the Institute will primarily be Rotarians, in "real life," most *Rotary Moments* are told to non-Rotarians as a way to help them understand more about our great organization and encourage them to become involved.

In the preparation for your *Rotary Moment*, we ask you to please review the *Rotary Moment* ("Telling Your Rotary Story") example by Australian Rotarian Jennifer Scott on the link below to help you to think about the presentation of your Moment. We recommend that *Rotary Moments* be presented as if you were speaking to an audience of non-Rotarians. <http://vimeo.com/album/1902081/video/40317503>

The maximum time for your Moment is three minutes. As speaking to an audience often extends the time of a speech due to pauses for audience response, it is highly recommended that, if your *Moment* exceeds 2:30 in at-home rehearsals, it be reduced slightly in length. This will provide you with flexibility in delivery. The maximum time available for the Moment presentation is 3 minutes. Due to the short presentation time, there is not AV support available at GETS for Rotary Moments.

*Tip: most speakers speak publicly at 100 to 125 words per minute. The story should be in a range from 200 to a maximum of 375 words. If using 12 point Times/Times Roman font, there will usually be an average of about 10 words per line and 245 on a double-spaced page.*

Keep these effective presentation tips in mind when you prepare, whether for a Rotary Moment or your official club visit speech:

- Grab the audience's attention with a powerful opening line.
- Include only relevant details that move the story along
- Close with a direct or implied call to action

We look forward to seeing you in Cherry Hill and hearing your *Rotary Moment*!