



## One Rotary Summit – Hometown Scenarios

You and the other Rotarians/Rotaractors at your table are going to assist members of other clubs represented at your table by helping them articulate some characteristics of their clubs and by jointly coming up with some creative ways to:

- achieve or sustain membership growth and retention,
- increase Rotary Foundation giving and project engagement, and
- gain enhanced public image in their communities.

**Step 1.** Members of one club will share about their club as *the club in the spotlight*. Persons at the table who are not members of that club will engage members of the club in the spotlight in an open discussion to better understand the status of the club and how it might move forward, using these questions:

1. Tell us about your club's membership – paint us a picture (can include size, demographics, growth, retention, strategy, culture).
2. Briefly identify at least four of the most important things that your club does. What is the level of engagement of the members in these activities?
3. What is the level of, and member involvement in, your fundraising for The Rotary Foundation Annual Fund and PolioPlus, and how is that done? Is your club living up to its potential in this area?
4. What does your club do in terms of projects or programs supported through The Rotary Foundation, such as Global Grants, District Grants, or Peace Fellows?
5. What is your club going to do this year and next year to celebrate the 100th Anniversary of The Rotary Foundation? What aspects of Public Image in your community will be, or could be, involved in what is going to be done?
6. How might the excitement about the 100th Anniversary of The Rotary Foundation help with fundraising, membership, and public image this year?
7. What kind of "brand" reputation does your club have in the community? What does your club do to promote itself?

**Step 2.** Feedback and idea time

**Interviewers:** Using the "yes, because, and" method described by the facilitator just before this scenario began, share your positive impressions about the club just described and how they might achieve or sustain membership growth and retention, increase Rotary Foundation giving and project engagement, and gain enhanced public image in its community with the member(s) of the club that is in the spotlight.



### One Rotary Summit – Hometown Scenarios

Based on the context of the spotlighted club, list at least two ideas in each of the following areas:

1. Celebrating the 100<sup>th</sup> Anniversary of The Rotary Foundation and Polio eradication,
2. Increasing the level and member participation in community service and support of The Rotary Foundation,
3. Building membership and member engagement, and
4. Enhancing the club's Public Image in the community.

**Spotlighted club member(s):** What have you learned about your club in this process?

Which of the ideas shared with you do you think you will recommend to club leadership? What other ideas have come to you in this process?

**Step 3.** As time allows, repeat the process with one or more other clubs being in the spotlight.

**Step 4.** In the last 8 minutes (the facilitator will let you know when to begin this step of the process), list the top 10 ideas that have been developed at your table, and be prepared to share those with the Rotarians/Rotaractors at the other tables when we reconvene as a group.

---

#### Instructions to the Participants

1. As a participant in this One Rotary Summit, you should review the membership and foundation support history available in Club Central prior to attending the One Rotary Summit. Leverage any additional information regarding your club's strategy and/or involvement with membership and foundation as this will help you when you are describing your club, especially regarding questions 1 and 3. As you are describing your club, if you don't know the exact answer to a question, give your best estimate.
2. In the discussion section of this scenario, please use a "Yes, Because, And" method of discussion, a method where there are no "yeah buts." When someone puts forth an idea, affirm that idea, and state why it is good. Then, if you want to, you can add something to it. Here is an example: Someone states the idea that membership could be increased by doing a vocational survey of the community businesses. In response, someone else could say, "Yes, that is a good idea because we don't really know who is out there as potential members, and I also think that we should consider our neighbors who don't work in our community as potential members."
3. You will have up to three 40-minute discussions focusing on different spotlighted clubs in each group – 30 minutes of discussion followed by 10 minutes of sharing the ideas discussed.
4. If someone at your table would kindly volunteer to record your ideas in Step 4, we will gather those and make them available later to each club represented here.

Note: each table will have an assigned table facilitator, that is, someone there to be sure everyone at the table understands the process and to get it started with the first interview. This person will also serve as a timekeeper to be sure that multiple clubs are spotlighted.