

**One Rotary Summit  
Collected Ideas  
10-7-2017**

Following are all the ideas collected at the One Rotary Summit. Sheets are divided as shown:

Public Image

- P-R Committee
  - Find Champion / PASSION
  - Photos / Videos of events – SHARE
  - Collaborative Projects – Collaborative P.R.
  - Club / Members in other organization
    - Chamber of Commerce
    - Young professionals
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Membership – public image

- meet at Culvers – ask others there to join for lunch (public space) and learn
- Put up Sign “Rotary Meeting here / now – Please Join Us”
- Redeem business card for free drink and learn more
- Youth Exchange Families – great member prospects
- invite community members to help with service club projects

Promote Positive Public Image

- Rotary Park / Visible in Community
- newspaper
- pictures
- partner with other organizations & service clubs
- social media

Service Project – Membership & public image work together

- Flag Football – polio plus working with other groups
  - involve students in cleaning up park – bicycle path
  - Halloween Fun House
  - World Polio Day Proclamation
  - Community Grants
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Recruit Specific Individuals within Community

- Amplify a positive event that you’re already doing
  - Member Access (at a retail location) to publicize Rotary
  - Brainstorm alternative Ideas for Welcome signs
  - Reconnect to soccer
  - Sharable Facebook
  - Pictures
  - Partner with Schools
  - PSA (Public Service Announcements)
  - Build Team within club
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Polio Awareness

- Facebook Postings
  - make polio videos on Club Website & at meetings
- How Public Image more than a task or committee?
- Rotary Lights – incredible PR tool
  - public presence; parks, trails

## What can District Do to Help?

- Invite District reps to meetings
- create a speakers' bureau for clubs to access

## Club Activities to Increase Membership

- membership night – social, appetizers; invite friends & associates
  - pictures of club activities in local papers
  - summary sheet of activities on tables for guests to see (members too!)
  - publicize upcoming speakers & programs
  - Club activities improve public image:
    - A big activity that your club becomes known for
    - repetitive, visible, synonymous with Rotary
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## Q1: getting the name out

- asked to become a member
- Youth Exchange
  - students into community
  - present to all classes at school
- Outbounds
  - stay in touch with “back home” in the year through Skype / Facetime
- RYLA Students: attract their parents – ask / expected / invite to come to an event
- Scholarships: mentorship – invite to meetings – build a relationship

## Q2:

- publicize what the foundation as done
  - also local programs / projects
  - stay in touch with trending media – use Facebook / Twitter etc., and My Rotary!!!
  - People of Action – radio & tv use
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## Question 1:

- Awareness of “Don’t” motivates
- positive focus helps life changes
- positive = action
- Positive = leadership / creates followers

## Question 1a

- we want – more innovative / energetic clubs
- we want – members to feel part of foundation

## Question 2

- Step outside of box
  - slow & steady
  - embrace / welcome new / different approaches
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## Public Image is more than just a task!

- Public Image Chair
  - stress everyone should promote our story / what we are proud of
  - wear your Rotary pin wherever you go
  - tattoo – Rotary (hand out temporary tattoos)
  - recognition of club members with Rotary branded items
  - getting no-Rotarians to like your Facebook page
  - change profile picture with Rotary logo wear (apparel / items)
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## Membership

- service event with non-Rotarians (meal packing)
- introduce prospective members at Social Function rather than a meeting
- use events to pique interest in membership

## Polio Story

- World Polio day Event
  - Use Rotary Videos
  - have a speaker who participated in a national immunization day
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## Question 1

- we focus on losing members
- should focus on gaining and retaining members
- focus on positive news – positive social media
- control what you can – don't focus on what you can't control
- ask members (or former members) what they liked or like about Rotary
- Focus the Rotary "product" .....
- not being a member but what we do as members like service
- write down why you are a Rotarian
- practice your elevator speech – your "why"

## Question 2

- Cliff Young shuffle
  - persistence – focus- work consistently even if not sprinting to the end – shuffle
  - momentum
  - turn off other preconceived notions
  - do your thing without worrying about other ways
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## - Waunakee

- 90 members
  - noon meetings
    - also evening & morning once a month
  - Partner with other service clubs and Chamber
  - public events & fund raiser
  - pictures in the local paper
  - list speakers in the local paper
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- family oriented public event
  - know your community
  - Rotary Signage and landmarks
  - international projects
  - involvement –
    - keep a chart of who is doing what
  - donate for a member's activity
  - community fun events
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## - Question 1

- leverage relationships – personal invitations to recruit members

## - Question 2

- slow & steady member engagement
- focus on individual, person to person contact; check in with new members
- ask people to take on specific projects
- STAR Committee – Special Training About Rotary
  - 6 sessions with specific topic to learn more about Rotary, 1 topic per meeting

- engage new members quickly – get them doing something
  - regularly remind members of your club's projects; extended announcements
    - handouts at tables
  - Question 6
  - focus on flexibility
  - increasing to humanitarian
    - partner with local organizations; sock / sweatshirt drive for example
    - PET's a possible way to connect
    - consider signing up with Rotary Direct for a monthly foundation donation
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- Question 12
  - People of Action
    - Facebook
    - public image chair
    - Newspaper editor as member
    - educate our own Rotary on what we do and what we stand for
    - Photos of people in action versus just ceremony-type pictures
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- Benefits to you:
    - Fellowship – Friendship
    - Accomplishing a project you couldn't do alone is a catalyst for achieving
    - business connections
    - service
    - learning, leadership, development
  - Benefits to other club members
    - stay involved in community
    - learn more about the community
    - connection
    - create more substance in your life – gives you more to talk about
    - helps you to tell your story
    - helps you to see your "red car" – so you get more of what you want
    - share your passion
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- Start & end meeting with positive comments / ideas
  - happy bucks versus fines
  - location
  - alternate meeting times
  - signage
  - partner with other community organizations
  - monthly socials
  - use "5<sup>th</sup> week" to do something different
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- sharing the positive & the club's goals, versus lamenting the problems & negatives
  - what are the positive characteristics of your club that would make someone want to be a part?
  - do we tell people *why* we are in our club – and in Rotary in general? What are the benefits?
  - Public relations efforts / tools for membership
    - Facebook page
    - contests = fun & competition
    - social events
    - ASK!!
    - tell Rotary Stories
    - connections through youth programs
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- Two things you can do or have done to increase membership
  - membership contest – winning team gets to make donations to group of their choice
  - remind members they are *all* part of the membership committee
  - “Engagement Committee” – versus “retention” committee
  - target specific businesses
  - use foundation contributions as a gauge for a member’s level of engagement
  - Create Positive Image for your Club
  - school - public relations committee
  - keep database of what people have done & those affected so down the road you can relate it back to in a “good” story about that person
  - connect with schools – scholarships symposium, guidance counselors etc...
    - develop personal relationships
  - Increase giving to the Foundation
  - introduce service projects beyond our community
  - fund drive for 5 weeks with a story every week
  - promote ALL RI does, not just polio
  - Use points to help encourage giving
  - Fast to face ask (every other year) – individual
  - Rotary Pins, logo clothing, bumper sticker
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- Sponsoring new member
  - How:
    - invite to service or social events
    - fellowship or service
    - talk about Rotary in social setting
    - mentoring of members (improves retention)
    - tracking attendance for retention
    - follow up – not with a letter, but with person to person contact
    - capabilities of ClubRunner
  - Public Image
  - Committee
  - need direction
    - workday
    - social media
    - brochure with people of action
    - website
    - mass e-mailings
    - question: is there a need to “clear” items to the media?
      - editor’s answer: I don’t believe any local club needs approval for news items
    - tear drop signs
    - photos for distribution
    - banners
    - change during Pres. Transition
  - People of Action
    - service versus fund raising
    - partner on service projects
    - foundation
    - Paul Harris recognition points – strategies
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- Community involvement
  - international project
  - service / partnering
  - change meeting structure
  - ramps – building for community
  - events with United Way – publicizing
  - social media, Chamber of Commerce
  - find leaders in community and invite them to Rotary!
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- Advertising the “make a difference”
  - share ideas from today
    - delegate; find a champion for a new idea
  - share with general membership
  - specific individual conversation
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- Interact Club & student Rotarians
  - local school connection
    - superintendant
    - principal
    - administrators
  - membership chair
  - rewards & incentives
  - leveraged points for Paul Harris
  - active Interact Clubs
  - Rotary Recycles
  - If you really want to know about Rotary, you have to be President
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- People of Action: Making a difference
  - Focus on Reedsburg Club
  - 1 or 2 members that shake up the “old guard”
  - collaboration with other service clubs on focus on specific actions
  - approaching newer members for fresh ideas
  - Civic Park Project – share with People of Action campaign: Rotary Showcase
  - Reach out to community and get them involved and brought into Civic Park Project
  - Public promotion – newspaper, radio
  - get schools and Interact clubs involved
  - write stories for the newspaper
  - take and share pictures of Rotarians in Action
    - “Action shots”
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- People of Action
  - Younger club – focus on service projects once a month instead of a meeting
  - subcommittee to look for service opportunities / share events with club
  - New members look for service – we need to engage them
  - preserve legacy / knowledge while transitioning to others
  - assign a mentor to new members
  - International
  - join with other clubs for larger grant opportunities
  - friendship exchange to increase awareness
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- How is Rotary visible in our communities
  - Find a champion & an idea!
  - get kids to RYLA
  - "Is it fun?"
  - Rotary Education – Monthly meeting
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