**2024-2025**

**Document 15a**

**Personal Action Plan**

Today at the ***One Summit***, I learned about the synergy of Membership, Public Image, and The Rotary Foundation (TRF) working together as one. My big ah-ha moment was:

Based on what I learned at today’s ***One Summit***, here are key thoughts about Membership, the Rotary Foundation, and Public Image:

* How can a focus on making your club ***irresistible*** impact member engagement and membership growth for your club?
* How can making your club irresistible to current and new members impact giving to and Doing Good in the World through The Rotary Foundation?
* How can a focus on making my club irresistible to current and new members *help* my club expand its reach, increase its impact, and improve member engagement?
* What is something that my club could do to increase our ability to adapt that would help make it more irresistible to current and new members?

**My commitment**: When I get back to my club I will: