**2024-25**

**Document 9**

**Sharing Ideas**

**Discussion: An Irresistible Club – A One Rotary and Action Plan Approach**

For this discussion, please refer to the Action Plan materials, found in the Action Toolkit provided to you for this One Summit.

**Please make notes on this page as your group discusses these questions. Then, after this discussion time, put highlights in your action plan regarding what you will share with the leadership team of your club.**

These questions pertain to you and your actual club. As you consider your responses to the questions, it will be helpful if you consider the Action Plan priorities shown on the screen and how Membership, the Rotary Foundation, and Public Image all work in synergy.

1. **“The Rotary Foundation”**
   1. How can your club use The Rotary Foundation to increase the impact of your club, enhance club member engagement, and expand the reach of your club?
   2. What Global or District Grant opportunity could there be that would show the irresistibility of your club when the grant is initiated and completed?

1. **“Club Membership”**
2. How would having more members benefit your club?
3. What does your club do to make it irresistible?
4. What could be done to make it more irresistible?
5. In what ways is your club engaged in community, district and global projects that result in gaining new members and retaining members?
6. What more could your club do to gain new members and retain current members?
7. **“Public Image”**
   1. What difference does having a positive public image make for your club?
   2. How is your club “seen, viewed” in your community and district?
   3. What does your club do or what could it do to have it seen as irresistible? *(See 2.b and 2.c above.*)
   4. What could be done to improve the Public Image of your club?
   5. How could your club more effectively use traditional and social media to tell your story?

**Scenario: *STRUGGLING ROTARY CLUB NEEDS HELP***

**Part 1.**

Your Club has been struggling to retain members. At one time, they had 35 members, but over the past five years, they experienced a net loss of nine members. Even though this club has its own Foundation, donations have dropped to the point where they can no longer provide grants. They do not donate to The Rotary Foundation. Attendance at meetings is poor and no one is in line to be president. They do not have a membership or public image chairperson or committee and do not participate in social media or do any press releases. Service project participation is poor, and the club has no goals.

Questions for discussion:

1. The newly elected President asks you to serve as a member of a small group to help create an action plan to turn things around. Where would you start?
2. You learn that some members of your club don’t want to give up and really want to grow and make their club strong again. What resources would you call upon at the club or district level to help?
3. Your group has produced an extensive list of things to do to help your club, but there are far too many goals to focus on. What are the top three or four things you would focus on to help your club grow and succeed?

**Part 2.**

The action plan was presented and accepted by the board and after five months, things are beginning to improve. Meeting attendance is better; donations to the club foundation have picked up; one of your members is passionate about Polio Plus and has your club fired up about donating to The Rotary Foundation; two new members have been proposed for membership; a Membership Committee has been formed and is working hard to encourage all club members to get involved in recruiting new members.

Your club is making progress, and the community is seeing the energy. The mayor of your city asks your club to lead a project to raise funds and participate in developing a publicly owned and operated pickleball court on a parcel that can be purchased for $5,000. You are enthusiastic about this project and want to propose your club’s involvement to the board.

Questions for discussion:

1. How would you frame your proposal to the board of directors?

a. Why propose this project?

1. What would you propose?
2. What would be the timing?
3. How would you determine the community’s need for this project?
4. You are personally convinced your club’s involvement in this project would help make your club irresistible to its current and prospective new members. How would you inspire your club to get on board using the concept of “***making your club irresistible?”***
5. How would this project enhance member engagement?
6. How could this project increase your club’s community impact?
7. How could this project expand the reach of your club and help grow membership?

2. What will be required to accomplish this project?

1. Funding and funding sources?
2. How will you achieve optimal club member participation?
3. What about other partners?
4. How would you gain community support and involvement?

3. How will Public Image, The Rotary Foundation and Membership work

together to promote the success of this project?

4. How could the One Summit approach help your club grow?

5. Raising funds will be required. How could that lead to more members and more projects via The Rotary Foundation for your club?