*1: Introductions*  Susanna, Mitch, Maria & Brendan, Teri, Joe, Sharon

*2: Comments about what we thought about during the opening session*

Don’t race out and sign just anyone up, must be a good fit so they stick around. Quantity AND Quality are needed. Foundation and public image feeds off of each other and builds membership. Number of folks within the club continually ask the questions and reach out to encourage more folks to join. Looking to explore some of the alternatives such as satellite clubs to increase membership. Sharon says that it’s very important to get info into the newsletter about what you’re doing as a club to give other clubs ideas that they hadn’t thought of before. Great to see what some clubs are doing especially in this environment. Sharon’s club is inducting their 6th member since Covid started and they only lost 1 with 2 more expected to join if they do have their meeting. PR is very important, that’s how they got new members and program members as well. Word of mouth is key, talk up community service. What is working for the clubs during this time of Covid? Meeting outside helped but some folks are not comfortable moving inside. Zoom has not been as successful in some clubs. Getting speakers regularly has been hard for some and easy for others. Shepherdstown Satellite club lost some attendees during Covid in the summer but have been back in person and have welcomed 2 new members since.

*3: How did we function during Covid? What can we do to keep folks engaged: having programs of interest to people keeps engaged.* Do other clubs have their own newsletter? Have we developed more skills than before? Pluses to this time of covid: how concentrated you can be on Rotary without outside activity pulling you in other directions. Our morning and evening clubs in Shepherdstown joined forces to feed essential employees, so we patronized local restaurants for lunches and fed Fire Dept, Post Office, Police, hospital workers and those working at the grocery store. All plans were made via email and Zoom and worked well.

*4: Rotary opens opportunities: what kind of opportunities is your club offering to potential or existing members?*

Possibly creating a membership option for Zoom only (lower cost) face to face (a little higher) no meals (cheaper still). Evening meetings were more relaxed because it was after a full day of work and not early in the morning before work. We could enjoy an adult beverage before, during or after our meeting and patronize the establishment where we meet. Covid is making us flexible. Facebook and word of mouth are beneficial in getting the word out about volunteer opportunities. We do try to promote these events here in Shepherdstown to our local paper. Worked in conjunction with the Community Club for our tree planting event. Their president is also a new Rotarian so we teamed up and had a ton of support.

*5: Rotary has to mean something to you personally, why are you in Rotary?*

Doing things, meeting people, helping. Networking opportunities. Networking has been changed to valuing the service others do in the community. Maria enjoys leadership, service projects, meals and seeing friends in other organizations aside from Rotary. You become a family, even if you’re little squares on a screen. Mitch travels and zoom has given him the chance to still be in touch with his club. Personally I’ve always loved being involved in community service and have both my kids involved as well. Now that they are grown and in college I’ve got much more time to devote to these community service projects with Rotary.

*6, and 7 sort of ran together in our group.*

*What does the Foundation mean to you? Does anyone have foundation moments that we talk about at our meetings?*

Broadening out into other areas other than just the small community projects. The good that the Foundation does, this year was the highest amount of money ever raised from Raffle tickets. There is a lot to be proud of with the Foundation, Rotary Foundation is well ranked and well respected in Charity Navigator, and Joe can see why folks want to be benefactors. You know the money will be tracked and used wisely.

For example, some clubs have the foundation chair talk about what’s going on in the foundation, to update the club every week, and the progress it’s making around the world. Bullet points about what the Foundation does to garner interest in purchasing raffle tickets. Susanna or Sharon mentioned newsletter will be publishing something soon with about 52 foundation moments (1 per week). We would love that information at our satellite club meetings.

*8: Public Image: was there any time we shared anything on FB, newsletter, newspaper that promoted an opportunity for our club?* I mentioned the potato drop where we put it our FB pages and lots of word of mouth. Maria said they had a small tree planting about 2 years ago, a great environmental project. This year Muncie couldn’t find any place that needed trees so they got in touch with the national arbor society and asked where tress were needed. They suggest Oregon. The Muncie club bought 100 trees and had volunteers in Oregon plant them. Not specifically a local benefit but it did benefit another community, so find a way to make it happen. Maria said she’s been involved in a *1 Tree Planted* project where you can purchase trees inexpensively and have them planted where they are needed.

*9: What’s in it for me? What’s in it for others?*Helping others, the satisfaction of doing for the community. Making friends, meeting new people, networking, making business connections. The club becomes like a family, and you notice when people aren’t there for a while and you want to reach out to check on them.

*10: What can the District do for your club?*

More people coming in to our clubs talking about Rotary would spark interest, Maria says that there isn’t too much interest right now in their area. Lots of couples in Maria and Brendan’s club and they do a lot of things together. May not grasp the whole of the Foundation. Good to hear info they may not get from individual clubs. Irvin Wright gave an option to learn about him or about Rotary, and they were very engaged in hearing about him, and as a result it got their club very engaged. Communication should go both ways, and have people bring ideas for community services ideas to the District. Reach out to Speakers Bureau, Membership or Foundation to get speakers to come out. Mitch knows folks who will come out to talk about Shelterbox. “This Is Rotary” Powerpoint was on the bottom of the membership url so Sharon downloaded them and they were very easy to work in. Jim said the idea behind that is selling Rotary. Rotary is the product and potential Rotarians are the audience, the program is designed to explain what Rotary is in general, what the district is and what the club is. If you have clubs nearby you, within an hour, invite them to speak about a project they did and it opens us up to working together.