

## One Rotary Summit: Breakout Group 3 – Responses

**1. Who is in my breakout group?**

Group Members: Doug, Steve, Joe, Terry, Juli, & Becky

Facilitators: Swan and Noel

**2. N/A (Prompt was not reviewed with the group)**

**3. How did your club function during COVID-19? How did you engage members, promote public image, and sustain giving to and doing good through The Rotary Foundation? What new talents or skills has your Club gained amidst the uncertain times of the pandemic that will continue to be of value to your Club and its members?**

- Utilized virtual Zoom meetings and returned to in person meetings when it was safe to do so. Followed health and safety protocols of wearing masks and social distancing. Shepherdstown has been able to successfully implement hybrid meetings to reach and engage more of their members throughout the pandemic.
- Share projects and program schedule on social media to keep current members involved and attract potential new members.
- Clubs have focused on doing more outdoor service projects and fundraisers such as tree planting, cleaning up community spaces such as parks, and golf tournaments. Several clubs provided meals for the first responders in their communities to thank them for their hard work and dedication during this difficult time. Many clubs have also stayed present in their communities by assisting with food banks and school lunch programs.
- Many clubs have experienced reduced attendance during the pandemic and are trying to find ways to continue engaging their members. Shepherdstown has been able to grow its membership during this time by partnering with other community organizations and enlisting help from community members with hands on projects and experiences.

**4. The Rotary 2020-2021 theme is “Rotary Opens Opportunities.” What opportunities does your Rotary/Rotaract Club offer members or potential members, personally and professionally?**

- Many of the clubs strive to be welcoming to guests, new members, and current members to make them feel wanted and included in the group.
- Rotary provides the opportunity to network, meet new people, and participate in service projects and outreach locally and globally.

- New members are encouraged to become board members, chairs of committees, or committee members to get them involved in the inner workings of the club and provide the opportunity for a better understanding of how Rotary works as an organization.
- New members receive a special ceremony when they are inducted into the club to celebrate the beginning of their Rotary journey.
- Guests and new members are engaged in meaningful conversations to learn more about their interests to determine potential areas of focus within Rotary that would fulfill their passions.
- New members can present classification talks and participate in onboarding programs to get them familiarized with Rotary and their clubs.

**5. Please share a story of how Rotary/Rotaract has opened an opportunity for you either personally or professionally?**

- Terry shared his experience with starting the Interact Club in Shepherdstown, WV by using his recruiting background and inspiring people to want to pursue forming and joining this group. He also shared his experience with inspiring his club to support his idea to bring the Harlem Wizards basketball team to the area as a fundraiser that turned out to be immensely popular and successful within the community.
- Doug shared his experience with helping to unload meals from a local food truck and serve people within the Altoona community.

**6. What could you and/or your Club do to be ready to take advantage of the opportunities that Rotary offers through the connectedness of Membership, The Rotary Foundation, and Public Image?**

- Focus on good publicity from within the Club to share with the community, other clubs, and districts. Utilize social media, the press, and TV and radio connections to spread information to a broad audience. Provide frequent communication to club members and the public about Rotary projects, fundraisers, and gatherings.
- Partner with other local groups for projects and community outreach, make use of all available resources.
- Take advantage of RLI sessions to learn more about Rotary.
- Use the Club banner and Rotary branded apparel at project sites for visibility and advertisement in the community.
- Celebrate people giving and receiving Paul Harris awards. Explain the significance of them, especially if the recipient is a non-Rotarian. Recognition is important to making people and their contributions feel valued.

**7. How does your Club inspire members to search for opportunities to give to the Rotary Foundation and to do good through the Rotary Foundation? Share a story of how your club does this.**

- Having Foundation presentations throughout the year to explain what the Foundation is and how it works from the club level to the international level.
- Sharing Foundation funded domestic and international grant projects with members by including photos, videos, and testimonies of the impact of these projects in their intended communities. Keeping the club informed and updated with the project's progress and completion to keep them.
- Collecting Happy Dollars and doing a 50/50 Drawing during or at the end of meetings.
- Including an additional amount with the quarterly dues that goes toward the individual's Foundation giving.

**8. Sharing our story in an "active" way is so important. Please share a public image story of how your Club has been promoting all the opportunities Rotary/Rotaract has to offer.**

- Keeping Club members and the community informed about recent and upcoming projects and programs through emailed weekly newsletters, Facebook posts, the press, posters, flyers, and TV and radio broadcasts.
- Posting events on DACdb with information and links
- Doing more outdoor projects and meetings to create a safer environment during the pandemic and have a physical presence in the community.

**9. N/A (Skipped this Question due to time constraints)**

**10. What could our District do to help your Club?**

- Share and showcase club success stories throughout the district and with neighboring districts to exchange ideas and learn from each other. Share with the public as well to draw attention to Rotary and attract potential members.
- Pre-PETS training course needs some updates in certain sections-particularly dealing with Youth programs and safe practices, clearances, background checks (brought up by Steve and Terry from Shepherdstown, WV).
- Continue to promote and encourage participation in RLI throughout the district.
- Have a designated group or committee within the district where Rotarians can come to discuss and share project ideas.