One Rotary Summit 9-23-16
Notes by Barbara Devlin, Rotary Club of Richfield

Broke into small groups by club size (0-44 = small)
Leaders of three areas of the strategic plan - Rotary Foundation (humanitarian service), Public Image, Membership Development - will float around the room.
Our task is to review and focus on the 3 areas of the Strategic Plan - Exchange ideas and take action. The group chooses a Hometown club (example small club); brainstorm top 10 ideas for a vibrant Rotary Club with regard to the three areas of focus of the Strategic Plan.

North Mpls. Rotary was our group's first "Hometown Club"
18 members - diverse (75% female)
Started in 2012 (Ann Dillon of Plymouth Rotary was instrumental)
200 community members invited to an informational meeting; Susan Smith helped organize the club. (Other members are Grover Jones and Bunnie Jones.)Started with 35 members; some attrition.
Saw Rotary in North Mpls. As an opportunity to talk about positives in the community.
Membership right now doesn't include police; a little volatile right now.
Activities - Peace and Conflict Resolution - Got a grant from the District; have been giving peace plans out a various community events. Get people to take a peace pledge; willing to advocate for peace in the community. Close to 1000 given out to date.
Maternal and health focus of club - Educate re: proper nutrition, prenatal care; local resources (e.g. To deal with trauma)
Literacy and education - work with North Regional Library (read stories to children); build a little free library; partnering with Mpls. Uptown (dictionaries to 3rd and 8th graders) in Nov. In Feb., take kids to a local bookstore to pick out a book, do a book report. Applying for a District grant.
Also partnering with another club to organize a service day on the North side (City of Lakes). Will ID 5 locations that can benefit from some local help that day. Organize like "the amazing race" with five teams.
Project "Sweety Pie" - teach people how to grow a garden; sell produce outside the shed.

Recruiting new members - Hosted a business forum to attract new members from the business community and community at large. Assign each new member a mentor.
Talk about what Rotary is.
International projects - safe water and sanitary kits. Foundation fund-raising largely among the club members. Every Rotarian / Every Year -
Sponsored 2 peace fellows.
Have marketing info, business cards - present at community events.

Ideas for the Hometown Club:
1. Follow-up on guests, people who attend the business forum - e.g. Follow-up coffee / happy hour event.
2. Multiple people helping with membership - Divvy up responsibility for follow-up.

3. Use potential members as a speaker - target presentation to the club's interest areas; possibility of partnership.
4. Offer an organizational membership / shared membership as an option. Best is one person is the primary member.
5. Link 100th anniversary as a Rotary to their existing service activities. Brand for the 100th year.
6. New member information packet.
7. Create a profile of what is a Rotarian. "What's in it for me" if I join Rotary. Have members create a relationship with prospective members.
8. Find out who that person is before you talk to them about Rotary - make sure it's about them, not just about us.
9. Online newsletter, website, Facebook, etc. - Distribute to friends and guests as well as members. (Use HS interns - Eden Prairie Noon; a member works with the Business / Marketing students. Take notes; update website; posting on Twitter
10. Crowd funding to seek support for food shelf contributions; fund-raising over the Internet. (Mpls. Uptown). Goal is to get $10K for projects.
11. Join together with other clubs, organizations, and individual volunteers to conduct service activities.

We "shopped" each others' ideas. Then repeated the process with a different Hometown club. (Orono)

Orono currently has 15 members, including several shared memberships, so meetings are attended by almost as many members attend as are on the roster.
Orono is a younger club - quite a few women. Membership is their biggest challenge. Don't do as well in follow-up. A small community - people leave to work. Age range 30's to 50's. Early AM meetings.
Two community grant projects - Nature Pavilion with lots of partners (in conjunction with school district) - Built a shelter for outdoor classroom work; also a community gathering place. Also partnered with Boy Scout troop - 5 Eagle Scout projects to do some of the related work. Two other Rotary clubs and private donors helped; the pavilion is on school district property.
Heart safe project - got a District 5950 Community Service grant for that as well.
Have lost some people to burnout. (Service projects, speakers, social media, membership, etc.). Did use some Gustavus students as interns - had some problems because of the students not being local; hard to manage a group of occasional volunteers.
During the Great Recession, lost some members due to financial demands.
Have people come to talk with the club about TRF. Pass an envelope around for contributions - every Rotarian contributes.
Have a Wine Tasting event - October 8 - Tie in with 100th Anniversary of TRF

Top Ten Ideas:
1. Ways to keep costs reasonable
- Mpls Uptown - sliding scale for breakfast, based on age of member.
Mpls. North - Don't have a meal - people eat before they come.

2. "Fun-Raising" - e.g. March Madness bracket challenge to raise money for Polio Plus. Wear Your Pin Day - If 100% of members are wearing a pin, the club contributes $100 toward a Paul Harris Fellow. Happy Bucks. "Rotary Pan-Handler"
3. Show TRF video at club events. Download materials from TRF - logo, etc.
4. District 5950 sent out an e-mail to list club events - not just post on website.
5. Use Club-runner to get local club activities on the District calendar.
7. Use Canva.com (free photoshop) to post images on ClubRunner and adjust size, etc.
8. Involve other clubs in presenting programs, e.g. North Mpls - Peace Project; Orono - Short term Exchange.
9. Build commitment to service, Foundation, etc. by introducing new / prospective members to the purpose and activities - e.g. Presentations on TRF and the good it does. Inspiring local projects, including those we get District grants to assist.
Mpls Uptown - A variety of things that members can plug into, e.g. Packing food for Sheridan's Story. Two main areas of service - Nutrition and Education. Get people involved immediately.
10. Get people involved immediately - They get to know the people and feel more comfortable, while engaging in service.
11. Participate in activities with mentor. Can ask questions.
12. Have each member do a vocational presentation and share their Rotary story / elevator speech. Why did you join? What do you find engaging? Mpls. Uptown - "This is your Life" segment - interviewed for 5 minutes.
13. Programming format - periodic club assemblies; speakers around key club themes / priorities (e.g. Peace and conflict, maternal health, education); Foundation presentations. Quarterly community spotlight on a particular business; possibly a tour of a local business. Scheduled service activity.
14. Vary meeting places - increase exposure, visibility in the community. Use a sandwich board sign.