

# **“What We Heard” Summary Report**



## **Project Footprint 2020**

Rotary District 5370 Spring Training

March 7, 2014



## **NOTE:**

At this year's Spring Training, we asked you as Rotarians and community members to tell us what your thoughts were specific to "Project Footprint 2020" and to evaluate Rotary in terms of attracting and retaining future Rotarians who will continue to do valuable work in communities.

The "What We Heard" Report is a snapshot of your thoughts and ideas that were collected during the evening of March 7, 2014.

### **What are our strengths?**

Several themes emerged regarding the "strengths" of Rotary Clubs as well as Rotarians. At the Spring Training event, Rotarians identified that one of the main strengths we espouse is the **internationality** of everything Rotary does. **Fellowship and fun** is what makes Rotary special. Rotary has **credibility** and a **good reputation**. We excel at **building relationships** in community through projects and **connecting** with other Rotarians and with organizations outside of Rotary. People involved in **Rotary feel like they are a part of something bigger**.

### **What are our weaknesses?**

Some of our members feel **undervalued**. For example sometimes younger members are not given opportunities and veteran members also didn't feel valued. There are some **structural** weaknesses that are working against us. Rotarians provided the example of not being flexible with or changing how meetings are run at the club level.

### **Tell the story of Rotary, what is the impact that Rotary makes in 2020? What inspires individuals in the year 2020 to join Rotary?**

During this activity, Rotarians looked to the future and dreamed of what could be. It is important to note that some Rotary Clubs may already be doing or working in the areas or manners identified below.

In the year 2020, Rotary will be making an impact on communities specific to the area of **education**.

Individuals will be inspired to join Rotary in 2020 because of its **inclusivity**, the **mentorship and learning opportunities** and the **flexibility** that exude in all aspects of Rotary. We will be actively **partnering** with other community organizations to enact community driven projects.

### **What is your "BIG IDEA" that will make Project Footprint 2020 a success?**

A variety of strategies emerged. Rotarians identified that **flexibility** is a must for both Rotary Clubs and Rotarians of the future. We will have to have the courage to change things up when needed and give each other permission to try new things at meetings or accept new Rotarians who may be unique or different.

We need to embrace **social media** and could easily create an App or host meetings via GoToMeeting or Skype. Regardless, social media is here to stay and the Rotarian of 2020 will be an active social media user. We can also use social media as a **branding** tool. Not everyone knows about Rotary and we will need to be proactive about how and where we are positioning ourselves in order to attract and retain members. Finally, it will be imperative that we continue to **value our members**; new and seasoned, young and old. We need to embrace the fact that contribution levels for Rotarians may be different but “If we all do a little, we will do a lot.” **Mentorship opportunities** will be a key activity at both the District and Club level and can provide members with knowledge exchange, growth and guidance.