A Trilogy Continuum Sample

The Big Sky Rotary Club plans on a service project to facilitate the acquisition of library cards for first grade students in the local school district. The club trilogy squad meets and outlines the plan for approval at the next regular club meeting.

The club Membership Chair (MC) will ask club members to invite non-members to participate in the project by assisting at the public library program and with the distribution of the library cards in each classroom. While the club has enough volunteers among its members to cover all aspects of the project, the MC emphasizes to the members that this is an opportunity to familiarize non-members with the club, and non-members should be invited to participate. The MC also emphasizes that this is NOT the time to approach non-members about becoming members.

The club Foundation Chair tells the club members about the matching district grant that will provide funds for the buses to transport the students from their school to the library for the program as well as return the students to their school. Members are encouraged to share with non-members at the event where the money comes from to support this project.

The club Public Image Chair tells the club how the event will be publicized in the community through print, and news media outlets. Members are also asked to promote the event through tweets and Facebook. Club members are encouraged to wear Rotary Logo during the event and at the schools. Pictures will be taken at the event and provided to local media after the event has been completed.

The squad’s plan is approved by the club, is executed, and it results in the accomplishment of a great service project performed by Rotarians and non-Rotarians alike. New members join the club who commit to making annual contributions to TRF, the mainstream media publicity results in more interest from the community about involvement in Rotary and their projects. The coverage spurs interest in the community about joining Rotary.