



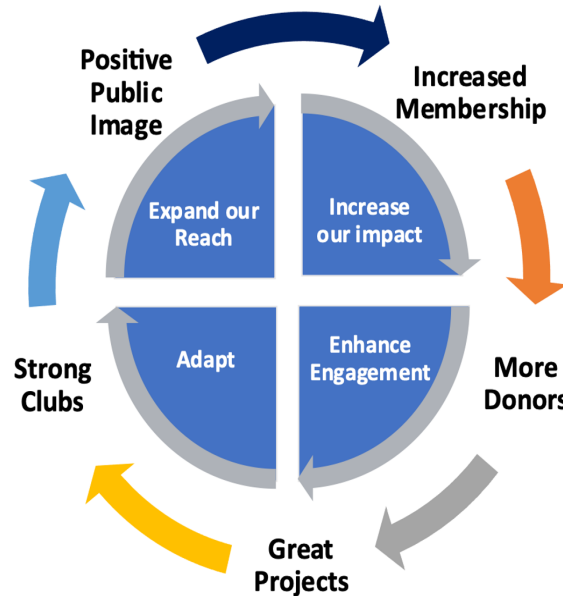
- Public Image
- Mental Wellness
- District 6000 Club Planning
- Rotary Fellowships



2024-2025

Personal Action Plan form D6000 One Summit

Membership,
Public Image, &
The Rotary
Foundation
support Rotary's
*Action Plan
Priorities*



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Today at the *One Summit*, I learned about the synergy of Membership, Public Image, and The Rotary Foundation (TRF) working together as one, keeping Rotary moving forward by supporting all areas of the Action Plan. My big ah-ha moment was:



Based on what I learned at today's **One Summit**, here are key thoughts about Membership, the Rotary Foundation, and Public Image:

- **“Club Membership”**
 - How can a focus on making your club **irresistible** impact member engagement and membership growth for your club?

 - How can a focus on making my club irresistible to current and new members *help* my club expand its reach, increase its impact, and improve member engagement?

 - What is something that my club could do to increase our ability to adapt that would help make it more irresistible to current and new members?

- **“The Rotary Foundation”**
 - How can your club use The Rotary Foundation to increase the impact of your club, enhance club member engagement, and expand the reach of your club?

 - How can making your club irresistible to current and new members impact giving to and Doing Good in the World through The Rotary Foundation?

- **“Public Image”**
 - What difference does having a positive public image make for your club?

 - How is your club “seen, viewed” in your community and district?



- What does your club do or what could it do to have it seen as irresistible?

 - What could be done to improve the Public Image of your club?

 - How could your club more effectively use traditional and social media to tell your story?
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- **My commitment:** When I get back to my club I will: