

# ROTARY SUMMIT MAY 6

What attributes help sell our organization?

How does Rotary standout?

Create a plan for public image.

send notes --

## **Target for public image:**

- youth and young thinkers
- people interested in helping the community
- the community
- breaking the image of what Rotary used to be
- the "I can be a young thinker.. a boundary breaker"
- the old rules don't apply
- it's not usual suspects to be president, leaders, etc
- YOU are not a RI member, you're a member of your local club and the club is a member or RI

## **How are we going to reach those people?**

- We talk about millennials like a foreign body because we don't know them, understand them
- We don't know how to reach millennials
- Targeting younger members interested in community service
- Identify young person to be community chair
- Have young celebrity members; celebrity ambassadors (use some now for Oct 24th World Polio Day)
- Personal interaction; approach them and SHOW them what we do, millennial and non-millennial
- Get your ASK in gear - invite someone to lunch and see the club

## **What are we selling?**

- values, underpins everything else we do
- underlying trust
- clubs are different because of the communities they live in; find and sell that need of their community (how flexible is Rotary to target local community needs? do we switch from polio to drug issues/concerns?)
- worldwide prestige

## **How do we do it?**

- Dennison Rotary billboard that promotes non-profit and Rotary meetings
- Each club needs an ambassador to ensure club promotion is active
- Identify the value proposition of those who walk through the door
- Networking has become a "bad" word - fines
- Show well rounded persons and skills gained - public speaking, finances, board management
- Cross mentor relationships with millennials
- Don't let the new/millennial members be the "junior" members who need to "earn their stripes"
- Embrace young thinking "why can't we do it" mentality

## **What can we take back to our club? What can we get started?**

- Tell the story of Rotary, express value of the club
- Not your father's Rotary message - i.e. gender inclusive
- Can't use just one image - have to do paper, Facebook, and all options/mediums
- We're not just leaders, we're visionaries with a dedication to rally others to take action

## **What makes our Foundation special?**

- The % of the \$ that goes to the cause
- We "get it done" frequently
- We pay it forward to the greater community - one chapter gives each member \$50 to pay forward at Christmas
- We give help the voiceless and otherwise without help
- Projects are initiated from the people who need/want the project; geographically, internationally
- You get part of the \$ back after you give it
- Even if you haven't given, the club can get a district grant to get started

How do you sell Foundation to club members?

How do you use the Foundation to sell members?

**What are we doing with our club to get involved with Foundation?**

- People are service and philanthropically oriented; we are the highest rating possible with Charity navigator, 3rd most effective in the world
- Proudly telling our partners and their reputations - Gates Foundation, World Health Organization, etc
- Foundation should be a selling point for new members to express we're so much more than just local chapter
- Don't wait unto Foundation month, should be doing it all year
- apply for the district grants, get success, tell story to encourage participation/donation
- explain how it all works with matching funds, 3 year cycle
- download videos from [MyRotary.org](http://MyRotary.org) to get people excited
- show that we're always in for the long-haul i.e. Katrina
- This is Rotary International on YouTube - <https://www.youtube.com/watch?v=6vVyG0TJBWM>
- create and share our impressive stories
- individually know that you're going to sleep having help someone globally live
- connect across Chapters to do projects together, get grants together

Eric Smer

[ericmer@gmail.com](mailto:ericmer@gmail.com)

330.327.1345

Vice President, Plain Township Rotary