

# ONE SUMMIT

"Shuffle" - Making Connection between  
 Fundraising + Needs-Service  
 Personal Meaningful Engagement  
 Make A Difference

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③ Benefits of Being Rotarian / Rotract

- To Us - Personal
- To Other Clubs Members
- To Attract New Members

ABILITY TO MAKE A DIFFERENCE / CONTRIBUTION

- Our Diversity - Attracts Others
- Sharing Information / Associations You Have
- Mission of Serving Others - SATISFACTION of Helping Others

Makes Individuals Stronger

Personal + Professional Relationships - Plus

Jointly Re-invent Our Clubs as our Communities Change

We are STRONGER TOGETHER! + Support Structure

1) Rotary: A Way to Do Good.

2) Rotary People are EXTRA-ORDINARY

Membership Public Image  
 Humanitarian Service  
 Foundation POLIO ERADICATION

ROTARY PEOPLE OF ACTION

How are Members are People of ACTION  
 How can we use the campaign + its resources

"Passion" + "Language"

A great goal is what attracts ~~things~~ <sup>people</sup> to what you are doing

Tell Our Story

DISTRICT 7150 Newsletter

Power of Money - Capacity - R. Foundation Supplies the

Dedicated PROJECTS (Annual - seasonal)

- Feeding Others
- Honoring Veterans
- Beautification - Nature
- Education - Scholarships

People of Action - get a lot of traction from that campaign

What IS ROTARY - Who are We - What do we Do - Who Else Likes What We Do?

Plan Execute - Don't  
 Worry about Resistance

Little Free Library - Community Connection

Fill a Need; Focus on Literacy / Accessibility - Books

Concentrate - Clearly Understand the Needs - Start Small + With Right Plan

Keep Going / Keep Growing

Shuffle = Persistence

EARLY ADOPTERS however - - -  
 Need to Keep Going

Find Talents and Employ Them

SENSE of Purpose

- Break Down Barriers to Members
- Focus on Providing Service

"Shuffle Moment"

Joi V

The Red Cars - Keeping Focus

Challenges to Keeping Focus

- Accountability - to yourself } loose  
 challenge to your club }  
 Not Rules Based

Focus on what you want

Vision Boards Stay on Track

Post Notes Time-keeper

Agenda

Positive encouragement -> "Permission" to Reach out to Others

Hand Pick + Encourage Others to come + See

Tue. 7:00 am

Early Time 8:15

Community Outreach - Listen to Others  
Choose your own "Red Cars"  
Choose - mindfully - what to Focus on.

② The "Shuffle" - (Cliff Young  
Ultra marathoner)  
What is Our version of the Shuffle

Allow "Provisional" chairs  
Co-chairs; "Maybe"

Publicize ROTARY  
"Try something different"  
"Empty Chair"

A thought - Create an applied  
experience - related to Red Cars  
Patterns Predictable

Design an Experience

Live the Activity  
Then show the video (from Vimeo)

OPTION B - a book that helps  
focus on What's Ahead  
Because OPTION A is gone

Focus - Connecting Goals to  
Help (not just fund-raising)

Look for Needs - Focus on Benefits/  
Improvements

Humanitarian Service

Things to ↑ membership

- Meet at different times  
and different venues (Alternate meetings)
- Grant Project to  
involve community and  
get them to know  
rotary - spread the word -  
building relationships
- Get members immediately engaged
- Welcoming Club - people have to  
feel good that everyone welcomes them  
(mingle before meeting) Leader sets the tone
- Welcome people as they come in
- Change seating arrangements - U from O  
tables
- Don't let negative situations continue  
without addressing the issue
- Invite people to become people  
of action
- Everyone should greet you

Create Positive Image of  
Club

- ✓ Visibility with projects
- ✓ Be positive when talking about  
club
- ✓ Use newspapers, face book,  
and media outlets
- ✓ Come and see what  
we do
- ✓ Reach out through fund raising
- ✓ Be type of club your  
community needs
- ✓ Team up with community organizations  
to show Rotary visibility
- ✓ Wear Rotary shirts to events

## Humanitarian Service and Increase Donations to Foundation

- ✓ Education
- ✓ Image is the task for the whole club
- ✓ Live the mission with passion

## Jump Start 2<sup>nd</sup> Century of Giving

- ✓ Promote 6 areas of focus and Educate
- ✓ Foundation allows <sup>us</sup> to do things around the world
- ✓ Active foundation chain

## Planning a Project

- ✓ Be out there at events
- ✓ Invite people to public events
- ✓ Show people we are there to help the community
- ✓ Ask the community what they need

## People of Action

• people of different activities  
(variety)

- get others involved

membership public image foundation

Revisit-re-evaluate

Rotary making a difference

Membership ↑

projects - why involved

(don't use word change) → new ideas

Culture change = do service

Public Image - shirts, known visible

Foundation - educate

new ideas

think outside box

Club Assessment

## Tried it...

have club members give ~~coupons~~ instead of fundraise so club focuses on service

- do community assessments
- do club activities (fun) outside of meetings to add value
- projects that are rewarding

## New Ideas

- Avoid saying "we've already tried that"
- Look to other clubs for examples of success that can serve as your positive
- Bag lunch meetings rotating member offices
- grow members → get more \$ → invest in image
- make sure you have a photographer

## Creating a positive public image:

- need more promotion
- connecting with other clubs/orgs
- Facebook member profile of the week
  - helps members get to know each other
- acquiring Rotary gear - encouraging members to purchase (shirts, etc.)
  - give to new members at induction
- have or establish traditions - re. election day event
- Give out Four Way Test cards
- Pay it forward event

## Adding members...

- think of Rotary like Red Cars - get ppl for to further recognition
- sponsoring public spaces
- offering corporate memberships
  - can generate funds
- bring a friend
- membership drive that's competitive
  - serves re-enactment & retention
- involve members right away - orientation
- mentoring new members - connected to area of interest and not their sponsor
- changing meeting time to be more attractive

## Jump starting foundation giving:

- Keep promoting what those dollars do
- promote how easy it is
- educating Rotarians on how the \$ comes back through grants
- really push Polio Plus
- form a committee or make sure you have a chair
- Share Foundation Minute - talk to Mark Matt to subscribe to weekly email.
- Keep doing Every Rotarian Every Year (EREY)

## Rotarian Benefits

- All of us better than one of us  
Wear Your Pin
- Fuel Pump Story - Logo  
Wear Your Logo
- Community Friendships
  - Involve in New Things
  - Share Your Passion
- Need Rotary Signs at Events / Projects

## Projects

- Interact
  - Educate
  - Community Base
- Newsletter (Photos)
  - Public
  - Communication
  - Pictures of People in Action
- Foundation (gets ideas from others)
  - Speaker to Club (Don Reese)

## Keeping Focus

- ~~That's the way we've always done it~~
- Raffle long term Fundraiser Educate others
- Pennies for Polio (INFO)
  - Polio Pigs
- Mentor Kids at Elementary
  - Competition
  - Educate w Polio Survivor

## Membership

### Public Image

- Mentoring Program
- Orientation Fireside chats
- "Free Lunch" Cards
- Meeting Jobs - Flexible (Adir Rnts)
  - Involve Everyone
- Past Members Into To New Rules of Attendance

Projects