

## ④ (Foundation, cont'd)

- Change ~~of~~ thinking to long-term, sustainable projects
- USE "Go-To Meeting" online tool for meetings
- New ideas about "cyber-projects"
- Improve relationships between clubs + district
- Are new criteria needed for grant programs? Is there a "Speaker's List"?

Working with District (Officials) for future?

- Post information about service projects  
Do things differently → engage more people
- ★ **Website** needs to be more user-friendly  
DISTRICT  
Make it "number-easy" (Market to younger members/parents)
- Occasional district meetings to brainstorm/discuss common interests for service projects  
e.g. Literacy Projects
- District media releases to local media outlets.

HOLD a Media Workshop  
w/ Lizzy at a millennial-friendly venue and time.

Use  
this  
booklet

## ② Cliff Young Shuffle

- Perseverance is good  
Persistence are
- Avoid "paralysis by analysis" - Cliff just did it!
- Wear galoshes to next Rotary meeting  
(makes galoshes an "award"?)
- Cliff did it differently than the rest  
(Change membership, recruitment approaches - it is a "CY thing") Ask someone/personal invite
- Clubs have a mix of generations - tap into energy of young but keep "C Youngers"
- CY didn't care if he was different; he just kept going. FOCUS on GOAL, Success!

SERVICE PROJECT - elements come together

- Community Project as focus
- Invite others (outside of Rotary) for ideas, help  
(Partner w/ e.g. Elks, Lions) → spreads p.r.
- Communicate better about what the clubs service projects are (social media, newspapers)

## Focus: —

### 1. Choose A Focus

A. BE COMMITTED

B. FUN & MEANINGFUL

### 2. More committed The Better - (Whole CLUB?) WORK TOGETHER

### 3. Find VALUE -

4. Key members will keep you focused

### 5. Involve community

A. INTERACT/ROTARACT/4E

Involve 25 and below

### 6. STAY Engaged

7. WORK WITH OTHER CLUB

## ③ (Service Projects, continued)

- SHOW Community we are "People of Action"  
'Use service projects to engage new members.'
- Balance demographics w/ like-mindedness  
(Some clubs are "business-related" & not residents)
- Funding for the PR of service projects  
\$ spent on T-Shirts for events  
(e.g. vests that say "Rotarians at Work")

Rotary's "Second Century" ... how do we jumpstart?

- Rotary Peace groups to explore/expand
- Consider environment-friendly projects
- Promote literacy! Local consideration to impact regional change.  
(Tap Retirees to mentor/factor)
- "RF" is entity hard to understand at local level  
Club collaboration is key to future
- Respond to regional needs w/ Foundation support/funding
- Disaster Relief as Foundation Project Program

## Foundation

### What's working

- personal connections to foreign countries
- partner with other clubs
- have a foundation discussion with members AND community

### Things to try

- Donation match
- use foundation points
- club member passes — make donation in their name
- discuss with members & community about charitable giving tax breaks

## Items to try

- social networking
- Rotary Interact & parents, other org. members/speakers
- view young members as "developing members"

## Items that worked

- Consistently addressing membership
- Fellowship/Activities
- Pancake Breakfast
- ASK!! ~~##~~
- membership focus/target AND personal connection

## Public Image

### What's working?

- community appreciation events
- Rotary signs + business cards
- presence/participation in other organizations

### things to try

- periodical & advertisements for ~~club~~ supporters
- press release (no cost)
- contact local radio stations
- wear your pins!

## How can "Red Cars" help clubs? 1

- FOCUS ON POSITIVE (NOT ALWAYS EASY)
  - Apply to personal life as well — take to CLUBS!
  - Clubs need to change attitude from "that won't work" to "we can do it" <sup>from</sup> FOCUS on YES!
  - Make a paradigm shift to optimism
  - Salesmanship can be fun, despite (<sup>Possibility of</sup> fear of) rejection
  - Live a "red car" life → "realization thinking" (GOOD is EVERYWHERE - we need to find it)
  - Rotarians can spread this philosophy
  - Clubs get stuck in the past — at club level, try a new idea.
- Add "Cliff Young Shuffle"

## People of Action

- will take better photos
- have district be a source for good pics
  - promote in district newsletter
- use district resources (Lizzy) to help w/ designing & implementing
  - will be taught at DTA

- need a process for bringing in new members
  - orientation
  - mandatory participation/observation
  - getting them acquainted & involved

## \* BE WELCOMING \*

- Consider community leaders (non-govt)
- need membership strategy
- do projects that engage all members
  - it's rewarding
  - creates personal bonds
  - retention

## Public Image

- comm. svc projects that are high profile
- use signage to alert comm. to project
- publicity in media & social
- promote testimonials of why we ♥ Rotary
- alternate meeting times
- promote speakers in media w/ photos
- use old Rotarian magazines to give out
- wear Rotary gear / provide to members when in public & doing projects

- When implementing new programs or projects, consider who they will attract

- need diversity in clubs in all ways
  - need to ask people to join
  - need to have value to offer them

- What value should we offer:

- engagement / something to do
  - speakers at meetings
  - mentoring
  - Communicating value
    - social media - share activities, mtgs
- (follow other clubs on Facebook for ideas!)

- SHOW HOW PROJECTS IMPACT...
  - ... COMMUNITY
  - ... CLUB
  - ... EXT. ORGANIZATIONS
- SHARE EFFECTIVENESS OF ROTARY FOUNDATION
  - ROTARY DIRECT
  - REPUTATION
  - EFFECTIVENESS → 4★ SCORE 1000 90.9% GOES TO ACTION
- PROVIDE VISUALS TO GOALS/FINANCES
- ENSURE ALL COMPONENTS FUNCTION TOGETHER TO GAIN IMPACT AND SUCCESS
  - MEMBERSHIP
  - PUBLIC IMAGE
  - FOUNDATION

### HOW IS YOUR CLUB "PEOPLE OF ACTION?"

- CAPITALIZING ON EVERY OPPORTUNITY
- INTEGRATE ROTARY IN ALL ASPECTS
- MAKE ROTARY VISIBLE
  - PINS
  - COFFEE CUPS
  - GATELICKS

AT WORK

- GO BIG OR GO HOME
  - REACH A LITTLE HIGHER
- CAPTURE LIKE-MINDED PEOPLE
- ENGAGE EVERYONE AT ALL ABILITIES/LEVEL
- INCLUDE LONG TERM/STRATEGIC PLANNING- W/ SHORT TERM PLANNING/GOALS
- IGNORE OBSTACLES, THINK OUTSIDE BOX, THWART STANDARD CONVENTION
- ATTRACT MEMBERS THROUGH PROJECTS
  - ENABLES SERVICE
- ROTARACT PROVIDES EXPOSURE TO UNIQUE OPPORTUNITIES, AND CAN LEAD TO MEMBERSHIP IN CLUB
- ROTARY PROVIDES INTERACTIONS AND SHARING OF TALENTS
  - YOU GET TO KNOW FELLOW ROTARIANS AT A DEEPER LEVEL
- PROVIDES SENSE OF ACCOMPLISHMENT

### METHODS TO INCREASE MEMBERSHIP

- HOLD SEMI-ANNUAL MEET & GREET
- INCLUDING NON-MEMBERS IN CLUB PROJECTS
- SYNERGIZING WITH OTHER SERVICE PROJECTS
- HOLDING SPECIAL MEETINGS/EVENTS
  - BOOK CLUB
  - PAINT NIGHT
- PROVIDE FLEXIBILITY TO MEMBERS IN MEETING TIME (E.G., DAY AND NIGHT MEETINGS)
- TALK ABOUT ROTARY
- GET INVOLVED WITH ROTARY PROGRAMS YOU'RE NOT INVOLVED WITH
  - YOUTH EXCHANGE INVOLVEMENT
  - ROTARACT
  - GRANTS
- GAIN GREATER EXPOSURE AT COMMUNITY EVENTS & ACTIVITIES
  - FARMER'S MARKETS
  - STATE FAIR
- RECRUIT TO ROTARY - NOT YOUR CLUB
- SERVE IN COMMUNITY ORGANIZATIONS IN THE CAPACITY OF A ROTARIAN
  - BOARD MEMBERS - AS ROTARIANS

### ROTARY MAKING A DIFFERENCE - HOW DO YOU LIVE IT?

- THINK ABOUT IT MORE - FOCUS - RED CARS
- HOW DO YOU CATEGORIZE YOUR EFFORTS?
  - COMMUNITY SERVICE
  - FUNDRAISING
  - SOCIAL
- DESIRABLE EVENTS BEGET FUNDRAISING
  - MAKE EVENT SOMETHING PEOPLE WANT TO DO
- PUBLICIZE HOW FUNDS ARE EXPENDED
- WORK W/ OTHER ORGANIZATIONS
- HOW DO YOU KEEP FOCUS ON WHAT YOU'RE DOING WELL, AND CONTINUE TO EXPAND?
- HOW DO YOU SHARE THESE IDEAS W/ YOUR CLUBS?

