



CASE STUDY #1

For a Rotary Club to truly provide Service Above Self it is critical to review current practices related to public image, membership development, community service (local and international), the culture of The Rotary Foundation (TRF) giving, and to create a plan to build on current strengths and to address identified weaknesses.

SAMPLE CLUB DETAILS

Use this information about the make-up of this fictional Rotary Club as you work on the case study.

- Club was founded in 1947
- Only 4% of members have ever donated to The Rotary Foundation
- TRF giving averages \$100 per member
- Annual dues are \$300, plus lunch is \$16 for weekly meetings

Club Demographics:

- 62% male and 38% female
- 35% of members are age 60+
- 41% of members are age 50-59
- 18% of members are age 40-49
- 6% of members are age 30-39

SCENARIO

The culture of the club feels welcoming, high-energy and fun, but it hasn't had much success getting/keeping members, especially under the age of 40. Younger guests have visited, but the club hasn't been able to get any of them to move to the membership application phase.

Current members in the 40-49 age range show enthusiasm for membership at first, but often do not show up for regular weekly meetings and some have left the club within a few years.

Members in the 50-59 age range attend meetings when possible, are willing to serve on club committees and enjoy getting engaged in one or more of the club's signature activities throughout the year.

Those members that are age 60+ tend to be the most consistent attendees at weekly meetings, although their participation in activities and events varies greatly.

Most members believe the club is very active – doing the dictionary project, giving out scholarships, working with another Rotary Club on a global grant, running two fundraisers each year, ringing the Salvation Army bells, collecting donations for the food pantry and doing highway clean up each year.

The club also sponsors an Interact Club in the local high school, as well as co-sponsors a Rotaract Club with a neighboring Rotary Club. There is some concern with membership/participation in the Rotaract Club.

The club president has mentioned a few times now that she is feeling pressure to improve the club's membership and the community's awareness of your existence, so she has asked members to start bringing more guests by asking friends, colleagues and peers to generate ideas to improve club members' involvement.

CASE STUDY WORKSHEET

Complete this worksheet with your team. We encourage everyone to fill in their own worksheet as a great tool to take home.

As a group, using the information given and the OneRotary Summit concept, develop a plan that can address the club's concerns and accomplish the following:

- Increase membership attraction & engagement
- Increase public awareness of the club and its activities
- Enhance community service & increase public support for service projects
- Grow foundation giving from the club

NOTE: Consider what resources might be available to assist the club with a plan of action.

BE CREATIVE!

PERSONAL ACTION PLAN

Take a few minutes to write down at least one thing you plan to do when you get back to your club.