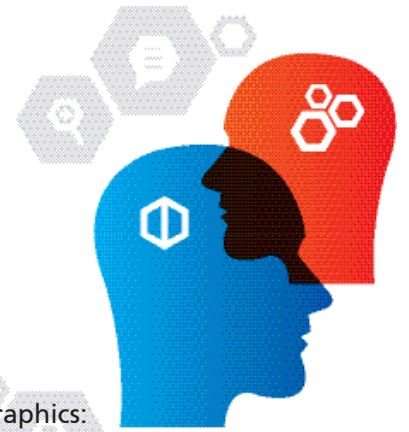# One Rotary Summit

Case Study #2

Rotary International's Strategic Plan calls for RI and District leaders to support and strengthen clubs, for clubs to focus and increase humanitarian service, and for all Rotarians to enhance Rotary's public image and awareness.

CLUB CHART

(The Club Chart is a brief overview of club data that may be insightful for you as you work on this case study)

- Club founded in 1975
- Giving to The Rotary Foundation's Annual Fund is an average of $61 per member per year + an average of $30 per member to PolioPlus. The club also gives a donation to PolioPlus each year, varying in amount and depending on their budget.
- Annual dues are $550, but do not include lunch ($10/meeting; pay as you go)
- Average attendance has been hovering around 55%

- Demographics:
- Club membership (vacillating between 26 and 32/currently at 29) reflects senior leadership in the community including local schools, public libraries, the community foundation, several large businesses, dentists, the local hospital and the Chamber of Commerce and is:
- 66% male / 34% women
- 62% of members are 50 and older
- 30% of members are 40-49
- 8% of members are 30-39

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SCENARIO

- The District Governor has challenged every club to start gearing up for the 100th anniversary of The Rotary Foundation in 2016-17 by raising public awareness of The Rotary Foundation supported service.
- Since a milestone has been reached with the polio eradication success in Nigeria, your club's leadership has asked the members to support an event on 23 October, World Polio Day, and 23 February, the anniversary date of Rotary and our PolioPlus Campaign, to help promote Rotary's "End Polio Now" movement. To get things started, one of the members came up with the idea to ask local merchants to participate by agreeing to donate one percent of sales to PolioPlus on the dates selected.
- The club's only plan for communication/PR is to put an announcement in the local newspaper, post the event on Facebook and put some information on the club website prior to the event by updating materials they have used for the last five years.
- The club members realize this is an opportunity to create community involvement in fundraising efforts to support The Rotary Foundation and the "End Polio Now" campaign and to make this day "fun and appealing to the non-Rotary public."