



Hometown Scenarios

You and the other Rotarians at your table are going to assist members of other clubs represented at your table by helping them articulate some characteristics of their clubs and by jointly coming up with some creative ways to:

- Achieve or sustain membership growth and retention
- Increase Rotary Foundation giving and project engagement
- Gain enhanced public image in their communities.

Step 1: Members of one club will share about their club as the club in the spotlight. Persons at the table who are not members of that club will engage members of the club in the spotlight in an open discussion to better understand the status of the club and how it might move forward, using these questions:

1. Tell us about your club's membership – paint us a picture (can include size, demographics, growth, retention, strategy, culture)
2. Briefly identify at least four of the most important things that your club does. What is the level of engagement of the members in these activities?
3. What is the level of, and member involvement in, your fundraising for The Rotary Foundation Annual Fund and PolioPlus, and how is that done? Is your club living up to its potential in this area?
4. What does your club do in terms of projects or programs supported through The Rotary Foundation, such as Global Grants, District Grants, or Peace Fellows?
5. What is your club going to do this year and next year to celebrate the 100th Anniversary of The Rotary Foundation? What aspects of Public Image in your community will be, or could be, involved in what is going to be done?
6. How might the excitement about the 100th Anniversary of The Rotary Foundation help with fundraising, membership, and public image this year?
7. What kind of "brand" reputation does your club have in the community? What does your club do to promote itself?

Step 2: Feedback and idea time

Interviewers: Using the "yes, because, and" method described by the facilitator just before this scenario began, share your positive impressions about what the club just described and how they might achieve or sustain membership growth and retention, increase Rotary Foundation giving and project engagement, and gain enhanced public image in its community with the member(s) of the club that is in the spotlight.

Based on the context of the spotlighted club, come up with at least two ideas in each of the following areas:

1. Increasing the level of member support of The Rotary Foundation
2. Growing membership and improving member engagement
3. Enhancing the club's Public Image in the community
4. Ways to maximize on Rotary milestones like the foundation's centennial or polio plus efforts

Spotlighted club member(s): What have you learned about your club in this process?
Which of the ideas shared with you do you think you will recommend to club leadership?
What other ideas have come to you in this process?

Step 3: As time allows, repeat the process with one or more other clubs being in the spotlight.

Step 4: In the last few minutes (the facilitator will let you know when to begin this step of the process), list the top 10 ideas that have been developed at your table on your flip chart to be shared during the Idea Shop.

WORKSPACE:

A large rectangular area enclosed by a dashed black border, intended for participants to write their top 10 ideas.