



## **Hometown Scenario Notes**

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## Top Ten . . . . or so

- every new member needs a mentor and a job
- know every members passion
- Be willing to change meeting time and be flexible
- Accomate "Value added members" who help but don't attend meetings
- Associate Members - local members (not RI) who pay lower dues
- Be welcoming & Fun

## Strengths

- Connection with Schools
- Leadership, experience

## Weaknesses

- Members resist change
- Lack of new, phys. active <sup>members</sup> ^
- Lack of Sharing ownership (training back-ups)
- Lack of Communication (club news & community)

EDUCATE ABOUT THE FOUNDATION  
PARTICIPATE IN DISTRICT GRANTS

ASK, ASK, ASK + ASK AGAIN  
RECURRING INFO MEETING TO INTRODUCE  
ROTARY

- USE SOCIAL MEDIA; ARTICLES ON  
COMMUNITY PROJECTS

- WEAR YOUR ROTARY SHIRTS + USE BANNERS

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## Genius Table #2

- 1) Speakers from other clubs
  - informative re community issues (e.g. I81) civics
  - always an action plan when inspired
  - PEACE song opens meetings
- 2) Partnered activities
  - Rotary to others' events
  - Wordpress website
- 3) Hands-on engagement activity that can go to all events in the community
- 4) Low-cost, painfree meeting options with flexible times
  - Pizza party
- 5) Share ~~the~~ other clubs' activities!

- 1) Mixing up meetings (time, places)
- 2) Happy hour Meet & Greet's
- 3) Different classes of Membership
- 4) All members responsible for a speaker
- 5) Increase Publicity on Websites
- 6) Service for Credit if missed meeting
- 7) Flexibility Concept to attract new members

Collaboration - We are <sup>Rotary</sup> all Rotarians

Service Clubs  
Lions  
Kiwanis  
Elks

all <sup>for</sup> greater good

What are the common threads?

Image - Promoting a different image  
What are we in comparison  
to what we are thought to be.

Retention - Engage <sup>new</sup> members - Mentor them

In Form of what we are doing - Projects

More Social Meetings - Switch it up!

- Offer visuals of what the Rotary does with the funds they raise.



- Meeting with Community Leaders.
- Using "Rotarian" magazine as a tool to market Rotary.
- Assign Goals & Responsibilities to each Committee chair.
- Include Social Activities



