Growing Rotary
Where would you start a new club and why there?

Ewa Beach, Kapolei Area

- Explosive residential growth
- Additional businesses opening
- Younger demographics
- Diverse neighborhoods
- Build a community based club
- Home centric
How would you build the membership

- Facebook page
- Word of mouth
- Membership drive at local community hotspots
  (Safeway, Foodland)
- Community projects advertised in the area
- Flyers
- Direct mail
- Facebook ads
How would you sustain the club?

• Mentorship
• Visible community service
• Flexible meeting times and different types of projects
• Keep it diverse, equitable and inclusive
What is the value proposition?

- Family oriented
- Community fellowship
- Lower cost
- Convenient
- Rotary structure in place
- Use community center for meetings
- Focused and visible community projects
- Relevant speakers