



**2019-20 Connected by Our Rotary Stories  
Document 12g  
ONE ROTARY ELY STORY Video Facilitation Guide**

The Ely Rotary Club story is 5 minutes long so it's ideal for a club program and discussion generator. After watching the video your members can engage in a discussion about how these concepts might work in your club. The link to the video is:

Here are a few ideas to generate discussion:

1. What stands out to you about Craig's message?
2. What is Craig's message about Public Image?  
(Done correctly it will increase membership and funding. Make sure the community knows what you're doing, keep your name out there)
3. What did you notice about the projects the Ely Rotary Club selected early and later? How did the change in projects impact the club's Public Image?  
(Visibility, opportunity for additional promotion in print and social media as well as being seen in the community)
4. What was the result of the club's enhanced Public Image? How did the change impact each area: Membership, Foundation, Public Image?  
(Public Image enhancement made it easier to begin discussions with potential members which made it easier to get new members. Public Image created an awareness that led more people to attend/contribute to fundraisers. These improvements led to increased dollars which provided more funding for projects that helped enhance the club's public image)
5. Do we have opportunities for anything in our area that would create an impact like this?