



2022-23: Imagination to Action

Document #9

Sharing Ideas – Imagination to Action Scenarios – Participants

Each breakout group will be assigned two scenarios from Document 12d to discuss – either A or B, and either C or D. Your task as a group for each scenario:

For all groups: Considering how the areas of Membership, Public Image, and service through the Rotary Foundation work together:

- For scenario A *or* B, **answer the questions** provided.
- For scenario C *or* D, **develop an action plan** that includes desired outcomes of the project and basic actions to achieve sustainable outcomes and the desired impact.

When working through your scenarios, consider all three areas, and be sure your community demographics and needs are reflected.

Use the materials provided in your **One Summit** Toolkit (Documents 12b and 12c) to move each project from imagination to action.

Be sure to use the **Yes, Because, And** method of generating ideas. If someone puts an idea before the group, the idea is to not have negative comments such as, “We’ve never done it that way before” or “That won’t work in my club.” When you respond or comment on an idea, affirm why that idea is a good one or why it could work, (the “because” part of **Yes, Because, And**) and then add to it with how it could be improved.

Here is an example of a **Yes, Because, And** approach where group members are talking about the club’s program to provide third graders with books. Group member A suggests using local newspaper coverage to let the public know about the club’s project. Group member B responds:

- **Yes**, I would like to see our club use local newspaper coverage to let the public know about our literacy program.
- **Because** we do need to get the word out about the program and what our club does.
- **And** we could also use posts on Facebook and Instagram to let folks know about the program.
- **And** we could make some posters to display at events using Rotary’s “*Together We...*” or “*People of Action*” campaign to tell the story about this project. All of these ideas should help us get new members and help inform the public about what we do. It may even help with fundraising.

For in-person groups: Designate someone to record key parts of the group’s **answers to the questions** for scenario A *or* B and key features of your group’s **action plan** for scenario C *or* D on the easel pad provided. Identify one or more members of your group to share key points from your discussion with other groups during the *Debrief* segment after this breakout session.

For online groups: Designate one or more members of your group to record key parts of your group’s **answers to the questions** for scenario A *or* B and key features of your group’s **action plan** for scenario C *or* D in a document. Make sure the recorder understands they will need to send the document to the **One Summit** Organizer later. Also, have one or more members of your group ready to share key points from your discussion during the *Debrief* segment after this breakout session.



Choose either A or B:

A. Becoming a Community Rock Star

From Imagination to Action... if your club membership (and engagement) is “stagnant” or stalled, what can you do to transform it into a community “rock star”?

1. What factors indicate that club membership and/or member engagement is stagnant/stalled?
2. What can be done to “shake things up” and transform your club?
3. In what ways would Membership, Public Image and TRF work together to help transform your club into a community “rock star”?

Use the materials provided in your Action Toolkit (Documents 12b and 12c) as you answer the three questions above.

B. Ten more members, 5K, and Social Media

If you had:

1. 10 more members in your club, what would you and or your club consider doing that you can’t or haven’t been able to do? (i.e., Projects, global and district grants)
2. Access to more social networking opportunities to promote your club’s public image, what could you and or your club do?
3. \$5,000 in reserve funds, what would you and/or your club do with the funds?
4. How would your club put questions 1 through 3 together?

Use the materials provided in your Action Toolkit (Documents 12b and 12c) as you answer the four questions above.



Choose either C or D:

C. Fighting Homelessness

Your Rotary Club wants to help fight homelessness. The club has been invited to take leadership in an effort to feed people an evening meal that includes youth and adults that come to the community shelter nightly.

Your group task is to develop an action plan to best accomplish the project. Identify some things that your club could include in its plan, especially taking into consideration the following:

- cost
- public image opportunities
- how this might involve and help with engagement of your members
- how it might be leveraged to gain new members
- metrics your club will use to measure success
- partnerships to accomplish the project

Using the materials provided in your Action Toolkit (Documents 12b and 12c), develop a plan to move this project from imagination to action.

D. The Town Clock

Background

Your community is planning to renovate downtown town square park and your club plans to provide a solar-powered clock as a centerpiece for the park. The city has agreed to receive the donation of the clock described in the next paragraph and to maintain the clock after installation.

The clock will have four 36-inch faces two of which will have a Rotary logo and two of which will have the city logo. The post on which the clock will be mounted will be about 14 feet tall. Total cost, including installation, will be \$30,000 to \$31,000.

Your club has \$20,000 for the project but needs to find other sources of funding to reach the needed amount for the project.

Your club has been recognized for the last 5 years as an Every Rotarian Every Year (EREY) club and your district's grant committee chairperson has indicated that your club could apply for a Rotary Foundation District Grant in an amount up to \$3000 and that if another club contributes at least \$1000, that amount could be matched as part of the District Grant.

Using the materials provided in your Action Toolkit (Documents 12b and 12c), develop a plan to move this project from imagination to action.