



## 2022-23: Imagination to Action

### Document #8

#### Sharing Ideas – Imagination to Action Scenarios – Breakout Facilitator Guide

Facilitators should inform participants in each breakout group which scenarios from Document 12d (either A or B, *and* either C or D) their group will use for discussion and planning.

**For all groups:** Remind participants to consider how the areas of Membership, Public Image, and service through the Rotary Foundation work together. Each group's task is:

- 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 scenarios, make sure participants consider all three areas, and that community demographics and needs are reflected. Remind participants to use the materials provided in the Action Toolkit (Documents 12b and 12c) to move a project from imagination to action.

As you lead the discussion, encourage attendees to use the **Yes, Because, And** method of generating ideas. If someone puts an idea before the group, rather than responding with negative comments such as, "We've never done it that way before" or "That won't work in my club", responders to/commenters on an idea should 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.



Your group will discuss either scenario A or B (As a facilitator, you can use the italicized questions below to stimulate discussion as needed. Note the italicized questions have not been included in the Participants' copies of the scenarios.)

### 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?

- *Has the number of your club members been decreasing over the past few years?*
- *Has your club membership fluctuated but never grow beyond “x” number of members?*
- *Is your club membership reflective of community demographics?*
- *Is the average age of club members increasing?*
- *Do the same members attend/not attend meetings?*
- *Does your club repeat the same projects every year (even if they are not overly successful)?*
- *Does your club have active committees (i.e., not just one person in charge of membership)?*

#### 2. How can you “shake things up” and transform your club?

- *Do your club member demographics align with those of your community?*
- *Do you think surveying your club members to see what they like about your club and what they would like to change about your club would be beneficial?*
- *Would changing your meeting format/time make a difference? For example, some clubs complete a hands-on project one week, host a speaker/program one week, have a club social one week, etc.*
- *Have you asked community leaders to share their program’s needs with club members?*
- *How often does your club reach out to club alumni, Interact/RYLE alumni?*
- *Are there any opportunities to partner with other area Rotary or service clubs in your community?*

#### 3. In what ways would Membership, Public Image and TRF work together to help transform your club into a community “rock star”?

- *How would increasing membership impact the funding your club has available to support community projects?*
- *How would improving or expanding your club’s public image attract new members?*
- *What would additional funding enable your club to do? (Example – launch a new project, which could re-energize and re-engage current members.)*

Participants should use the materials provided in the Action Toolkit (Documents 12b and 12c) as they 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. \$5,000 in reserve funds, what would you and or your club do with the funds?
3. Access to more social networking opportunities to promote Public Image what would you and or your club do?
4. How would your club put questions 1 through 3 together?

Participants should use the materials provided in the Action Toolkit (Documents 12b and 12c) as they answer the four questions above.

- *How might your club grow by 10 members?*
- *What activities might your members do individually or jointly to identify 10 or individuals that might want to be a member? Think developing a satellite club, initiate a caused base satellite club versus an alternate time club.*
- *How would you build a \$5K reserve and identify a future use for the funds?*
- *Should you reach out to the community for suggestions as to community, cultural, or other focused project?*
- *How would you identify 1 or 2 social networks to create and build a stronger public image to help you grow membership and make the public aware of the club's activities and accomplishments?*



**Your group will create an action plan for either scenario C or D.** *(As a facilitator, you can use the italicized questions below to stimulate discussion as needed. Note the italicized questions have not been included in the Participants' copies of the scenarios.)*

### **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
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- *Who or what organization(s) in the community to get to partner with the club?*
  - *How many times per week the club can provide an evening meal?*
  - *What sort of budget is needed per week?*
  - *How many people involved?*
  - *How to fund this effort in the community?*
  - *What other services might be included?*
  - *What else will make this a reality in the community?*

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



## D. The Town Clock

### Background

Your community is planning to renovate its 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.

- *How will you determine a timeframe for the park's renovation?*
- *Do you have enough time to raise the additional funds needed to complete the project?*
- *What are some additional sources of funding?*
- *What do you think of the District Grant opportunity?*
- *Since you are planning to use the Rotary logo on two of the clock's faces, do you need to get approval from Rotary International before proceeding?*

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