

**2021-22: Let’s Talk Rotary – Serve to Change Lives**

**Document 7**

**Setting the Stage – A Panel**

**Allotted time: 25 minutes**

1. **(5 minutes). Welcome, DG Remarks, Overview of the One Rotary Summit, including the Outcomes for Participants**
2. **(18 minutes) Panel**

The Concept of the Setting the Stage Panel

The One Rotary Summit (ORS) Organizer or someone appointed by the ORS Organizer, serving as a moderator/facilitator, asks questions of panel members (Membership, Public Image, and The Rotary Foundation) after a very brief introduction of the ORS approach (provided in the next section of this document). Note: The moderator is **not** a “speaker” – rather, just facilitates.

* Have all panel members seated or standing together – this will be a visual representation of the relationship of the three areas – Membership, Public Image, and The Rotary Foundation. For online Zoom meetings you can have all four panelists shown on screen as a panel. For instructions on how to do that see the note on the bottom of this page. (Doc 6 also contains those instructions.)
* The focus of an ORS is on club members and not on club board members.
* Share ideas, examples, and how exciting it is when the three areas work in concert.
* Select the suggested questions below and prioritize which ones you will include in the time allotted.

Showing a Panel View with Zoom

To show a panel on Zoom, access the Spotlight feature via “the video icon/More” for each participant on the Participant list. “Spotlight Everyone” for the 1st panelist. Then, add other panelists via the “the video icon/More” with “Add Spotlight.” To end the panel view, go via “the video icon/More,” and use “Remove Spotlight” for each panelist. To remove the last panelist, click on “End Spotlight” on the upper left of the screen. When you remove the last panelist, the screen will be in “Speaker View.” You can change that to “Gallery View” via a choice in the upper right area of your screen. (You can shortcut having to go to the Participants list, by clicking on the ellipsis (…) on the picture of each panelist. To remove the last panelist, click on “End Spotlight” on the upper left of the screen.)

If you want to record the meeting and want the panel to appear in the recording, record to your computer and then you can upload that recording elsewhere, such as to Vimeo. If you record the meeting to a Zoom account, the panel will not show in the recording; rather, as each person speaks while on the panel that person will be shown in speaker view. Here is a link for more information on panel view in Zoom: [Zoom document that explains spotlighting](https://support.zoom.us/hc/en-us/articles/201362653-Spotlighting-participants-videos)

BE SURE TO PRACTICE WITH THE PANEL FEATURE BEFORE PRESENTING THE ORS.

Introduction by Moderator/Facilitator

* We are here to discuss how Membership, Public Image, and The Rotary Foundation work together – how they are interrelated.
* Introduce the panel and yourself.

Questions

1. Let’s talk about how Membership, Public Image, and The Rotary Foundation are interrelated…
   * 1. What does Public Image have to do with Membership and The Rotary Foundation?
     2. What does Membership have to do with The Rotary Foundation and Public Image?
     3. What does The Rotary Foundation have to do with Membership and Public Image?
2. Let’s talk about what your committee/team offers and does to help clubs…
3. (To Public Image panelist) What are some of the tools that Public Image brings to the table to help clubs increase membership, retain members, and enhance the membership experience?
4. (To Membership panelist) What does your committee/team do to help clubs increase membership, retain members, and enhance the membership experience?
5. (To The Rotary Foundation panelist) What does your committee/team do to help clubs increase membership, retain members, and enhance the membership experience?
6. (To each panelist) Why is the proper use of Rotary branding so important?
7. Examples – Be sure to include “g” about End Polio Now/PolioPlus. Choose from “a-f” the ones best for your district, keeping in mind a view to balancing information to emphasize the interrelatedness of the three key areas and the time allotted for this part of the ORS.

Let’s talk about some examples of the interrelatedness of our three key areas…

1. How have you seen Public Image support Membership?
2. How have you seen Public Image support The Rotary Foundation?
3. How have you seen The Rotary Foundation work provide material for Public Image?
4. How have you seen The Rotary Foundation work help with recruitment and engagement/retention of members?
5. Describe an exemplary club *community service* project that involved Membership, Public Image, and The Rotary Foundation.
6. Describe an exemplary *international* service project that involved Membership, Public Image, and The Rotary Foundation.
7. Through The Rotary Foundation and the dedicated work of Rotary members, Rotary is almost there in the quest to eradicate Polio.

* How can we use Public Image to get us closer to the end goal of a Polio-free world?
* How can telling the story of our work to eradicate Polio help with member recruitment and retention?

1. **(2 minutes) Transition to Breakout #1**