



## BUILDING THE PERFECT CLUB

*This is a changing world; we must be prepared to change with it. The story of Rotary will have to be written again and again.*

Think outside the box. In fact, throw the box away. The first Rotary Club had no box. Four people with a united purpose created an organization that has survived over a century and continues to inspire and impact the world for better. They were not constrained by the expectations of those that came before them, by any traditions or customs. The legacy projects in your clubs all started with a new idea – a new idea that was visionary, exciting, and relevant for the time.

*The progress of Rotary has been mainly evolutionary; one change has followed another in orderly sequence, and yet the history of the rise of the movement reveals a period when the expansion of purposes and ideals was so pronounced that it may well be designated the period of Rotary's renaissance. Like all other revolutionary periods, it was a time of disillusionment, disenchantment, anxiety, hope, fear, despair, conflict, and heartache.*

The law of diminishing returns is a theory in economics used to refer to a point at which the level of profits or benefits gained is less than the amount of money or energy invested. The first donut on a Saturday morning may be delicious and the second is still good, but the fifth donut is going to leave you with a stomach ache. Too much of the same, results in diminishing returns. The same is true with club activities. With no change, with no improvement, club members will experience diminishing returns, see fewer rewards, and become less engaged.

*It is well that there is nothing in Rotary so sacred that it cannot be set aside in favor of things better.*

The purpose of this exercise is to place yourself in the shoes of Paul Harris and create the newest Rotary Club in District 5580 - a club based upon the same vision and principles of Rotary, but relevant and engaging to your community and your membership.

*Had my leadership been more skillful or my plans more definitely worked out in advance, I doubtless could have secured the full cooperation of Chicago Rotarians and gone forward with a solid front. As a matter of*

*fact, my conception of Rotary was undergoing evolutionary processes, almost revolutionary at times. I had preached the doctrine of carefree fellowship. I had been freest of the free, gayest of the gay, my voice had lead in song and laughter. Members were satisfied with that order. Now was something quite different. In this dilemma, it seemed easier to organize new clubs with new and progressive thoughts than to reconvert old members.*

There is no wrong answer, no wrong purpose, no failing grades or looks of astonishment and disbelief. Henry Ford once said "If I would have asked them what they wanted, they would have said faster horses." Instead, he gave them an automobile. Our clubs are always looking for faster horses – the better fundraiser, the magical cure for membership. Be a Henry Ford. What does you club need that they don't even know they want?

*Dreams might prove valueless, but they were inexpensive and there was no valid reason why they should not be indulged to the limit. So imagination was permitted to run riot and random shots were fired in all directions in the interest of extension, and in the hope that some one of them might hit a vulnerable spot.*

*"To accept the new doctrine, involved immense expansion of the old. To immeasurably expand a doctrine which had proven itself eminently satisfactory to the great majority was difficult. It is not easy to become a prophet twice in the same city. Where would the movements of the past have been, had it been necessary for the founders to admit their shortcomings to their followers?"*

*The inventor of the first Rotary club was more conscious of its deficiencies than anyone else could have been; so conscious of them that he could not have thrown down his tools if he had wanted to do so. He kept on."*

Allow imagination to run riot and inspire the new and improved Rotary Club. **Spend the next 30 minutes answering the following questions about your exciting Rotary Club.**

1. What purpose unites the members of your Rotary Club? What is your WHY?
2. How does your Rotary Club accomplish its purpose?
3. When and how often does your Rotary Club meet?

4. Where does your Rotary Club meet?
5. Who finds your Rotary Club attractive?
6. What do they find attractive about your Rotary Club?
7. How do you attract prospective members to your Rotary Club?
8. What is the first impression of a visitor to your club?
9. How does your club engage its members?
10. What service project is your Rotary Club renown for?
11. How does your Rotary Club have fun?
12. How does your Rotary Club keep membership affordable?

**Now, for the next 30 minutes, apply the Rotary International People of Action Campaign using your Rotary Club's renowned service project.**

What were you trying to accomplish? Describe the problem or challenge in your community that your club wanted to solve.

Know your audience. Who is your non-Rotarian audience? What do they know about us? What do they think and feel now? What do we want them to think and feel?

How we took action:

Describe how you used the expertise of your club members or others in the community to tackle the challenge.

What obstacles did your club face as you worked on this project?

What action verb best represents the action you do?

Together we: **Connect, End Polio, Inspire, Transform**

What image will best depict your story? Who is in the photo? What does it look like?

Impact and support for the claim:

What were the outcomes of your project? How many people did the project affect? Other statistics? What changes resulted from the project?

What specific examples do you have of how your club touched the lives of individuals in your community?

What do we want our audience to do? Learn more? Attend a meeting? Support our cause? Join?

TOGETHER, WE \_\_\_\_\_

Describe the image that you would include in your ad:

Write a short text for your People of Action ad: