One Rotary
A Case Study

The Rotary club of Somewhere has 46 members, is located in a city of 300,000 and is one of 7 Rotary clubs in the region. The club has several specific objectives for the 2014-15 Rotary year as it identified in a club visioning session and further developed in the club's long and short range planning processes. The members are enthused to begin work and are committed to achieving the goals on the timeline it identified.

Club leaders recently attended a webinar on "One Rotary" and realized it was a way to increase the results by being more efficient, getting results in a shorter period of time. In other words, it could help them increase their effectiveness.

They decided to put the action steps from the webinar into place in their plan for 2014-15 and help them to achieve their goals, and perhaps even exceed what they thought was possible.

A description of their club goals are below. Use the indicators that follow to discuss how the Rotary Club of Somewhere could most effectively use One Rotary in implementing the plan, this year and for the future.

2014-15 club objectives include:
- Expand the recipients in the club's food pantry program serving needy community families by 45% and have it become the club's signature project
- Create recognition in the community for this signature service project by attaining at 3 major media pieces
- Increase engagement of Rotarians' family members by increasing participation in club activities by 35%
- Increase the number of annual level of involvement activities by members by 25%
- Increase number of members under age 40 by 15%
- Expand the number of community partner organizations making financial or in-kind/hands on contributions to club service projects by 4
- Increase overall APF contributions to The Rotary Foundation by 6% and achieve 100% PHF sustaining membership

Description of Project (current):
Rotarians work with the local Food Bank and grocery outlets to acquire and store contributions of fresh and canned food. Once a month, club members travel to a different public location (school, park, etc.) in the community and set up distribution to needy families. They make the advance arrangements for the distributions. The average family size is 4, most have some living arrangement of their own; however, are below the income poverty level or are unemployed. Each distribution averages between 400 and 500 families.

Consider these overall questions in integrating a One Rotary approach:
- How will this project engage members and attract involvement from potential members and other non-Rotarians?
- How will it involve "Family of Rotary" members (Rotaract, Interact, Youth Exchange, alumni, etc.)?

- How can The Rotary Foundation support the project and vice versa?
- How can partners can be used to expand its impact in the community and assist with visibility?
- How can the project be planned to support vibrant club goals?
- How can the project achieve visibility and attract attention from non-Rotarians who wish to assist? To instill pride among members and other participants? To attract new members, new project participants and partners?

Specific Discussion & Planning
A. People
How can the project actively involve a majority of club members?

How will non-Rotarians be integrated into the project?

How will Family of Rotary members, especially New Generations, be inspired to get involved?

How will partners be involved to support funding, hands-on work and visibility?

How can the project be used to strengthen the club and membership?

Goal: Total # of participants involved in the project _____
   # of club Rotarians ____   % of club members ____
   # Family of Rotary members ____
   # of non-Rotarians ____
   # community partners ____

B. Funding
Describe the budget needs in the following areas and source of contributions:
- Monetary
- In-kind
- # volunteers

How will funds/in-kind contributions be raised? Volunteers solicited?

Can the fundraising for this project also support The Rotary Foundation?

Will a Foundation grant be used? If yes, how? If no, why not?

Are there ways other Foundation programs can be utilized?

How can fundraising support other club goals?

C. Visibility & Awareness
How will community attention be attracted and visibility achieved?

What creative strategies can be used to generate visibility?

Can project partners help to increase visibility? How?

How can Rotary Showcase and Idea Platform be used in this project?

What is the specific visibility goal for this project? How can it be integrated with other club and project goals?