

Summary of Club Assembly Activity Rotary Club of Ann Arbor

At the December 4th, 2019 Club Assembly, 93 members participated in a tabletop exercise designed to “tap your creative ideas and energy about hot topics near and dear to our Club’s heart.” Members were asked to select one of the four topics, appoint a spokesperson, brainstorm ideas for 10 minutes and then report out to the Club.

Four Topics were:

- A new exciting and engaging **PROJECT**
- A fun-filled and simple **FUNDRAISER**
- A dynamite way to entice **NEW MEMBERS**
- A creative way to achieve a brighter and broader **PUBLIC IMAGE**

There were 16 tables and eight of them decided on Public Image as their topic. Clearly, the issue of “branding” the Rotary Club of Ann Arbor with shirts, signs, social and print media coverage and printed materials is a hot topic for the Club. The Public Image Committee has a lot of suggestions to work with to improve our visibility.

Four of the tables picked fund raising as their topic and three quarter of them focused on a wine event as a fundraiser. Another group was more prosaic reminding Rotarians that 50% of our membership could take advantage of the Qualified Charitable Distribution to make donations to the Club.

The remaining tables focused on projects that emphasized water quality, kids and building synergy with our Centennial project at the Universal Access Playground at Gallup Park. Several noted that many of the topics intertwine with our ability to attract and retain new members.

You can find the top ideas for each topic in **bold**. The other ideas listed on the sheets were also captured under each top idea. Most of the comments were legible but you may find a few question marks. And here is the big question: who will take this and run with it?

- Rosemarie Rowney, President 2019-20

TOPIC: **PUBLIC IMAGE** – (Top ideas are in bold)

1. Participate in community activities as volunteers wearing your Rotary shirt and hat

- Rotary – new signs in the community
- Wear your Rotary pin/Rotary shirt
- Do members need T-shirts?
- Do water stations at runs and parades

2. More Facebook/Twitter – and educate our membership on how to contribute on social media (Lauren, contact)

- TV ?? 5 minutes
- Lucy Ann Lance (Bob Dascola – contact person)
- Human Interest Stories – Community Access (Martin VanDyke 107)

3. Rotary signs in area that lists day and time of meetings

- Sponsor Michigan Radio show – wide audience
- Distribution list beyond membership for Club News (“Friends of Rotary”); get contact information from all guests; spotlight members; use social media.
- Sponsor a Bookmobile with Library
- Partner with other Rotary clubs for greater exposure for Rotary in general

4. Modify our way – larger gifts, make more of it

- Selected with need in mind, but also opportunity for exposure
- What if we gave on a monthly basis
- Feature one recipient each month in the *Ann Arbor Observer* published by Patricia Garcia
- Citizen of the Year – Rotary operational.
- Graduate Senior of the Year

5. *Ann Arbor Observer* articles; e.g. Playground at Gallup Park in the summer

- Relationship with Mott; take a field trip to our playground
- Celebrate our move back to the Union
- U Record; DDA
- UM Football Game – information with a billboard or program signage
- Promote with public schools where we tutor

- See what other Rotary clubs have done
- Rotary Week in Ann Arbor – banners, table top tents in restaurants

6. Marketing Package including a presentation

- Billboards
- AATA
- Jumbotron UM
- Public Schools
- ST? Committee – Project Based

7. Handout for Jaycees 4th of July Parade

- What we're about
- Place to make a tax deductible donation
- Annual Opening: Park Celebration

8. Focus on Civic, Business and Ethics

- Get the word out that we aren't focused on religion, beliefs.
- Plant seeds at high schools, UM, EMU, WCC
- Invite friends/business/church members
- invite guests of GTO to join
- Solicit by sending a newsletter – invites; Welcome Wagon?

TOPIC: **FUNDRAISER** – (Top ideas are in bold)

1. Wine maker fundraiser with supper for bigger community

- Project that involves 200 people (members) and other groups
- Project to create a “special” entrance to Ann Arbor
- So would get better publicity

2. Wine event with wine maker present with dinner party

- Involve more Rotarians – 200 members
- Improve entrance ways to town; welcomes
- Rotary meeting information at entrances to Ann Arbor
- Work more with UM to generate more UM members
- Common goal of fundraising with “aging” as the theme with other non profits

3. Wine Tasting/Social Events

- New Year's Eve Party for Rotary Groups
- Birthday Donation
- Wine pulls in Small Groups (Randomly Assigned)
- Rummage Sale
- Strolling Dinners
- Paint N' Pour
- Raffles
- Rent a Pro (members with skills)
- Speakers open to general public

4. Qualified Charitable Distribution

- Almost half of the members are eligible
- Not fun, but simple
- Tax benefits

TOPIC: **PROJECTS** – (Top ideas are in bold)

1. Clean water – addressing community needs related to Gelman Plume

- Literacy

2. Here's how! Eberwhite Playground Build/ Habitat for Humanity, Touch a Truck

3. Take disadvantaged kids in Ypsi to museums several times a year

- Buy lunch
- Buy transport
- Mentorship opportunity

Centennial Playground

- Go back to clean it up
- Purchase benches/upgrade/extensions
- Don't abandon our old projects

TOPIC: **NEW MEMBERS** (Top idea is in bold)

1. Membership → Public Image

- Tree planting ?
- Focus on "Gownies"
- Clinics at UM; bring as guest from UM
- Ann Arbor News