**One Rotary Summit Introduction**

Welcome fellow Rotarians and thank you for joining us today... for we are One Rotary. The “One Rotary” concept or definition is *the synergistic relationships among Membership, The Rotary Foundation and Public Image and how success in any one of these areas automatically benefits the others.*

The “One Rotary *Summit*” is a way to join leaders, exchange ideas and take away cutting-edge ideas on how to energize and bolster your club for growth, service and public interactions.

By design, the representation in this room today includes Rotarians of all leadership levels. And, by definition, all Rotarians are leaders; so whether you just joined your Rotary Club or you are the President, your presence today is very important and critical to the process.

Too often, we have been locked into “Rotary silos.” For instance, asking people to give to The Rotary Foundation without building an awareness of how giving enables us to Do Good in the World. Or we puzzle over why people won’t join our club or why members drop out, without thinking about how to build a better or more positive image of the work we do in our local and global communities.

With that in mind, the One Rotary Summit was devised to engage current and future leaders with fresh new thinking. Today, you will walk away with hands-on tools to help strengthen your club’s membership, public image, service to others and involvement in Rotary Foundation programs.

Through the use of carefully formulated case studies, you will be asked to work in various teams to be creative and “think outside of the box.” Each case study has been specifically designed to help you to improve your understanding of your club’s strengths and weaknesses and to help you develop a strategic plan to capitalize on those assets while reducing your club’s limitations. These exercises are also geared to facilitate knowledge and ideas that will help shape what the future of your Rotary club will look like, both to internal and external audiences.

As we move through each of the case study exercises, you will be asked to change teams. This strategy helps ensure that you get the most out of today’s summit, by engaging with new people and getting new ideas with each new scenario.

After each exercise we will come back together, as one large group, and engage in facilitated discussion of your findings, your ideas and your strategic plans so that you leave today with as many fresh ideas as possible.

This past August, the very first One Rotary Summit was held in State College. Let’s now go to a short video that shows feedback from some of the Rotarians who participated on that day.

(Show the video – running time is just under 2 minutes. NOTE: The link to this video is on the One Rotary Summit resource page at www.zones28-29.org. You may download the original version, an MP4 file that may be easily played on any computer).

As you can see, the feedback was very positive. But the One Rotary Design Team also gained valuable and constructive criticism that has helped them to hone and improve the program and materials which we will be using today.

(Discuss resources – either at the table or point out where materials / resources can be found via the handout etc.).

These resources have been developed and consolidated for your use after today’s session. They are meant to supplement your learning today and ensure that you have what you need to put into action your strategic club plans.

(Introduce key persons in the room).

(Move into facilitation).