



**2022-23: Imagination to Action  
Document 7  
Setting the Stage – Welcome & Panel  
Allotted time: 40 minutes**

- 1. (8 minutes) Welcome, DG Remarks, Overview of the *One Summit*, including the Outcomes for Participants, RIP Jennifer’s Video**
- 2. (22 minutes) Panel: RI President Jennifer’s concepts, Panel discusses impact of 3 areas working together (M + PI + TRF = Impact), End Polio Now Initiative, and Imagine Rotary (Moderator & panel members should have transcript of RIP Jennifer’s speech – Doc 14)**
- 3. (10 minutes) Ely, MN Synergy Success Story video, Introduce Doc 9 (Sharing Ideas – Imagination to Action Scenarios) and the Action Toolkit (Docs 12a-12d – Personal Action Plan, Imagine Outline, Action Checklist, and District Information)**

**The Concept of the Setting the Stage Panel**

The *One Summit* Organizer or someone appointed by the *One Summit* 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 *One Summit* 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 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.)
- Remember – the focus of *One Summit* is on club **members** and not on club board members or district leadership.
- Share ideas, examples, and how exciting it is when the three areas work in concert.
- Emphasize the impact of the three areas working together – **M + PI + TRF = Impact** – it’s a formula for success!
- Incorporate RI President Jennifer’s concepts in the discussion (Doc 14 pertains).

**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 1<sup>st</sup> 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 “cloud” account, the panel will not show in the recording, although as each panelist speaks, that person will show up in speaker view. Here is a link for more information on panel view in Zoom: [Zoom document that explains spotlighting](#)



**BE SURE TO PRACTICE WITH THE PANEL FEATURE BEFORE PRESENTING *ONE SUMMIT*.**

**Introduction by Moderator/Facilitator**

- Remind participants that they are here to discuss how Membership, Public Image, and The Rotary Foundation work together – how they are interrelated.
- Introduce the panel and yourself.

**Moderator Questions for Panel Members**

1. Let's talk about how Membership, Public Image, and The Rotary Foundation are interrelated...
  - a. Please share an example of how the three areas working together have a greater impact than each on their own.
  - b. When you listen to RIP Jennifer talk about RI's 2022-23 theme "Imagine Rotary", what dreams do you think could become a reality if all three areas worked together to move from imagination to action?
2. Let's talk about what your committee/team offers and does to help clubs...
  - a. (To Public Image panelist) What are tools that Public Image brings to the table to help clubs increase membership, retain members, and enhance the membership experience?
  - b. (To Membership panelist) What does your committee/team do to help clubs increase membership, retain members, and enhance the membership experience?
  - c. (To The Rotary Foundation panelist) What does your committee/team do to help clubs increase membership, retain members, and enhance the membership experience?
3. Let's talk about examples of the interrelatedness of our three key areas. Be sure to discuss d. regarding Rotary's End Polio Now initiative. (*Display slide 12 during this part of the panel discussion.*)
  - a. How have you seen The Rotary Foundation work help with recruitment and engagement/retention of members?
  - b. Describe an exemplary club *community service* project that involved Membership, Public Image, and The Rotary Foundation.
  - c. Describe an exemplary *international* service project that involved Membership, Public Image, and The Rotary Foundation.
  - d. Through The Rotary Foundation and the dedicated work of Rotary members, Rotary is ***nearly there*** in our quest to eradicate Polio.
    - How can telling the story of our work to eradicate Polio help with member recruitment and retention?
    - 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 continuing to raise funds for End Polio Now?



**To close the *Setting the Stage* segment, introduce Doc 9 – Imagination to Action Scenarios, and Action Toolkit (Docs 12a-12d)**

Advise participants that several documents have been designed for use both in today's Sharing Ideas Breakout Session, and also to be taken back to their clubs to use with fellow club members in the coming year:

- **Doc 9 – Sharing Ideas – Imagination to Action Scenarios** – Assign each group two scenarios to discuss in the Breakout – either A or B (scheduled for 20 minutes of discussion) **and** either C or D (scheduled for 40 minutes of discussion).
- **Doc 12a – Personal Action Plan** – A tool to record your personal “aha” moments and key thoughts on how you will take what you’ve learned today back to your Club and community and move from “Imagination to Action”.
- **Doc 12b – Imagine Outline** – A tool to begin the imagination process for a project or initiative.
- **Doc 12c – Imagination to Action Planning** – A tool for use throughout a project’s planning process. For each relevant consideration, participants should identify information that will be critical to the project’s success, and add notes as appropriate (assignments, deadlines, etc.)
- **Doc 12d – District Information** – A list of key information specific to your District (District Leadership contact information, upcoming District events, District website and Social Media information, links to important Rotary sites/materials, etc.)

**After groups discuss the scenarios, there will be a 5-minute break & transition back to the Main Room.**