



CASE STUDY ON TRF Giving (Resource persons Akshay and Vinod)

Enthusiastic Presidents Dr. Rosy D'costa is all geared up and charged as she takes up the Leadership of the RC of Golden Heights, a developing club of 31 members, mostly working professionals who meet in a local suburban school. Good Community service projects are lined up, some members are in the process of being inducted, the club PR has picked up and some of the members are leaders beyond the club. However her enthusiasm slowly begins to ebb, when she finds that the club needs to garner funds for Polio as well as for the TRF annual giving.

Feelers come to her with alarming regularity from the district TRF team and DG. The club members frankly tell her that she can't expect them to be in a position to contribute, keeping in mind the recent economic scenario at work. She tries talking to them along with the TRF director on a one to one basis but is not able to make much headway- They are unmoved.

Rosy is exasperated and dejected. She feels low and left out as she watches some of her co-president's clubs contributing generously to TRF.

- How does she get over this situation?

CASE STUDY ON CLUB ADMIN (CLP) (Resource person Virendra Widge and Dilip Mulay)

A Rotary club has 40 members. It has lost at least three members each of the last five years and has only brought in an average of two new members a year over the same period of time. In its 10 years of existence, the club has held an annual breakfast to raise funds for the fire department, a 5-kilometer run to raise funds for the school district, and a holiday meal for a retirement community. The club has never sponsored a Rotary Foundation or World Community Service project.

The club does not know the contents of its bylaws and is unsure of when it was last revised. The club has never pursued public relations.

The president-elect heard about the Club Leadership Plan at the presidents-elect training seminar and feels it could improve the club. She has plans for working out a timetable over the 15 weeks until the new Rotary year begins to implement the plan.

- What are the problems this Rotary club is facing?
- How can each implementation step of the Club Leadership Plan address these problems?
- What goals might you advise the club to set for the first year of the plan?
- What suggestions would you make to help the club follow the Club Leadership Plan throughout the year?

CASE STUDY ON PUBLIC IMAGE (Resource persons Ravi and Vikas)

The Rotary Club of Royal Gardens is located in a prosperous town of 35,000. The club's 40 Members are a cross-section of the Royal Gardens professional community. The club's longest-running and most successful service project provides support for the community's growing elderly population. Through this ongoing project, club members prepare and deliver meals, arrange for home repairs, and visit hospitals.

The club also works with local schools to identify a candidate who is selected by the district to receive a Rotary Foundation Ambassadorial Scholarship. One scholar is studying the effects of global warming on ocean water levels and corresponds regularly with the club to inform members of her experiences.

The club's weekly program attracts prominent local speakers who talk about important issues facing the community. Attendance is high, and members are enthusiastic.

An informal survey was conducted by the club, and it revealed that few people in the community are aware of the club's efforts. Some respondents reported they perceive Rotary as a social club for older men.

Several members have complained about the difficulty of attracting new members as well as the lack of recognition the club receives for its service to the community. The club's activities have received no media coverage for the past five years.

- How can the club provide basic information about Rotary International and the club to the media?
- What aspects of the club's current activities might interest the media? Which type of media is most appropriate for each aspect? Why?
- How might club programs be of interest to local media?
- How can the club reach prospective members directly to inform them of its projects and membership opportunities?

CASE STUDY ON RYE (Resource persons Kamlesh and Navin)

Rtn. Varma is a new Rotarian from your Club. He has a son aged 24 years and a daughter aged 17 years. Impressed with Rotary's RYE programme, he wishes to send both his children for International Youth Exchange.

Your challenge is:

Outline the basic minimum information that he needs to know and the various steps that you will take to fulfill his wish.



CASE STUDY ON MEMEBERSHIP (Resource persons Ganesh and Mayank)

The Rotary Club of Sun Village is located in a town of 40,000. Sun Village's core Economy is a mix of industry and commerce surrounded by farms. Sun Village has two high schools and a small community college that serves the town and the surrounding area. Recently, a few large companies have set up offices, attracting young professionals to the area.

Three years ago, the club had 47 members. Since then, two members have died, and six others have left the club. In addition, five new members joined the club, but two of them left. The club now has 42 members. The average age of members is 62, and 85 percent of them are men. Most members have been in the club for more than 15 years.

Though proud of their club's accomplishments and its service activities, many members are concerned that membership will continue to decline and make the club less capable of serving the Sun Village community. The club consistently performs the same annual community service projects it has become known for, but some club members would like to be able to take on new projects.

- What are the strengths and weaknesses of this club?
- Which is more problematic for this club: new members leaving the club in less than three years or long-term members leaving?
- How can the club identify sources of new members within the community?
- Who could the club work with to review its membership retention strategies and to learn strategies that have been successful for other clubs?
- How can the club attract younger members?
- How can the club provide basic information to the community about its projects and activities?

CASE STUDY ON Underperforming Committee Chair

Dinesh Deshmukh is your service projects committee chair, and this is his first year in office.

It's halfway through the year, and he isn't performing to your expectations.

He doesn't communicate with committee members and hasn't made progress on any of the committee's goals.

The committee members are frustrated and are threatening to step down if action isn't taken.

- How will you address the situation with this committee chair? How will you respond to the committee members' concerns?