

Breakout 1 – Create an Attractive Club



Your Task:

- Share with your Breakout Buddies the results of your Club Profile
- Talk about the attributes of the different Rotary clubs represented
- Collaborate with your partners and create an imaginary club
 - Name your club
 - Identify signature project(s) and/or event(s) about which your “club” is known in the community
- Answer the question – Why should someone join your club?
- Write your ‘club’s’ VALUE PROPOSITION
 - Why this club?
 - What is so special about this club?
 - What makes this club attractive to members?
- Who should join your club and why?
- How will you attract new members?