**CASE STUDY**

***The Rotary Club of Mountain Point just celebrated its 50th anniversary, but it is in serious decline. The club has done the same service projects for years. Its members are aging, and they’re having trouble attracting new members. The club is in an area that has changed a lot in the last few years. Young families and new businesses are contributing to the community’s rapid growth.***

***The Club has decided to use World Polio Day as an opportunity to further engage the community with the impact of Rotary and they want to share the importance of eradicating disease with many in the community who haven’t experienced Polio in their lifetimes.***

**As a group, please design a World Polio Day Action Plan for October 24, 2022. This plan should include how you will tell the story through Public Image tools in a way that engages your members more deeply in supporting Polio eradication, fosters more financial support of The Rotary Foundation Polio Plus both within your club and externally in your community, and attracts others in the community to become part of this club. Use the following template as a guide and complete all areas.**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **TARGET AREA** | **ACTION STEP(S)** | **WHO WILL BE RESPONSIBLE?** | **TARGET DATE** | **HOW WILL PROGRESS BE MEASURED?** | **WHAT RESOURCES ARE AVAILABLE?** |
| **THE ROTARY FOUNDATION** |  |  |  |  |  |
| **PUBLIC IMAGE** |  |  |  |  |  |
| **MEMBERSHIP ENGAGEMENT AND ATTRACTION** |  |  |  |  |  |