

**ASSEMBLY RICHMOND ROTARY**  
**Mark's Perspective – Visible, Relevant, Meaningful**  
**Oct 10, 2008**

- a. Why the club is having difficulty recruiting and hanging on to new members?
  - i. Too much time commitment
  - ii. Too much money
  - iii. **Not visible in the community**, too much international
  - iv. Ignore obvious Richmond problems
  - v. **Too much check writing and not enough tangible hands on work.**
  
- b. Assets:
  - i. **Rotary Great franchise**
  - ii. **Great people**
  - iii. Good funding opportunities
  - iv. A community with a veritable **goldmine of social ill's**
  
- c. Solution: **Visible, Meaningful, Relevant local** projects will attract new membership.
  - i. I say we don't need to build **another water well in Nigeria** this year – we have enough problems here in Richmond. I found it strange that our club being a humanitarian organization never commented our worked toward a solution to Richmond urban violence. – Big disconnect !
  - ii. **Peace Garden** - something with our name on it in real life
    - 1. Cleanup day tomorrow organized by the neighbors themselves – no Rotary participation involved – this is a seed.
    - 2. Has this worked to get us positive exposure? New member involvement? New friends? Does this make us seem more caring and relevant in the community?
  - iii. **RRPP** – How does this project fit in with the goal?
  - iv. Existing and **longstanding Richmond Rotary projects**? How are they doing? We have been criticized for our shotgun approach with small
  
- d. Fundraising: This new directions requires more money than we have been raising.
  - i. **Philanthropic capitalism**: who are the big players in Richmond, Rubicon, Dabney's friend?
    - 1. Wine tasting: 1100 cases, 250 more found by Shalby
  - ii. Wine tasting is fellowship
  - iii. Wholesale Wine Tasting for other clubs.
  - iv. Winehaven event: fun, creative, not another me too program, takes advantage of a natural historical Richmond Asset.