



Rotary Leadership Institute

Sunshine Division

Event Agenda

Part Two – The Rotary Club

Registration Opens

Check in, Distribution of materials, Breakfast

Welcome, Introductions

Planning for Success

Break

Fundraising

Communication Techniques

Lunch

Membership Attraction

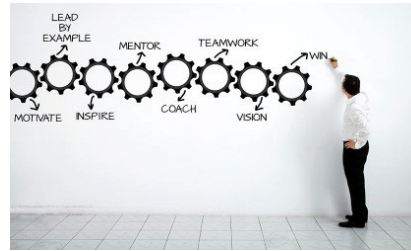
Service Projects

Evaluation

Closing Ceremonies



Part Two- The Rotary Club



Planning for Success

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SESSION GOALS

- Evaluate your own Rotary Club
- Review possible areas for improvement
- Discuss why specific improvements should be made
- Consider how to discuss differences with club members who might perceive the club differently
- Examine why goal setting is important
- Discuss the mechanics for setting and achieving goals
- Discuss the need and process for strategic planning

RESOURCES

- Rotary Club Self-Evaluation
- Rotary.org Learning Center
- Club Health Check <https://my.rotary.org/en/document/rotary-club-health-check>
- 2022 Rotary International Manual of Procedures <https://my-cms.rotary.org/en/document/manual-procedure-035>
- Zone Rotary Coordinator Team
- Rotary International Strategic Planning Guide <https://my-cms.rotary.org/en/document/strategic-planning-guide>
- Be a Vibrant Club → also has a (2) page worksheet <https://my-cms.rotary.org/en/document/be-vibrant-club-your-club-leadership-plan-north-america>
- The Rotary International Strategic Plan 4410en <https://my.rotary.org/en/document/strategic-plan>
- Rotary Club Central (log in required www.rotary.org/myrotary/en)
- Simon Sinek – Start with Why https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action



Goal

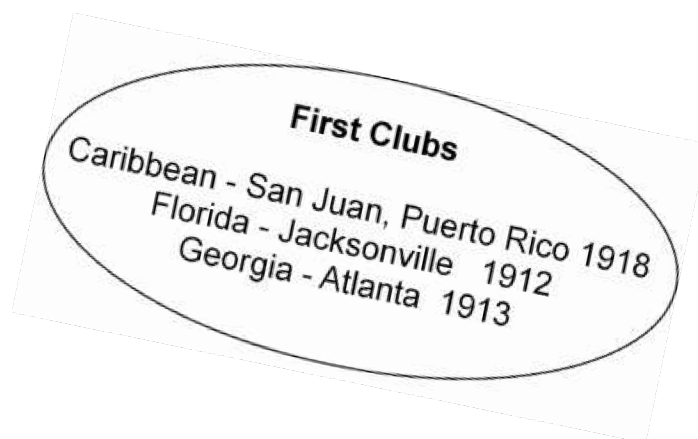


- **Measure how you rate yourself and your club in various areas**
- **Consider how improvements might be made**
- **Learn the tools to create a plan for your club.**

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Goal

For you to analyze your Rotary Club so you can measure how you rate yourself and your club in various areas. Continuous improvement should be the goal.



Planning for Success

What are the benefits of planning?

What is the difference between Planning and Goals?

Sinek Model:

- Why
- What
- How



How does it work?

Why?

What?

How?

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Exercise:

WHY: -



What makes a “good” goal?

Other important factors:

Good goal example:

Examples of How:

Next steps:



RI Action Plan

ROTARY'S STRATEGIC PRIORITIES AND OBJECTIVES

INCREASE OUR IMPACT

- Eradicate polio and leverage the legacy
- Focus our programs and offerings
- Improve our ability to achieve and measure impact

EXPAND OUR REACH

- Grow and diversify our membership and participation
- Create new channels into Rotary
- Increase Rotary's openness and appeal
- Build awareness of our impact and brand

ENHANCE PARTICIPANT ENGAGEMENT

- Support clubs to better engage their members
- Develop a participant-centered approach to deliver value
- Offer new opportunities for personal and professional connection
- Provide leadership development and skills training

INCREASE OUR ABILITY TO ADAPT

- Build a culture of research, innovation, and willingness to take risks
- Streamline governance, structure, and processes
- Review governance to foster more diverse perspectives in decision-making

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ROTARY'S VISION STATEMENT

TOGETHER WE SEE A
WORLD WHERE
PEOPLE UNITE AND TAKE
ACTION TO **CREATE**
LASTING **CHANGE** ACROSS
THE GLOBE IN OUR COMMUNITIES
AND IN OURSELVES

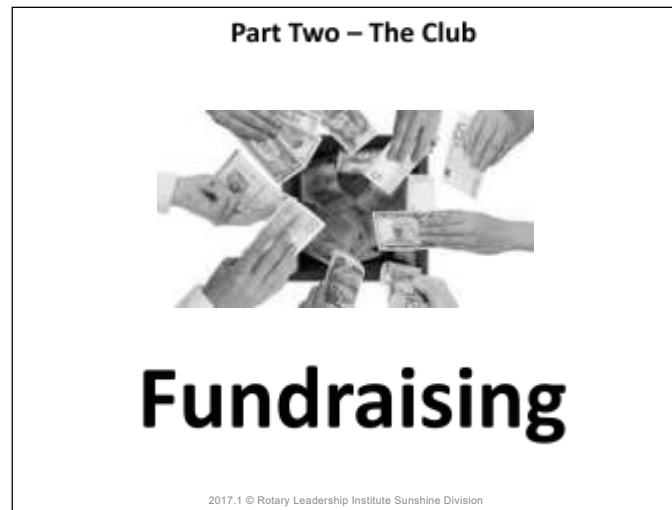


Summary

- **Create a plan beginning with Why (Vision)**
- **Goal Setting is necessary to provide a path for progress**
- **Goal Setting should be a process starting with the club members up**
- **Goals are useless unless communicated to the members with periodic progress reports**

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"Action without vision is wasted, and vision without action is just a dream. Action with vision brings hope to the world."
--1996-97 RI President Luis Vicente Giay
Address to 1996 Rotary Convention,
Calgary, Alberta, Canada



SESSION GOALS

- Review the major sources of fundraising for your club
- Discuss the role of district grants
- Share fundraising ideas

RESOURCES

- The Rotary Foundation Reference Guide (Rotary Foundation Publication 219en) <https://my.rotary.org/en/document/rotary-foundation-reference-guide>
- Foundation Facts 2023 <https://clubrunner.blob.core.windows.net/00000050079/en-us/files/sitepage/district-rotary-foundation-committee/rotary-foundation-fact-card/2023-Fact-card.pdf>
- Rotary.org Learning Center
- Fundraising ideas <https://www.causevox.com/fundraising-ideas>
- Fundraising ideas <https://www.mobilecause.com/fundraising-event-ideas>
- Rotary Showcase <https://my-cms.rotary.org/en/secure/showcase>

Why Raise Money?

- **Why do clubs need money?**
- **What are some sources of money?**



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What are the major sources for Fundraising?

1.

2.

3.

4.

5.

Foundation Grant vocabulary:

DDF

SHARE

Global Grant

District Grant

SUMMARY:

- Raising money is the key to doing more projects
- There are many resources available to your club
- Applying for Foundation grants increases the number of projects your club can do!

NOTES:



Part Two - The Rotary Club



Communication Techniques

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SESSION GOALS

- Introduce the basic elements and importance of effective communications
- Discuss the role of communications in Rotary Leadership

RESOURCES

- Toastmaster Tips www.toastmasters.org
- Rotary.org Learning Center for Toastmaster Courses
- Social Media Map www.ovrdrv.com/social-media-map
- District Public Image Chair
- Zone Rotary Coordinator Team
- Zone Rotary Public Image Team
- Rotary International: Public Relations information www.rotary.org

Communication Techniques

What opportunities are available in Rotary to help you improve your communication skills?

What makes a good speech?

How do you prepare when presenting?

What are the important elements in introducing a speaker or a dignitary?

T_____

I_____

S_____

NOTES:

- **10 Tips for Public Speaking**

- Know your material. Pick a topic you're interested in. Know more about it than you include in your speech. Use humor, personal stories and conversational language – that way you won't easily forget what to say.
- Practice. Practice. Practice. Rehearse out loud with all equipment you plan on using. Revise as necessary. Work to control filler words; practice, pause, and breathe. Practice with a timer and allow time for the unexpected.
- Know the audience. Greet some of the audience members as they arrive. It's easier to speak to a group of friends than to strangers
- Know the room. Arrive early, walk around the speaking area and practice using the microphone and any visual aids.
- Relax. Begin by addressing the audience. It buys you time and calms your nerves. Pause, smile, and count to three before saying anything. Transform nervous energy into enthusiasm.
- Visualize yourself giving your speech. Imagine yourself speaking, your voice loud, clear and confident. Visualize the audience clapping – it will boost your confidence.
- Realize that people want you to succeed. Audiences want you to be interesting, stimulating, informative and entertaining. They're rooting for you.
- Don't apologize for any nervousness or problem. The audience probably never noticed it.
- Concentrate on the message – not the medium. Focus your attention away from your own anxieties and concentrate on your message and your audience.
- Gain experience. Mainly, your speech should represent you – as an authority and as a person. Experience builds confidence, which is the key to effective speaking.

www.toastmasters.org

Social Media

What is social media?

What are the advantages/disadvantages of using social media?

Which social media can be used to your club's advantage?

What social media does Rotary International use?

10 Basic Principles that Guide Participation in Social Media:

- do listen – determine if and how to engage
- do be authentic
- do be consistent
- do be gracious
- do disclose
- don't share confidential info about anyone
- don't criticize company, clients, colleagues, partners or competitors
- don't reveal personal info about others
- don't misrepresent yourself or your company

Summary

- Opportunities or occasions to use communication techniques abound in your Rotary Club environment, whether you are the Club President or a member.
- Preparation is a key element for successful communication.
- Knowledge of your subject and your audience are also critical.
- Social media is a communication vehicle that should be explored for its best use in Rotary Clubs.

Top Social Media sites in the US information:

<https://www.theglobalstatistics.com/united-states-social-media-statistics/>

Total population of US	339.1 million
Number of Internet users	311.3 million
Active social media users	246.0 million
Number of Mobile Internet users	282.34 million



SESSION GOALS

- Review the importance of attracting new members into our clubs
- Discuss approaches needed to attract new members
- Identify resources that would assist in attracting new members

RESOURCES

- ABCs of Rotary by PDG Cliff Dochterman <https://rotary5630.org/wp-content/uploads/2012/09/The-ABCs-of-Rotary.pdf>
- Rotary. Org Membership tools <https://my.rotary.org/en/learning-reference/learn-topic/membership>
- Classification worksheet (Top 40 list)
- Rotary Membership Newsletter www.rotary.org/myrotary/en/newsletters-0
- Rotary.org Learning Center
- District Membership Chair
- Zone Rotary Coordinator Team
- Membership Action Plan (MAP) <https://rotarymembershipactionplan.org/>
- Diversify Your Club (DEI) - <https://my-cms.rotary.org/en/document/diversifying-your-club-member-diversity-assessment>

Membership Attraction

Do we have a membership problem?

What is the first experience of a new member?

What is the second experience of a new member?

Is your club's induction ceremony a BIG DEAL? Can it be improved?

What would your induction ceremony look like to a visitor?

What is the first experience of the now 'New Member'?

What are some of the critical items necessary to keep members engaged?

How does retention relate to getting new members?

Who don't Rotarians recruit?

What are some of the benefits of recruiting new members?

Membership Attraction

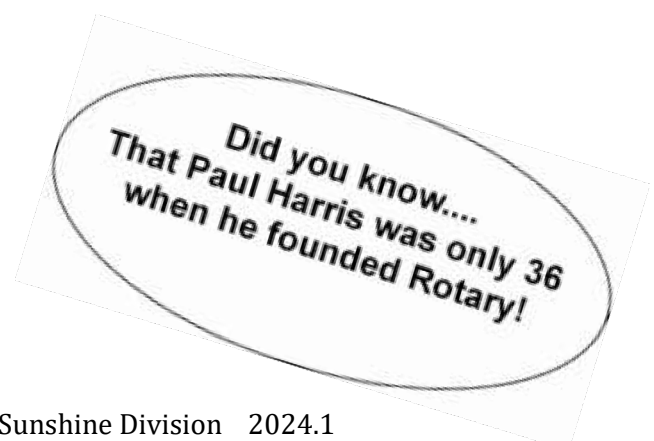
Does your club look like your community?

What are the target groups open for Rotary membership?

How do you find leaders in these groups to join Rotary?

Why would leaders join Rotary? If they want to donate time, talent or treasurers, there are many alternatives in our communities.

Would someone want to join your Rotary Club? Why or why not?



The “Attraction” Element

How can you develop a campaign that will promote Rotary to potential members?

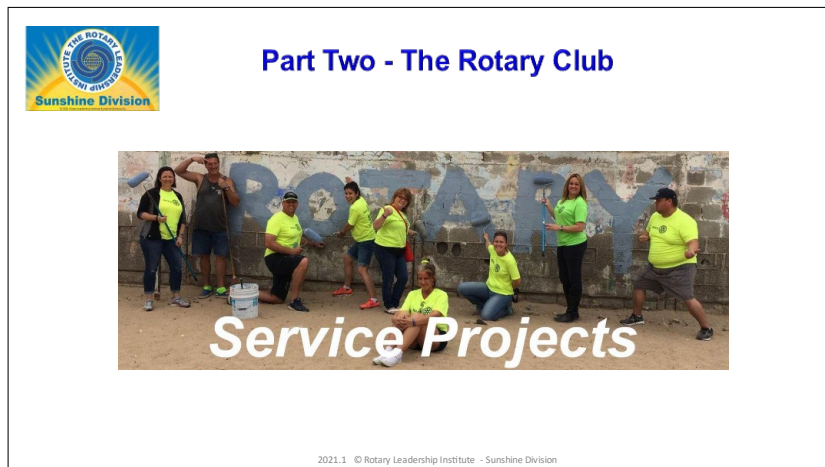
Who should participate? What methods will you use?

What role does marketing/PR/advertising play?

Will a classification survey help?

Summary

- Every business or organization needs to expand its customer base or membership in order to prosper and survive
- Membership development is a year round effort – every year.
- It is the responsibility of all Rotarians to ask qualified people to join.



SESSION GOALS:

- Determine “why” service projects are/are not important to a Club
- Discuss planning and executing a service project
- Encourage creativity in projects
- Identify how to do a community assessment (what the community needs, not what we think they need)
- To clarify “why” we have service projects and how they can enhance and retain membership
- What are your goals for this class?

RESOURCES:

- Developing Effective Projects <https://my.rotary.org/en/take-action/develop-projects/developing-effective-projects>
- Community Assessment Tools [https://my-
cms.rotary.org/en/document/community-assessment-tools](https://my.cms.rotary.org/en/document/community-assessment-tools)
- Rotary Service Newsletter www.rotary.org/myrotary/en/newsletters-0
- District Service Chair
- Zone Rotary Coordinator Team
- Zone Rotary Public Image Team
- Seven areas of focus:
 - Peace and conflict prevention/resolution
 - Disease prevention and treatment
 - Water and sanitation
 - Maternal and child health
 - Basic education and literacy
 - Economic and community development
 - Protecting the Environment

Steps in Developing a Service Project

1. Identify need
2. Determine feasibility
3. What are the available funds?
4. Who are the stakeholders in the project? Whose support do you need?
5. Develop the plan
6. Identify resources

Developing a Service Project

Team A

visited the Mayor who said that recreational facilities and activities are needed for teenagers. Unfortunately, the town budget cannot pay for a youth center, etc.

The Mayor did say that the town had a vacant lot that could be donated or used for some purpose. They also had a vacant two-room school that was not in very good condition.

Developing a Service Project

Team B

talked to the head of the welfare department who spoke of an elderly couple in town who seemed to be locked into their home because they couldn't navigate the front steps.

They also had trouble climbing the stairs to their bedroom and often ended up sleeping on a couch or the floor. She asked if Rotary could help in any way.

Developing a Service Project

Team C

talked with a school principal at an elementary school in town and some teachers and guidance counselors. Unfortunately, there were a lot of problems - some third graders who couldn't read at all, many kids without fathers, kids who couldn't afford a change of uniforms the school required, kids who come to school without breakfast and many other problems of poverty.

Can or should Rotary do anything with this school?

Principles of a Service Project

- “Hands on” involves club members (develops ownership)
- Make Rotary the prime “mover” of the project (vs. contributing to another organization)
- Deliver to community what it needs (not what we think it needs)

Evaluation – Rotary Leadership Institute-Sunshine Division – Part 2

Please rate the following statements circling yes or no. If no, please tell us why so we can improve!

Session 1: Planning for Success

Discussion Leader Name: _____

This session improved my Rotary knowledge	Yes	No
Would you recommend this session to others?	Yes	No
Would you recommend this Discussion Leader to others?	Yes	No

Comments: Please feel free to share your comments on the Discussion Leader or the Curriculum

Session 3: Fundraising

Discussion Leader Name: _____

This session improved my Rotary knowledge	Yes	No
Would you recommend this session to others?	Yes	No
Would you recommend this Discussion Leader to others?	Yes	No

Comments: Please feel free to share your comments on the Discussion Leader or the Curriculum

Session 4: Communication Techniques

Discussion Leader Name: _____

This session improved my Rotary knowledge	Yes	No
Would you recommend this session to others?	Yes	No
Would you recommend this Discussion Leader to others?	Yes	No

Comments: Please feel free to share your comments on the Discussion Leader or the Curriculum

Session 5: Membership Attraction

Discussion Leader Name: _____

This session improved my Rotary knowledge	Yes	No
Would you recommend this session to others?	Yes	No
Would you recommend this Discussion Leader to others?	Yes	No

Comments: Please feel free to share your comments on the Discussion Leader or the Curriculum

Session 6: Service Projects

Discussion Leader Name: _____

This session improved my Rotary knowledge	Yes	No
Would you recommend this session to others?	Yes	No
Would you recommend this Discussion Leader to others?	Yes	No

Comments: Please feel free to share your comments on the Discussion Leader or the Curriculum

General Survey

My individual District/Club took measures to adequately promote this RLI event to the membership Yes
No .

The RLI Sunshine Division website was easy to navigate, obtain information and to register for events
Yes No .

Once arriving at the venue, it was easy to find the parking and entrance to the facility Yes
No

The on-site registration/check-in was orderly, organized and professional Yes
No

The food and beverages (breakfast, snack and lunch) were acceptable for an all-day event Yes
No

The classroom atmosphere and setup were appropriate and acceptable for this type of learning event
Yes No

The provided Student Guide, handout materials and PowerPoint will be useful in the future. Yes
No

ADDITIONAL COMMENTS