



District Assembly
Building a Vibrant Club
All Club Leadership Virtual Workshop
May 14, 2022

9:00 am – 12:30 pm

(Training has been transitioned to Zoom due to limited participations)

9:00 a.m. Opening Welcome.....Bunny Pratt – Education Director (Lead Trainer)

9:05 a.m. General Business & Remarks.....By Demetress Harrell District Governor Elect

Presenters:

PDG Brenda Walker

DGE Demetress Harrell

AG Coordinator Ruth Finkelstein - Suhler

DCND Leon Willhite

9:20 a.m. - 10:20 a.m. Keynote Rotary Address: Rotarian Peace Building Through Courageous Conversation presented by: Dr. Ron Swain - Georgetown Rotary Club

Break - 5 Minute

Track 1 & 2 10:25 a.m. - 11:15 a.m. Track 3 & 4 11:20 a.m. - 12:10 p.m.

Select and Rotate Breakout Room Sessions

Track 1 Increasing Your Impact – PDG Brenda Walker

Track 2 Expanding Your Reach - DGE Demetress Harrell

5 Minute Report/Feedback Key Takeaways

Break - 5 Minute

Track 3 Enhancing Participant Engagement – Ruth Finkelstein - Suhler - AG Coordinator

Track 4 Increasing Your Ability to Adapt – DCND Leon Willhite

5 Minute Report/Feedback Key Takeaways

12:10p.m. – 12:30p.m. Workshop Wrap-up Q& A

Adjourn.....Bunny Pratt

All Member Workshop Officers Training – 22-23 Presidents – President Elects – Secretary's – Treasurers – Club Chairs, RYLA – Interact – Rotaract Chairs & Coordinators – Club Members

Rotary District 5910

District Assembly

9:00 a.m. – 12:30 p.m.

Via Zoom



ROTARY'S ACTION PLAN

WHAT CLUBS CAN DO

Rotary's Action Plan builds on our past successes and sets our future direction to ensure that we continue to grow, unite people, and make a lasting impact.

We encourage all members to review the Action Plan, think about your own club and district goals, and find meaningful ways to align those goals with our plan. Have open and ongoing discussions in your club and throughout your district about the new priorities and objectives, then use those talks to shape your own strategies.

For each of the four priorities that will direct our work, we've listed ways you can put that goal into practice. Think about how *you* can bring Rotary's Action Plan to life.

ROTARY'S ACTION PLAN

INCREASE OUR IMPACT



DEVELOP A STRATEGY for educating members about the importance of impactful service projects. Research shows that measurable, data-driven results offer proof of the impactful service that is attractive to the next generation of leaders.

CONDUCT A COMMUNITY ASSESSMENT to determine which issues are top concerns in the area. Learn about needs and strengths and identify the key decision-makers. Try conducting evaluations both before and after you implement projects to get a better sense of where and how you can create measurable, lasting change that truly helps the communities you serve.

FOCUS YOUR EFFORTS. Review your club's activities and determine which ones can be streamlined or eliminated so your club can spend more time on activities that make a real impact.

ENCOURAGE YOUR CLUB OR DISTRICT TO CELEBRATE THE LONG-TERM SUCCESSES of service and program offerings, but to be open to new projects or opportunities to prove that your club or district's impact has only begun. Apply for a global or district grant to fund a project that will have sustainable, measurable outcomes.

EXPAND OUR REACH



SET A GOAL to collaborate with new groups in your community, either through service projects or social events, to introduce more people to Rotary. As our vision statement says, we want to unite people — not just Rotarians — to create lasting change.

USE ROTARY'S MEMBERSHIP TOOLS and resources to assess your club and learn how to make it more diverse, open, and attractive to everyone in your community.

Districts should **CONSIDER FORMING NEW CLUBS.** Take advantage of our flexible club models to create clubs that are welcoming to people with diverse interests, backgrounds, and needs. As always, these new clubs should embrace our core values and deliver value to members.

BE SURE TO TELL COMPELLING STORIES about how your club or district is making a difference. Use the People of Action materials and other resources in the Brand Center to learn how to show your club or district's impact through the media, on social media, and in the community. Strengthening your public image can help you attract like-minded people to your club, form new partnerships for service, and build a stronger and more diverse network of collaborators.

ENHANCE PARTICIPANT ENGAGEMENT



FOCUS NOT ONLY ON GAINING NEW MEMBERS BUT ALSO ON DELIVERING VALUE — both personal and professional — to current members. Hold a brainstorming session or use a survey to ask members what's important to them in their club experience and how they want to grow and develop through Rotary.

Consider everyone who encounters Rotary a participant. Invite them to **OFFER NEW IDEAS AND SHARE THEIR THOUGHTS**. Encourage them to stay involved (whether or not they join the club) so they feel valued and are inspired to support Rotary activities.

USE OUR CURRICULUM in the Learning Center, to develop leadership and other skills in members and participants.

INCREASE OUR ABILITY TO ADAPT



HOLD INNOVATION FORUMS AND BRAINSTORMING SESSIONS with club members and other participants to gather ideas for activities and service projects in the community. Contact other organizations or clubs that have a strong record of innovation or reinvention and look for ways to apply what they did to your own club.

SET ASIDE A SMALL FUND to try new ideas. Expand initiatives that succeed and document what you learn from those that don't.

REVIEW YOUR CLUB ROLES, PROCESSES, AND TASKS and look for ways to be more efficient — whether it's by reducing, combining, or eliminating responsibilities or using different technology.

ESTABLISH A CONTINUITY PLAN. Encourage club presidents, district governors, and other officers to work with the incoming leaders chosen for the next few years so that their efforts will be cohesive and all will be invested in a joint success.

EXPLORE ROTARY'S ACTION PLAN:
rotary.org/actionplan





WORKSHEET: ASSESSING AND MEASURING YOUR PROJECTS



Part 1: Assessing your service projects

A community assessment is the first step in planning a meaningful service project. It can help you determine the cause of an issue, build trust among community members, and prioritize service in your club. It's also essential to measuring the impact of any project.

Think about your club's main service project. With your partner, take turns asking each other these questions.

- What community issue is your project trying to address?
- Did you conduct a community assessment before starting the project?
- How you can make sure the project meets the community's needs in the future?
 - Who would you involve in the assessment?
 - What questions would you ask to determine the cause of the issue the project set out to address?
 - What are the project's goals?
- Is this project a good way to engage members? What percentage of your membership participates?

Part 2: Measuring impact and communication

This activity is designed to help you think about how you can measure the results of your project and assess the impact (the long-term effects or end result) it has on your community. It will also help you think about how to communicate the impact. If you don't currently measure the impact of your projects, these questions will help you get started.

With your partner, take turns asking each other these questions about a current service project.

Data:

- What kind of data from your project would be useful to collect?
- How will you collect the data?

Measurement:

- Which aspects of your project will you measure?
- How will you determine what to measure?
- How can you make sure your project meets the goals identified in the community assessment? If your project does not meet its goals, how can you determine why it did not?
- How will you know if the project has had an impact in the community?
- How can you communicate the impact your project has had in the community?

WORKSHEET: CONNECTING WITH NEW GROUPS



Part 1: Identifying new groups

Think about groups in your community that you want to involve in your club. They may be connected with Rotary, such as program alumni, youth program participants, or the parents of youth program participants. Or they may be from outside your club, such as local business groups, related organizations in the area, or young professionals. Complete the table below based on three groups that you would like to work with more closely.

Group	What do they know about your club?	What do you want them to think about your club?	How do they get their information?	What do you want them to do? (Learn more, help with a project, attend an event, etc.)

Part 2: Engaging with new groups

Choose one group that you identified in part 1 and answer the questions below.

- What characteristics do people in this group share?
- What type of event or activity could you hold that would appeal to people in this group?
- How would you promote the activity to members of this group?
- Think of a project that your club has completed and the impact of the project. How would you celebrate or share the impact of the project with this group?

WORKSHEET: UNDERSTANDING MEMBERS' NEEDS



People have varying reasons for being a Rotary member or being involved with Rotary, including:

- Participating in grassroots, local service
- Making social and networking connections
- Seeking leadership opportunities
- Participating in and maintaining the traditions of their club
- Making a difference globally

Think about members or people who are involved with your club based on your group's assigned reason. Answer the questions below.

- What type of club activities would these people be interested in?
- How would you encourage them to be involved?
- How could they be asked to give back to the club?
- Are the opportunities available for this type of involvement enough to engage members? What else can your club do?

WORKSHEET: EVALUATING YOUR CLUB'S ACTIVITIES



In your group, discuss the questions below for the area you chose.

Your club experience:

- Looking at the results for this area, which unchecked boxes could you easily address?
- Describe a typical meeting.
- Do your members and guests say they enjoy the meetings? Do they find them to be a worthwhile use of their time?
- Do you consider diverse perspectives when you make decisions about the meeting experience?
- What opportunities does your club offer members and other participants to develop their leadership skills?
- How often do you evaluate the meeting experience? What data do you collect and how do you use the results?
- How can you use data to guide changes?
- How do you plan to evaluate the success of your club's meeting experience?

Service and socials:

- Looking at the results for this area, which unchecked boxes could you easily address?
- Do your projects add value to the community and your members? How do you know?
- What opportunities do you offer your members to participate in and lead projects?
- What kind of social activities does your club offer? Do participants say they enjoy them?
- How often do you evaluate the effectiveness of your projects and social events? What data do you collect and how do you use the results?
- How can you use data to guide changes?
- Are you and your members aware of The Rotary Foundation? Do you link charitable giving to the service projects your club participates in?
- What percentage of your members contribute to The Rotary Foundation? How do your members feel about how they're asked to contribute?

Members:

- Looking at the results for this area, which unchecked boxes could you easily address?
- Is your new member orientation effective? How do you know?
- What percentage of your members participate in projects, take on leadership roles, or are involved in other ways?
- What opportunities does your club offer members to develop skills? Have you asked members what professional or personal skills they would like to improve?
- How often do you ask for feedback from your members about their experience and ask for new ideas? How do you use the feedback?
- How often do you evaluate how appealing your club is, how welcome new members and guests feel, and how engaged members are? How do you use the results?
- How do you use data from reports to guide change?
- How do you plan to evaluate your club's member experience?

Image:

- Looking at the results for this area, which unchecked boxes could you easily address?
- How do you publicize the impact of your club to community members? Are your methods successful? How do you know?
- What opportunities does your club offer members to lead public image activities?
- How often do you evaluate your public image strategies or methods? What data do you collect and how do you use the results?
- How can you use data to guide change?
- How often do you contribute to your club's social media accounts?
- How often do you update your club's website?
- How do you plan to evaluate the success of your public image campaign?

Business and operations:

- Looking at the results for this area, which unchecked boxes could you easily address?
- How often do you update your strategic plan (if you have one)?
- What leadership opportunities does your club offer its members? Do you include diverse perspectives when making decisions about the club?
- How do you ensure continuity in your leadership? Is it working well? How do you know?
- Think of all the activities your members participate in to help meetings and your club run smoothly. Do the activities add value?
- Are there opportunities to streamline how your club operates and communicates with members?
- How often do you evaluate the way your club operates?
- How do you plan to evaluate the success of your club's operations?