

Session 1: Leading Rotarians

45 Minutes

Thursday 3.11 7:05-7:50 PM



RELEVANCE: Club presidents motivate members to reach goals, communicate with club and district leaders, listen to all members to ensure that their needs are met, and recognize club leaders and members with awards.

Learning Objectives

At the end of the session participants should be able to:

- Identify the skills needed by an effective club leader in today's world!
- Anticipate potential challenges in leading fellow Rotarians and develop strategies for handling them!
- Better understand how to respond to conflict and disagreement.

Resources

- [Lead Your Club: President](#), Chapter 2, Leading Rotarians
- [Lead Your Club: President](#), Chapter 3 Running Your Club Meetings
- [Be a Vibrant Club: Your Club Leadership Plan](#)

Potential Discussion Questions

- As you look forward to your year as club president what challenges do you foresee?
 - Specific to your club
 - Specific to your personal leadership capabilities
- What leadership skills will be important for your role?
- How will you transition from a predominantly virtual setting to a hybrid or in person setting?
- How does a leadership position in a volunteer organization differ from one in a corporation?
- How will you keep club members motivated to achieve club goals?
- How will you get input from members of your club?
- How will you handle disagreements among members?
- What tasks can be delegated to committees?
- How will you select and prepare your club leadership team?
- What concerns do you have about working with other club leaders?
- How will you handle disagreements between club leaders?
- What will you do to ensure continuity in leadership during your term?
- How can your club vary meetings to get members excited about coming to them?
- What does your club do at club assemblies, and how are they different from club meetings?

SESSION 2: ENGAGING YOUR CLUB'S MEMBERS

45 minutes

Friday 3.12 6:25-7:10 PM



RELEVANCE: Club presidents appoint and work with members of the club membership committee; identify long-term and annual membership goals; support innovative strategies to attract and engage members; promote member education for current, new, and prospective members; and seek opportunities to sponsor new clubs.

Learning Objectives

Begin the session by stating that at the end of this session participants should be able to:

- Understand how the best practices of a virtual world can help in the coming year.
- Identify strategies for attracting and engaging members on an ongoing basis!
- List ideas for communicating with and engaging members!
- Understand how engaging members through participation in club activities in-person and/or virtually affects morale!

Resources

- [Lead Your Club: President](#), Chapter 5, Strengthening Your Membership
- [Strengthening Your Membership: Creating Your Membership Development Plan](#)
- [Membership Minute](#) e-newsletter for the latest membership strategies and resources
- [Connect for Good](#) guide for member involvement
- [Rotary Club Health Check](#)
- [Membership](#) section of Rotary.org
- [Rotary Strategic Plan](#) for member goals and priorities
- [Be a Vibrant Club](#) for ideas on how to strengthen your club

Potential Discussion Questions

- What does it mean to engage your club's members?
- What does your club do to engage both current and new members?
 1. Especially those who have felt disconnected by virtual meetings.
 - What were the perceived disadvantages of virtual meetings?
 2. Also, those who might wish to continue the ease of virtual meetings.
 - What were the advantages of virtual meetings and how do you maintain them?
- How do you train current and new members?
- How do you keep your members informed?
- How do you get members involved in projects, activities, or leadership roles?
- Do your club activities reflect the interests of your members? How do you know? Do they reflect the needs of the community?
- How can your club be more flexible to better meet your members' needs?
- How can your club vary meetings to get members excited about coming to them?
- What does your club do to recognize members for their efforts?
- What initiatives or goals do you envision for your membership committee?

SESSION 3: FUNDRAISING

45 minutes

Friday 3/12 7:10-7:55 PM



Relevance: Clubs need to raise funds to support their local and global projects.

Learning Objectives

Begin the session by stating that at the end of this session, participants should be able to:

- Understand the elements of a fundraising plan.
- Identify strategies to engage club members in the design, promotion, and implementation of a fundraising event.
- Understand how to respond to a stagnant or declining fundraiser
- Understand best practices of raising public awareness of Rotary and what your club does in your community and around the world.
- Learn about ways to enhance attendance by non-Rotarians.
- Gain awareness of new and successful fundraising events.
- Better understand alternative ways to fund your project.
- Network with other club presidents and collaborate on fundraising efforts.
- Understand ways to implement a successful virtual fundraiser.

Resources

[Lead Your Club: President](#), page 18, 32, 33, 46 and 49

Fundraising on My Rotary

[Lead Your Club: Public Relations Committee](#), page 5, 6, 12 and 14

My Rotary: <https://my.rotary.org/en/learning-reference/learn-topic/fundraising>

My Rotary: how to add personal fundraising page en.pdf

Possible Discussion Topics

1. In the past year we have been limited by the virus. Did you have a successful virtual fundraiser? What lessons have you learned that can help you be more successful in the coming year?
2. **What are the components of an effective event plan?** (see below to make sure all components are covered.)
3. How did you advertise/promote the event?

4. How did you utilize the fundraiser to raise the public image of Rotary and your club that might yield new membership?
5. What are some strategies for motivating club members and members of the community to participate?
6. How do you recognize club members for their support of the event?
7. What fundraisers has your club held and how much money was raised?

Creating a fundraising plan, be sure your plan

- Identifies your fundraising needs
- Establishes a budget
- Considers and addresses local laws for fundraisers
- Includes appropriate insurance coverage - <https://my.rotary.org/en/us-rotary-club-and-district-liability-insurance-program>
- Determines available resources in your community
- Outlines the event's logistics
 - Selecting a date and time, and appropriate location,
 - ordering supplies, and
 - arranging for set up and tear down
- Describes how volunteers will be organized
- Includes the search for sponsors
- Considers how to publicize the event
- Provides ways to measure its success

Use the template on the next page to create an action plan to accomplish your club's fundraising goal.

Action step	Who will be responsible?	How long will this step take?	How will progress be measured?	What resources are available?
1. Identify a fundraising activity				
2.				
3.				
4.				
5.				