

SESSION 1: INNOVATION and ENGAGEMENT

Saturday 9:30-10:30 AM



RELEVANCE: Club presidents appoint and work with members of the club to innovate the club experience; 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

- Create a Club your members will love to attend and support.
- Understand how to encourage innovation as a method to engage members towards their passions.
- 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
- [Innovative Club Models](#)- Club Types, Formats and Models
- [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

- If someone described a Rotary club as “Innovative,” what would that look like?
- What does it mean to engage your club’s members?
- 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 can your club do to engage members who may have been discouraged by virtual meetings?
- 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?

- What does your club do to recognize members for their efforts?
- What initiatives or goals do you envision for your membership committee?
- 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 2: COLLABORATION

SATURDAY 10:45-11:45 AM



Relevance: Clubs can increase their impact on the world on identifying ways to collaborate with other clubs and organizations, including holding successful fundraising events.

Learning Objectives

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

- Understand how collaboration will benefit their club's impact on the world.
- Identify ways to enhance the public image of Rotary with intentional external communications.
- Discuss tools to find international projects
- Learn about ways clubs interact with other Rotary clubs or the District.
- Identify strategies to engage club members in the design, promotion, and implementation of a fundraising event.
- Understand best practices of raising public awareness of Rotary and what your club does in your community and around the world.
- Gain awareness of new and successful fundraising events.
- Better understand alternative ways to fund your service project.
- Network with other club presidents and collaborate on fundraising efforts.
- Understand ways to implement a successful virtual fundraiser.

Resources

[Rotary Partnerships](#)- Learn about our partnerships

[Rotary Showcase](#)- Find projects and showcase our own

[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>

[Rotary Disaster Relief- Support Ukraine region](#)

Potential Questions and Discussion Topics

1. Many of our communities have similar organizations or types of organizations doing good work. What are some organizations, companies, or agencies that your club has collaborated with in the past?
2. How could you partner with another Rotary club near you in the next year?
3. Has your club participated in an international project? How did you find that project and what was the impact on your club?
4. How has your club leveraged external sources (social media, television, radio, print) to share information about your projects and events?
5. Fundraising:
 - In the past several years we have been limited by the pandemic. Did you have a successful fundraiser? What lessons have you learned that can help you be more successful in the coming year?
 - What fundraisers has your club held and how much money was raised?
 - How did you advertise/promote the event?
 - How did you utilize the fundraiser to raise the public image of Rotary and your club that might yield new membership?
 - What are some strategies for motivating club members and members of the community to participate?
 - How do you recognize club members for their support of the event?

Brainstorming

1. Rotary has currently set up a disaster relief fund for the Ukrainian region (see link in resources). How could you promote this within your community? What community organizations might be interested in this collaboration?

Session 3: INSPIRATION

SATURDAY 2:15-3:15 PM



RELEVANCE: Club presidents INSPIRE 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 inspirational 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?