

Mid-America PETS

Idea Exchange 1: Leading Rotarians and Planning Your Year

Resources

- [Lead Your Club: President](#), Chapter 3, Your Leadership
- [Be a Vibrant Club: Your Club Leadership Plan](#)

Discussion Questions

- What leadership skills are important for your role?
- How does a leadership position in a volunteer organization differ from one in a corporation?
- How will you keep club members motivated?
- How will you select and prepare your club leadership team?
- What committees does your club have?
- What tasks can be delegated to committees?
- What changes do you plan to implement during your year of leadership?
- How will you handle disagreements between club leaders?
- How will you get input from members of your club?
- What will you do to ensure continuity in leadership during your term?
- How do you communicate with district leaders? How do district leaders communicate with your club?

YOUR ACTION PLAN WORKSHEET



Goal: _____

What are your club's strengths and weaknesses related to this goal?

<u>Strengths</u>	<u>Weaknesses</u>

What are the club's opportunities to improve on the strengths or address the weaknesses? What threats does the club face if it doesn't accomplish the goal?

<u>Opportunities and Threats</u>

Enter an action plan to accomplish your club's goal. Remember to focus on steps that address your club's strengths *and* weaknesses.

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

SETTING CLUB GOALS IN ROTARY CLUB CENTRAL



Use this list when you discuss goals during your presidents-elect training seminar. Then, be sure to enter your goals in Rotary Club Central so they will be available to your club members and district leaders. The chapter references in the *Lead Your Club: President* manual will guide you to more information for setting goals. Note that this list of goals is current as of **1 February 2016** and is subject to change.

Your Club (See *Lead Your Club: President*, Chapter 4, Your Members)

Membership (% or #)

1. Existing members retained

Rotarian engagement (% or #)

1. Members participating in club service activities
2. Members sponsoring new Rotarians
3. Members in leadership development programs or activities
4. Members in Rotarian Action Groups
5. Members in Rotary Fellowships
6. Members attending district conference
7. Committee chairs attending district training assembly

Club communication

1. Our club has a strategic plan yes/no
2. Our online presence accurately reflects current activities yes/no
3. Number of social activities for members outside of club meetings per year

Public relations

1. Number of times we update our website or social media accounts per month
2. Number of media stories (broadcast and/or print) covering our club's projects per year
3. We use RI-produced advertising /public service materials yes/no

Service (See Lead Your Club: President, Chapter 7, Your Projects)

Service Projects and activities

1. Number of service projects and/or activities

Clubs for Young Leaders

1. Number of Rotaract clubs
2. Number of Interact clubs

Youth Program participants

1. Number of inbound Youth Exchange students
2. Number of outbound Youth Exchange students
3. Number of RYLA participants

Foundation Giving (See Lead Your Club: President, Chapter 6, The Rotary Foundation)

Annual Fund (USD)

1. Annual Fund

PolioPlus Fund (USD)

1. PolioPlus Fund

Major Gifts and Endowment Fund (#)

1. Major Gifts
2. Bequest Society
3. Benefactors

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Idea Exchange 2: Attracting New Members and Engaging Members

Resources

- [Lead Your Club: President](#), Chapter 4, Your Members
- [Finding New Club Members: A Prospective Member Exercise](#)
- [Diversifying Your Club: A Member Diversity Assessment](#)
- [Representing Your Community's Professions: A Classification Assessment](#)
- [Connect to Membership Leads](#)
- [Impact Begins With You brochure](#) for prospective members
- [https://www.rotary.org/myrotary/en/document/573Strengthening Your Membership: Creating Your Membership Development Plan](https://www.rotary.org/myrotary/en/document/573Strengthening>YourMembership:CreatingYourMembershipDevelopmentPlan)
- [Membership](#) section of My Rotary
- [Membership Minute](#) e-newsletter for the latest membership strategies and resources
- [Reconnect](#) e-newsletter for alumni information and updates

Discussion Questions - Attraction

- What are your community's demographics? How do you find this information?
- How would you describe the diversity of your club in terms of gender, age, ethnicity, and profession? How could you make it more diverse?
- Who should your club's membership include in three years? In five years?
- How would you define the benefits of being a Rotary member? How do these align with prospective members' interests?
- What is Rotary's "value proposition" and how does it relate to attracting new members?
- What attracts new members to your club?
- If you were joining Rotary today, would you still join your club?
- How can you use direct marketing, print media, and social media (e.g., Twitter, Facebook, and LinkedIn) to attract new members? What types of personal connections might lead to prospective members?

- How do you evaluate prospective members? How is your membership committee involved in the evaluation?
- How can you leverage the new flexibility clubs have to attract new members?
- How do you recognize those who bring in new members?
- What initiatives or goals do you envision for your membership committee?

Discussion Questions - Engagement

- What type of induction ceremony does your club have? Does it leave the impression that membership in your club is something special?
- What type of orientation does your club do? Does your club have a mentoring program?
- What does it mean to engage your club's members?
- What does your club do to engage both current and new members?
- How do you train current 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? 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?
- How often should you evaluate your club (using [membership satisfaction surveys](#) or [exit interviews](#))?

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Idea Exchange 3: Public Information, Fund Raisers, Service Projects

Discussion Questions

- If members of the public are asked about your club, how would they respond?
- What methods does your club employ to promote Rotary in your community?
- Does your club have a social media presence? Is it effective?
- Does your club have an effective fundraiser? What is it?
- What are the components of a successful club fundraiser?
- How do you allocate the proceeds of your fundraisers?
- Does your club have a signature service project in your community? What is it?
- How does your club determine which service projects to initiate?
- Has your club done a community assessment to determine the most beneficial service projects?
- Do you plan to initiate a new fund raiser or service project during your leadership year?
- Do you have a process for evaluating the impact of your local service projects?