
ON OUR MARKS.
FOR A GREATER TOMORROW.
IMPACT
ENGAGE
REACH
ADAPT
CREATE
LASTING
IMPACT

SUMMARY



5 HOUR WORKSHOP IN 23 MINUTES

CLUB ACTION PLAN Workshop

SUMMARY

Q & A and NEXT STEPS

Rotary

District 7430



ROTARY'S RESEARCH HAS FOUND:

Clubs that develop and follow a plan are stronger. Their members are more satisfied and view their clubs and Rotary more positively.





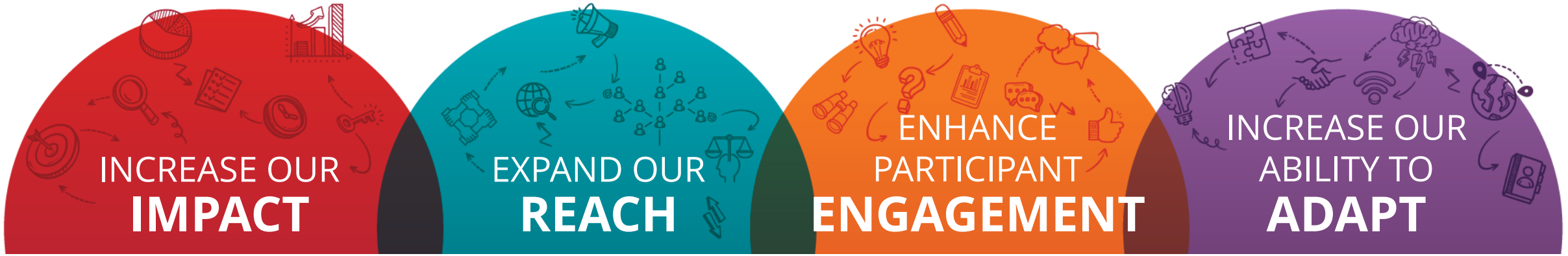
ROTARY'S VISION STATEMENT

Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves.





The ROTARY ACTION PLAN



Rotary's Action Plan, our long-term guide toward our vision of uniting people and taking action to create lasting change, was developed based on what Rotary members, participants, and our communities want Rotary to be.

ROTARY CHANGE MODEL



ROTARY CHANGE MODEL

ENGAGE PEOPLE

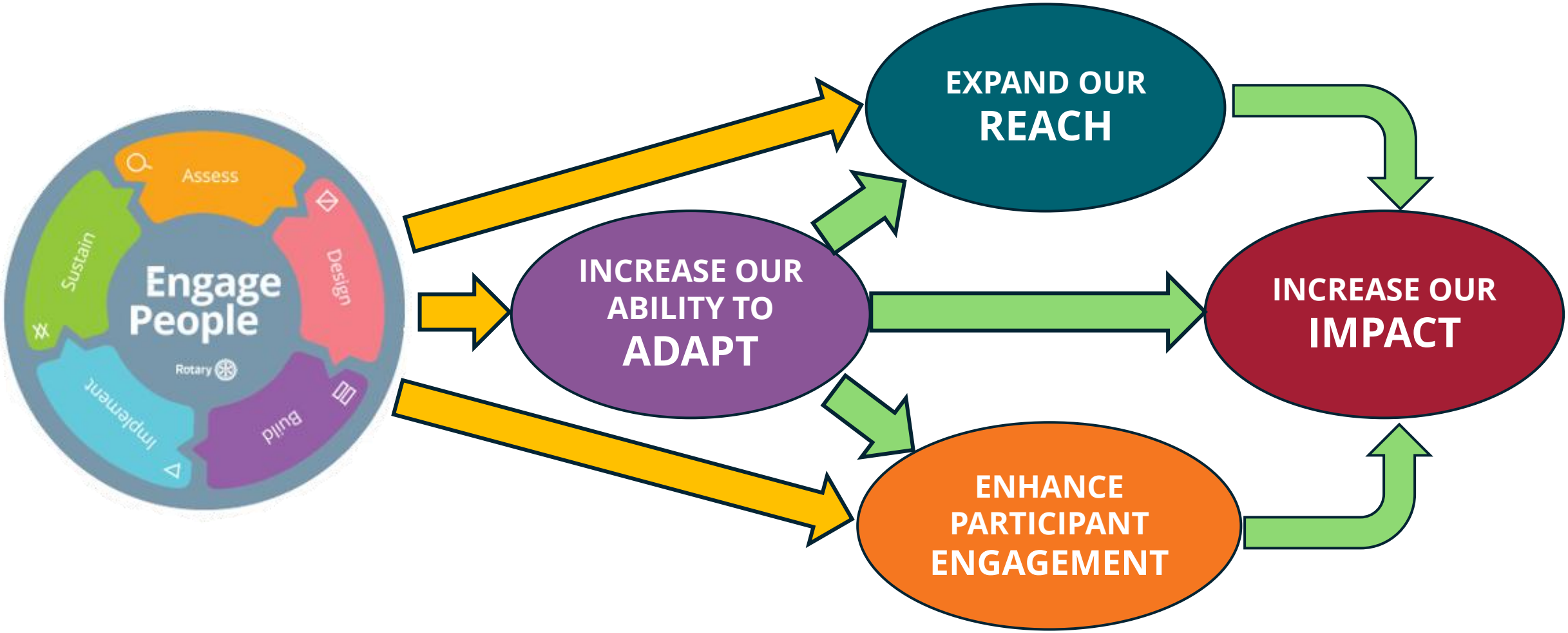
ENGAGE PEOPLE

ASSESS	Before any action is taken, the change leader should be able to describe the need for change. *What to ask*: What problem is the change solving? *What to do*: Understand the environmental influences for the change, and write an initial statement clarifying the desired outcome.
DESIGN	Next, the change leader will design a change strategy. What to ask: What is our vision for success? What is the new way people will do things? *What to do*: Write a vision statement, assemble a change team, and decide what organizational tools are needed for success.
BUILD	In this phase, the change leader develops the roadmap for the change. *What to ask*: How, and how often, should I communicate with stakeholders? Who needs training and when? *What to do*: Create a communications and training plan
IMPLEMENT	The change is put in place. The change leader must support people, adjust benchmarks if necessary, and respond to resistance. *What to ask*: Is the change team ready to lead? Are the people affected prepared for this change? *What to do*: Support people throughout the change with commitment, coaching, and communication. Respond to resistance thoughtfully.
SUSTAIN	Ensure the change will last. *What to ask*: Are the structures in place for this change to continue after the change team disbands? *What to do*: Invest in necessary technology and resources, and ask for the commitment of future leaders and team members

ENGAGE PEOPLE

ENGAGE PEOPLE

DYNAMICS OF THE ROTARY ACTION PLAN



Assess -> Design -> Build -> Implement -> Sustain ->

INCREASE OUR ABILITY TO ADAPT

Let's create a culture of research, innovation, and willingness to take risks so we can learn, evolve, and better serve our communities.

In your club, this might look like:

Asking members what we should continue, start, or even stop doing — and implementing changes based on that feedback — to ensure that we're evolving as people's needs shift

ADAPT

- ***Change is most successful when clubs clearly assess the need, define the desired outcome, and follow a deliberate process from design through sustainment.***

- ***Engaging people throughout the change process builds commitment, creates two-way communication, and provides the coaching needed to address concerns and resistance.***

- ***Adaptability turns ideas into lasting results by assigning responsibility, monitoring progress, learning from feedback, and securing the resources and leadership support needed to sustain the change.***

ENHANCE PARTICIPANT

ENGAGEMENT

Let's use every encounter as an opportunity to show people how getting involved with Rotary allows them to make a bigger difference in their communities and for causes that they care about.

In your club, this might look like:

Helping all members feel like they have a role in the club and making sure that anyone who engages with us feels empowered to share their ideas and get involved

KEEP | STOP | START

IDEAS FOR A MORE ENGAGED ROTARY CLUB



KEEP

What are we already doing that helps members feel connected, engaged, and valued?



STOP

What might we be doing simply because "that's how we've always done it" — even if it no longer serves our members?



START

What is one new idea, experiment, or opportunity we could try to enhance member engagement?

See associated Word document for blank form to be completed in advance of Planning Meeting.

TOGETHER, WE CREATE A CLUB EXPERIENCE WHERE PEOPLE BELONG.

PEOPLE OF ACTION

ENGAGE

- *Find out what members and other participants value from being a part of your club and help meet their needs.*

- *Your members have different needs. Asking current members about their club experience and what they want to gain from their membership helps to keep members engaged.*

- *Understanding and meeting members' needs will help them find long-term value in their membership and participation.*

EXPAND OUR REACH

Let's share our values with new audiences, create ways to bring people together to experience the power of Rotary, and show that we're inclusive, engaging, compassionate, and ambitious about making change.

In your club, this might look like:

Working with groups, organizations, and community leaders that we haven't partnered with before



MY CLUB STORY

Rotary PEOPLE OF ACTION

TELLING YOUR STORY: 5 QUESTIONS TO ANSWER

1 WHAT ARE YOU TRYING TO ACCOMPLISH?
Describe the problem or challenge in your community that your club is helping to solve. How did you know it was an issue in your community?

2 WHO IS YOUR AUDIENCE?
Who is your audience beyond Rotary members? What do they know about us? What do they think and feel about us? What do we want them to think and feel?

3 HOW DID YOU TAKE ACTION?
What did your club do to help solve the problem or challenge and what action verb best represents the action you took? (Together, We Connect? Together, We Transform? Inspire? End Polio?)

4 WHAT WAS YOUR IMPACT?
What changes resulted from the project? How did you touch the lives of people in your community? Provide specific examples and, if possible, statistics.

5 WHAT DO YOU WANT YOUR AUDIENCE TO DO?
Learn more? Support your cause? Join you at an upcoming event?

Rotary District 7430

Public Image Page
www.rotarydistrict7430.org/page/public-image

Create Effective and Engaging Social Media Content

Develop posts that align with goals and connect with your audience



Rotary District 7430 Social Media

Rotary District 7430 (public): www.facebook.com/District7430

Rotary District 7430 Vibrant Clubs (private): www.facebook.com/groups/645429832900910

Rotary District 7430: www.linkedin.com/company/rotary-district-7430

REACH

- ***Consistent communication helps the club build awareness and ensures that members and the community understand its work and impact.***

- ***Well-timed, audience-focused messages strengthen relationships and create opportunities to engage members, partners, and the wider community.***

- ***A coordinated communication plan helps the club create effective messages an d expand its reach throughout the year.***

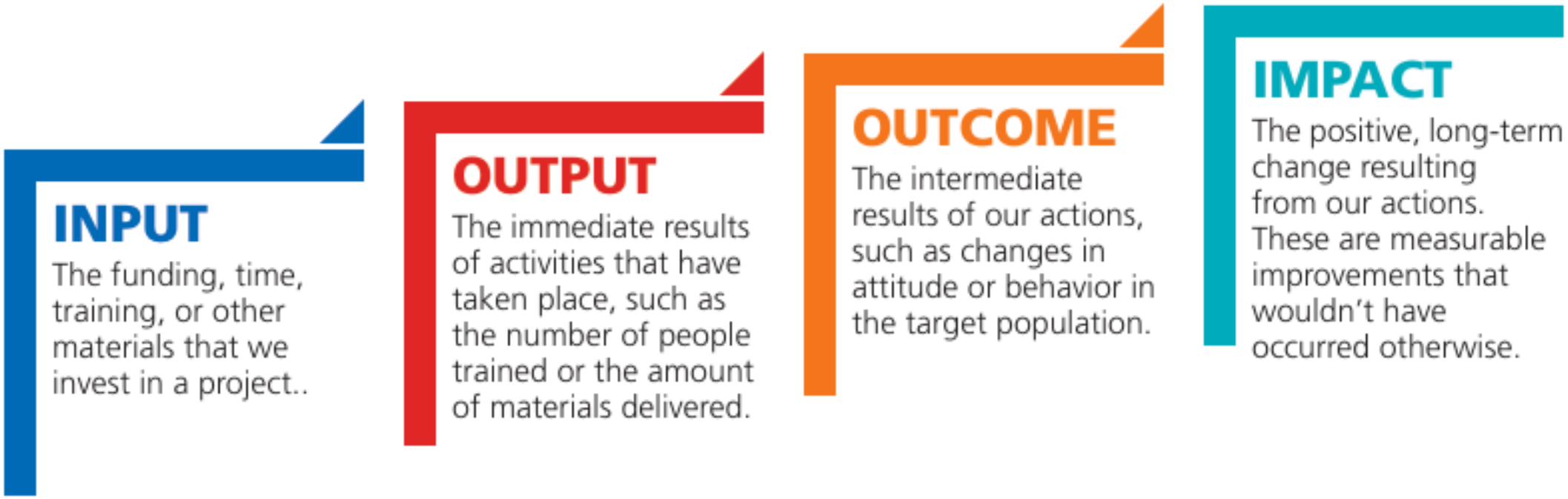
INCREASE OUR IMPACT

Let's develop and implement the practices, capacity, and infrastructure we need to define, measure, track, and analyze data from our service projects in a more effective way.

In your club, this might look like:

Developing service projects that reflect the needs of our community and measuring our progress to make our efforts more meaningful and engaging

ROTARY'S BUILDING BLOCKS TO IMPACT

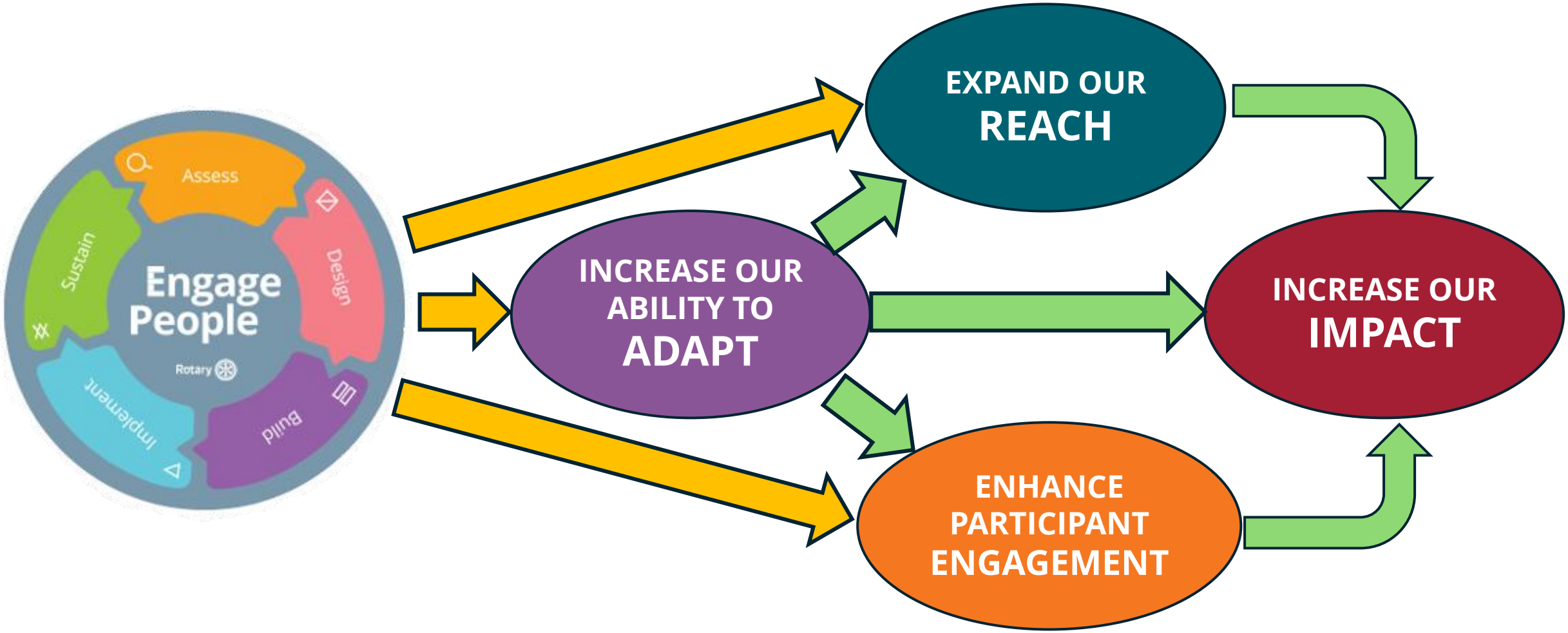


IMPACT

- ***Meaningful service projects create opportunities for members to contribute their skills, interests, and time, strengthening member engagement while addressing priorities identified with the community.***

- ***Impact happens when clubs move beyond completing activities to achieving measurable outcomes and lasting change by connecting inputs, outputs, outcomes, and impact throughout project planning and evaluation.***

DYNAMICS OF THE ROTARY ACTION PLAN



Assess -> Design -> Build -> Implement -> Sustain ->

3 KEY ACTIONS: ENGAGE PEOPLE THROUGHOUT THE CHANGE

- **Commitment:** Work to gain support for the vision and goals of the change from the groups that will be affected
- **Communication:** Share information with the people who will be affected and establish ways for them to give feedback to those who are leading the change.
- **Coaching:** Help the people who will be affected to overcome any worries or feelings of resistance so they can support the vision and goals of the change.

REMEMBER THAT CLUB ACTION PLANNING IS A CONTINUAL PROCESS!

You can always revisit your plan and make changes as needed.

Now let's get started!


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