Rotary – The Year Ahead
Welcome

• Introductions
• Agenda Overview
• Logistics for the Day
Why are we here?

• Prepare you for the coming year
• Inform you about changes happening in Rotary
• To be motivated and inspired
• To hear new ideas and share ideas
• To talk about ways to strengthen our clubs
A New Rotary Year
A New Rotary Year
A New Rotary Year

- RI Theme

- RI and District Strategies and Goals – a looking ahead to the 2017 – 2018 Rotary year
A New Rotary Year

Ian H.S. Riseley
Rotary International President 2017-18
A New Rotary Year

RI President Elect Ian Riseley Video

Theme Video
In 2017-18, we’ll answer the question “What is Rotary?” with RI President-elect Ian H.S. Riseley’s theme, *Rotary: Making a Difference*. “Whether we’re building a new playground or a new school, improving medical care or sanitation, training conflict mediators or midwives, we know that the work we do will change people’s lives — in ways large and small — for the better.”
STRAIGHTIC PLAN

OUR VALUES IN ACTION

Through **fellowship**, we build lifelong relationships that promote greater global understanding.

With **integrity**, we honor our commitments and uphold ethical standards.

Our **diversity** enables us to connect different perspectives and approach problems from many angles.

We apply our vocational expertise, **service**, and **leadership** to tackle some of the world’s greatest challenges.

OUR STRATEGIC GOALS

**Support and strengthen clubs**
- Foster club innovation and flexibility
- Encourage clubs to participate in a variety of service activities
- Promote membership diversity
- Improve member recruitment and retention
- Develop leaders
- Start new clubs
- Encourage strategic planning at club and district levels

**Focus and increase humanitarian service**
- Eradicate polio
- Increase sustainable service focused on programs and activities that support youth and young leaders and Rotary’s six areas of focus
- Increase collaboration and connection with other organizations
- Create significant projects both locally and internationally

**Enhance public image and awareness**
-提升形象和品牌意识
- Publicize action-oriented service
- Promote core values
- Emphasize vocational service
- Encourage clubs to promote their networking opportunities and signature activities
OUR STRATEGIC PRIORITIES AND GOALS

- Fellowship
- Integrity
- Diversity
- Service
- Leadership

Support and Strengthen Clubs
Enhance Public Image and Awareness
Focus and Increase Humanitarian Service
SUPPORT AND STRENGTHEN CLUBS

• Increase number of Rotary clubs and districts that develop and implement effective strategic plans

• Increase the number of clubs achieving the Rotary Citation.
SUPPORT AND STRENGTHEN CLUBS - MEMBERSHIP

• Improve diversity (overall age, gender, ethnicity and vocation) within club membership.

• Increase membership by attracting and engaging qualified young professionals, Rotary alumni, those who are self-employed - independent contractors, sole-proprietors - and the recently retired.
FOCUS AND INCREASE HUMANITARIAN SERVICE

• Deliver on our promise to the children of the world to End Polio Now.

• Increase Rotarian and alumni knowledge of and engagement with The Rotary Foundation by promoting service in and support of the six areas of focus.
FOCUS AND INCREASE HUMANITARIAN SERVICE

• Increase contributions to The Rotary Foundation’s Annual Fund (through promotion of Every Rotarian Every Year) and Endowment Fund (building towards the goal of $2.025 billion by 2025).

• Increase the number of clubs submitting goals in Rotary Club Central for Foundation giving, as well as club and service activities. (we are currently at 92% Foundation, 84% Membership, 60% other in 5040)
ENHANCE PUBLIC IMAGE AND AWARENESS

• Collect data to quantify club service hours and contributions which would allow us to articulate the extent of Rotary’s humanitarian efforts.

• Provide clubs and districts with resources to promote the impact that Rotary’s humanitarian efforts have on the world.

What is the output value of Rotary?
A New Rotary Year

“Value of Rotary” Video
Key District Strategies - Membership

• Membership Growth & New Clubs
• Membership Retention - seminars & coaches
• Support new club flexibility
• Enhance use of social media
• Reach out to recently retired and young professionals as members – gender equity

More on this later.....
• Into the Foundation’s second century....
  – Increase number of Rotarians who give
  – Grow overall Foundation giving
• End Polio the number one Rotary Goal
• Grant Management Seminars
• New Peace Committee – Presidential Conference February 2018
Key District Strategies - Administration

- Build District Team
- Encourage Succession Planning
- Strategic Planning for all clubs
- 100% clubs use Rotary Club Central
- Measure Rotary’s output – volunteer hours and contribution
- Finance Committee – good fiscal management
Key District Strategies - Projects

- Encourage collaboration to deliver larger and higher impact projects
- Take advantage of global and district grants
- Cultural Exchanges for building global understanding
Key District Strategies - Youth

• Establish a District Youth Committee Chair
• Grow youth involvement by supporting YEX, RYLA, Rotaract and Interact
• Increase level of member Rotary Background Checks, support clubs on risk management
• Youth Conference with District Conference in Squamish
Key District Strategies – Leadership & Training

- Renew Rotary Leadership Institute in 2017–18
  - Face to Face and On-Line
- District Leadership Development Committee to develop future leaders
- District Conference May 31 – June 3, 2018
- Understand how Rotary Training supplements Personal & Business leadership training
Key District Strategies – Public Awareness

- Hold “Make a Difference Days” in every community
- Build use of Social Media
- “Rotary – People of Action” campaign
- Support use of Rotary Masterbrand
- Support ongoing improvement to District and club websites
A New Rotary Year

“Rotary - People of Action” Video
It always seems impossible until it's done.
-Nelson Mandela
Time for a Break
Back at 10:30
Be A Vibrant Club
BE A VIBRANT CLUB
YOUR CLUB LEADERSHIP PLAN
NORTH AMERICA
Purpose of the Club Leadership Plan

Helps to ensure clubs are regularly evaluating current practices and implementing new ideas to increase their vitality and sustainability
Be a Vibrant Club Brochure

• A guide to help clubs create their own club leadership plan
• A description of 10 best club leadership practices
  A tool that challenges you to energize your club
What’s in it for your club?

- Stresses innovation and flexibility
- Encourages tailoring best practices to fit your club culture
- Challenges clubs to analyze traditions and experiment with new practices
- Helps create energy and engagement
Be a Vibrant Club – 10 Best Practices

1. Develop long-range goals that address the elements of an effective club (strategic plan)
2. Set Annual Goals that support the long range goals
3. Keep all members involved and informed
4. Communicate effectively with club members and district leaders
5. Ensure continuity in leadership from year to year (succession)
Be a Vibrant Club Best Practices

6. Customize the bylaws to reflect club operations
7. Provide regular fellowship opportunities
8. Actively involve all club members
9. Offer regular, consistent training
10. Assign committees that support your club’s operational needs including: administration, membership, service projects, public awareness and The Rotary Foundation
Club Health Check

• Groups assigned a section of the Club Health Check
• Each member completes for their club and small group discusses section
• Groups report back to the whole group on their section
• Action: Ideas to take to your club
Roles and Responsibilities of Club Committees
Recommended Club Committees

Club Administration
Membership
Public Relations
Service Projects
The Rotary Foundation
Role of Club Committee

Club Administration

• What are the responsibilities of the club administration committee, and what are your responsibilities as chair?
• What club goals are assigned to your committee?
• What type of activities will you plan so that club members can socialize?
• How can you keep your club meetings interesting and relevant?
• How will your club communicate news to its members and who will be responsible for this communication?
• How can you keep your club connected with alumni?
• What will you delegate to committee members, and how will you support them?
Role of Club Committee

Membership

• What are the responsibilities of the club membership committee, and what are your responsibilities as chair?
• How will your committee support the club’s strategic plan?
• How can the club membership committee attract new members?
• How can the club membership committee keep members engaged?
• How do you ensure that new members are informed and included?
• What will you delegate to committee members, and how will you support them?
Role of Club Committee

Public Relations

• What are the responsibilities of the club public relations committee, and what are your responsibilities as chair?
• What club goals are assigned to your committee?
• What can you do to promote Rotary to prospective members, and who can you work with in the community to promote your club?
• In what innovative ways will you promote your club this year?
• What will you delegate to committee members, and how will you support them?
• How can you involve program alumni in your promotional efforts?
Role of Club Committee

Service Projects

• What are the responsibilities of the club service projects committee, and what are your responsibilities as chair?
• What club goals are assigned to your committee?
• What kinds of projects will have the greatest impact on the community?
• What fundraisers will generate funding for projects?
• What will you delegate to committee members, and how will you support them?
• What is your club’s signature project?
• Does your signature project reflect your club’s vision?
Role of Club Committee

The Rotary Foundation

- What are the responsibilities of the club Rotary Foundation committee, and what are your responsibilities as chair?
- What club goals are assigned to your committee?
- How can your committee encourage members to contribute to The Rotary Foundation and help them to do so?
- How will you advocate for the Foundation and inspire members to give?
- What will you delegate to committee members, and how will you support them?
Role of Club Committees

Plan, promote, and implement activities and projects to meet the club’s annual and long range goals.

Great Ideas Come When We All Work Together

Volunteer! We Need You!
Responsibilities of Club Committees

ALL COMMITTEES

• Attend your district training assembly
• Working with the president-elect, select and prepare your committee members
• Create subcommittees as needed
• Meet regularly and plan activities
• Set committee goals to help achieve the club’s goals for the year and monitor progress toward them
Responsibilities of Club Committees

ALL COMMITTEES

• Manage your committee’s budget
• Work with your club’s other committees and your district committee on multi-club activities or initiatives
• Report committee activities and progress to the club president, board of directors, and the full club
• Determine what else your club expects your committee to do
Responsibilities of Club Committees

Help make your club a successful, thriving and fun place.
Help clubs grow stronger by achieving the Rotary Citation

• How to use it to support clubs and emphasize Rotary’s priorities
• How it relates to Rotary’s overall strategic direction
• How to use the Rotary Citation to strengthen clubs.
Rotary: Making a Difference

Ian H.S. Riseley
2017-18 President
Rotary International

How to Qualify for the Citation

Clubs that are strong and making a positive difference in our communities where goals related to Rotary’s three strategic priorities to support and strengthen clubs, focus and increase humanitarian service, and enhance Rotary’s public image and awareness.

This year’s Rotary Citation will recognize clubs that complete activities that support these priorities. Clubs will have the entire Rotary year – 1 July 2017 to 30 June 2018 – to achieve the citation’s goal.

Rotary will be able to verify your club’s completion of most of the goals using our database. For others, you’ll confirm your club’s achievements through informal or on your club in Rotary Club Connection, Rotary Showcase, and Rotary Live!

District governors can also track their club’s progress online. I’m asking each of them to talk with clubs regularly and support them in achieving these goals and Making a Difference.

Find more information at rotary.org/presidentcitation. If you have questions, write to ian@ rotary.org.

Presidential Theme & Citation

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SUPPORT AND STRENGTHEN CLUBS

Having members with different perspectives and backgrounds fuels innovation and gives your club a broader understanding of your community’s needs. To strengthen your club and its ability to make a positive difference, involve members, use their unique skills and interests, and give them a voice in the club’s future. Increase club membership, diversity, and engagement. **Achieve at least 4 of the goals:**
FOCUS AND INCREASE HUMANITARIAN SERVICE

Through local and international service projects, clubs address global humanitarian challenges by promoting peace, fighting disease, providing clean water, saving mothers and children, supporting education, growing local economies, protecting the environment, and ending polio. Make a difference in your community and across the globe by engaging Rotarians, young people, Rotary alumni, and the public in Rotary programs, our six areas of focus, and Rotary Foundation giving opportunities.

Achieve at least 4 of the goals:
ENHANCE ROTARY’S PUBLIC IMAGE AND AWARENESS
A positive public image improves your club’s relationship with your community and attracts prospective members. Enhance your club’s public image and build awareness of Rotary in your community by telling compelling stories about club activities that are making a positive difference.

Achieve at least 4 of the goals:
BE A GOAL GETTER!

S - SPECIFIC
M - MOTIVATING
A - ACHIEVABLE
R - REWARDING
T - TIMELY
E - EVALUATE
R - RE-EVALUATE
Time for Lunch
Back at 12:35
• Our Number One Priority

• We simply must grow to survive
The Hard Facts

• District 5040 has not grown since 2008

• July 1 – 1,413……YTD – 1,464.....Goal – 1,484

• In business you lose 15% every year
Membership Growth and New Clubs

• Filipino base Club
• Stewart Satellite Club
• Young Professionals Summit

• We are turning the tide!.... 26 – 8 – 14
### Membership Engagement Chart

<table>
<thead>
<tr>
<th>Member Name</th>
<th>Attends Meetings Regularly</th>
<th># of Committees</th>
<th>Board Member</th>
<th>Social Events</th>
<th>TRF EREY</th>
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<tr>
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<td>Tom</td>
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**Key Success Factors:**

- **Attends Meetings Regularly**: 50%+
- **# of Committees**: at least one
- **Board member**: member of current board
- **Social events**: at least one
- **TRF EREY**: makes an annual contribution

**Definition of engagement: 4 out of 5 categories**
District Membership Support

- Membership Matters Presentations
- Coaches Program
- Rotary International Leads
- Display Booth
- Is Rotary Right for You?
- Does your club offer flexible membership options?

Rotary

Rotary: Making a Difference
Target Groups for New Members

- Women
- Young Professionals
- Ethnic Diversity
- Baby Boomers
Strategic Plan Membership Goals

- 93% Retention Rate
- 5% Membership Growth
- All Clubs with Strategic Plans
- Reduction in Average Age of Rotarians
- Clubs work together for members – Rotary First, club second approach
What’s Rotary?

Initial Attraction – The “Answer”

It’s a leadership organization... we’re made up of local business, professional and civic leaders.

We meet regularly, get to know each other, form friendships, & through that, we’re able to get things done in this community.
Why Should I Join This Rotary Club?

- Meeting day and time
- Website
- FaceBook page and presence
- Greeter
- Meeting experience
- Projects that appeal
Membership Tips

• The Face of Rotary is Us
• Impact Begins With You
• Fore – I mean Four
• Name Tags
• Welcoming Inclusion
Q & A ?
Ability is what you’re capable of doing. Motivation determines what you do. Attitude determines how well you do it.
New Club Flexibility
• What are the Changes?
1. Flexibility in meeting frequency, format, and attendance
   • The 2016 Council representatives agree that individual clubs should be able to:
   • Determine the best day and time for their meetings
   • Change or cancel a meeting, if the need arises
   • Count service projects or social events as meetings
1. Flexibility in meeting frequency, format, and attendance

• Choose whether to gather in person, meet online, alternate between online and in person meetings, or even use both formats at the same time (for example, a member could participate in an in-person meeting online through video chat)
1. Flexibility in meeting frequency, format, and attendance

• Amend their bylaws to either relax or tighten attendance requirements and policies of terminating members for poor attendance
2. E-clubs and Rotary clubs

- Having decided to give all Rotary clubs greater flexibility as to how they meet, the 2016 Council concluded that it was no longer necessary to label them as either e-clubs or traditional clubs. For that reason, references to e-clubs have been removed from Rotary’s Bylaws and the Standard Rotary Club Constitution, but e-clubs may continue to name and brand themselves as e-clubs to emphasize that they meet exclusively or primarily online.
3. Dual membership for Rotaractors

- The Council amended the Rotary International Bylaws to permit Rotaractors who meet the qualifications of membership to join a Rotary club while remaining Rotaract members.
- We hope that giving qualified young leaders a way to maintain their involvement in Rotaract, along with giving Rotary clubs greater flexibility in the format and frequency of meetings, will facilitate Rotaractors’ transition to Rotary clubs. As members of the family of Rotary, Rotaractors are committed to the world community and share Rotary’s goals of furthering service, world understanding, and peace.
Discussion on Changes

- Benefits To Clubs
- Resources
- Resistance
- Action Plan
PROMOTING PEACE
Our District 5040 Peace Committee

- PDG John Anderson
- Gloria Staudt
- Edwin Lee
- Eleanor Kendell
The rest of the committee are the 5040 PEACE CHAMPIONS 😊
We need you! One Peace Champion per Rotary Club!

Who will:

Heighten awareness of RI’s Peace Focus

- Be your club’s peace champion sharing peace information from the District Peace Committee (DPC)
- Bring your club’s peace activities/feedback/input to 5040’s DPC
- Involve youth in peace activities
- Work with the DPC to build our peace vision - PEACEBUILDER CLUBS
Just what is our 5040 team doing as we *PROMOTE PEACE*?

Here are some things we’ve already done...
A decade of service with Rotary Peace Fellows

Saad Karim now working for CARE International in Laos

Bryan Nykon at work with VPD. He also teaches conflict resolution
Julia Smith at last year’s conference. Teacher at SFU

Sara Eftekhar’s interview on CBC. Nurse at VGH, studying to specialize in women’s health.

Will Plowright – Working for Doctors without Borders in Central Africa
September 21st - Marking the U.N. International Day of Peace
And without pictures 😊...

- Peace poles
- Peace schools
- Youth Exchange Students
- Anti bullying programs (Beyond the Hurt)
- Four Way Test Essay Contests
- Support centre for women
- Solar power lights for 55 schools in Kenya
More...

- Walking for Peace/Human Peace Signs
- Music concerts for Peace
- Rotary Peace Communities, Parksville (the first in Canada, 1997), Pemberton and Kitimat, 2012
- Education for kids in Africa and in Bogota, Columbia
- Winter boots for needy children in Burnaby
From the Rotarian Action Group for Peace...

- Cyprus Friendship Program - building trust between Turkish and Greek-speaking Cypriots
- World Peace Conference - University of Michigan
- Women in Peacebuilding - Bogota, Columbia
- Football Play it Forward - DRPK (North Korea)
- FAITHSPACE, USA - Peace Photo Exhibit (District 7490)
Today and tomorrow, just imagine what we’ll do as PEACE CHAMPIONS!
By bringing forward possibilities big and small!
RI President Elect Ian Riseley invites you to the Rotary Presidential Conference on Environmental Sustainability & Peace, Vancouver, BC

February 9 to 11, 2018
Your 5040 Peace Committee - Introduces, for the first time in our District history

In beautiful Whistler BC, A HUMAN ROTARY WHEEL TRANSFORMING INTO A PEACE SIGN.

Ingredients required - Everyone at the District 5040 Conference May 4 - 7 2017
We will WAGE PEACE
May Peace Prevail On Earth

Rotary
District 5040
Time for a Break
Back at 2:00
District Leadership Team
District Leadership Team

- District Governor
- District Governor Elect
- District Governor Nominee
- District Governor Designate
- District Committee Chairs
- Assistant Governors
Role of the District Team

Provide support and guidance to clubs
Know Your Rotary Resources
Where do you find Rotary resources?

- **Online**
  - Websites
  - Social Media
  - Blog

- **Printed**
  - Pamphlets
  - Manuals
  - PDFs

- **People**
  - Club
  - District
  - Zone

- **Non-Rotary**
  - Legal
  - Insurance
ROTARY STAFF

• Victoria Schiffman – Club & District Support
• Chris Boyce – Annual Giving Officer – Zone 24-32
• Carolyn Ferguson – Major Gift Officer – Zone 24
• Diana Edwards – Membership Officer – Zone 24-32

Contact.Center@rotary.org - 866-9-Rotary (866-976-8279)

Rotary Email  First.Last @rotary.org
District 5040 supports 48 Rotary Clubs in the Province of British Columbia. It provides opportunities for networking, information sharing, leadership and discussions of Rotary-related matters. Its aim is to recognize the service programs, projects, and public relations achievements of the Clubs within the district. By doing so, we look to inspire Rotarians to become more involved in service.
Integrate the district database with clubs & with Rotary International
Produce reports to help identify membership growth
Maintain organizational charts with committee structures
Maintain club executive listings, accessible by Rotarians in the district
Generate password-protected district directories in several formats
Track and report club attendance
Send out email communication and newsletters
Manage event registrations and reporting, with online payment
Allow every club to login and maintain their own information
District 5040

Like who's putting a poster in the District 5040 Conference 2016 poster session. Will you be there?
http://www3.rotary.org/corporate/conference.html

Chris Other
17 February at 9:25 · Delta

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Chris Other
17 February at 9:25 · Delta

Please encourage all YL Students, Interact club members and RYLA alumni who are associated with your Rotary club to attend the District 5040 Youth Conference in Whistler – concurrent with the 2016 District Conference. Download the flyer at: https://files.acrobat.com/mghf261/357ef-406c-858b-631838406916
GET CONNECTED!

Make your Rotary experience truly international with these networking opportunities.

- Make new friends: Rotary Fellowships
- Enhance service projects: Rotarian Action Groups
- Share your service accomplishments: Rotary Showcase
- Collaborate on service projects: Rotary Ideas

Engage with other members: Online Discussion Groups

EXCHANGE IDEAS: www.rotary.org/myrotary
Drawing Connections
Rotary Club pairs students with celebrity and CEO mentors. Read more →

My Club Snapshot

- Club Name: Quesnel
- Website: http://www.quesnelrotary.com

What's new

- President-elect Ian H.S. Riseley chose Rotary: Making a Difference as his theme for 2017-18. Find theme logo and materials

Rotary Spotlight

Celebrate 100 years of Doing Good in the World at the 2017 Atlanta convention. >

You can help end polio. Learn how →
Rotary.org Online Resources

- The Learning Center  learn.rotary.org
- Webinars  rotary.org/webinars
- The Brand Center  rotary.org/brandcenter
- Discussion Groups
- Rotary Show Case  rotary.org/showcase
- Rotary Ideas  ideas.rotary.org
TAKE ACTION

• Explore Rotary5040.org
• Post a photo on District Facebook
• Create an account at Rotary.org
• Explore Rotary Showcase and Rotary Ideas
• Browse Rotary Club Central
• Take a course in the Learning Center and attend a webinar
Coming Up in 2017-18
Rotary District 5040

Generations Serving Humanity

Whistler Sea to Sky Conference
May 4-7, 2017
Upcoming Events: Conferences and Conventions

May 4 – 7, 2017 District Conference – Whistler

Workshops on Thursday, May 4

1. Corralling ClubRunner
2. Memberships Mysteries
3. Rotary Uncovered – What Have I Joined
4. Reputation & Club Communications
Upcoming Events: Conferences and Conventions

- May 13, 2017 – Young Professionals Summit
- June 10 – 14, 2017 International Convention, Atlanta, Georgia
- February 9 - 10, 2018 Presidential Conference, Hyatt Regency, Vancouver
  
  Environmental Sustainability & Peace

- May 31 – June 3, 2018 District Conference – Squamish Working Together for Peace
- June 24 – 27, 2018 International Convention, Toronto, Ontario
What Now

• Planning for the coming year
• What will you take back to your club?