

# Growing Vibrant Clubs

02-01-20

## KEY OUTCOMES

PE's who have taken this class will be able to:

- 1) Review the new flexibility provided to Clubs by Rotary International
- 2) Identify new ways to create a positive membership experience
- 3) Define what makes a Rotary Club "Vibrant"
- 4) Describe how to improve Club Vibrancy

## RELEVANCE

Most of us know that Rotary's membership today is 1.2 million members. In 1997, it was 1.2 million members. Every year, 100,000 new members happily join Rotary by the front door. Every year, 100,000 leave by the back door. The actions we have been taking for membership are not working. Something different is needed.

This could mean sharing ideas and easy to implement action items that Presidents and clubs can start doing on day one. Or maybe a club prefers a model as a guide, something based on data or experience. PE's will take a look at both of these in this session.

Thinking differently about membership, creating great experiences and making members feel valued, is the key to a change in the outcomes we've seen over the past 10 years and to achieving our membership goals. This is especially important at the club level as clubs are where Rotary really happens.

## HOW TO USE THIS GUIDE

This guide is designed for the session leader. The purpose of this document is less of a road to follow and more of a grocery list of points to cover. Every leader has their own presentation style, and you should feel empowered to make some adjustments to the layout.

Directed Instruction indicates the Session Leader should focus on a more traditional lecture format. Facilitated Instruction indicated the Session Leader should focus on drawing answers from the room.

Five bullets are used to further guide the instructor:

- This bullet contains information directly shown on the associated slide
- This bullet is used to clarify the previous bullet, and is indented
- This bullet is a note for the instructor specifically
- This is a point that should be drawn from the room, rather than instructing on directly
- This is material the session leader should instruct on, rather than drawing from the room

As mentioned above, distinctions between Directed and Facilitated instruction are used to help guide the session leader; these should not be taken as absolute dictates. Use your best judgement. The same applies to bullets.

## BEFORE THE SESSION BEGINS

- Please start the presentation and run all the way through before your session to ensure the video starts immediately upon changing to the correct slide
- A warm greeting is an easy way to make people feel welcome. Please stand at the door and greet the first 10-12 PE's as they enter.
  - Give the provided sticker to the PE's you greet at the door
  - Do not tell the PE's why you are giving stickers or greeting some of them
  - You do not need to greet everyone; this will aid discussion later
- Have the provided slideshow running by the time the PE's enter

## WORKBOOK PAGES

This session is covered on pages 28-29 of the Workbook. These pages have been appended, for your convenience.

## ROLE OF THE SESSION SUPPORT ASSISTANT GOVERNOR

- Review and learn the material beforehand
- Set-up and monitor recording equipment
- Take notes during group discussions and make this information available to the instructor and attendees

## SESSION ONE:

### SECTION ONE: Introduction (5 min)

**Slides 1-3**

- Turn the slide show off
- Introduce yourself with a little background
- Introduce the SSAG
- Have your PE's go around the room and introduce themselves
  - Name, District, Club
- Cover the Key Outcomes for the module

### SECTION TWO: Why Membership Matters (5 minutes)

**Slides 4-8**

Directed Instruction

The Viability of Rotary in our communities is determined by the value of its membership. It is one of the **Three Essential Elements** of the Rotary experience (Membership, Brand (public image) and TRF) that are strongly linked and determine Rotary's capability for service. Like all other organizations, Rotary's strength and value is determined by a strong and engaged membership in vibrant Clubs which are reflected in its goals.

- Talk about the membership statistic that we should all know, for over ten years we have been at 1.2 million members. Every year 100,000 join and 100,000 leave.

- Explain that this session is intended to give them ideas that can be implemented on day one that will help to attract potential members and engage new and seasoned members.
- Remind them as they work through the day, that public image is tied to membership. If they have already had their Tell Rotary's Story session, they should think about things they learned, if not, take the ideas from membership with them to Public Image.
- Remember the lessons learned from Module One about leadership and communication styles. What effect does this have on membership?

### **SECTION THREE: Rotary International is "Reinventing Rotary" (5 minutes)**

**Slides 8-14**

Directed Instruction: What changes being proposed matter to your club?

Why Did the Changes Happen?

- Many of the changes are items that clubs around the world were already doing; the changes merely legitimized and simplified the process
- Clubs asked for and received more freedom to meet their local needs
- Changes are optional. Clubs can incorporate all, some, or none of the changes – all up to the local Clubs
- "Reinventing Rotary" involves:
  - Promoting a new Public Image/Brand
  - Club Meeting Design
  - Membership Flexibility
  - Seeking new Transformational Practices that work

Membership Flexibility

- Can have dual membership in Rotary and Rotaract
- Membership Requirements more flexible: any reputable adult in good standing with their community
- Clubs determine what membership types they wish to allow
- Clubs determine attendance, dues, and other requirements by member type

Club Meeting Flexibility

- All Clubs are now regular Clubs
  - There is no longer such a thing as an "E-Club" or "Satellite" club
  - Clubs can now schedule some or all of their meetings online, at their own discretion
- The only requirement is to effectively meet twice per month
- Then structure your meetings to suit your needs
  - Some have traditional weekly meetings
  - Happy Hour Meetings
  - Service Project meetings
  - On-line meetings
  - Or a combination of all of the above

Why consider these new approaches:

- With new demographics and technologies, the world is changing
- Diminishing membership in Rotary not only means we have more attractive competition, but . . .
- Rotary has antiquated images to which we must respond:

- We need to be more attractive to everyone
- Meet new needs of our members
- Add a new vibrancy and positive experience
- Increase fellowship opportunities
- Attract new members

Show the Concept of an “Innovative” Rotary Club that has implemented some of these flexibilities provided by Rotary International.

#### **SECTION FOUR: Why Did You Join? (15 minutes)**

**Slide 14-15**

Facilitated Instruction: Why did you join your club?

- Why do you stay in your club? Is it the same reason you joined?
- What was it like when you were a prospective member?
- Do your club activities reflect the reasons you joined Rotary?
- How can you leverage this to engage members?
- What new ideas could be introduced based on the 2016 COL Changes?
- Why did you join Rotary? What makes you stay?
  - Review why people join/stay

#### **SECTION FIVE: Objective Assessment of Your Rotary Club (5 minutes)**

**Slide 16-17**

Individually, take 5 minutes and make assess your own Club on the following (1-10):

- Membership active and engaged
- Strength of your overall services provided
  - Community
  - International
- Strength of your Club leadership (board, community chairs, volunteers)
- Public Image in your community
- Attraction of new members
- Support of and involvement with the Rotary Foundation

(If there is time, share your perspective with a classmate at your table, comparing observations.)

#### **BREAK (10 min)**

**Slide 18**

## **SESSION TWO**

#### **SECTION SIX: Organizations Re-Inventing Themselves (10 minutes)**

**Slides 19**

Directed Instruction – All Organizations must re-invent themselves

- Some are unsuccessful in keeping up with a changing world, like Blockbuster, Sears, K-Mart
- Clubs like Moose, Elks, Eagles, and even the Masons who have some of the characteristics and pressures that Rotary Clubs now experience.
- But many organizations do that continuously and successfully like Amazon, Apple, Netflix (and related streaming services), Starbucks. And now included in that success story is Rotary and its many Clubs.

➤ **Rotary IS Inventing Itself** by stimulating Club Development through innovation, flexibility and change. **Slide 20-22**

➤ But you have a major Role. Your Leadership as President will determine its success beginning immediately. So, we have a Homework assignment for you. When you have access to the internet, watch the short video by Simon Sinek entitled **“How to Lead with an Infinite Mindset”**. Then, you have to commit yourself to pursue two areas of focus:

- **Stimulate Innovation & Change:** as discussed by Simon Sinek which has five key elements of success: Vision, Trust, Learning, Transformation and Courage. Discuss each one with emphasis. More simply, what would your Rotary Club experience look like if one of these visionary organizations designed your member experience?
- The Second area of Focus is for you as the leader of your Club is to **Pursue Club Vibrancy**, which we will now turn to in detail.

## SECTION SEVEN: Vibrant Clubs (10 minutes)

**Slides 23-24**

So how does Growing Vibrant Clubs parallel businesses that have had to reinvent themselves?

Facilitated Instruction – Class Discussion: What is a Vibrant Club? Take 5 minutes and write on a flip chart some characteristics that the class proposes are characteristics of a Vibrant Rotary Club.

What is a Vibrant Club for the purpose of this class that incorporates many of the above suggestions?

➤ Three main keys: **Vision, Engagement (EQ), and Flexibility**

- What’s your **Compelling Vision**?

**Slide 25**

- Know the overall vision (direction / purpose) of your club (What Aspects of the club / Rotary are at the forefront of the vision?)

How does that vision embrace the needs of each (potential) member?

“There is an old saying in sales: ‘nobody wants to be sold, but everyone wants to be helped’.”<sup>1</sup>

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<sup>1</sup> “Everyone Communicates, Few Connect”, John C. Maxwell, Thomas Nelson, 2010, p. 40.

“A feature is a fact or quality about you or your company, the products you sell, or the idea you’re advocating. By contrast, a Benefit is how that fact or quality will help your audience. When you seek to persuade, it’s never enough to present the Features of what you’re selling; every Feature must always be translated into a Benefit. Whereas a Feature may be irrelevant to the needs or interest of your audience, a Benefit by definition, is always relevant.”<sup>2</sup>

- Are you **Engaged** with your members?

**Slide 26-27**

How would you answer the question: “Do you Care for Me”?

“Mutual concern creates connection between people. Aren’t there certain friends and family members you simply want to spend time with?” That desire comes from your connection with them...If you learn to care about others, you can connect with them.”<sup>3</sup>

“Train yourself to read social situation. Ask yourself, “What is going on here? What are the interests, needs, feelings, and possible intentions of those involved?” once you can answer these questions, you can choose behaviour befitting the situation...”<sup>4</sup>

- Are you **Connecting**?<sup>5</sup>

**“The man who goes alone can start the day. But he who travels with another must wait until the other is ready.”**

Henry David Thoreau<sup>6</sup>

- It’s all about attitude
- Be authentic
- You need other people
- Don’t keep score
- Be curious

**“We aren’t in the coffee business, serving people. We are in the people business, serving coffee.”**

Nabi Saleh<sup>7</sup>

Is your Club using **Flexibility** to Re-Invent Itself?

**Slides 28-29**

Are you exploring new approaches for meeting, pursuing new projects and experiences, and modifying your traditions and by-laws to better serve you Club’s goals. And finally, if it would be helpful, are you Developing a Welcoming Club Culture?

<sup>2</sup> Ibid. p. 41.

<sup>3</sup> “Everyone Communicates, Few Connect”, John C. Maxwell, Thomas Nelson, 2010, p. 38.

<sup>4</sup> “101 Networking Strategies”, Eric Kramer, Course Technology, 2012, P. 3.

<sup>5</sup> “101 Networking Strategies”, Eric Kramer, Course Technology, 2012, Pp. 20 – 29.

<sup>6</sup> “Everyone Communicates, Few Connect”, John C. Maxwell, Thomas Nelson, 2010, p. 85.

<sup>7</sup> “Everyone Communicates, Few Connect”, John C. Maxwell, Thomas Nelson, 2010, p. 37.

## SECTION EIGHT: Growing Vibrancy and Your Membership (10 minutes)

### A Welcoming Club Culture

Small Group Discussion:

**Slides 30-31**

- Facilitated Group Discussion: In 5 minutes and at your Tables, discuss the characteristics of a “Welcoming Club Culture”. Have your discussion group select the top 3 most important to share.
- Compare those shared with the more complete listing of a Welcoming Club Culture below:
 

• Friendship and Fellowship	Use of Greeters
• Visiting Rotarians are recognized	Guests are warmly introduced
• Parking is reserved for the Speaker	Programs are interesting and entertaining
• Meetings are prepared well	Key personal dates for members are acknowledged
• Member achievements are recognized	Family members are recognized
• Events attract member participation	Participation in Rotary is rewarding and recognized
• All personal achievements are noted	Humor and light heartedness is frequent
• There is lots of energy in the room	Members love our Club and Rotary

**The list can be endless!**

**Slides 32-33**

- Vibrant Club model, from RI, references Vibrancy as it impacts members in 3 Steps and is a good resource for Clubs interested Culture Change and membership growth.

Directed Instruction

- If time allows, opening this up as a Facilitated Instruction is recommended
- **Club Vibrancy is directly correlated to the culture of your Club and membership.** You might consider two key positions to assist you: **Slides 34-35**
  - A strong Membership Director/committee can be a significant asset
  - A Club Culture Imagineer to assist in developing and maintain Club Vibrancy and to assist you in transforming your Club into what it has always wanted to be
- Vibrant Clubs
  - Develop strong relationships in your club
  - Make sure all members are involved in activities that genuinely interest them
  - Coach new and seasoned members in leading
  - Check Rotary.org for more information
- **“Our First Priority”** **Slides 36**
  - Sometimes known as “Priority #1”, or other names
- Members do Rotary’s work

## SECTION NINE: Summary & Review

**Slides 37**

- People will be interested in joining your Club and members will remain if your Club is:
  - Attractive
  - Engaging
  - Relevant
  - FUN
- Rotarians and prospective members will not be attracted to organizations that neither provide opportunities for connection (fellowship), nor what they want to do.
- Growing Vibrant Clubs requires changing the recipe and offering. For us to retain our members and attract new Rotarians, we need to be:

**Slide 38**

- Vibrant
  - Compelling / Inspirational
  - Relevant / Purposeful
  - Emotionally Aware (have EQ)
  - Caring
  - Member Driven
- As a Rotarian Leader, you can make that happen.
- As Jim Collins, author of “Good to Great” said “Greatness is a matter of Choice . . .”
- Review the Key Outcomes
- Have attendants complete the Evaluation

**Slides 39-42**

## Workbook Pages

You want to create an inviting club, where members and potential members share the best experience possible. A Club where people are welcomed and valued; where diversity is appreciated; and people come together for connection and fun to complete amazing projects.

There are four Key Outcomes of this training:

- 1) Identify new ways to create a positive membership experience
- 2) How could you make a Rotary Club more “Vibrant”
- 3) Describe personal changes (characteristics) to improve Club Vibrancy
- 4) Review the new flexibility provided to Clubs by Rotary International

Why did you join Rotary? Why did you choose your club?

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What is the Vibrant Club Model? How does it fit with your Club? What parts can you use? How do you adapt it into your Club? Who do you know who would love to do this?

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What are some ways you can make your club members feel special and valued? What actions are you going to take to increase membership in your club?

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List three changes made possibly by RI & The Council on Legislation that your club might be interested in:

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**Goal Setting #1:**

How will you create the best membership experience possible for potential, new and existing members?

Idea

Outcome

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**Goal Setting #2:**

What will you do to make each (potential) member, new and seasoned, feel valued and special?

Idea

Outcome

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Use the following to record key notes or concepts about Vibrancy:

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