2020 Mid-Term Training President Webinar
January 25, 2020

Introductions

Scott Phillips: Webinar Director

Presenters & On-Call for Questions:
- Savi Bhim, Governor, Rotary District 5240
- Marilyn Lippiatt, Chief of Staff
- PDG Frank Ortiz, Foundation Chair
- Lee Ginsberg, Membership Chair
- Scott Farrenkopf, Awards Chair
- Marta Golding Brown, Director of Education & Training

WEBINAR PARTICIPATION

You are Muted

Type Questions Here

Handouts: Available on 2019-2020 Page
MEMBERSHIP MATTERS

Marilyn Lippiatt, Chief of Staff
Lee Ginsburg, District Membership Chair
leeg@michaelstravel.com

How Strong is Your Club?

• Understand what works and what doesn’t
• Do your members reflect the range of professions and cultures in our community?
• Are you achieving our club’s goals?
• What qualities make your club attractive to new members?
Engage Members
Successful strategies to help deliver an experience that will keep members excited about Rotary:
• Survey your membership
• Regular recognition for achievements
• Keep members involved in club projects and activities
• Encourage members to take on leadership roles
• Send email, newsletters, photos, social media posts regularly

Ask People to Join us
We need their head, hands and heart
• Our next hands on projects...
• Help or participate in our next fundraiser...
• Join an activity and other great meeting topics
• Select a committee and join a meeting
• Attend the next social
• Get together at a mini social

What is important to them?
(reruitment)

Reflection Time
• Why did you join Rotary?
• What makes you stay
  – What do you love about your club or what you do?
  – What is/was your favorite project or event?
  – Why do you look forward to coming to the meetings?
• When did you become a Rotarian?
• Finish the year STRONG!
Learning Objectives

- Knowing how to access Club Central
- Entering Achievements in Goal Center
- Rotary Citation

CLUB CENTRAL ACHIEVEMENT ENTRY

Scott Farrenkopf
EAG, Region 2
bsfarrenkopf@gmail.com
805-908-1095
AWARDS

Scott Farrenkopf
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Learning Objectives

• Knowing where the Awards Criteria packet is
• Understanding when to submit
• Understanding how to submit
• Understanding post submission awards process
  ○ Regional Awards Celebrations
  ○ District Awards Celebration & DG Stepdown

Awards Criteria Packet
When to Submit

- There is ONE submission date for Regional & District Awards
- Submit between April 1st and April 15th by 11:59 PM
ONE WORLD ONE ROTARY

How to Submit

• Community Service - Service
• International Service - Service
• Vocational Service - Service
• Youth Service - Young Leaders
• Club Service - Members & Engagement
• Membership - Members & Engagement
• Foundation - Rotary Foundation Giving
• Branding - Public Image
• Silver
• Gold
• Platinum

These are the sections that you can submit points and comments for.

EVERY club should submit even if they feel they cannot win an overall Best Club Award (but lose). You might be the best Regional or District club in one of the Key Areas (5 of bullets to the left) so it is OK to only submit points and comments in one section!

NOTE: My Rotary Club Central Goal Achievement Entry Item also

How to Submit

• Have your Awards Criteria Packet Word document filled in by your Committee Chairs and Awards Chair and in front of the submitter (President with Awards Chair recommended)
• Go to this Survey Monkey website: https://www.surveymonkey.com/r/RotaryD5240Awards
• Enter your club information completely
• Enter your points and supporting comments for each question in a section then hit the “Next” button to advance to the next section (same as the Word Awards Criteria Packet)
• You can use the “Prev” button to return to a previous section
• Comments will be used for breaking ties among clubs
• Comments must be via the 4-way Test for achievements to occur after April 30
• Membership will be checked before District Awards
• Print out your submission
• Hit the “Done” button to submit (this can only be done ONCE)

Survey Monkey looks like this.

Drag the slider to the points your club has achieved on each question.

Enter any comments.

At the end of each of the sections (not after each question) you will see buttons like this to advance to the next section or return to the previous section.
Awards Process

• There will be a bracket approach to awards – Regions first (May) and District second (June)
• Regional Club Area and Club Overall winners will advance to District
• Group Individual Rotarian Nominees will be announced at District
• Regional Awards Celebrations will occur between the middle and end of May – Most are listed on the District calendar already
• The District Awards Celebration and DG Stepdown will be low cost and occur on Saturday June 27th as a lunch
GRANT QUALIFICATION & DISTRICT GRANT APPLICATIONS

- Reminder: Last webinar Feb 11 at 5:30 pm (register on District website)
- Send signed MOU & Club Resolution (for incorporated Clubs) to Grants Committee: davegor@gmail.com
- Submit MOU before 2020-2021 application

KEY POINT:
District Grants are Reimbursement Grants, no Final Report = No funding.
Frank Ortiz  
District Rotary Foundation  
frankortizdg1213@yahoo.com

QUESTIONS?

Rotary Branding & Public Image  
Scott Phillips  
District Governor Designate  
scottdg2223@rotary5240.com
ESSENTIAL ELEMENTS FOR A VIBRANT CLUB

PEOPLE OF ACTION PLANNING TOGETHER

- Membership
- Foundation
- Brand

1. Create a logo using your club's name or image.
2. Write a short speech or a paragraph about the project.
3. Provide volunteers to help.
4. Share the club's social media platform to engage people who can help.
5. Take lots of photos to capture the people participating in the project.
6. Promote the event.
7. Use materials and signs to get the community's support.
8. Have a good idea for participants and invite them to help the club.
9. Use social media content.

- Members of the club
- Club officers
- Club members

- People of Action
- Rotary
- Transform

1. Live the project's goal.
2. Include the project in the community's calendar.
3. Recognize the project's completion.
4. Use materials and signs to get the community's support.
5. Use social media content.
6. Use the project's success to promote the club.
WHAT IS YOUR CLUB ROTARY BRAND EXPERIENCE?

ANY QUESTIONS?

IMPORTANT DATES

REMIND YOUR PE’s

February 11, 2020
Final Club Grants Qualification Webinar for 2020-21 Grants
February 12, 2020
Presidents Elect Nominees (PEN) Midterm Online

March 14, 2020
District Training Assembly – Bakersfield
March 21, 2020
District Training Assembly – Oxnard
**IMPORTANT DATES**

**PLEASE SAVE THE DATES...**

**June 27, 2020**  
District 5240 Awards and DG Stepdown

**June 30, 2020**  
2019-20 District Grant Final Reports Due