



# Survey Results

Input to guide the selection of the  
strategic plan priorities for 2021 - 2022 Rotary year

May 23, 2021

# Purpose of the Survey

- ❑ To help us determine what Strategic Plan actions would be viewed as most valuable to pursue as a District in 2021-2022 Rotary year
- ❑ To explore the extent to which year one of the strategic plan was successful by measuring how responses compared to questions asked in spring 2020 survey



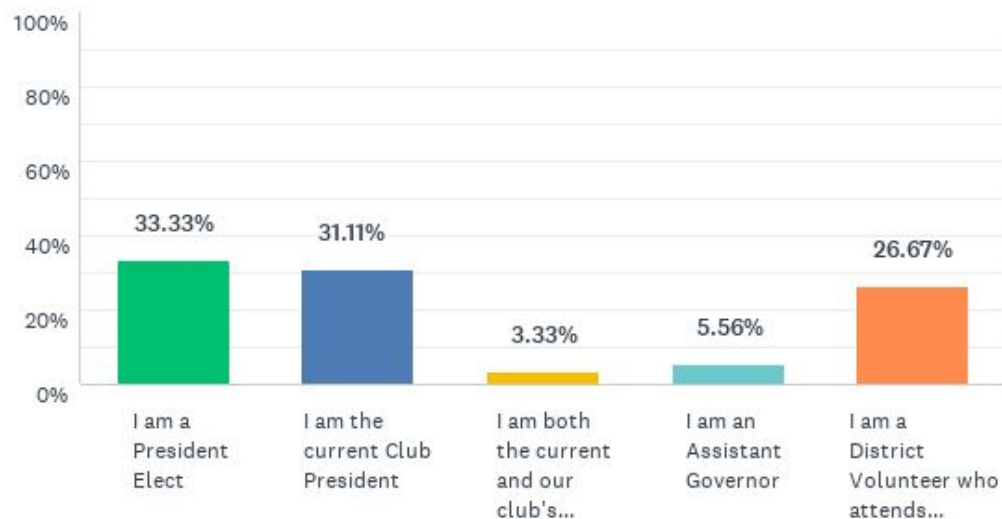
# **METHODOLOGY**

- ❑ Questions created by strategic planning committee taking care to re-ask some of the questions from the Spring 2020 Survey
- ❑ Survey sent to all Presidents, President Elects and members of the District Council
- ❑ This audience was selected as these leaders typically have a very valuable perspective on what can the District do to be as much value as possible to clubs

# Response Rate

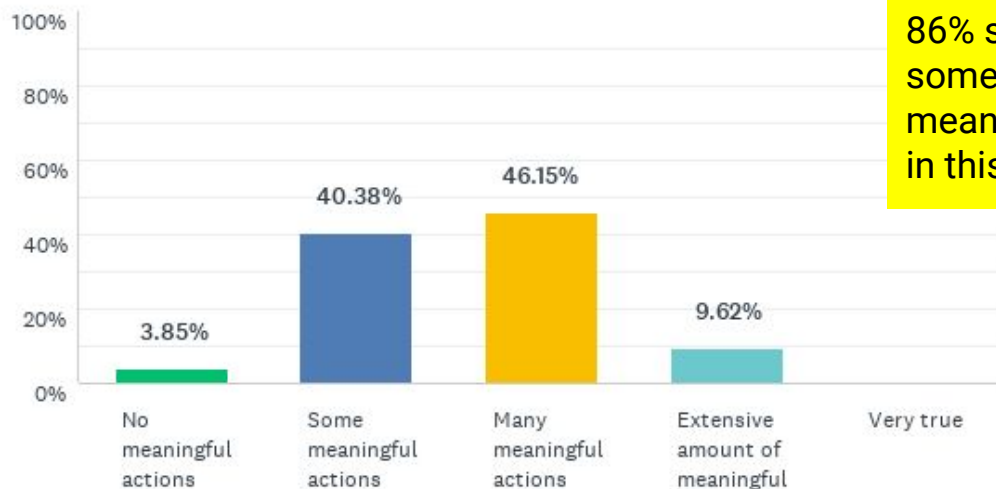
- ❑ In total, 105 of the 189 who were sent the survey completed it (a 55% response rate)
- ❑ Before the survey closed, DGE Anne reached out to at least one person from each and every club in our district to ask them to provide their feedback - 21 additional responses were received
- ❑ **Analysis suggests over 90+ percent of clubs had a representative answer the survey**

Q26 Can you please share with us your role - as we want to examine some of the results to see if there is a difference between how President Elects, Presidents or others answer these questions.



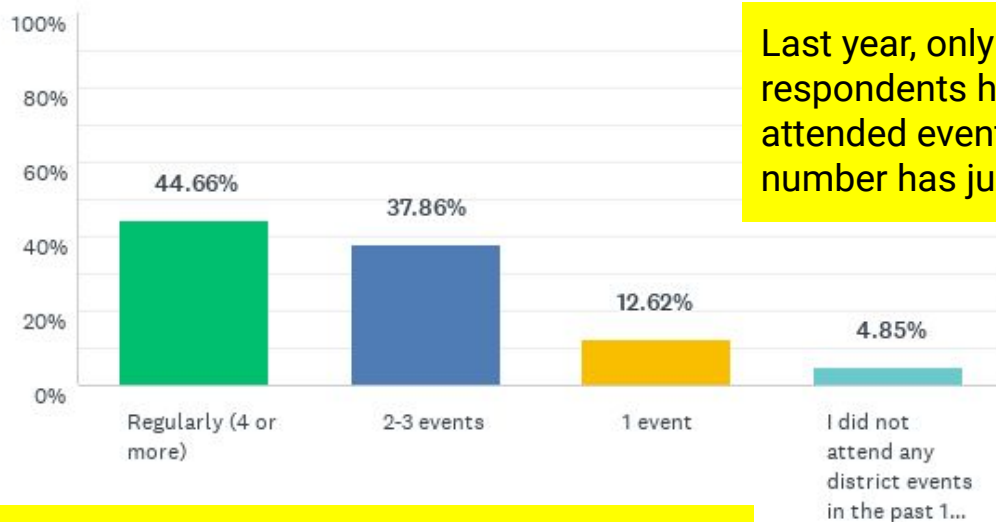
# The Results

Q1 Our District Mission is to "inspire and support all the clubs in Rotary District 7090 to be the best that they can be". To what extent have the District's taken meaningful actions this Rotary year (July 1, 2020 till now) that have helped you / your club?



86% said district did some or many meaningful actions in this Rotary year

Q2 The District (guided by its strategic plan) have staged events designed to help your club find some new ideas and become even more vibrant. Have you participated in some of the various District led events in the past 12 months - such as WebTalks, Virtual District Conference, District Council meetings, Rotary Leadership Institute, etc..?

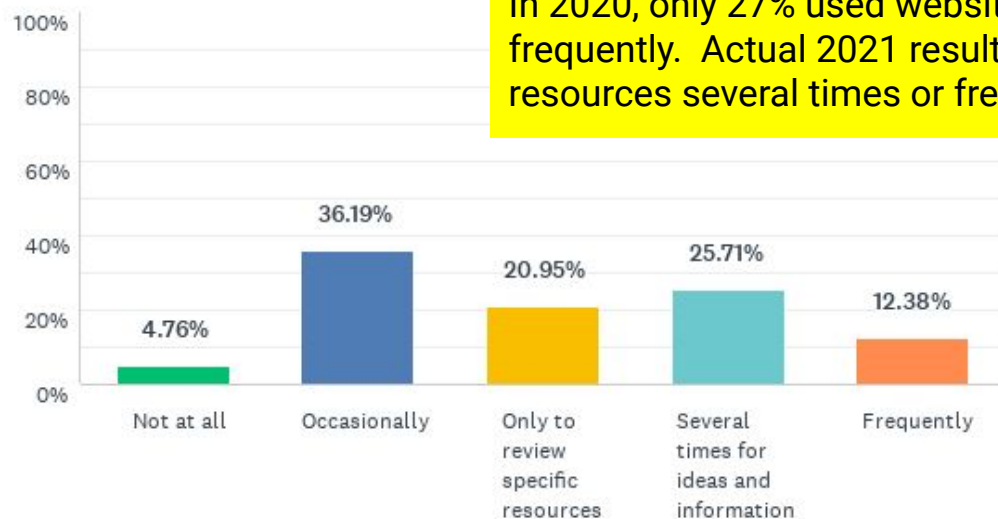


Last year, only 12% of the respondents had regularly attended events. This year that number has jumped to 44.66

In summer of 2020, we said a good marker for the strategic plan would be if we could get 60% of respondents attending 2-3 or more events. Actual result was 83%.



Q3 Our District website has many resources developed by your peers to assist you with areas such as membership, foundation and public image. How often have you used the resources on the District 7090 website in the past year?



In 2020, only 27% used website several times or frequently. Actual 2021 result was 38% used resources several times or frequently.

## MOST SIGNIFICANT ACTIONS / ACTIVITIES DISTRICT IS IMPLEMENTING TO SUPPORT YOUR CLUB AND OTHERS IN THE DISTRICT

	2020	2021
Providing training including President Elect Training and Rotary Leadership Institute	61%	71%
The monthly District newsletter telling us what other clubs are doing with messages also from District Leadership Team	31%	32%
Advice and support from District directors / committee chairs on Membership, Foundation, Public Image or Youth	12%	32%
Giving us assistance in obtaining District Grants	27%	30%
Advice and support from Assistant Governors to our specific club	42%	29%
Provision of resources and best practices on the District website	25%	19%

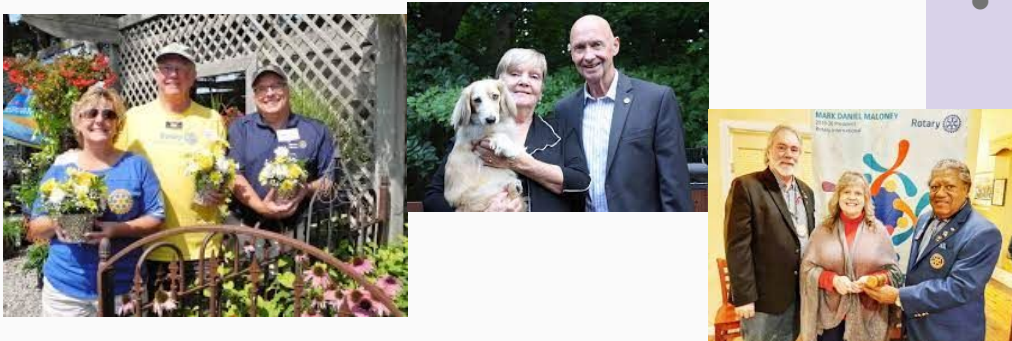
## MORE ON MOST SIGNIFICANT ACTIONS / ACTIVITIES TO SUPPORT CLUBS

- ❑ Many of the actions this year have been focused on getting help from district out to the clubs - which seems to have been appreciated
- ❑ In 2020, provision of youth programs such as Youth Exchange, SlapShot, RYLA was 37%. Not surprisingly (given the inability to offer many of the programs during COVID) this dropped to 23%
- ❑ 15% picked “help us complete club visioning and / or strategic planning for our club - which is not surprising considering we assisted perhaps 6-8 clubs in this Rotary year out of 65+ clubs
- ❑ Interestingly, “having the District Governor come to our club for the Official Visit was picked by only 10% of respondents as one of the 3 most significant actions that the District undertakes



District Governor Club Visit. There are many different options related to the visit such as combining clubs for an online visit or sharing a video with key messages prior to a 2-way exchange involving club and governor. Please share your ideal concept of the DG Visit.

- 33% were in favour of an online meeting
- 25% liked the idea of a traditional club visit
- 22% liked the idea of an area visit or coming to an day of service project with multi-clubs



#### Other Key Messages:

- Short video in advance good idea
- Make it more of a dialogue with ideas and solutions for our issues - share what other clubs are doing
- Don't try to communicate too many messages about what all that is going on - be focused and make it a conversation

# Strategy 1:

Coach Club Leaders to bring  
**membership innovation**, vitality and  
growth to their clubs

# How valuable have some of the actions we have taken to support this membership strategy?

- ❑ **71% reporting developing large scale service projects** like Great Lakes Watershed Clean-Up so we can bring potential Rotarians to see us in action (and not just be with us in a meeting) while also doing good in the world
- ❑ **44% said monthly Web Talks** that highlighted what clubs are doing to grow and engage members were valuable or very valuable
- ❑ **40% selected the coaching series** to improve leadership capabilities and help drive membership innovation
- ❑ **38% said providing assistance to develop alternative club formats** like passport / satellite clubs and **27% reporting membership hub** as valuable or very valuable

# What is ONE thing that your District leaders / volunteers could do to help you and your club find innovative ways to retain and recruit new members?

More than 10+ people answered:

- Keep sharing new ideas, good ideas and fun ideas clubs can use through brainstorming or sharing sessions
- Facilitate regional recruitment drives as well as cross-club orientations
- Create a district wide membership drive campaign with info for our websites and social media feeds

In total, 78 people out of 105 elected to answer this qualitative question

Five or more suggested:

- Bring district leaders out to our club to share ideas / discuss strategies
- Look at sliding district fees or lower fees for younger members or satellite clubs
- Help us to better communicate our impact and the good we are doing
- Do not be so demanding in terms of number of emails / requests
- Help modernize Rotary images (includes engaging more diverse members)

# How would you rate the following potential actions we could take to drive innovative membership initiatives to help clubs?

Percentage who said action would be valuable or extremely valuable:

- 69% selected Hold large scale “days of service” - not only repeating Great Lakes Watershed clean-up but creating 2-3 more large scale events where we can easily bring non-Rotarians to participate
- 55% said “work with the club’s membership committee directly - inviting them to district webinars and helping them to create an effective membership plan for your club”
- 50% for “hold new member orientations for multiple clubs in an area - showing new Rotarians the world outside their club
- 44% for “improve the partnerships between Rotary & Rotaract Clubs including helping Rotaract members strengthen their membership base in our communities (those under age of 30)
- 34% for “promote satellite clubs for the “under 35” crowd



# Additional Ideas / Comments



- Record some of the web talks and turn it into a 15 minute we could show right at our club meeting
- Provide an effective promotion and marketing campaign aimed at general public to go with the large scale service projects
- Improve the communication with potential new members so they understand the commitment before joining
- Encourage small older member clubs to join together to cluster
- Creating one more multi-club service project might be great but more than that might be overwhelming
- Need to help clubs to change. Just moving the younger members or diverse members to their own satellite club means we lose the great that can come from embracing diversity and new ideas
- Make sure your actions work for smaller clubs that don't have committees

## Strategy 2:

Inspire our membership to improve their impact through **training** and dialogue with District leadership and fellow Rotarians

In response to last year's survey, District offered its training using an online format. Use the star rating to indicate your preference in continuing to use this online delivery style for coming year.



Rating was 4.19 / 5

50% of respondents gave online 5 stars

Another 30% gave online a 4 star rating

# Food Truck of Learning



On bringing the learning to clubs rather than asking you to only come to District events. We created 10 dialogue topics but not an overwhelming response. Should we keep but improve this action for this 2021-2022 Rotary year?

- ☐ 66% said “that sounds like an action worth repeating but you need to do a better job promoting the topics and that district volunteers are willing to present at our clubs”
- ☐ 22% choose “I would not recommend this action for the coming year. If we want to learn something, we can come to a District 7090 event such as a Web Talk, Club Training Assembly for Rotary Leadership Institute

A few suggested 10 is too many - maybe offer one a month that aligns with the Rotary theme.

# In terms of food truck offerings, which of these topics would be of interest to you and some of your club members in the coming year

## Top Five Offerings of Interest

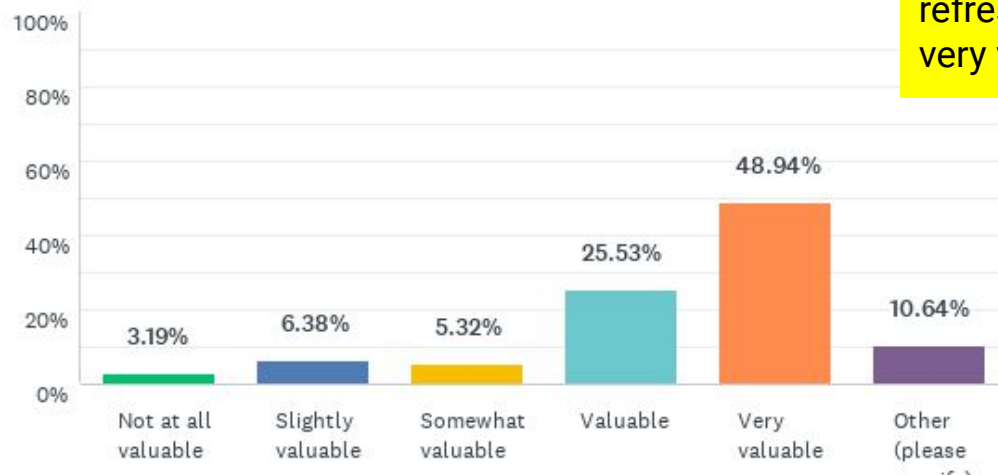
- 70% interesting and innovative ideas to retain and recruit members
- 69% fundraising ideas other clubs are doing - including online ideas
- 61% service projects that other clubs in our District are doing that we could duplicate or collaborate on
- 49% demystifying Club Runner - helping us get more of this system
- 36% on ways we could improve our public image, social media, websites - real how tos

The following had about 30% interest - 1) What can the District provide us that would help our clubs - overview of resources, events and offerings 2) Helping us understand more about Foundation Grants - District & Global (29%); and How do other clubs organize themselves (committee structure) and add zest to meetings (30%);

## Strategy 3:

Coach / mentor clubs to transform their **public image** to enhance awareness of Rotary within their communities

Q11 The third strategy of the plan is coaching / mentoring clubs to increase awareness and understanding of Rotary in our communities. This past year, we offered funds and assistance to do a website refresh for your club. How valuable was this offering to you and your club?



74% reported website refresh was valuable or very valuable

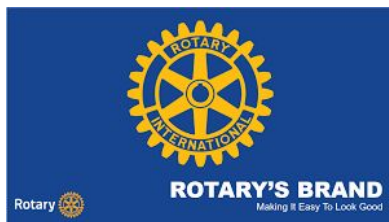
Main reason was they reported that they did not know this was happening

# Potential Actions to help interested clubs communicate their impact and relevance. Which ones would be of interest to you and your club?

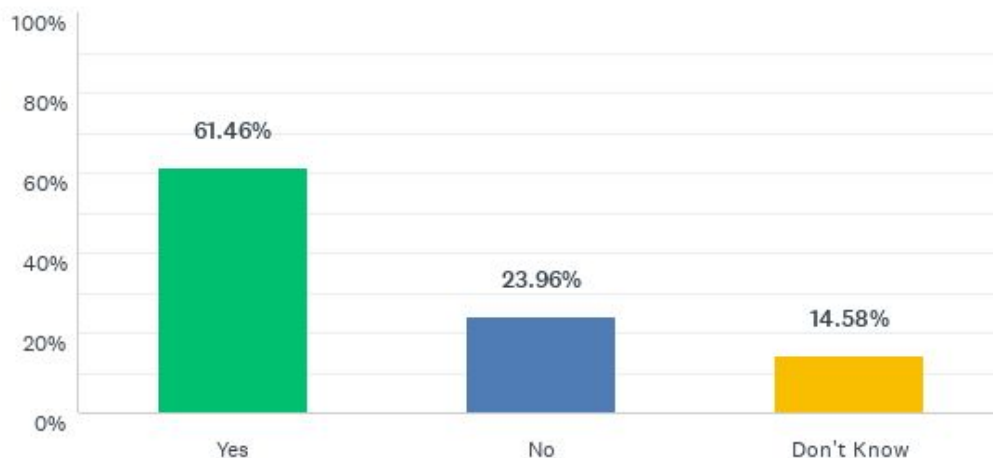
## % selecting interested or very interested

- ❖ 65% “improve our District 7090 website so it is easier for you to utilize it”
- ❖ 62% “online webinars that your lead in public image can participate in - sharing ideas with other public image club leads in our District”
- ❖ 62% “using content that our District creates that you can add / share with your audiences as it relates to the impact of Rotary in our communities”
- ❖ 61% “provide money and assistance so your clubs keep their websites maintained - staying relevant post website refresh of past year”
- ❖ 54% “being a part of a larger FaceBook or other digital media ad campaign that tells others about Rotary projects happening in our District”
- ❖ 53% “showcase clubs in our District that are leading the way in Public Image on Rotary Web Talks or in the District newsletter”
- ❖ 50% “refresh / add to the resources on public image that are available on District website”





## Q13 Does your Club have a Public Image lead?



### Sampling of Comments:

- We have a communications committee - maybe this falls within that.
- No interest other than myself - hard to find someone willing to do it
- We are working on it
- Too few members - limited engagement
- A few different people work on this

# What additional actions could we be taking to help you strengthen your club's public image?

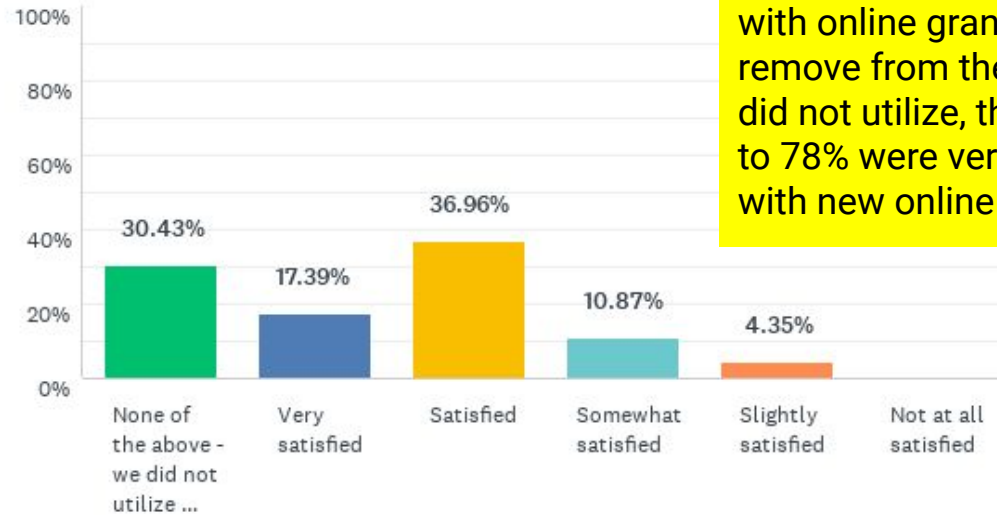
- Have PR speaker come out to clubs -show what is possible - what others are doing and share resources / videos we could be using on our sites
- Help us to get more press for our projects - helping us to get more coverage and / or showing us how to get more followers / interest
- Create more material that we could be using - copy and paste
- Give us more hand-on help and step-by-step tutorials
- Help us with our website - we are not sure how to access it to update it



## Strategy 4:

Educate clubs on the impact of **The Rotary Foundation** to inspire stronger support

Q15 This year we moved the grant process online. How satisfied are you with our online grant process.



54% of the respondents noted that they were very satisfied or satisfied with online grant process. If you remove from the analysis those who did not utilize, that percentage jumps to 78% were very satisfied or satisfied with new online process

The Rotary Foundation is a key element of the essence of “being a Rotarian”. We need to make members more aware and help them understand more about the financial need for donations and the impact of those funds in our local and global communities. How might the following potential actions assist?

% who noted potential action as valuable or very valuable:

- ☐ 76% further upgrade the grant application process to make it even more user-friendly
- ☐ 74% Help clubs to focus more on the impact of our contributions and less on the mechanics of giving to The Rotary Foundation
- ☐ 72% provide short (1-2 minutes) videos to showcase how clubs in 7090 and causes around the world benefit from our contributions
- ☐ 63% provide a template / campaign for clubs to utilize in Foundation month - a “plug and play” to educate and celebrate the work of The Rotary Foundation
- ☐ 60% provide topics and speakers on Foundation for club meetings
- ☐ 49% put on more Foundation fundraising events like the “Pedal for Polio” that club members can participate in
- ☐ 33% for “sound bites” in the District newsletter to emphasize the need for support

# Comments Offered

- Can we restructure the District Grant certification process - more time on the grant process and less time on foundation training covered in other places
- Grant training is extremely cumbersome and time consuming
- The qualifying and application process seems impossible - like you can never learn it.
- Could we have a mentor assigned to help us do grant applications
- I am interested possibly in more fund-raising events but not ones that list a medical funding (polio)
- Our club has a large endowment. Most folks give to it because of the control aspect. I feel like we are constantly competing internally

Our objective is “Every Rotarian Every Year”. What do you believe is the biggest obstacle to making this a reality?



- ❑ By far and away, the most common response was that people don't understand all the Foundation does and that some of the funds come back to do good in our local communities
- ❑ New members are not as connected to district and RI - need to improve our orientation process so they see the bigger Rotary picture
- ❑ It is often the same message - need to freshen up the message and show more about the impact
- ❑ Many Rotarians do not have the means to give and we already ask a lot of our members in terms of \$ for fundraising / club activities

79 respondents offered comments to this question out of 105.

## Strategy 5:

Connect clubs with **youth** programs to develop future Rotarian membership and bring youth and vitality to all clubs

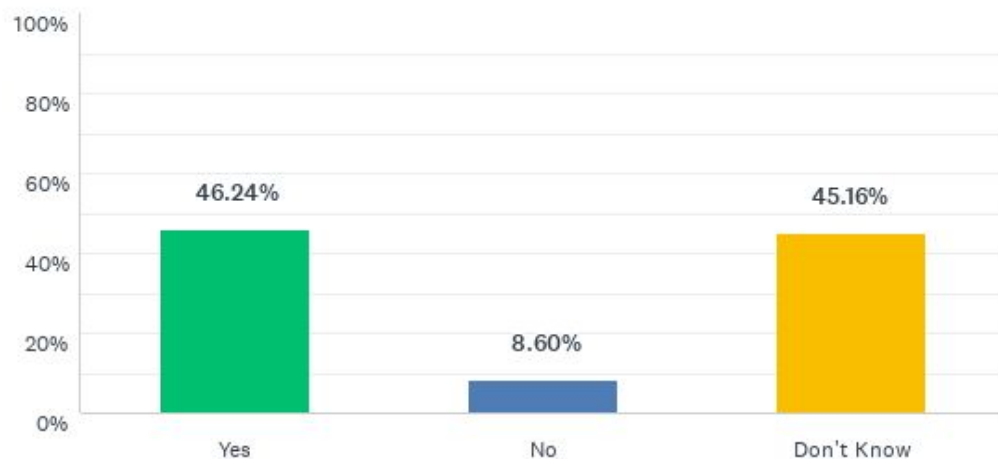


# Do you think 'Short-Term' Exchange Program (where a student goes to another country for the summer and that family - whose child is the outbound) hosts the in-bound student?

- 61% percent of respondents said YES
- Another 27% said "not sure" and only 11% said "no"



Q19 There is another new offering called "New Generations Service Exchange". It is a short-term customizable program for university students and professionals up to the age of 30. The participant designs an exchange that meets their professional goals and contributes to a humanitarian project. The exchange can be for a few weeks or a few months. To what extent do you think this program might be of interest to your club?



# Youth Services Help Wanted

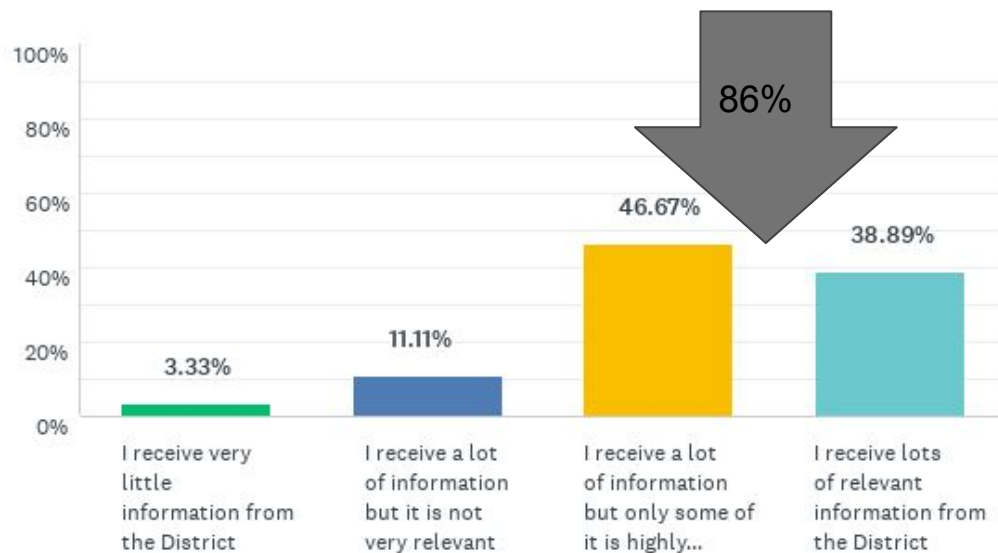
In addition to these new programs, our Youth Services provides help to clubs to engage in a variety of other programs such as SlapShot, Rotary Youth Leadership Awards (RYLA), traditional youth exchange, supporting InterAct etc...

What could the District volunteers be doing in the coming year to help you and your club in the area of youth services?

1. Explain the programs and their contributions - use short videos. Come to our clubs - bring youth who can educate clubs on benefits from their stories
2. Help us keep track of youth alumni through data management and coordinated communication - same for our Interact club -
3. Have a Youth District Conference
4. Help us fundraise so we have funds for these programs
5. Offer more of a district wide recruitment of candidates
6. Keep with virtual SlapShot but find way to do it in fewer sessions
7. Change the names SlapShot and RYLA do not communicate what they are with those names
8. Find ways to support Early Act
9. Connect directly with our Youth Services Chair
10. We are already doing lots in this area and appreciate all that the District does.

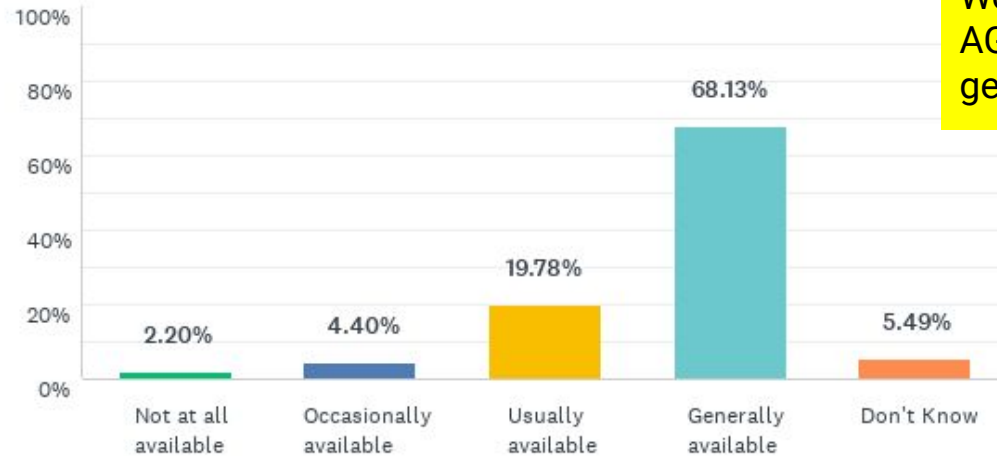
# Final Questions

Q22 Communication is always an area for improvement. We try at the District to provide relevant and meaningful information but we know we don't always succeed. Which statement most accurately reflects your opinion when it comes to the information coming to you from the District?



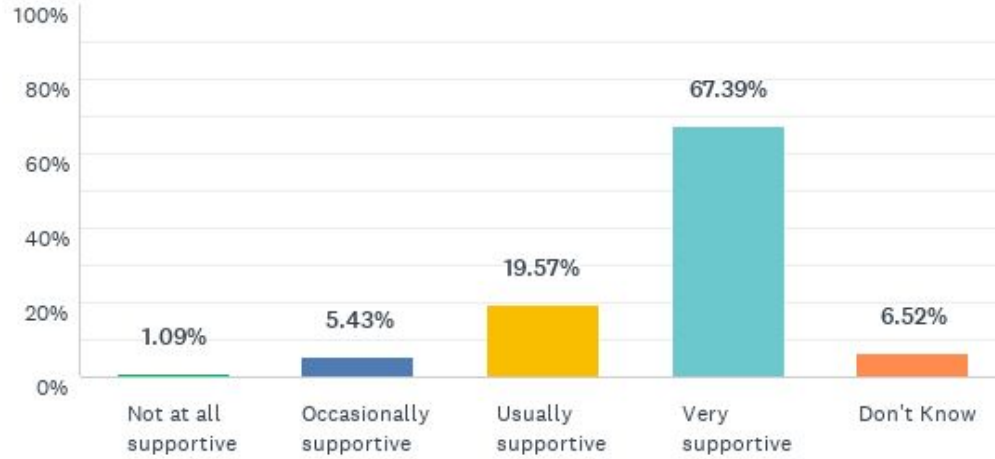
These results are similar to 2020 where 87% find material somewhat or very relevant.

Q23 Each club has an Assistant Governor assigned to be available and provide support.  
Please rate the Assistant Governor in terms of availability to your club.



Wow - 88% said their AG was usually or generally available

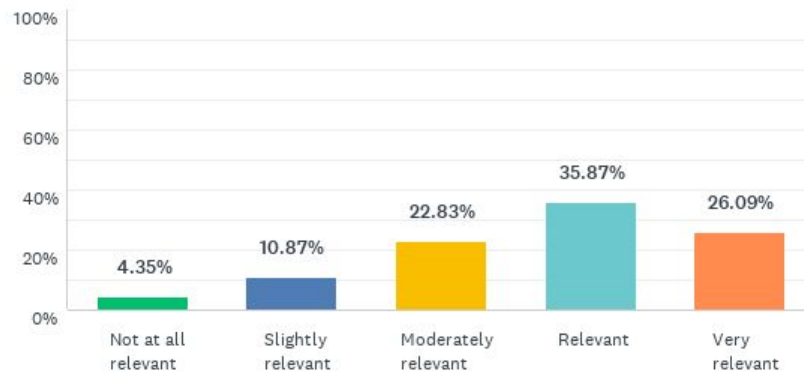
Q24 Please rate the Assistant Governor in terms of support for your club.



87% are usually or very supportive! Way to go AGs!

# How Relevant has the District been to you and your club - in your opinion?

Q25 Think back over this past Rotary year. How relevant has the District been to you and your club - in your opinion?



Last year, the mean was 3.3 / 5 or a 66% rating when it comes to relevance.

In this Spring 2021 survey, the mean has improved to 3.7 / 5 or 74% rating.



# Final Comments - Most Common Themes

## Like the Direction we are Going - Examples:

- The District is changing and you are doing such a good job understanding the pulse of clubs and what they need
- Thank you for doing a thorough evaluation
- Keep up the path you are on - it is working well - clubs are getting more from district than ever before
- Keep listening and getting feedback
- This past year has been the best I have seen in terms of District support. Keep up the good work

## Other Points Raised by 5+ individuals:

- Find ways to reduce emails - it is overwhelming
- Love the training and like it being virtual
- Keep finding ways to lower district dues and the costs of attending events
- I wish more people in our club would make use of the resources / ideas district offers

# Final One-Off Comments

- Website support was wonderful - can we do the same about adding online fundraising / payment solutions
- Need help with running hybrid meetings
- Bring in more inclusive ideas so we drive more unity and diversity and work to change the minds of the “old guard” - embrace Diversity, Equity and Inclusion
- Stop reading powerpoints line by line
- Lets get everyone using subject lines better like is this a FYI or for action or input
- Like the idea of a monthly meeting to share info so it does not get lost in our inbox