**PETS PRESENTATION 2017**

**Brenda Laird – Sunrise Rotary Club of Cheyenne**

By journaling some of your thoughts and making notes about your goals now you will avoid the presidency rush. Look back over your notes several times this year and do a self evaluation of where you are and where you wanted to be! Just a hint, take the time to attend District Assembly, District Conference, Membership Summits or just go to another club meeting. It is where you will learn, be enlightened or just pat yourself on the back for being ok. *Brenda*

**What did I get myself in to**? Take a moment and answer why you ran for President and write it down. Review your answer several times over the year. Stay on track.

Why I ran for President?

**Evalutate!** What is my club doing well and what could we improve on? Don’t answer what you have heard at PETS, take a hard look and see what is working for YOUR club. This is your year to help strengthen the club for retention followed up with recruitment.

My club – What is right? What is wrong?

**Communication**! How can I communicate with the *entire* club? You need to communicate with the active and non-active members to encourage engagement.

How will I start a new pattern of communication to enrich my club?

**Service Above Self!** What are you doing for service projects? Are there projects that meet the differences in club members? One may want hands on while another may want one that brings a roll of paper towels. Shake it up and include a social outing after the project.

What can I do to change it up and take a different look at service/social projects?

**Fundraising!** Some clubs are big, some clubs are small. Don’t make the mistake trying to be a club you are not and not all fundraisers raise a million dollars. What works for your club without burning out a few or the entire club?

Do our fundraisers fit our club? What can we do to *partner* with other organizations to make a difference?

**Comfort Zone!** As Rotarian’s we settle down in the same chair every week. What as a club can we do to step out of the comfort zone yet keep a tradition that fits the needs of some?

What one thing can I try this year to “shake up” our comfort zone a little?

**The S word, social media!** We sometimes fight the system but social media is where we attract, inform, notify and do our public image building.

What can I do to encourage social media applications? How can I use social media as President?

**Birthday, Anniversary, News???** Are we celebrating members? Do we make announcements that let individual club members know we are glad they are in our club?

What will I do to “personalize” the club member’s experience?

**Have fun!** What has your club done lately to have fun? Have we laughed barrel roll giggles? Have we thought on our way out “now that was just plain fun?”

How will I guide the club to have fun?

**Engage Members!** Does your club run on the 80 – 20 rule? 80% sit back while 20% do all of the work? Are events, fundraisers, social events attracting the same crowd?

Next year I will do ­ \_\_\_\_\_\_\_\_\_\_ to engage the whole club or do a better job at engaging those who aren’t participating? Am I ready to be engaged in all aspects?

**Don’t SWEAT the small stuff!** Be ready for blips to happen. It is just going to happen regardless. Be prepared for the small stuff to take a little time here and there. Remember to always focus on the big picture and don’t let the small stuff take over.

How will I rejuvenate my presidency in January? Personal deep breath and forward you go. Mark it on your calendar now. Pick mid January and write “take a breath”, what have I done good and what should I push harder on?

**Don’t be afraid to share YOU!** Be personable and let the members get to know you. Tell a story from the week – running out of gas, new puppy, or a poem that caught your attention. The more they know you, the more they will want to be there next week.

How will I build a stronger PERSONAL relationship with the club?

**Club Health Check**! The most painful but best thing you can do for your club is to do a health check up. Are your committee’s healthy or no longer needed? Are your fundraisers following your club by-laws? Has an event been done so long that safety nets have been removed?

I will complete a club health check up and report it to the club?

Enjoy your year and always remember that every one sitting around you in the room at PETS has a gut reaction of “What have I done?” and know that you will do great and the club will be better because you cared!

*Brenda Laird – Cheyenne Sunrise Rotary Club*