



# LEAD YOUR DISTRICT

Training  
2017-20



SÃO  
PAULO  
6 - 9 JUNE



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This is the 2016 edition of the Lead Your District: Training manual, intended for district training team leaders conducting training in 2017-18, 2018-19, and 2019-20. The information in this publication is based on Rotary's constitution and policy documents. Please refer to those resources for exact Rotary policy. Changes to Rotary's constitution and policy documents override policy as stated in this publication.

# INTRODUCTION

Developing the skills of your leadership team can improve your district's performance. This manual will help you prepare leaders for their year of service so they can keep Rotary going strong. You are responsible for providing Rotary leaders the knowledge and skills they need to lead their clubs and districts with passion and confidence. The manual is designed to support you in this important role.

## COMMENTS?

If you have questions or comments about this manual, please contact:

Learning and Development

Email: [learn@rotary.org](mailto:learn@rotary.org)

Phone: +1-847-866-3000



# YOUR ROLE

Each Rotary district needs a way to prepare its leaders, and its clubs' leaders, for their roles. Traditionally, the district training team is composed of a district training committee and a district trainer, who is appointed for a term of 1-2 years and chairs the committee. Some districts, however, have just a district trainer, and others have a training committee but nobody appointed to the district trainer role. In any case, the district training team (a term we'll use throughout this manual for any of these arrangements) oversees training in the district and plans and conducts training events. It also supports the governor-elect in training incoming club and district leaders and the governor in providing ongoing training to Rotarians. The governor-elect convenes the presidents-elect training seminar (PETS), district training assembly, grant management seminar, and district team training seminar, while the governor convenes the district leadership seminar and other training and leadership development programs as needed.

## DISTRICT TRAINER

If your district has a district trainer, the role may include the following:

- Serve as chair of the district training committee
- Manage training for your district as agreed to by the governor and governor-elect, including:
  - District team training seminar
  - Presidents-elect training seminar (PETS)
  - District training assembly
  - District Rotary Foundation seminar
  - Leadership development program
  - District public image seminar

- Grant management seminar
- District leadership seminar/district conference
- Find session facilitators and assign other training responsibilities
- Communicate regularly with other district committees that are involved in training events
- Consult with Rotary training leaders, regional Rotary Foundation coordinators (RRFCs), Rotary coordinators (RCs), Rotary public image coordinators (RPICs), and endowment/major gifts advisers (E/MGAs) on training content
- Promote training events at district meetings and on social media
- Support club trainers in planning and promoting training events

## DISTRICT TRAINING COMMITTEE

If your district has a training committee, its role may include the following:

- Plan and conduct training events and breakout sessions
- Select and prepare session facilitators and speakers
- Manage training event registration
- Prepare and distribute event materials
- Coordinate event logistics
- Evaluate trainings and assess training needs
- Manage the training budget
- Consult on training issues for the district Rotary Foundation seminar and district membership seminar
- Support club trainers in planning and promoting training events

Members of the district training committee should meet these minimum recommended qualifications:

- Have training, education, or facilitation experience
- Be an active member in good standing of a club in the district

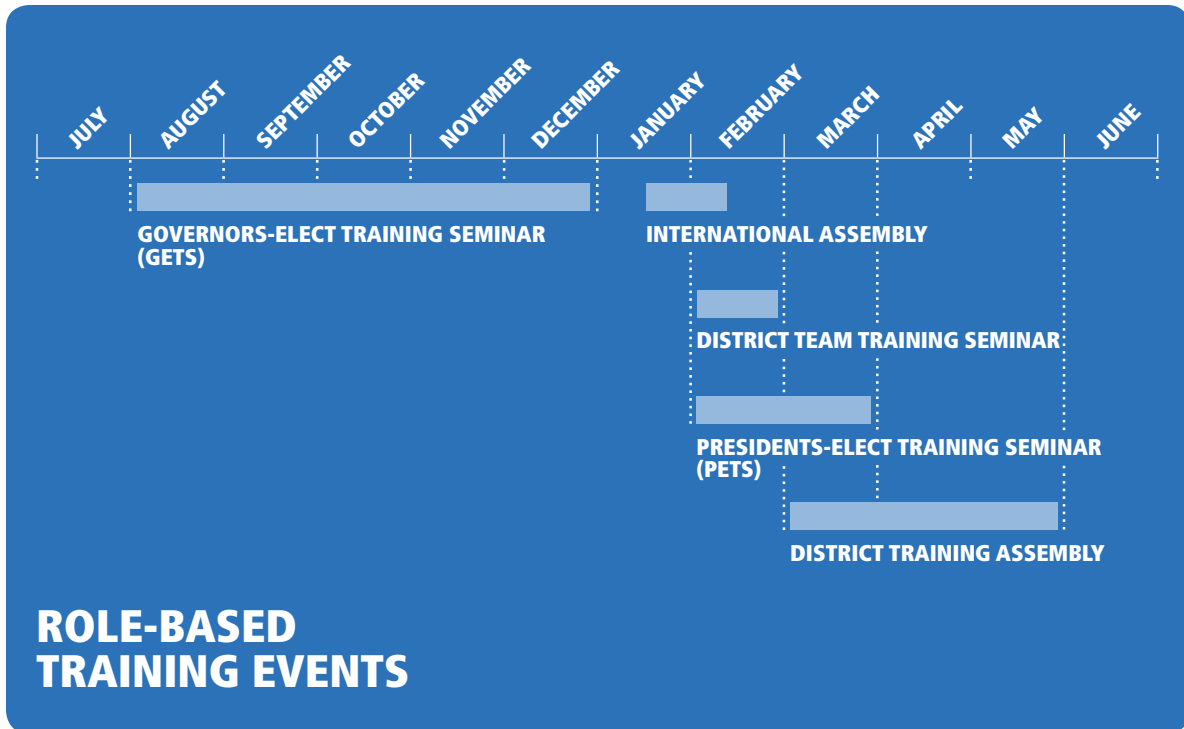
**Join the District Trainers discussion group on My Rotary to exchange ideas with other trainers.**

## ORGANIZATION

A district training committee should be organized to meet the needs of the district. Each committee member may be in charge of one training event or one aspect of all events. With either model, include a liaison from every district committee that will hold a training event, for example, the Rotary Foundation committee or membership attraction and engagement committee.

# ROTARY TRAINING EVENTS

Because Rotary clubs and districts change leaders annually, training is critical to ensuring continuity and the success of Rotary. The leadership training cycle, a series of training events for district and club leaders, prepares your district for the year to come.

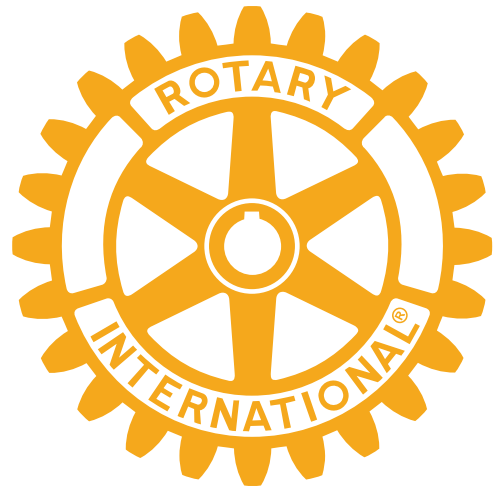


Each event has a recommended but flexible time frame and curriculum that should be tailored to the needs of the district and participants.

When organizing your training events for the year, consider:

- Asking participants if they prefer a weekend or weekday event
- Combining events, especially if participants will need to travel long distances
- Holding concurrent events so participants can travel together
- Meeting virtually

Promote your training events in newsletters, on club and district websites, and on social media. Rotary Board-recommended training events and their suggested time frames are listed in the following tables.



## ROTARY TRAINING EVENTS

# ROLE-BASED TRAINING EVENTS CONVENED BY THE GOVERNOR-ELECT

TRAINING EVENT AND TIME OF YEAR	AUDIENCE AND PURPOSE	ORGANIZER	LINKS FOR:
<b>District Team Training Seminar</b> February	Assistant governors and district committee leaders learn about their roles and set goals with the district leadership team.	District training committee	<a href="#">Trainers</a> <a href="#">Assistant governors</a> <a href="#">Committees</a>
<b>Presidents-elect Training Seminar (PETS)</b> February or March	Club presidents-elect learn their role and work with assistant governors to set goals.	District training committee	<a href="#">Trainers</a> <a href="#">Presidents</a>
<b>District Training Assembly</b> March, April, or May (after PETS)	Club presidents-elect develop leadership skills; other incoming club leaders learn about their roles; together, club leaders set goals.	District training committee	<a href="#">Trainers</a> <a href="#">Presidents</a> <a href="#">Secretaries</a> <a href="#">Treasurers</a> <a href="#">Committees</a>



# TOPIC-BASED TRAINING EVENTS CONVENED BY THE GOVERNOR

TRAINING EVENT AND TIME OF YEAR	AUDIENCE AND PURPOSE	ORGANIZER	LINKS FOR:
<p><b>District Rotary Foundation Seminar</b> Determined by district</p>	<p>Club Rotary Foundation committee chairs and interested Rotarians learn about the Foundation.</p>	<p>District Rotary Foundation committee, district training committee</p>	<p><a href="#">Trainers</a> <a href="#">Club Rotary Foundation committee chairs</a></p>
<p><b>District Membership Seminar</b> Determined by district</p>	<p>Club presidents, club membership committee chairs, interested Rotarians, and district leaders learn about membership.</p>	<p>District membership committee</p>	<p><a href="#">Trainers</a> <a href="#">Participants</a></p>
<p><b>District Public Image Seminar</b> Determined by district</p>	<p>Club and district leaders and interested members learn how to enhance Rotary's public image.</p>	<p>District training committee</p>	<p>Trainers (available July 2016)  (Participants' materials are developed by the club or district)</p>
<p><b>Grant Management Seminar</b> Determined by district</p>	<p>Club presidents-elect (or appointees) learn how to manage Rotary grants.</p>	<p>District Rotary Foundation committee, district training committee</p>	<p><a href="#">Trainers</a> <a href="#">Participants</a></p>
<p><b>District Leadership Seminar</b> Immediately before or after the district conference</p>	<p>Interested members with club leadership experience to develop their leadership skills.</p>	<p>District training committee</p>	<p><a href="#">Trainers</a>  (Participants' materials are developed by the club or district)</p>
<p><b>Rotaract District Leadership Training</b> Anytime after club open elections and before 30 June</p>	<p>Incoming Rotaract club leaders, Rotaractors, and interested Rotarians and non-Rotarians learn about Rotaract.</p>	<p>District Rotaract representative</p>	<p><a href="#">Participants</a></p>

# HOW ROTARY TRAINING EVENTS SUPPORT THE STRATEGIC PLAN





# CURRICULUM PLANNING

You are responsible for everything from staying within your budget to selecting the right speakers to motivate participants. But at the heart of your training plan is curriculum. After training, participants should feel motivated and prepared to perform their new roles. To make that happen, you'll need to plan the curriculum, determine how it will be delivered, coordinate logistics, and decide who will help you do it.

## CHOOSING CONTENT

One of the most important parts of preparing for a training event is deciding what to cover. Talk with the convener to set the goals of the training and learn about any district initiatives. Consider conducting a needs assessment to tailor the training to your audience. Don't forget to look at evaluations from previous years.

Use Rotary curriculum as a starting point. Build on it by localizing it and supplementing it with your own content to make it relevant to your audience. Rotary's leader's guides give organizers and facilitators the flexibility to design engaging sessions. You may want to assign breakout facilitators their sessions early and ask them to review and edit the curriculum based on their expertise. The curriculum comes with session guides, worksheets, instructions for facilitators, evaluation templates, and sometimes PowerPoint slide templates. The session guides are distributed in Microsoft Word format to make it easy for you to edit and customize them. If you can't offer all of the recommended sessions, you can combine some of them or choose those that best meet your needs.

**The Training Event Planning Calendar in the Learning Center outlines the steps to planning and scheduling your event, from initial preparation to post-event debriefing.**

In Chapter 3, you'll find additional resources for organizing a successful training event. You can also consult your [regional leaders](#) to get their Rotary expertise and materials to support your training goals. Use your regional and district resources to develop and deliver the best content for your clubs.

## CHOOSING SESSION FORMATS

Determine which formats will accommodate the learning styles of your participants and which formats will maximize the learning for each topic. At most training events, you'll have general sessions and breakout sessions.

**General sessions** can be used to:

- Motivate and inspire participants or provide new information or updates
- Report from breakout sessions
- Discuss district business
- Present dynamic multimedia presentations

**Breakout sessions** are more informal and give participants an opportunity to explore a topic in greater detail. Using a variety of breakout session formats can energize the learning experience and increase information retention.

When including elective sessions, consider which breakout sessions you may need to offer multiple times and which you can offer concurrently, based on the format and level of interest. Be sure that your evaluation form includes the specific sessions of your training event.

## PLANNING DYNAMIC TRAINING SESSIONS

Regardless of the content, training should be interactive, to boost interest and retention. Participants learn best by doing. If you decide to reduce the length of the session from 60 to 45 minutes, for example, make sure it still includes interactive learning activities.

Evidence suggests that structured learning activities can connect participants to the topic and enhance understanding of the material. Using real-life scenarios during these activities lets participants apply learning immediately.

Here are some ways to engage participants:

- Allow them to move around and interact with others
- Find creative ways to group participants for discussions
- Hold group competitions with awards
- Make touchable objects available for people who like to use their hands
- Have participants sketch their ideas

**Adult learners need to control their own learning, so encourage facilitators to lead the discussion instead of delivering content.**

Remember that varying breakout session formats can add interest and interactivity.

## MANAGING LOGISTICS

Once you've determined the session formats and know how many participants will attend, consider logistical needs, such as:

- Space and seating requirements
- Podiums or tables for trainers and speakers
- Microphones
- Large screens for general sessions and breakout sessions
- LCD projectors
- Laptops
- Flip chart easels, paper, whiteboards, markers, and erasers
- Internet access

The type of seating arrangement you choose can influence the level of participation. Consider using a variety of room setups to enhance the breakout session experience for participants.

## SELECTING AND PREPARING FACILITATORS

Selecting knowledgeable and skilled breakout session facilitators is crucial to creating a positive learning experience. Work with the convener to select facilitators who have strong knowledge of Rotary and training ability.

Hold a train the trainer session to refresh the training team's facilitation skills and allow them to practice leading a session. This will give you an opportunity to observe their style and use of facilitation techniques, and to provide constructive feedback. It's also an excellent opportunity to review the curriculum and make any needed adjustments. Use the [Train the Trainer Session Guide](#) to plan this training. Other items to discuss with your training team before your event include:

- Exactly what content needs to be covered
- Ideas for opening activities that will engage participants and convey the importance of the topic
- Contingency plans in case the unexpected happens

Recommend that new facilitators review the Trainer's Toolkit course in Rotary's [Learning Center](#).

**Consider using a webinar to conduct portions of your train the trainer session and review meeting logistics.**



# RESOURCES

## TRAINER RESOURCES

**Trainers page** on My Rotary – Find information and leader’s guides for training events. The leader’s guides include customizable sessions and activities.

- [District Leadership Seminar Leader’s Guide](#)
- [District Membership Seminar Leader’s Guide](#)
- [District Team Training Seminar Leader’s Guide](#)
- [District Rotary Foundation Seminar Leader’s Guide](#)
- [District Training Assembly Leader’s Guide](#)
- [Grant Management Seminar Leader’s Guide](#)
- [Presidents-elect Training Seminar Leader’s Guide](#)
- [Train the Trainer Session Guide](#)

**The Learning Center** – Rotary’s online learning center offers courses on various topics, including a series of courses for trainers. You can print a certificate for each course you complete. Consider asking participants to take a Learning Center course to prepare for an in-person training event. The **Trainer’s Toolkit** course provides information on adult learning styles, classroom management, and facilitation techniques. Find checklists and worksheets to use in planning curriculum. Browse the **Trainer’s Library** in the course materials for topic-based sessions to use at training events.

## GENERAL ONLINE RESOURCES

**My Rotary** — Browse Rotary’s website to learn more about Rotary and how you can make an impact. You’ll also find Rotary **images** to use in presentations and promotional materials and inspirational Rotary **videos** to show at events.

**Discussion groups** — This area of My Rotary makes it easier for Rotarians to connect with others who share their interests. Share ideas with other district trainers in a secure space, such as the District Trainers group.

**Rotary Brand Center** — Source for visual identity items including Rotary logos, marketing materials, and templates for business cards, newsletters, and fliers.

## CLUB, DISTRICT, AND SECRETARIAT SUPPORT

- **Regional Rotary Foundation coordinators** (RRFCs and assistant RRFCs) — Knowledgeable on all Foundation-related topics, including Rotary grants, fundraising, PolioPlus, and Rotary Peace Centers
- **Endowment/major gifts advisers** (E/MGAs) — Resource for major gifts (\$10,000 or more) and endowment matters in your region
- **Rotary coordinators** (RCs and assistant RCs) — Knowledgeable about the best membership strategies to use in your region
- **Rotary public image coordinators** (RPICs and assistant RPICs) — Experts in public relations, journalism, or communications
- **Rotary International Assembly training leaders** — Training experts who prepare incoming governors to lead their districts and potential trainers for district events
- **Club and District Support representative** — Source of information on club and district administration and operations
- **Rotary Learning and Development staff** — Resource for club and district training information and publications
- **Rotary Support Center** — Available to answer questions

**Contact information** for Secretariat staff and RI and Foundation officers and appointees is listed in the Official Directory and on My Rotary.

# PUBLICATIONS BY TOPIC

## Membership

- [Strengthening Your Membership: Creating Your Membership Development Plan](#)
- [New Member Orientation: A How-to Guide for Clubs](#)
- [Be a Vibrant Club](#)
- [Connect for Good](#)
- [Membership Assessment Tools](#)

## Public Relations

- [Tell Rotary's Story: Voice and Visual Identity Guidelines](#)

## Service and Programs

- [Community Assessment Tools](#)
- [Interact Handbook](#)
- [Rotaract Handbook](#)
- [Rotary Community Corps Handbook](#)
- [Rotary Youth Leadership Awards Handbook](#)
- [Youth Exchange Handbook](#)

## The Rotary Foundation

- [The Rotary Foundation Reference Guide](#)
- [Guide to Global Grants](#)

The Trainer's Toolkit course has sample agendas, assessments, and checklists to help you plan your training. Find the course in the [Learning Center](#).





## THE LEARNING CENTER TAKES YOUR CLUB TO THE NEXT LEVEL

Acquire new skills to increase the effectiveness and influence of your club.

### Learn to be more effective

The Learning Center at My Rotary has all the resources Rotarians need to be successful members — and leaders — of their clubs. Courses cover a broad range of topics, including:

- Building global grants
- Creating a strategic plan
- Running webinars
- Using social media

### Learn to be a leader

Find comprehensive online training materials for specific Rotary roles. Assistant governors, governors-nominee, and trainers can receive in-depth instruction about their leadership positions.

Acquire new skills to increase the effectiveness and influence of your club.



**GET STARTED AT [WWW.ROTARY.ORG/MYROTARY](http://WWW.ROTARY.ORG/MYROTARY)**





# USE THE TRAINER'S TOOLKIT



**ORGANIZE YOUR PROGRAM AND  
GET IDEAS FOR SESSIONS ON:**

**Fundraising**

**Rotary Programs for Young Leaders**

**Service and Your Community**

**Telling Your Rotary Story**

**Using Social Media**

**Your Public Image Campaign**

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One Rotary Center  
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