



## PRESIDENT ELECT TRAINING ACTIVITY - IDEAS GENERATION

### 1. Growing Membership

- Use database of community contacts / professionals - invite to activities and meetings
- Business Chambers
- Get business to sponsor activity eg. youth
- Use records of past interactions (GSE Teams, RYPEN, RYLA, Exchange students, Youth Ambassadors, etc.)
- Corporate membership
- Contact local business people
- Database of business park - keep up to date
- Use local relationships with people in the community
- Target P&C members
- Engage community at fund raising events
- Invite the public to Club meetings by getting contact details
- All Club members are responsible for attracting new members
- Highlight Club's achievements through the media and social media x 3
- Up-to-date web presence
- Make prospective members feel welcome, invite them back
- Use buddy system for prospective new members
- Advertise (banner) outside the weekly meeting venue
- Continuously update with times
- Engage, engage, engage
- Be relevant
- Talk up the wins
- Talk about why we are Rotary x2
- Explain why you would want to join
- How to get female members and young members
- Need critical mass of female and young members to make Club feel comfortable
- Existing members should be advocates / recruiters
- Tag card - community members tagged for good deed and invited to put message on website and join
- Introduce change gradually
- Focus on retaining new members
- Invite people
- "Buddy" new members and put into avenue of service to belong
- For female and young - one join and bring a friend
- Welcome bits through Real Estate agents / be in "new resident's" kits
- Actively engage with visitors and prospects, follow up and make them feel wanted, valuable and useful
- Invite prospective members as guest speakers
- Join Rotary T-Shirts
- Invite "Friends of Rotary" to join
- Present at Lifestyle events for pre-retirement planning
- Ensure meeting location is relevant and convenient
- Ensure Club meetings are engaging and interesting
- Street and corporate surveys
- Public - canvassing with questionnaire
- Target top guest speakers
- Having coffee – something on the table re Rotary

## 2. Multi-Club Projects

- **Pros**

- Excellent in theory
- Joint expertise
- Joint manpower / networks
- Combining, not duplicating effort
- Bigger - more bang for your buck
- Greater scope to serve
- More resources - complement each other
- Bigger activity
- Increases publicity for Rotary

- Talk to each other - Presidents Forum
- Club social challenges - eg. debates
- Other Club visits
- Sister Clubs
- Combined social activities eg. art shows
- Need to go the community to see what is needed
- Partner with other service clubs, organisations
- Agree beneficiary
- Annual activity
- Have an annual meeting of clubs in locality
- Exchange SWOT Analysis
- Bobbin Head Cycle Classic
- Graffiti Removal
- Gordon Markets

- **Cons**

- Mutual commitment
- Location
- Communication

## 3. Community Engagement

- Barriers - don't know community; lack of engagement; stale - young get shot down by dinosaurs
- Enablers - Analyse the community; liaise with other groups (find overlaps, and how to work together); community feedback (what can we do for you?); communication (social media - web page / Facebook)
- Build relationships with other community organisations (schools, scouts, guides, community aid)
- Work with groups, not for them
- Build on mutual activities
- Keep database of other groups for contacting for assistance
- Wearing Rotary badges at all functions and events
- Ask charities to give back by attending other Rotary functions
- Ask recipients what can we do to further engage with them
- Identify needs / local projects
- More member input
- Engage local Council
- **Barriers**
  - Lack of knowledge of community needs
  - demographics
  - Language
- **Enablers**
  - Visible projects
  - Know your community
  - Look to Council / 3rd party support and volunteers
  - Sponsor schools programs eg public speaking
  - Politicians attendance

#### **4. Digital Communications and Training**

- Get Club Info into market place / update weekly / regular, relevant information
- Encourage locals to join in discussion about local problems
- Facebook, web site / encourage members to “read” for latest information / find active member to run system and train members / emails / bulletin online / SKYPE / use media (local radio)
- Have a Regional “Social Media Butterfly” (trainer to visit Club)
- Re-share popular posts /share District and International posts
- Sponsor a younger member’s membership
- Facebook - Club photos; Club events (guest speakers); Tag members / visitors; promote wins / projects; KPI’s; post in local community group pages; advertise
- Make it happen - meeting to get stuff done
- Create content for us
- Allow for E-Members
- Digital signage

#### **5. Nurturing a “Can Do” Attitude**

- Have a strategic Plan and calendar of events
- Engagement of all members
- Use Rotary website resources “Internal Resources for Members”
- Use external resources for additional inspiration
- Identify a variety of tasks so that there is something for everyone
- Get an action person to pair with a dormant person
- President leads by example
- Ask members / approach individuals to do specific tasks
- Follow-up to ensure that tasks are carried out
- Reporting
- List achievements
- Must get “buy in”
- Mentoring
- Educating
- Inspire opportunity to change
- Focus on strengths, knowledge, experience in Club
- Show how Rotary makes a tangible difference
- Get quality guest speakers
- Barriers - volunteers / commitment; resistance to change; time poor
- Encourage Club to change ways
- Find “spark plug” in Club to encourage the rest of the members (does not have to be the President)
- Find out why the Club has any reluctance to change
- **Barriers**
  - Always done it that way - resistance to change
  - Order’s - we ought to do it this way
  - The talk the talkers who won't walk the walk
  - Dinosaurs
- **Enablers**
  - Bring a solution not a problem
  - Enthusiastic driver
  - Walk the walk / highlight benefits of being in Rotary

#### **6. Succession Planning**

- Get to know your members skills and capabilities, interests and ambitions / identify potential leaders
- Recognise and encourage members achievements / their new ideas and projects
- Try to develop members with a particular talent
- Engagement in Rotary events / activities
- Use experienced members as mentors
- Bigger picture of Rotary
- Promote Rotary culture within the Club
- Assign / rotate members to Club roles (directors/admin)
- Develop a back-up for all positions / 2IC for every position
- Line up 3 people in advance

## 6. Succession Planning (Continued)

- Confidence / assurance of Club support from knowledge of being a President
- Accountability
- Flexible leadership
- Negotiable
- Set higher goals
- Handle dispute resolutions
- Propose a team Presidency
- Target individuals - don't wait for volunteers
- Deliberately promote women / younger people
- President Nominee at AGM
- Balance of genders
- Difficulties can be faced by small clubs / limited volunteers or no volunteers

## 7. Pathways from Youth Programs

- Establish long term and strong goals
- Speaker program resource
- Encourage RYLarians to join a Club or Rotaract / contact youth programs alumni / include parents and siblings of youth programs participants
- Rotaractors to become "Friends of Rotary"
- Rotaract - AG's to visit
- Invitations to Rotaract members to meetings and reciprocity / regular communication x 2
- Rotary to talk to non Rotary organisations that engage young
- Strengthen cross promotion within youth programs ( eg. between Rotaract and Interact)
- Partner with the community
- Developing future leaders
- Awareness / adapting to new trends (Facebook / media)
- Digital communication and training (encourage & train older members in the use of digital technology)
- Better appreciation of other cultures
- Go on-line
- Projects of interest to youth
- Maintain alumni database
- Stay in touch
- Invite young people to events
- Involve them in project planning
- Actually communicate with them
- Listen to them
- Reduce cost of membership

### • Barriers

Old fashioned ways

Not utilise a captured audience at RYLA

No transition program from Rotaract to Rotary

No follow-up of RYLA / RYPEN students

Less meeting - more doing

Perception of Rotary (age)

Time and finances

Tech. fluency

### • Enablers

Open nominations through 1. schools, 2. newspapers, 3. employers

Invitations to participants to report back to Clubs

Technology - new ways of doing things eg. Facebook

Satellite Clubs texting

Apprenticeship prizes - collect cheques at meeting