



***ZOOM* to Learn**

# The Club Trainer

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**Rotary Club of Los Gatos Morning**

## **First Thing:**

**The title “Club Trainer” is not exactly accurate, since some Rotarians will say “Training presupposes that I am preparing for an official position, and I am not”. Perhaps a more accurate title would be “Club Educator”, since all Rotarians will benefit from LEARNING!**

# Why a Club Trainer?

The numbers tell a story:

- Our District has more than 4,000 members.
- Our typical attendance at District training events (AOS, DTA, etc.) is about 300 members – often the same members for all events
- Result? Less than 10% of our members are receiving Rotary education

# The Club Trainer Solution:

The multi-year Club Trainer will be responsible for assuring the delivery of training, education and support for Club leaders and members within every Club, helping to relieve the Club President of this important responsibility.

# Why Can't the President Do it All??

*The Club President has a full plate!* The President is directly or indirectly responsible for: Membership growth, TRF Fundraising, Weekly Meetings, Grant applications, Club projects, Fundraisers, Supervision of Committees, Strategic planning, Public Image and Branding, Interacting with the Community, etc., etc.!

# What is a Club Trainer?

To the rescue comes the Club Trainer! Not surprisingly, many will ask “What exactly is the Club Trainer, and what does he or she do?” There does not seem to be a dictionary definition in Rotary world, so here is my proposal:

The Club Trainer is a Rotarian who assists the Club President in the education of Club Members in:

- The history and values of Rotary;
- The responsibilities and roles of membership;
- The opportunities for leadership at the Club level and beyond.

# Which Clubs Need a Club Trainer?

**Every club, *regardless of size*, will realize benefits from the service of a Club Trainer (who may also have the title of Vice-President, Chief of Staff, or another Club Officer title).**

# What are the Desired Skills of the Club Trainer?

- Knowledge of Rotary basics
- Familiarity with Rotary information systems (Rotary.org, ClubRunner, etc.)
- Presentation skills
- Good organization skills are important qualifications.
- Eagerness to SHARE!



# Who Will Best Fill the Role of Club Trainer?

- Past Club Presidents
- Club President-Elect
- Past Membership or Foundation Chair
- Past Club Secretary
- Long-tenured Rotarian

Preferred term of service would be three years, with the third year to include shadowing by a successor.

# Club Trainer Responsibilities:

- Promoting participation by Club leaders and members in training opportunities organized by the District and by RI (Avenues of Service, District Assembly, District Conference, Rotary Convention);
- Training Club members on My Rotary, Club Central and Clubrunner;
- Presenting training program for members of the Club Board;

# MORE Club Trainer Responsibilities:

- Club's primary liaison with the District Trainer;
- Providing assistance to the Club Membership and TRF Chairs;
- Periodically presenting programs and News Updates at Club meetings (e.g., Rotary updates, Youth Certification process, Rotary History, etc.)

# STILL MORE Club Trainer Responsibilities:

- Conducting Orientation Program for Red Badgers
- Training resource for new Club Secretaries and Treasurers
- Managing a Club Mentor Program for new members

# Examples of Trainer Presentations

- 1) **“My Rotary” demonstration**
- 2) **The history of Rotary**
- 3) **The Grants process and funding back from the Club’s Annual Giving donations**
- 4) **How to propose someone for membership in your Club**

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## ... and MORE Trainer Presentations

- 5) a preview of the year's Rotary Int'l Convention (webinar from RI)
- 6) Club Visioning update
- 7) the Geography of Rotary
- 8) Current activities of the Rotary Foundation

# Who will Train the Club Trainers?

This will be a responsibility of the District Trainer and the District Training Committee, under the guidance of the District Governor, including providing written materials, Monthly Newsletters, annual seminar at the District Training Assembly, and one-on-one training as requested.

# Sample Club Trainer Bulletin

## CLUB TRAINER BULLETIN #1

OCTOBER 15, 2020

### Welcome Club Trainers!

Following the rollout of our D-5170 Club Trainer Program at Rotary U last month, twelve of our District clubs have already joined the program by appointing Club Trainers (you!) for the 2014-15 Rotary year. I am very hopeful that before the year gets too far along we will have more than half of the clubs participating.

As I explained at Rotary U, the role of Club Trainer will vary from club to club as you integrate with your existing club leadership and training culture. As I provide information, recommendations, and training materials, please understand that some of it may not be applicable to your club or may duplicate your existing club protocols. Feel free to modify, add to, or delete from anything I provide...it is presented for your best use in the best way you determine.

**So let's get started!** For many of us, before we can become TRAINERS we need to be LEARNERS. So before your training year begins, it is critical that you learn a lot about your club, its leadership, its plans and its history. So here is a checklist of tasks to complete if you have not already done so:

- Connect with your incoming President or Secretary to get a list of names and contact information for all members of the Club leadership, including committee chairs and Board members. This will be your primary contact list in the upcoming year.
  
- Locate and become familiar with your Club's governing documents: Club Constitution, By-Laws, Policies and Guidelines, etc. For many clubs, you will be the primary resource for this information in the future



# Where Do You Begin?

1. Start *today* to identify someone in your Club with the experience and motivation to take your Club to the top in Rotary engagement, knowledge, education and commitment.
2. Identify that person to me, Gregg or Olivia so that he or she may begin to learn about the Club Trainer role right away!
3. Tap into a Resource Library, such as <https://rotary6080.org/club-training/>

## And the Result?

**With an active Club Trainer in each of our D-5170's 61 Rotary Clubs, we will instantly become the best-educated Rotary District in the world. Learning and leadership go hand in hand, and we will emerge with a leadership corps unparalleled in our District's history.**

Rotary 

LEARN

LEAD

**It's Your Turn**