



# LEAD YOUR CLUB

## Administration Committee

2016-19 Edition

Rotary 



This is the 2015 edition of Lead Your Club: Administration Committee, the manual for club administration committee chairs holding office in 2016-17, 2017-18, and 2018-19. 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.

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# YOUR JOB AS CLUB ADMINISTRATION COMMITTEE CHAIR



As club administration committee chair, you help your club run smoothly. Find detailed information in [Lead Your Club: Administration Committee](#).

## RESPONSIBILITIES

### ALL COMMITTEES

Attend your district training assembly

Working with the president-elect, select and prepare your committee members

Create subcommittees as needed (for example, club meeting planning, club newsletter and website, social events, attendance)

Meet regularly and plan activities

Set committee goals to help achieve the club's goals for the year and monitor progress toward them

Manage your committee's budget

Work with your club's other committees and your district committee on multiclub activities or initiatives

Report committee activities and progress to the club president, board of directors, and the full club

Determine what else your club expects your committee to do

### YOUR COMMITTEE

Plan your club's meetings, assemblies, and other activities

Send member communications

Facilitate connections among club members

Take attendance

Maintain the club website and social media sites

# GET CONNECTED!

Make your Rotary experience truly international with these networking opportunities.



# INTRODUCTION



Share chapter 1 with your committee's members so they are fully aware of their responsibilities.

Congratulations on your appointment as committee chair. This manual will help you set goals and understand your role in helping your club run smoothly. It includes policy and procedures that all clubs should follow, as well as ideas that you may find useful.

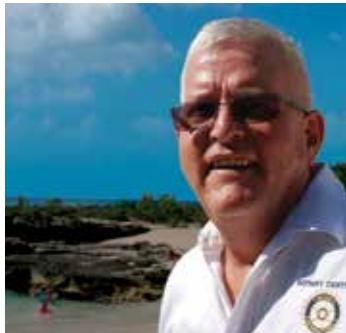
The job description on page 1 summarizes your responsibilities. You'll learn more at your district training assembly, where you can connect and exchange ideas with other club and district leaders. Review the discussion questions on pages 15-16 before attending.

## Questions?

If you have questions about your role, contact other leaders you work with, such as your assistant governor or a past administration committee chair. Your Club and District Support representative is also available to help. We offer support in eight languages at [Rotary.org](#) and through our staff at our headquarters and international offices.

Send questions about this manual or any Rotary training materials to [learn@rotary.org](mailto:learn@rotary.org).

# WHAT ARE YOU WAITING FOR? BE A VIBRANT CLUB



## Be a Vibrant Club guide includes:

- A club success story from your region
- Ideas for your club to try
- Resources for your club on My Rotary



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# CHAPTER 1

# COMMITTEE ROLE AND RESPONSIBILITIES



The role of the club administration committee is to perform the logistical tasks that make your club meetings successful. The club meeting shapes members' Rotary experience. Meetings should be fun and interactive. Clubs need active, engaged members in order to provide service to their communities and attract new members.

If you're a member of an e-club, note the separate sections for each type of club in the [Standard Rotary Club Constitution](#). Otherwise, this manual applies to e-clubs as well as clubs that meet in person. For more information, see [What You Need to Know About Rotary E-Clubs](#).

## MEETING AGENDAS

Your committee is responsible for developing the agendas, or programs, for all club meetings.

### WEEKLY MEETINGS

Delegate someone on your committee to develop the agenda for your club's weekly meetings. Be creative and try different things to appeal to your members' different interests.

Here are some ideas:

- Include regular updates on the status of club projects, activities members can get involved in, and community concerns that the club could address
- Dedicate some meetings to socializing and networking
- Assign each committee member a group of meetings to plan
- Observe special dates, weeks, and months
- Invite past program participants to speak about their experiences

- Have a backup plan, such as having members speak about their Rotary experience or showing a [Rotary video](#), in case a speaker or another part of the program falls through

Most club meetings last one hour. Use the sample agendas below for inspiration.

## SAMPLE AGENDAS FOR CREATIVE CLUB MEETINGS

<b>WEEK 1: REGULAR CLUB MEETING</b>	<b>WEEK 2: AFTER HOURS MEETING</b>
<ul style="list-style-type: none"> <li>• Welcome members and introduce guests</li> <li>• President announcements</li> <li>• Member profile: sharing about your profession, family, etc.</li> <li>• Featured speaker or update on projects in progress or being planned <ul style="list-style-type: none"> <li>– What have you achieved so far?</li> <li>– What is needed from the club?</li> <li>– What is the timeline?</li> <li>– How are we involving the community?</li> <li>– How are we promoting the project?</li> <li>– Which members are involved?</li> </ul> </li> <li>• Open forum</li> <li>• Closing remarks</li> </ul>	<ul style="list-style-type: none"> <li>• Welcome members and introduce guests</li> <li>• Hold at a different location and time from your regular meeting (perhaps a member's home or a bar or restaurant)</li> <li>• Schedule a featured speaker or local personality</li> <li>• Plan a speedmeet with timed conversations about project ideas</li> <li>• Discuss ideas over snacks and drinks</li> </ul>
<b>WEEK 3: WORKING MEETING</b>	<b>WEEK 4: BRING A FRIEND MEETING</b>
<ul style="list-style-type: none"> <li>• Welcome members and introduce guests</li> <li>• President announcements</li> <li>• Featured speaker, community organization presentation</li> <li>• Strategic plan <ul style="list-style-type: none"> <li>– Revisit the club's vision: Where do we want to be in three years, and are we on track?</li> <li>– What still needs to be done?</li> <li>– Has anything changed that affects our plan? Do we need to change the plan?</li> </ul> </li> <li>• Open forum</li> <li>• Closing remarks</li> </ul>	<ul style="list-style-type: none"> <li>• Welcome members and introduce guests</li> <li>• President announcements</li> <li>• "Guest" activity (ask a guest to speak, highlight a project related to the theme)</li> <li>• Open forum</li> <li>• Closing remarks</li> </ul>

## CLUB ASSEMBLIES

A club assembly is an opportunity for all club members to reflect on and discuss club meetings and activities. You can use club assemblies to:

- Brainstorm ideas for projects and activities
- Review the club's strengths, opportunities, and weaknesses
- Set goals and develop action plans
- Coordinate committee activities
- Learn more about Rotary

Before planning an agenda, ask members for their input to ensure that the meetings address their interests and concerns. Ask your president and secretary what is the goal of each assembly and how your committee can help plan the meeting. Assemblies can be held throughout the year to address relevant topics, as shown below.

TIME FRAME	PURPOSE
After district training assembly	To describe, review, and discuss plans developed at the district training assembly
After 1 July	To discuss and adopt a strategic plan for the year
Two weeks before the governor's official visit	To prepare for the visit
During the governor's official visit	To talk about the club's activities and goals with the district governor
Midpoint of the Rotary year	To review the club's progress toward goals and determine its plan for the rest of the year
April or May	To provide an opportunity for open discussion

## CLUB COMMUNICATIONS

Create a communication plan for keeping members informed of club and district activities and Rotary news. You can produce a club newsletter or direct members to the club's website and social media. Be sure your club has someone dedicated to updating your website. This keeps members aware of Rotary news that may not be covered during club meetings.

Here are some ideas on what to include in your communications:

- Schedule of upcoming club meetings and activities
- Club goals, plans, and projects
- Highlights of club and district meetings
- Birthdays, anniversaries, recognition, etc.
- News about the club, district, and Rotary International

Guard members' privacy by using password-protected areas for personal information. If the club website's domain name includes "Rotary," make sure it includes language that identifies the club (e.g., [www.anycityrotaryclub.org](http://www.anycityrotaryclub.org)). See more in the [Voice and Visual Identity Guidelines](#).

You can use promotional tools on Rotary.org, including:

- [Brand Center](#) — Logos, images, videos, guidelines, and templates for telling Rotary's story
- [Media Center](#) — Press releases, fact sheets, and media resources
- [RSS feed](#) — Current Rotary news regularly sent to registered users' websites
- [Rotary Images and Video](#) — Photo and video libraries featuring broadcast ads, as well as videos and photos of Rotary's work around the world
- [Rotary ads](#) — Online ads that promote Rotary events and resources, available for download in a variety of sizes

Use your social media to share news with club members, and connect to Rotary's official networking pages (Facebook, LinkedIn, Flickr, and YouTube) to share stories, ideas, videos, and images.

Work with your club's public relations committee chair to determine which committee will be responsible for your club's newsletters, website, social media accounts, marketing communications, and other communications to members and nonmembers.

## MAKING CONNECTIONS

Keeping members connected is key to maintaining a healthy, energized club. Plan opportunities for members to socialize and get to know each other better. Try some of these ideas:

- Have committee members take turns greeting and introducing new members, visitors, and speakers
- Connect with other Rotary clubs in the district, in the region, and around the world; start or join a discussion group on [Rotary.org](#)
- Include spouses and families in club activities
- Wear name badges at meetings to make introductions easier

Suggest that members use the free [Rotary Club Locator app](#) (for Android, iOS, and BlackBerry) to find other clubs.

## ATTENDANCE

Help your club secretary encourage club members to attend meetings.

To increase attendance:

- Vary meeting types to appeal to different interests (see page 6)
- Make sure that club meetings are interesting and fun
- Give members meeting roles, such as greeting guests

- Encourage members to make up missed meetings
- Recognize members with good attendance
- If members miss meetings, ask them why and see if you can accommodate them.

## TERMINATING MEMBERSHIP

Your club's board can decide to end a person's membership for one or more of the following reasons:

- Failure to pay dues within 30 days
- Failure to attend or make up at least 50 percent of regular meetings in each half of the Rotary year
- Failure to attend at least 30 percent of regular meetings in each half of the Rotary year
- Missing and failing to make up four consecutive regular club meetings, without the consent of the club's board

## ATTENDANCE REPORTS

Work with your club secretary to forward monthly attendance reports to your governor within 15 days of the last meeting of each month.

Any member whose absences are excused because he or she is 65 or older and the sum of the member's age and years in Rotary totals 85 years or more, or because the member holds an RI office, should not be included in the membership figures that are used to compute the club's attendance.

Guidelines for making up absences are detailed in the [Standard Rotary Club Constitution, Article 9](#).

# LEARN EVERWHERE WITH ROTARY'S LEARNING CENTER.



- Take courses
- Find resources
- Connect with an online community
- Talk with other registrants and course moderators
- Customize your user profile and track your progress

Learn how to tell your Rotary story, set goals in Rotary Club Central, apply for a grant, and much more.

Visit the Learning Center on [www.rotary.org/myrotary](http://www.rotary.org/myrotary) to learn more.



## CHAPTER 2

# CLUB ADMINISTRATION COMMITTEE CHAIR



You're the chair of your club administration committee. What happens next? Meet with the outgoing committee chair, review your club's bylaws and strategic plan, and start thinking about who else will be on your committee. You can also start planning how you will run your committee. In addition to becoming an expert on your committee's subject area, you will be managing your committee members.

## YOUR COMMITTEE

In many clubs, members serve on a committee for three years, so it's likely that some current committee members will continue into your term. If you need to fill any openings on the committee, work with the president-elect to find someone with:

- Organizational skills, for planning meetings
- Knowledge of Rotary policies, to answer any questions that arise
- Writing or publishing skills, for newsletters and brochures
- Computer and Internet skills, for managing your club website

As chair, you'll delegate tasks, so you'll need to determine how best to use the skills and interests of your committee members. You can prepare them by:

- Informing them of the committee's ongoing activities and goals
- Pairing new committee members with more experienced ones
- Encouraging them to communicate with counterparts in other clubs
- Notifying them of district activities and meetings
- Sharing resources

Collaborate with your club's other committees to maximize your club's impact. These conversations should be ongoing and can take place at your club's board meetings.

# SETTING GOALS

As chair you make sure the committee sets and achieves annual goals that support the club's strategic plan. You'll set goals with your incoming president and other club leaders at the district training assembly. The president or secretary can enter the goals in Rotary Club Central.

## EFFECTIVE GOALS

Be sure that the annual goals reflect committee capabilities and club interests. Goals should be shared, measurable, challenging, achievable, and time-specific. For example: Our club will update our website at least weekly.

## ACTION PLAN

Work with your committee to develop an action plan, or a series of smaller goals or steps needed to achieve each goal. For each step:

- Set a deadline
- Determine who's responsible for implementing it
- Decide how you'll measure progress and success
- Consider which resources you have and get the ones you need

Regularly assess your progress and adjust your goals if necessary.

## MOTIVATION

Part of your role as chair is keeping your committee members motivated. Remember that your committee members are volunteers. Common motivators include:

- Assurance that the goal will be beneficial
- Belief that the goal is achievable and will be successful
- Opportunities for fellowship and networking
- Assignments that use each member's expertise
- Making sure members enjoy their committee work

## BUDGET

Before 1 July, work with the outgoing committee chair and the club treasurer to determine what funds your committee will need and see that these funds are included in the club's budget. Be sure to include any planned fundraising activities.

Oversee committee funds, transactions, and reports, and be aware of the financial condition of your committee's budget at all times. If you meet regularly with your club's treasurer, you'll be able to take action if issues arise.

## CHAPTER 3

# RESOURCES



## CLUB, DISTRICT, AND SECRETARIAT SUPPORT

- District governor — Can advise you on strategies to make your club more effective
- Assistant governor — Visits your club at least once per quarter and can answer questions and offer advice
- Other club committee chairs in your district — Serve as a source of new ideas and are potential partners in club initiatives
- Past club committee chairs and leaders — Advise you as you plan for the year
- Rotary coordinators — Offer support and know-how to boost your club membership and keep members engaged
- Club and District Support representatives — Staff members at Rotary headquarters or international offices who are available to answer administrative questions and direct other inquiries to appropriate Rotary staff
- Rotary Support Center — A team available to answer questions; can be reached at [contact.center@rotary.org](mailto:contact.center@rotary.org) or toll-free (within the U.S. and Canada) at 866-9-ROTARY (866-976-8279); Rotarians outside North America should contact their international offices

## POLICY AND REFERENCE DOCUMENTS

- Manual of Procedure — Policies and procedures of Rotary International and its Foundation established by legislative action, the RI Board of Directors, and the Trustees of The Rotary Foundation, issued every three years following the Council on Legislation; contains RI constitutional documents
- Rotary Code of Policies and Rotary Foundation Code of Policies
- Recommended Rotary Club Bylaws
- Standard Rotary Club Constitution

# ONLINE RESOURCES

- [Rotary.org](#) — Rotary's website gives club leaders the information, resources, and tools they need to support all their club activities; go to My Rotary to access club-level resources for developing membership, creating promotional materials, running your club, fundraising, and more

## LEARNING & REFERENCE

- [Learning Center](#) — Take courses to develop your skills and learn more about Rotary
- [Official Directory](#) — Contact information for RI and Foundation officers, committees, resource groups, and Secretariat staff; worldwide listing of districts and governors; alphabetical listing of clubs within districts, including contact information; issued annually

The screenshot shows the main navigation bar of the Rotary.org website. The menu items include: My Rotary, Exchange Ideas, Take Action, Learning & Reference (which is highlighted in blue), Manage, The Rotary Foundation, and Member News. Below the menu, there are four main sections: LEARN BY ROLE, LEARN BY TOPIC, ABOUT ROTARY, and DOCUMENT CENTER. The DOCUMENT CENTER section contains links for LEARNING CENTER (which is highlighted with a red box) and WEBINARS. The LEARN BY TOPIC section includes links for Membership, Fundraising, Projects, Grants, Start a Club, Public Relations, Awards, Rotaract, Interact, and Rotary.org.

## MANAGE

- [Shop.rotary.org](#) — Rotary's online store for ordering publications, DVDs, forms, and supplies
- [Club administration](#) — Manage your club's member lists, officers, club information, and more
- [Brand Center](#) — Customize your club brochure and download Rotary logos

## COMMUNICATIONS AND PUBLICATIONS

- [Be a Vibrant Club: Your Club Leadership Plan](#) — Regionalized publication with examples of how clubs have gone from mediocre to vibrant
- [Rotary Leader](#) — A bimonthly online newsletter for Rotary club and district leaders
- [Rotary magazines](#) — [The Rotarian](#), Rotary's official monthly magazine, and [30 Rotary regional magazines](#) in 24 languages
- [Voice and Visual Identity Guidelines](#) — Guidelines for the design of publications at all levels of Rotary and for the proper use of Rotary Marks
- [Strategic Planning Guide](#) — Short guide and worksheet to help clubs create a vision with supporting long-range and annual goals

# DISTRICT TRAINING ASSEMBLY DISCUSSION QUESTIONS

When considering these questions, talk to outgoing and incoming club leaders to share ideas.

What are the responsibilities of the club administration committee, and what are your responsibilities as chair?

What club goals are assigned to your committee?

What type of activities will you plan so that club members can socialize?

How can you keep your club meetings interesting and relevant?

How will your club communicate news to its members and who will be responsible for this communication?

How can you keep your club connected with alumni?

What will you delegate to committee members, and how will you support them?





# ROTARY CLUB CENTRAL

## PLAN TOGETHER

## TRACK PROGRESS

## ACHIEVE GOALS



### Why should clubs use Rotary Club Central?



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### How do I get to Rotary Club Central?

Go to [www.rotary.org/clubcentral](http://www.rotary.org/clubcentral).

### Who can use Rotary Club Central?

All Rotarians can view the goals and achievements for their club. The current and incoming club president, secretary, executive secretary, treasurer, Foundation chair, and membership chair can add and edit the goals and achievements for their club.



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Evanston, IL 60201-3698 USA  
[www.rotary.org](http://www.rotary.org)

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