

WELCOME TO

Good Practices for Vibrant Clubs



IMPORTANT ITEMS:

- Please put all questions in the chat to be answered at the end
 - You can find the chat button along the top or bottom of your screen
- Stay on mute unless you are speaking
- For optimal viewing, set your screen to Speaker View
 - Not gallery view where you see everyone at once
 - Look for a button in the black space around our videos that says Speaker View
- All resources reviewed here will be posted on the Membership page at www.rotary7150.org later today

TODAY'S AGENDA:

- Becoming a Vibrant Club:
 - Power of the Project
 - Your Club Membership Committee
 - New Speaker's Bureau
 - Creative Ideas for Your Virtual Meetings
 - Diversity Equity & Inclusion
- Quick Video Break
- Strategic Planning: Panel Discussion
- Your Questions

A VIBRANT CLUB HAS:

- A growing and diverse membership
- Strong leadership
- Happy and involved members
- Active service projects that meet community needs

You can FEEL the energy!

POWER OF THE PROJECT



Joe Caruso
Utica Rotary Club

GREAT SERVICE PROJECTS ARE:

- Meaningful and impactful
- A group effort
- Where Membership, Public Image and the RI Foundation come together

SOCIALLY-DISTANCED SERVICE:

- Roadside or park clean up
- Purchase/distribute PPE
- Hands-on, outdoor work
- Can you modify a traditional service project with safety in mind?

BENEFITS OF SERVICE PROJECTS:

- Builds your brand
- Visibility in the community
- Engage young people
- Keep members active
- Involve family, friends and the community
- Collaboration with other groups
- Personal fulfillment
- Public image opportunity
- **THEY ARE FUN!**

**GROW
ENGAGE
& RETAIN
THROUGH SERVICE!**

YOUR MEMBERSHIP COMMITTEE



Sheree D'Agostino
Liverpool Satellite Club

MEMBERSHIP COMMITTEES:

- Set goals
- Survey members
- Follow up on membership leads
- Help connect new and current members on projects
- Have one-on-ones with new members
- Guide applicants through the membership process
- Report back to club leadership
- Collaborate with Public Image

PLUS:

- New member orientation
- Assign and manage mentors
- Make inductions a celebration

Check out "Kick Start Your Orientation"
in the Rotary Learning Center here.

*It takes a committee to help grow membership
Start yours today!*

D7150 SPEAKERS BUREAU



Bernie Bregman
Eastwood Rotary Club

WEEKLY PROGRAM TIPS:

- Connect speakers/topics to Rotary's mission
- Steer clear of politics or self-serving topics
- Promote service project of your own and of others
- Support unique member interests
- Have variety and diversity to keep it fresh
- Appeal to your members and your club's culture

NEW SPEAKERS BUREAU

A list of program options available to all clubs in the district!

Available later today at www.rotary7150.org

(scroll down to downloadable files or, under Resources tab, choose Membership)

CREATIVE VIRTUAL MEETINGS



Alicia Zaret

Eastwood Rotary Club

ICE BREAKERS:

- Get to know each other better
- Build your team
- Connect with new members
- Games such as:
 - Upload a pic of your shoes
 - The Social Question
 - Two Lies & A Truth

[CLICK HERE](#) FOR MORE IDEAS

ENERGIZERS:

- Prevent boredom and bond with one another
- Get creative and/or competitive
- Examples:
 - Look Around
 - Story around the circle
 - Shake down

[CLICK HERE](#) FOR MORE IDEAS

SOME MORE FUN IDEAS:

- Guess Who - a great way to get to know members better
- Scavenger Hunt - sent people searching in their homes/offices
- Show & Tell
- Weird Background Contest
- Themed Meetings - team spirit, ugly sweater, silly hat

DIVERSITY, EQUITY & INCLUSION



Janet Joslyn
Baldwinsville Rotary

ROTARY'S STATEMENT:

As a global network that strives to build a world where people unite and take action to create lasting change, Rotary values diversity and celebrates the contributions of people of all backgrounds, regardless of their age, ethnicity, race, color, abilities, religion, socioeconomic status, culture, sex, sexual orientation, and gender identity.

Rotary will cultivate a diverse, equitable, and inclusive culture in which people from underrepresented groups have greater opportunities to participate as members and leaders

DIVERSITY

Rotary welcoming people of all backgrounds, cultures, experiences and identities





EQUITY

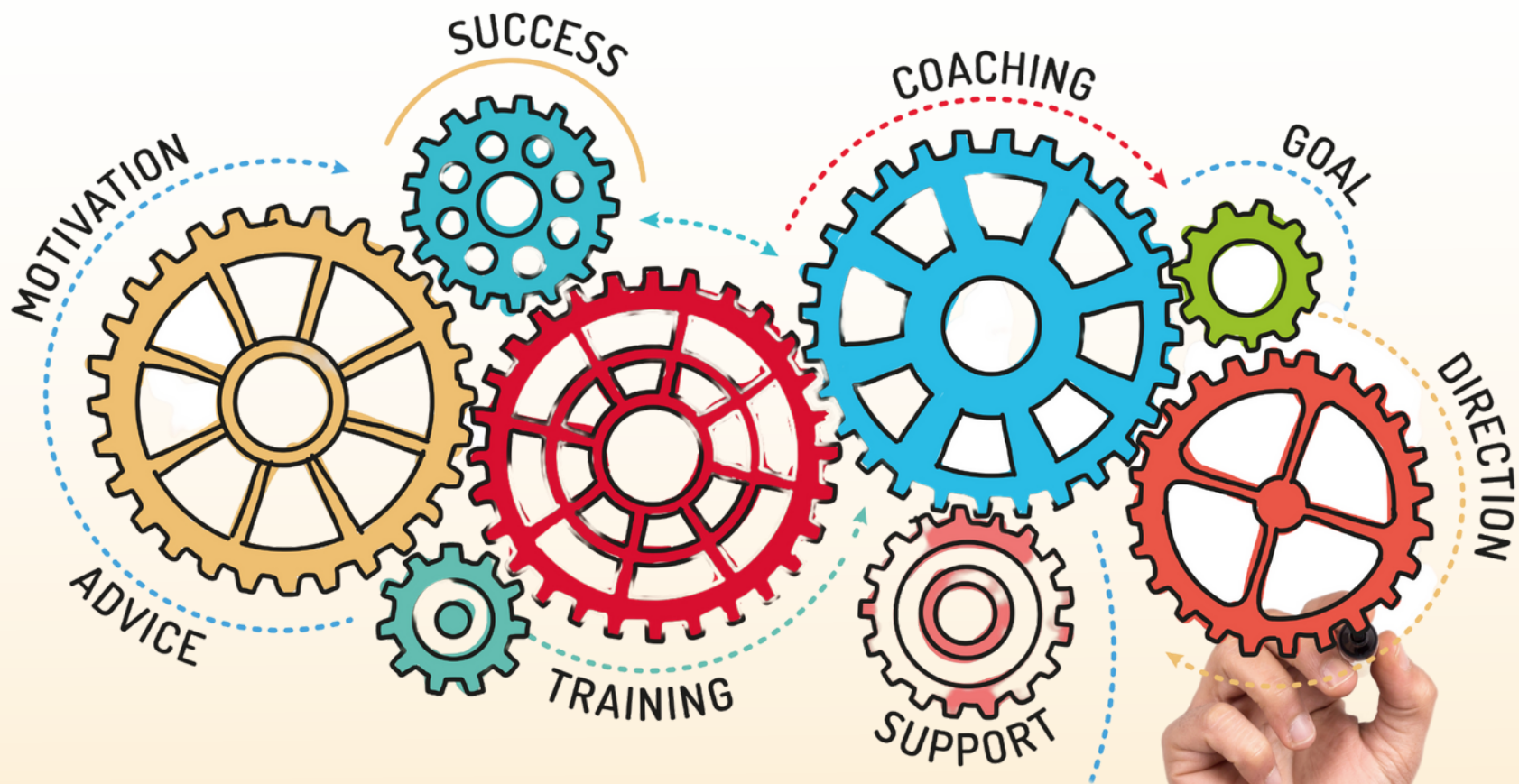
Rotary striving for the fair treatment, opportunity, and advancement of all Rotary participants



INCLUSION

Rotary working to create experiences where all people feel welcomed, respected, and valued.





Mentoring

Waterline of Visibility



INCLUSION MEANS:

- Being open to differences
- When others are being excluded, doing something about it
- Putting Diversity, Equity & Inclusion on your club's agenda
- Implementing a Mentoring Program
- Featuring Diversity, Equity & Inclusion Speakers

Check out "Committing To Diversity, Equity & Inclusion" in the Rotary Learning Center [here](#).

INCLUSION IS THE KEY
to unlocking and maintaining the
full benefits of our diversity.

STRATEGIC PLANNING



Jonathan Yost
Eastwood Rotary Club

THE SWOT ANALYSIS:

- Strengths
- Weaknesses
- Opportunities
- Threats

YOUR STRENGTHS:

- What do you do well?
- What resources do you have?
- What are your club's advantages?
- What adds value to your club?
- Do you have strong leadership? Future leadership?

YOUR WEAKNESSES:

- What is within your control and holding you back?
- What areas need improvement?
- What would make you more competitive/attractive?
- What resources are limited?
- Is your club accessible (meeting time, location, etc.)?

YOUR OPPORTUNITIES:

- What opportunities exist in your community that you can benefit from?
- Is the perception of your club positive?
- Have there been any changes in your community that you would benefit from?
- Are your opportunities ongoing or for a limited time only?

YOUR THREATS:

- Who are your competitors?
- What factors beyond your control put your club at risk?
- Are your club's challenges negatively impacting your funding?
- What shifts in the community could reduce your visibility/marketability?
- Has something new come into your community that will negatively impact you?

THE SWOT ANALYSIS:

- SWOT = Strengths, Weaknesses, Opportunities & Threats
- Strengths and weaknesses are internal
- Opportunities and threats are external
- Done by a diverse group of club leaders
- Typically done using a four-square template
- Brainstorm as a group or do individually and compile together
- Then prioritize the factors in each category

THE ANALYSIS PART:

- Once outlined & prioritized, put all the pieces together
- For example, strengths can help take advantage of opportunities and minimize threats
- OR Opportunities can help minimize weaknesses
- Solidify strategies and add them to your strategic plan
- Re-evaluate annually

Learn more [here](#).

STRENGTHS

Have well-known community event

Many active members

Money for charity in the bank

WEAKNESSES

Poor social media presence

Downward annual membership trends

Only one big service project

OPPORTUNITIES

Good outside participation at big event

Many retirees in the community

Club has a good reputation

THREATS

Younger generation communicates online

COVID limitations

Loss of membership could hurt club funds

PANEL DISCUSSION



Lizzy Martin
Baldwinsville Rotary



Pat Talaba
Little Falls Rotary



Joe Caruso
Utica Rotary Club