

Alternative Meeting Options

***Or what can we get
away with!***

Every three years, Rotarians meet
in Evanston on Legislation to
review and vote on proposed new
ideas

2016 Council On Legislation

Rotary has found that when clubs have more freedom to determine **how they hold their meetings**, the club is more vibrant and more able to grow.

The Council on Legislation voted to eliminate limitations on how clubs conduct their meetings.

A few changes...

☐ Let the club determine the best day and time for their meetings

❑ Let the club count service projects or social events as Rotary meetings

☐ Let the club choose whether to gather in person, meet online, alternate between online and in-person meetings, or even use both formats at the same time

Rotary clubs now have the option of reducing their meeting frequency as long as **they meet in some way** at least twice per month.

Think of your meetings as a
variety of **EVENTS**

Let's define **EVENT**

...something that happens or is
regarded as happening; an
occurrence.

...a thing that happens, especially
one of importance:

...a social gathering or activity:

Events can draw a person
toward membership and help
to retain them as members

Event KEY #1

People are interested in events
that **benefit them**

Event KEY #2

**Understand that Today's
members **go Shopping** for
events!**

Attraction KEY #3

Understand that all members
have **expectations concerning
events**

What type of **events are your members looking for?**

1. Networking events

2. Social events

3. Learning events

4. Fun events

5. Service events

Define exactly what type of
person you want to **attract**
and **plan events** around them

What would type of event would
attract **Younger members?**

What type of event would attract
family orientated members?

What type of event would
attract **women**?

What type of event would
attract **Boomers?**

Let's look at a variety **different**
Rotary events

Networking Meetings

Networking meetings are monthly and held at the business or residence of members. There is always plenty of great food and beverages.

The benefit to the club is that members and guests will get to know the business and the host on a more personal level.

Rotary has a lot to offer anyone
looking for connections to influential
business and civic leaders.

What's more, for young professionals, Rotary can be a supplement to online networking by providing a venue for live interaction and contact.

The **Natomas Rotary Club** is holding
a joint meeting with the Natomas
Chamber of Commerce

The **Sonoma Rotary Club** is meeting
at the Sonoma Raceway with
NASCAR sponsors

Social Meetings

The **Portland Rotary club** held a dinner meeting aboard the Portland Spirit cruise boat and invited family members.

The **Rotary Club of Silicon Valley** records their weekly meetings through Google Hangouts. These recorded sessions include a guest speaker with an innovative and inspiring program for the week.

We understand not everyone can make our weekly meetings, so we post the recordings online every Monday for anyone to watch and attend our online meeting.

They also have social events and service events in-person throughout the San Francisco bay area on a regular basis.

The **Dupont Circle Rotary club** threw a baby shower to celebrate three upcoming births. The shower was held in a space that offered plenty of room for the children of other club members to play together.

The **Foley Rotary Club** holds a laid-back monthly event that allows members and guests to mingle and network over cocktails and appetizers. The event sponsor provides the location and gets to make a short presentation.

Learning Meetings

Example... a meeting held by the
Cupertino Rotary club on the Apple
campus where an Apple genius
explained the Apple training
program

Members are asked to attend at least half of all meetings but aren't pressured if they can't, especially if life events like marriage, a baby's arrival, or an increased workload claim more of their time.

Members frequently use Skype or a conference line to join meetings they can't attend in person.

The **Houston Rotary Club** holds
monthly Coffee Talk meetings
Covering a variety of topics ranging
from marketing to finance, with a
different speaker each month.

Fun Meetings

The **San Jose Rotary Club** held a meeting at the Kendall Jackson Winery and has a winemaker share fun stories about things that went wrong in blending wines

Members of the **Rotary Club of San Francisco Evening** meet at a wine bar after work, share a social outing, and promote all their activities on social media like Meetup and Facebook.

It has attracted many young professionals from Silicon Valley tech firms whose work schedules keep them from joining a more traditional club that meets for breakfast or lunch..

But more than that, the evening format has helped the club grow by 30 percent since it received its charter in mid-2013

"The majority of their members are in their 30s and 40s, and their financial and work obligations outside the club are great, so they cater to their needs,"

They are extremely flexible with their members, their attendance, their payment options, and expectations."

Members can easily schedule recurring dues payments online, and a PayPal credit card reader is brought to meetings to facilitate dues payment.

Early on, members also decided they wanted the last meeting of the month to be a social event.

Members have attended the San Francisco Ballet, visited a karaoke bar, played miniature golf, and worked with a golf pro to improve their swings.

A Halloween-inspired walk featured ghost stories and neighborhood history. It also replaced a regular meeting of the **Rotary Club of Dupont Circle Washington**

It's just the kind of activity that can
attract young people -- or the young
at heart -- to Rotary.

Service Meetings

The **Seattle Rotary Club** held an afternoon lunch meeting at the Greater Seattle Food Bank where they unloaded groceries

They announced it on Meetup,
attracting several new members as a
result.

The **San Francisco Evening club** has partnered with the nonprofit Hug It Forward and five other Rotary clubs to mix and pour cement for a high school in Guatemala.

Think about **Networking, Social,
Learning, Fun & Service** EVENTS and
they might energize your club