

Rotary

ReBoot



The Journey to a Vibrant Club

Rotary

District 5180



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WELCOME AND OVERVIEW

District Governor Brent Hasteley Opening Statement

Hello everyone and welcome to **Rotary Reboot II – A Journey to a Vibrant Club**. This is the production we were forced into making to provide a way for clubs to visualize how to turn their situation around with respect to improving membership and their club's vibrancy.

This Assembly will be different from others you have attended not only because we are doing it as a live stream event, but also because you will be required to work.

If you haven't had time to download the workbook that you were sent that accompanies this training session, I would suggest that you do so now.

What you will experience over the next 3 hours is something that you have never experienced before in a Rotary training setting. You will watch real Rotarians, acting in parts developed from Rotarian archetypes, as they experience adversity in a hypothetical club we have developed. We are certain you will see parts of your club in our fictional club.

There will be six, ten-minute videos, each followed by a 15-minute discussion on the issues and potential actions the club will seek to implement. It is during these discussions that you will be using the workbook provided to work on your club.

As you watch the videos in this session and participate in the open discussions, remember that clubs can be considered "at-risk" and not know it, or know it but not realize that it is external forces causing the issues or maybe that it is internal forces causing the club to not fulfill its potential.

So, prepare to be engaged and engage yourself in **Rotary Reboot II – A Journey to a Vibrant Club**.

Thanks for participating!

DG Brent

SESSION 1 - FACILITATED DISCUSSION

Question 1

What are some of the things that the Rotary Club of Good Intentions is not doing well?

Question 2

What are some of the things in the skit that remind you of your club?
(And remember, your club is not called the Rotary Club of Denial)

Question 3

What should Hank be discussing at his next meeting?

SESSION 2 - FACILITATED DISCUSSION

Question 1

What groups do you currently have relationships with? Are they positive and mutually beneficial?

Question 2

Who or what groups in your community should you be talking with? Do you have members that can reach out in a meaningful way?

Question 3

What is the demographic make-up of your community? Does your club reflect this demographic makeup?

COMMUNITY ASSESSMENT

Who are the Community Leaders that the Club decided to reach out to?

- School Admin
- School Teachers
- School PTA
- Local Non-Profits
- Government – City Council
- Government – First Responders
- Chamber of Commerce
- Local Businesses

What Research did the Club do on their Community?

- Population Growth/Decline
- Racial/Gender/Age and other Demographic Information
- Comparison the above with the Club Growth and Demographics

What is the Perception of the Club by the Community?

- How does Community feel about your Service Projects?
- Does your Club have a relationship with members of the Community?
- Are you really Friendly and Open with people from outside of the Club?

SESSION 3 - FACILITATED DISCUSSION

Question 1

Have you done a survey of your members in the past year? Would consider doing a survey annually? Does your survey incorporate elements of the survey in this video?

Question 2

Do you know if and how your fundraising and community service projects impact your community? Have you considered partnerships with non-profits or other clubs? Do you promote them via your website and social media?

Question 3

How do you identify club leaders? How do you develop your club leaders? Do you use the techniques shown in this video or some other approach?

CLUB ASSESSMENT AND SURVEY

How do you Survey Your Members?

- On-line Survey site like Survey Monkey
- Paper form can be either emailed or distributed at the meeting
- A Club Meeting or Program
- Personal Interview of Members - in-person or on the phone

Remember to use the information gathered in the Community Assessment in the Member Survey to enhance it and make it more relevant and actionable.

Sample Survey Questions used in Session 3 -

Question 1 – Why do you continue to pay your dues each year?

Question 2 – If you show up to our meetings, why? If not, why not?

Question 3 – Did you attend the service project last year? If so, why? If not, why?

Question 4 – Other than buying a ticket, did you help out at our fundraiser last year? If not, why not?

Question 5 – During the past 12 months, did you talk about Rotary to somebody who is not a Rotarian? If yes, did you invite them to visit a club event? If no, why not?

Question 6 – Are you a member of any other local non-profit organization? If yes, could we partner with this organization for service, and how?

Question 7 – We have identified needs within our local school district. Would you be excited about participating in one of the following projects that directly benefit our schools and kids? (check as many as apply)

- Mentoring at an after school, at-risk kids' athletic program.
- Improving the elementary school computer lab.
- Reading assistance in an elementary school reading room.

Question 8 – The Hispanic Chamber wants to partner with us on a Business Leadership Program. Would you be interested in volunteering your time and expertise?

Question 9 – Would you be in favor of which of the following:

- Continuing with our existing fundraiser, as is.
- Continuing with our existing fundraiser with changes – like Shrimp.
- Continuing with our existing fundraiser and adding an additional fundraiser.
- Ceasing our existing fundraiser and adding a new one in place of it.

Question 10 – We have identified three potential new fundraising events. Which of these would you be in favor of exploring?

- A chili cookoff, engaging local businesses and non-profits.
- A music festival, featuring local bands, food, and beverages.
- A virtual auction, where we promote stuff for sale.

SESSION 4 - FACILITATED DISCUSSION

Question 1

Do you think that your members might give you as comments like the members in this video? If not, what would their comments be? Do you know? How do you know?

Question 2

Have you partnered with a local non-profit on a project? Was it a 'one-and-done' or a sustainable project? Did you involve other Rotary clubs or community partners?

Question 3

Have you used your relationships with partnerships to grow your Club's membership? Did you just come right out and ask them to join, or did you get to know them first? What results have you had?

CLUB ISSUES AND TACTICS TO EXPLORE

Here are some of the Club issues we explored in the video presentation:

- To sing or not to sing? Younger members may not appreciate your songs and do they want to sing.
- They were not recognizing all religious events that were important to the members causing some members to feel left out.
- They were not treating potential members with a welcoming feeling. They were not spending time getting to know guests for who they are.
- They were not treating new members well after the first introduction.
- Their greeter did little more than say “Hi” to guests.
- They were not looking at ways to innovate your fundraisers.
- They did not have a good mix of speakers at their meetings.
- They had too many Non-Profits/Politicians who are only wanted to solicit their members.
- Their club had cliques making members feel left out.
- They felt they need to change their club culture so it would be more conducive to growing the club.
- They looked to have service projects that were sustainable.

Here are some Membership Tactics discussed in the video presentation:

- Develop a relationship with the prospect first.
- Find common goals with the prospect.
- Use your relationships to find Prospective Members.
- Show the value of your club with the prospective member.
- Ask the prospective member to consider joining your club.

SESSION 5 - FACILITATED DISCUSSION

Question 1

Have you created a plan like the club in the video? If not, why not? If so, how were your chairs and members involved?

Question 2

Did you use a community assessment and a member survey to develop your plan? If not, why not? If so, how did it work?

Question 3

During the year, does your club stick to the plan created, or is it flexible and updated throughout the year based on the results you experienced? Explain.

SAMPLE CLUB PLANNING GUIDE

(Building the Plan – Process and Essential Elements)

- Conduct a Community Assessment
- Conduct a Club Survey – Use findings from the Community Assessment
- Develop a Service Plan – Find projects that the Community Assessment shows are the needs of the Community **and** the interests of the Members in the Survey. Find partners.
- Develop a Fundraising Plan – Should you continue, innovate, or create a new Fundraiser? Work with partners.
- Develop a Marketing Plan – Market events before, during, and after. Update branding.
- Develop a Membership Plan – Develop a plan that attracts prospective members and retains current members.
 - Attraction (including handling members who are uncomfortable in asking others to explore Rotary)
 - Retention (interface with all events and meetings of the club for value)
- Develop a Club Plan – Entertaining Events (including meetings) and Club Leadership/Administration – Explore these Statements with Your Members:
 - We like music, but don't necessarily feel comfortable singing.
 - We like positive, inspirational thoughts and quotes, that avoid offending anyone from any specific group.
 - We like visuals, like videos and PowerPoints, because they are more engaging.
 - We want speakers that educate us, not talk at us, like updates from City officials about current events, like Sports Figures, Health Professionals, Teachers, Travel, etc.
 - We want to know about our fellow members and their Vocations
 - We want to know about the good things and the challenges of our fellow members if they want to share them.
 - We want updates on our projects and how we are doing.
 - How can we use Facebook Live?
 - How can we invest in some Tech Equipment?
 - How can we introduce Themed Meetings with these attributes:
 - Should all of our meetings and events be open to all guests, and not be specifically designated as “couples” or “members only” events?
 - Should all of our events not reference any religious holidays?
 - Should all events welcome families, unless designated ‘adults only’ due to content or alcohol?
- Share the Plan with the Club at a Meeting



Simple Strategic Membership Plan

Club: _____

Date: _____

Club Mission/Vision Statement:

Membership Goals:

End of Year Membership Goal: _____

Subtract: Current Membership: _____

-Addback: Projected Membership Loss (Retention Goal): _____

= New Members Needed (Attraction Goal): _____

List two things your club will do to improve your ability to attract new members:

List two things your club will do to improve your ability to retain your current members:

Community Assessment:

What Does the Community Need?

What Projects fill those Need(s)?

Who are the Project Targets/Prospect(s)?

Marketing/Branding:

How Are You Going To Reach Target Market?

- Projects:
- Meetings:
- Fundraisers:
- Socials:
- Database:
- Sales Process:

Other Ideas:

SESSION 6 - FACILITATED DISCUSSION

Question 1

Does your club ever do a year in review? Do you publicly thank members for their efforts? If so, how? If not, why not?

Question 2

Given a year like the club in the video had, how do you build off of a successful year and roll into the next year?

Question 3

Taking into account all of the videos in this workshop, do you feel that you can create and execute a plan that is similar, but tailored to your club? If so, how? If not, why not?

CLUB REVIEW GUIDE

This Club Review will guide you through the Rotary Club of Good Intentions' journey to being a vibrant club.

- They did a Club Year in Review and the Key Board Members Shared the Results – Members asked questions.
 - Review of **Community Services Projects**
 - Their projects were needed, and they were successful.
 - They helped increase membership.
 - They marketed the project before, during, and after.
 - They received positive results from the marketing effort.
 - Members participated and enjoyed the project.
 - Review of **Fundraiser(s)**
 - They made changes to their fundraiser.
 - A major beneficiary was added that increased attendees and volunteers.
 - Increase in membership inquiries at the event.
 - They marketed the event both using Club and Beneficiary resources.
 - This marketing created new sponsorship opportunities.
 - Review of **Club Service**
 - They added new AV equipment to the meeting.
 - They began broadcasting on Facebook Live.
 - They used streaming capabilities to bring a speaker who could not attend the meeting.
 - They added music to meetings.
 - From recommendations, they invited better speakers.
 - They added members as speakers to discuss their vocation.
 - They added an “Upcoming Event” slide to PowerPoint each week that had the date, time, and location of all the upcoming events and meetings.
 - They promoted the meeting before, during, and after.
 - They increased visitors and membership participation.
 - Review of **Membership**
 - They review goals and shared information how goals were created.
 - They shared retentions challenges – health of membership and ability to change.
 - They reviewed their new member attraction goals and results.
 - Achieved a more diverse membership.
 - Added a greeter and every meeting/event.
 - Developed a committee.
 - Kept in touch with prospective members and sat with them at the meetings.
- Summary and Conclusion
 - Reversed membership trend.
 - Become younger and more diverse.
 - Reviewed plan and have planned revisions.

CREDITS

Cast

(in order of appearance)

Bill	Mike Reiner	Rotary Passport One
Sarah	Beth Haste	South Yuba County Sunrise
Jess	DeDe Cordell	Marysville
Hank	Brent Haste	South Yuba County Sunrise
Stacy	Stacy Graham	Auburn Gold Country
John	John Delacy	Roseville
Jimmy	Ray Ward	Fair Oaks
Christina	Leigh-Ann Reiner	Rotary Passport One
Maria	Maria Mengotti	East Sacramento
JP	John Palley	Roseville
Diana	Diana Cralle	Fair Oaks
Phil	Jim Cralle	Fair Oaks
Bob	Bob Deering	East Sacramento
Phyllis	Phyllis Baughman	Historic Folsom
Sydney	Sidney Smith	Elk Grove
Adam	Adam Campbell	Rotary Passport One
Lawana	Lawana Welch	Rotary Passport One
Dennis	Dennis Dunbar	Fair Oaks
Rich	Bill Dixon	Rotary Passport One
Val	Val Mebust	Roseville
Kylee	Kylee Mebust	Cal Rotaract

Crew

Producer & Director	Mike Reiner
Writers	Mike Reiner & Ray Ward
Editor	Joseph Reiner
Cameras	Joseph Reiner, Sophia Reiner & Ashley Barham
Sound	Christian Savage & Sophia Reiner

Music

“Drinking You Off My Mind”	Thyra (Licensed)
“Never Gonna Be President Now”	Lin-Manuel Miranda (Unlicensed)
“Workin Day and Night”	Michael Jackson (Unlicensed)