

SESSION 4: KNOWING YOUR RESOURCES

(45 minutes)



RELEVANCE: Knowing how and where to find online tools makes it easy to help clubs reach their goals.

IDEA EXCHANGE



- Best for discussing topics that participants know
- Guided by a trainer to keep discussions on topic and allow everyone a chance to speak
- Followed by an activity for participants to apply the ideas being discussed
- Seating arranged in a U-shape for a maximum of 30

Learning objectives

At the end of this session, participants should be able to:

- Identify three new resources to support clubs
- Promote Rotary's online tools to clubs

Before the session

- Review the speaking points, discussion questions, and activities offered, and plan your session.
- Decide whether to use the PowerPoint template provided and develop slides, or use a flip chart or a white board.
- Consider any relevant district or regional issues related to this topic.
- Choose an activity based on the needs, interests, and skill level of your participants.
- Encourage participants to become familiar with Rotary Club Central, Rotary Ideas, Rotary Showcase, and the Learning Center before they come to the workshop.
- Ask participants to bring laptops and mobile devices.
- Check with your meeting organizer to make sure the venue has bandwidth available for Wi-Fi users.
- Make sure you have the materials you need.
- Review the resources listed below.

Resources

- [Rotary Club Central](#)
- [Rotary Showcase](#)
- [Rotary Ideas](#)
- [Brand Center](#)
- [Press Center](#)
- [How to Manage Membership Leads \(For Districts\)](#)
- [Learning Center](#)

During the session

- Welcome participants and introduce yourself.
- Review the learning objectives.
- Highlight these key messages:
 - Rotary Club Central allows clubs to enter and update their goals for membership, service, and Foundation giving, and see their progress toward achieving those goals.
 - Clubs can find local and international partners using Rotary Ideas, then share their completed projects on Rotary Showcase.
 - All district committee chairs and assistant governors can manage membership leads on My Rotary, so they can help assign potential members to the appropriate club.
 - Your regional support team offers assistance and expertise in membership, strategic planning, grants, fundraising, and public image.
 - Use the Brand Center to download logos and customizable branded materials.
 - The Learning Center offers self-paced online courses for all members.
- Use these discussion questions to get the conversation going:
 - Why should clubs enter their goals in Rotary Club Central?
 - How can you promote Rotary Ideas as a way for clubs to find project partners?
 - What are the benefits of posting completed projects on Rotary Showcase?
 - Who will be responsible for overseeing membership leads on My Rotary? How can you help clubs manage them?
 - How can you coordinate membership leads to help determine which club would be a good fit for a potential member?
 - How will you motivate clubs to use the Brand Center to tell Rotary's story in a consistent and engaging way?

- How can you work with your regional support team to complete projects, achieve goals, and coordinate district training seminars?
- How would you use publications and manuals to help clubs adhere to Rotary policies?
- Lead one of the activities below.
- At the end of the session:
 - Take questions from participants.
 - Highlight key resources and where to find them.
 - Review the learning objectives to make sure they've been achieved.
 - Ask participants to write down one idea they'll use from the session.

Activities

Choose an activity:

1. Purpose: Learn how to navigate online tools
 - Allow 20 minutes for this activity.
 - This exercise requires Wi-Fi and a laptop, tablet, or mobile device.
 - Break participants into groups of two or three.
 - Ask participants to sign in to My Rotary and find the Manage and Online Tools sections.
 - Assign a group to a task below. Have the participants figure out how to:
 - Share a club project on [Rotary Showcase](#)
 - Download approved Rotary logos in the [Brand Center](#)
 - Find inspiration for a project on [Rotary Ideas](#)
 - View [membership leads](#) assigned to your district
 - Identify three courses in the [Learning Center](#) to promote to clubs
 - Encourage groups to try the other tools if time allows.
 - Ask each group to share why clubs should use the tool it explored.
2. Purpose: Identify resources that will help you support clubs
 - Allow 20 minutes for this activity.
 - This exercise requires a laptop, tablet, or mobile device.
 - Encourage participants to use the manuals Lead Your District: Assistant Governor and Lead Your District: Committee Chair, and the [Learning and Reference section](#) of My Rotary, to search for the appropriate resources.
 - Break participants into groups of three or four. Encourage each group to use only one device for online research.

- Assign a different scenario to each group:
 - A club president has asked for ideas to boost membership. What resources can the club use to develop its membership strategy?
 - A club is interested in doing a community project but doesn't know where to start. What resources could help a club plan a service project?
 - A club's global grant application was denied. What resources would you recommend to help the club get its grant approved?
- Ask each group to summarize its findings for the larger group.