

SESSION 5: SUPPORTING CLUBS

(60 minutes)



RELEVANCE: Understanding what motivates a club is an important step to gaining a commitment to action.

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:

- Coach struggling and weak clubs to help them become more vibrant
- Gain two ideas for helping clubs be more flexible

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.
- Make sure you have the materials you need.
- Review the resources listed below.

Resources

- [Lead Your District: Assistant Governor](#)
- [Lead Your District: Committee Chair](#)
- [Club flexibility options](#)
- [Be a Vibrant Club leadership plan](#)

During the session

- Welcome participants and introduce yourself.



- Review the learning objectives.
- Highlight these key messages:
 - An important aspect of your role is to help clubs assess their strengths and weaknesses, and to provide guidance.
 - Coach club leaders to help them explore creative ideas and envision strategies for overcoming challenges.
 - Healthy clubs constantly engage their members by providing a positive Rotary experience. This vitality is reflected in their meetings, connections, and pride in their Rotary work.
 - Clubs have the flexibility to:
 - Change their meeting schedule, as long as they are gathering twice a month
 - Vary their meeting format, whether it's online, in person, or a combination of the two
 - Relax attendance requirements
 - Offer different membership types
 - Invite Rotaractors to join their club
 - Encourage club leaders to create an innovative culture by asking members to suggest ideas and try new activities.
 - Help clubs manage change so new activities are successful.
- Use these discussion questions to get the conversation going:
 - How do assistant governors and committees support clubs differently?
 - What are some common challenges facing clubs?
 - If a club has a special need, what steps would you take to address it?
 - What are the qualities of a successful and vibrant club?
 - How would you support clubs that are struggling?
 - How can you help clubs become more innovative and flexible?
 - How can you help clubs to manage change?
- 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: Help clubs overcome weaknesses
 - Allow 25 minutes for this activity.
 - Ask participants to think of a challenge their club is facing.
 - Pair each participant with someone from a different club.
 - Have the partners take turns asking each other questions about their club and its issues, and offer guidance in finding a solution.
 - Ask the pairs to share what they have learned from their discussion and how they will apply these lessons.

2. Purpose: Encourage clubs to be more flexible
 - Allow 25 minutes for this activity.
 - Break participants into groups of three or four and give a sheet of flip chart paper to each.
 - Ask each group to discuss the following:
 - How can you encourage clubs to be more flexible?
 - What resources could help clubs determine what needs to change?
 - How would you introduce options for membership flexibility to a club that is resistant to change?
 - How would you use your resources to help clubs transition to a more flexible model?
 - Ask each group to record these ideas on the flip chart:
 - Challenges to promoting flexibility
 - Best approaches to facilitate change
 - Have each group share its ideas.
 - Challenge participants to identify best practices for supporting clubs in trying new ideas and implementing changes.