

CLUB PRESIDENT AND BOARD

DIVERSITY, EQUITY AND INCLUSION CLUB GOALS

Your Rotary, Rotaract or Interact club can work toward making your club more diverse and inclusive. Below are some practical, achievable and realistic diversity, equity and inclusion (DEI) goals that your club can work towards over the next Rotary year.

Achieving these goals may require discussions, actions or decisions that your club hasn't embarked on before. Please read through each of the goals with an open mind, and do further research into any goals that you don't quite understand. The District 9640 DEI Chair and Committee are also available to assist your club.

GOAL	WHY THIS MATTERS	ACTION STEPS
Make it more affordable to be a member of your club	There are many members in your local community who would love to be a part of the work Rotary is doing, but club fees may be prohibitive. By adjusting some of the financial barriers to joining, we can make our meetings more accessible and ultimately expand our membership	<ul style="list-style-type: none"> <input type="checkbox"/> Make the meal portion and raffle part of the meeting optional <input type="checkbox"/> Set up six-monthly, quarterly or monthly invoicing options for club dues <input type="checkbox"/> Make additional financial contributions (fundraisers, Rotary Foundation, conference attendance etc) optional rather than compulsory
Redefine what it means to be a "professional"	The definition of "professional" has changed a lot. Rather than restricting club membership to the traditional definition of "professional", look to the composition of your community and see who could represent and add value for your club	<ul style="list-style-type: none"> <input type="checkbox"/> Invite a member of a community or demographic that your club serves to join you for a meeting/join your club <input type="checkbox"/> Do some research into new industries or businesses in your community and have an open meeting/networking event for those professionals

		<input type="checkbox"/> Collaborate on a project with a new community group or service organisation unfamiliar with Rotary
Review unnecessary traditions, create new ones	Some traditions can be isolating and can deter some people from coming back to your meetings. Think about the message each of your traditions is sending and evaluate whether they are inclusive	<input type="checkbox"/> Discuss traditions with club members, see what can be excluded or included to make everyone feel comfortable <input type="checkbox"/> Add a 'member minute' at the beginning of each meeting to help your members get to know each other better and practice public speaking skills
Educate yourself and your members	It's really important that everyone in our district is educated on what it means to be inclusive. It's up to the club leadership to provide learning opportunities that will expand perspectives and open up meaningful conversations. Ensure you are including diverse voices on a wide variety of topics	<input type="checkbox"/> Appoint a club DEI Officer/Director <input type="checkbox"/> Host an unconscious bias training session for your club <input type="checkbox"/> At least 50% of club membership completes a Rotary.Org training on DEI <input type="checkbox"/> Invite a DEI community expert along to speak at a club meeting <input type="checkbox"/> Add a DEI section to your club newsletter that highlights your club commitment to DEI and educates your readers about relevant topics
Make your meetings more accessible	Some people in our community would love to join our meetings but can't because they work casually, remotely, have young children or can't make an early morning or evening meeting. It's important to have flexible meeting options to ensure you're meeting community needs	<input type="checkbox"/> Review your meeting time. Is it feasible/flexible? Could one meeting a month be opposite to the others? Are your meetings family friendly? <input type="checkbox"/> Think about your meeting venue. Does it make everyone feel welcome? Can they find it? Can they catch public transport? Could some meetings be virtual? Is it conducive to differently abled people? (hearing, sight, ability) <input type="checkbox"/> Could you live stream meetings for those who can't attend?
Use your electronic and social platforms to affirm your club's commitment to DEI	Share openly with prospective members and the community what your values are as a club, and how you are working to make changes internally. This will be immensely valuable to prospective members.	<input type="checkbox"/> Work with the District DEI Committee to ensure your existing messages and supporting materials are equitable and inclusive

		<ul style="list-style-type: none"> <input type="checkbox"/> Use Rotary and District 9640 public image templates to update your social media, website and newsletter <input type="checkbox"/> Use specific inviting language on your club membership page <ul style="list-style-type: none"> <i>“we actively seek to reflect the community we serve, and so individuals of all genders, race, sexual orientation, nationality, ability, employment status and educational background are warmly welcome”</i> <input type="checkbox"/> Create a DEI series on your social media pages showcasing your progress toward achieving these club goals <input type="checkbox"/> Add members preferred gender pronouns to their Rotary profiles and name tags <input type="checkbox"/> Post a public commitment to DEI on your club website home page, incorporating Rotary’s DEI mission statement
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