

CLUB LEADERSHIP ACADEMY, MARCH 23, 2024

4340 E Cotton Center Blvd, Phoenix, AZ 85040

MARCH 23, 2024; COST \$100; DOORS OPEN 8:00AM; OPENING SESSION 8:25 - 8:50 AM; BREAKOUTS BEGIN 9:00AM

INSTRUCTIONS: Choose **ONE SESSION** from each time slot.

To Register: www.Rotary5495.org; choose EDUCATION; CLA - Club Leadership Academy; Click to REGISTER.

NOTES: Grants Management is a 2-session COMMITMENT for clubs wanting to apply for grants.

If you are taking the Treasurer sessions, participation in BOTH Treasurer sessions is RECOMMENDED.

Rotary Leadership Academy is a full-day COMMITMENT.

Module 1; 9:00 - 10:00	Choose 1
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Add PeaceBuilding to your Club Profile	What does peace mean to you and your club? Is it the lack of war in our country? Is peace something out of your control? What if there are aspects of peace that begin with your club and you? Check out what you can do!
Multi-dimensional Clubs have advantages	

Is Your Club Website a 1 or a 10?	Easy ways to create a website homepage and content that pulls the reader deeper into your site. Content rich sites are the secret.
Are you attracting or deflecting members?	

Onboarding NOT Water Boarding	Often new members are thrown onto the figurative 'water board' and we don't let them up until they sign up for a significant role. Learn how OnBoarding is a better way to go!
Getting new members engaged	

1 Size FITS NONE	Clubs today are as different as your own children - no two are alike. Flexible club schedules and special interests are important to existing as well as forming new clubs. Angela has tons of ideas to help your clubs stay solid.
Alternate Club Formats	

Mental Health Initiative	RI President, Gordon McNally is passionate about Mental Health and has designated an International Initiative for 2023-24. Learn about the Mental Health RAG (Rotary Action Group) and how your club can participate.
2023-24 Rotary President McNally	

Module 2; 10:10 - 11:10	Choose 1
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Succeeding Without Goals	Does your club chase the latest idea or is there a plan to build consistency and success? Learn strong organizational skills and create guides to help your planning.
Good luck with that!	

Branding Your Club Like a Pro	Learn from our resident branding pro! Having spent a career in print media, Bret McKeand knows how to build a brand. You will learn to use the professional tools available to you in the RI Branding Center.

Rotary Action Plan & Visioning	Successful Rotary Action Plans are all about consensus and agreement among leaders. Without buy-in, action plans are very difficult, if not impossible to implement and move forward.
What's your club's future?	

The Golden Hour	As the saying goes, "you have one chance to make a good first impression." When your members who love service projects attend a club meeting, do they leave disappointed and never return again? Learn how to "keep em coming."
Get your meeting off life support.	

FUTURE CLUB AND DISTRICT LEADERS	Our district leaders will share a wide variety of leadership and service opportunities beyond the club level. This may spark an interest for you to dig deeper into Rotary and enjoy personal benefits you can't even imagine. President Elect Nominees are encouraged to attend and get to know the "DG's 2B".
Opportunities to Serve	

Module 3; 11:20 - 12:20	Choose 1
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Interact/Ryla	The Rotary we have all come to love depends upon our young people so Rotary grows for another century. Learn to understand our next generations and how you can support their future.
How to support our youth	

Club Destiny	Ideas to revitalize traditional clubs, create cause based clubs or form a satellite club. This special panel will provide some great solutions to stop the declining membership trend.
Forming new clubs, revitalization?	

Your Rotary Future	Increase your Rotary knowledge through organized programs. Rotary Leadership Institute (RLI) speaks to details that help clubs function more effectively. Rotary Leadership Academy (RLA) is for deeper diving into our history, problem solving and the importance of the Foundation.
RLI, RLA, SW PETS	

Stale Bylaws are like moldy bread.	Club bylaws answer numerous questions about club protocol and process. As required by RI, the Club's bylaws must be relevant, accurate and currently updated. Do your club's bylaws meet your current needs? Learn how outdated bylaws can create issues.
Bylaws that help or harm a club	

Should You Plug in at 110 or 220 volts?	A panel of our current and past district governors will discuss the opportunities available through various Rotary leadership and service opportunities. Members and past governors stay connected to Rotary to share their expertise and to enjoy the life-long friends they made through participation.
Club, District and Zone Opportunities	

Module 4; 1:40 - 2:30	Choose 1
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Rotaract / Interact Listening	Our future depends upon how well we understand and communicate with today's youth. In this session you will hear from and learn from our under 30-year olds.
Empowering Youth, Working across Generations	

Make it a Hole-In-One for your Club	Successful golf events can become burdensome to members and then the interest fades. There are several very successful golf events in District 5495. Learn from some veteran organizers how to turn golf fund-raising into a fun, profitable events.
Road to successful golf tournaments	

International Service	When Rotarians get a taste of International Service, they generally sign up for more! You can change the lives of less fortunate people, and at the same time bring a personal dimension into your life. Learn about the process and where to sign up.
Say YES to the opportunitiy	

Scholarship Opportunities	Identifying and supporting students who need a little financial assistance to either get an education or further their vocational trade, is a Rotary opportunity. It's so heartwarming when students return full of gratitude for our financial help that changed their and their family's lives.
TRVFA, & club scholarships	

Get to know the 'DG 2B'	The 2024-25 RI President-Elect, Stephanie Urchick, has created a wonderful theme for our upcoming year. "The Magic of Rotary". Hear some of 'DG 2B' Michelle's ideas to create a magical 2024-25. This session will be SIMPLY IRRESTIBLE!
What's in store for 2024-25?	

Module 5; 2:40 - 3:30	Choose 1
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AZ Week of Service	As they say "Let's Go Big". The Rotary Week of Service is a great way to spread the word about all the ways we help our communities; food drives, park clean-up, painting and walking to raise money for a good cause. Get ideas of how your club can participate and make a difference ... DOING GOOD IN THE WORLD WITH OUR FRIENDS!
Purpose and project suggestions	

Show Me the Money	Bring your fundraising success stories to share and hear some new ideas from other Club Leaders. Talk about the fatigue your club may be feeling and get suggestions about how to turn the efforts into fun again!
Fundraising Successes (+Charitable Fund	

Daddy don't take my Tbird away!	Many clubs have changed the FOUR WAY TEST into the 5 WAY TEST. They add "Make it Fun". Which can be more difficult than we think! You will hear some simple questions to begin your plans for fun; without these you'll never turn those frowns upside down!
Making meetings and events fun	

Expand your Committee of One	If you have ever been a Committee of One, this is the session for you. Delegating and letting go isn't easy. You have probably thought: What if others don't deliver? What if others don't do it right? Help is on the way! Sit in on this session.
You don't have to do it all	

Podiums, Microphones, and Stage Fright	Does your stomach churn or your palms sweat when you get the microphone? A skill that's important to all strong leaders, is to become an effective speaker. You need to convince others that the path you are on will work. Learn some time-tested techniques and preparation methods.
Tips to become a stronger speaker	

Amp Up Your Community Events & Service Projects	It's going to take more than caffeine to super charge your event. Is the answer partnering, music, entertainment, a very special speaker, food or maybe wine? Is it local news coverage or something as simple as a FaceBook live broadcast? Come find out!
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MULTI SESSION TOPICS

Grants Management Seminar (GMS)	If a club wants to participate in District Grants, which are based upon the District Members' giving to the Rotary International Foundation (in a couple of ways) the club MUST send two club members each year to the Grants Seminar. This is only a 2-class commitment at CLA. If you like, there is an option to attend only the GMS at no cost to the attendee or club. If you want to attend other sessions and lunch, there is a fee. (We hope you will participate since you are here!)
Modules 1 and 2	

Treasurer Basics and More	Learn the difference between District and Rotary International dues. Also included will be club budgets, planning for service and operations, supporting your club's vision and action plan - this is where you learn! Two hours of distinct information. KNOW YOUR ROTARY CLUB CENTRAL login credentials before arrival.
Modules 3 and 4	

Rotary Leadership Institute (RLI)	Rotary Leadership Institute (RLI) is the next step for members' growth within Rotary. There are so many resources and opportunities available to help you help your club . The BEST part, is the personal growth you will experience. This is Session 1 of 3.
Session #1 of 3, with five modules	