Ten Opportunities

Doug Logan

Rotary Assistant Coordinator

You are all leaders and have been given the gift of opportunity; the opportunity to make something happen; to do the right thing. You aren’t here because you shy away from challenges. What can you do?

1. Take advantage of the opportunity of time that you’ve been given.
2. Look after your people. Don’t text, email, etc. Call them. Don’t let them go dark.
   1. Don’t easily accept their “I’m fine.” Its what we say to be polite. Call them again.
   2. Crisis affects us all in different ways. Just because they sound strong doesn’t mean that’s how they feel inside. Call again.
   3. Look after your people. Listen. Help older members connect. Can they use technology?
3. Focus on the brand. Put it front and center in what you do. Use the new imaging.
4. Re-discover your purpose. Engage your members in understanding why you serve. Why fund raise? It isn’t about the money. It’s about a need. environment, seniors, indigenous, youth, literacy, homeless, food impoverished, disabled, etc. etc. Talk to each other to understand what it is that most resonates with you and build responses based on that
5. Look for partners. Leverage your brand. Rotaract, Interact, other clubs, other service organizations, not for profits, businesses. Your community is full of opportunities to create new allies and allegiances.
6. Create new opportunities to serve and connect.
   1. Support a local artist to put on a virtual show for virtual tips: Musicians can perform, Artists can draw, Poets can recite, Writers can write and all of them can give lessons.
   2. Host virtual theme parties
   3. Students can show you how to game on line, or use technology, social media platforms, etc.
   4. Community sing along
   5. Karaoke night
   6. Cooking lessons and/or with multicultural flavour
   7. Members can host a travelogue
   8. Host a book review club, movie review club
   9. Virtual prom
   10. And so on
7. Create new systems and processes. Use this opportunity to examine and evaluate how the club operates.
   1. Meetings? Where? When? How? Why? Too often we’ve fallen into the habit of meeting to meet not for a purpose.
   2. Find new ways to inject energy and creativity.
   3. Fees? Dues? What are people doing with the meal $ they’re saving?
   4. Survey your members!
   5. Look at your risk management plan
8. New club models. Passport clubs, single issue clubs, corporate, etc.
9. Look after your people
10. Contact me.