

PETS 2022 Presidents-Elect Work Session Summary

Session I: Leveraging Public Image to Showcase The Rotary Foundation

Learning Center Courses <https://learn.rotary.org/members/learn/catalog>

- Rotary Foundation Basics (45 min)
- Rotary Club Central Resources (15 min)
- Rotary Direct Giving Guide (3 min) <https://youtu.be/U8aJw-EWIso>
- Building Rotary’s Public Image (15 min)
- Promoting your club as People of Action (15 min)
- Our Log: Representing Rotary (30 min)
- The Rotary Brand (15 min)
- Public Relations and Your Club (15 min)

| Morning Session to follow Jennifer Jones, RI PE | |
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| GOAL: Outline a service project using DDF & the plan on how to share this accomplishment | 10:15am-12:15pm 3rd Floor B/O Rooms |
| | FOCUS POINTS |
| Room inquiries questions? | Service Projects happen using DDF |
| ? Club of 20+; club of 15, 8 of us come to ‘lunch’ ? clubs do district grants; ? do global grants ? 100% giving club ? 100% EREY clubs - what the &* \$ is EREY?? ? 10 Paul Harris Fellows or more - who are they?? ? How is your social media presence ? How often are you in the local and regional news | What is DDF? Who administers it? How do you get money for your club and district projects? Is your project larger or small; local, regional, or global? Who else do you have engaged on this and who do you need engaged? What is a community assessment? What Area of Focus have you aligned with? |
| | Showcase Accomplishments through Rotary Branding |
| | We are 1 brand, 1 world - do you know how to use it? Using community media: local & regional Better coverage with more collaboration; partner with neighbor clubs & district to expand your media reach Where do you share? What does your community look like? |
| Small groups - no more than 5 ppl : OUTLINE A PROJECT USING DDF AND EXPLAIN HOW YOU'LL SHARE THIS ACCOMPLISHMENT IN YOUR COMMUNITY | |

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Session 2: Simply, Membership

Learning Center Courses <https://learn.rotary.org/members/learn/catalog>

- Essentials of Understanding Conflict (30 min)
- Leading Change (30 min)
- Protecting Personal Data (30 min)
- Rotary Club Central Resources (15 min)
- Online Membership Leads (30 min)
- Best Practices for Engaging Members (10 min)
- Committing to Diversity, Equity & Inclusion (15 min)
- Building a diverse Club (45 min)

| After lunch session to follow Drew Kessler, RIDE | |
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| GOAL: Create a membership engagement and retention plan to take back to your club with 1-3 action steps to accomplish | |
| | FOCUS POINTS |
| ? been in Rotary for less than 5 years ? been in ROTary for more than 10 years ? traditional lunch club | IMAGINE! 1 Community, MANY Rotary Clubs - like the logo - all seats to the table - partnering with clubs & districts; other |
| ? virtual only club ? service club or other | Activity 1: draw from group different types of clubs that their community would benefit from |
| ? who meets weekly ? bi-weekly ? monthly ? speak more than one language? -what? ? over 20 members ? over 50 members ? have brought in a new member | Activity 2: Small groups brainstorm: <ul style="list-style-type: none"> • what is killing membership • what's working well after set time, share with full group |
| | Activity 3: What to do to engage: <ul style="list-style-type: none"> • New members • Current members - who do stuff • Current members - who do not do stuff • Prospective member |
| Project: create membership engagement and retention plan to take back to club: 1-3 action steps you will accomplish this year | |

Resources

- My Rotary: <https://my.rotary.org/en>
- Rotary Brand Center: <https://brandcenter.rotary.org/en-GB>

- Rotary Direct Tutorial: <https://youtu.be/U8aJw-EWiso>
- Take Action: <https://my.rotary.org/en/take-action>
- Our Causes – Areas of Focus: <https://www.rotary.org/en/our-causes>
- Rotary's Guiding Principles: <https://my.rotary.org/en/guiding-principles>
- Empower Leaders: <https://my.rotary.org/en/take-action/empower-leaders>
- Youth Programs: <https://www.rotary.org/en/our-programs/youth-programs>
- Rotary Grants: <https://www.rotary.org/en/our-programs/grants>
- Project Lifecycle Resources: <https://my.rotary.org/en/take-action/develop-projects/project-lifecycle-resources>
- Rotary Showcase: https://map.rotary.org/en/project/pages/project_showcase.aspx
- Rotary Ideas: <http://ideas.rotary.org/>
- Donor Recognition: <https://www.rotary.org/en/donate/recognition>

- Club President: <https://my.rotary.org/en/learning-reference/learn-role/president>
- Club Secretary: <https://my.rotary.org/en/learning-reference/learn-role/secretary>
- Club Treasurer: <https://my.rotary.org/en/learning-reference/learn-role/treasurer>
- Club Committee: <https://my.rotary.org/en/club-committee>
- Membership: <https://my.rotary.org/en/learning-reference/learn-topic/membership#assess>
- Rotary Citation: <https://my.rotary.org/en/news-media/office-president/presidential-theme>
- Rotary's Guiding Principles: <https://my.rotary.org/en/guiding-principles>
- Rotary International's Strategic Plan: <https://my.rotary.org/en/learning-reference/about-rotary-plan>

- Club Administration: <https://my.rotary.org/en/manage/club-district-administration/club-administration>
- Club Flexibility: <https://my.rotary.org/en/club-flexibility>
- CDS Representatives: <https://my.rotary.org/en/contact/representatives>
- Calendar: <https://my.rotary.org/en/news-media/calendar>
- Membership Dues: <https://my.rotary.org/en/membership-dues>
- Club Liability Insurance Program: <https://my.rotary.org/en/node/13381>
- Rotary International Club Dues Invoice FAQ: <https://my.rotary.org/en/club-invoice-faq>
- Rotary Brand Center: <https://brandcenter.rotary.org/en-GB>



Rotary

Mid-Northeast PETS
Presidents-Elect
Training Seminar