


**Mid-Northeast PELS 2026
Assistant Governor Learning Seminar**

Rotary Districts 7210, 7230, 7255, 7410, 7475 & 7490
March 21-22, 2025

*Exploring, Exchanging, and Executing Strategic Methods
Centered on the Rotary International Action Plan*

PDG Hector Ortiz, Zone AG Facilitator
PDG Jax Yonick, Learning Leader Mid-NE PELS



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Rotary's Vision Statement

**Together, we see a world
where *people* unite and
take action to *create*
lasting *change*
across the globe,
in our communities,
and in ourselves.**

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**MEET YOUR
NEIGHBOR**

BINGO!!!

Prizes for the first three winners!

- Across
- Diagonal
- Up & Down




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**Assistant Governor
Essentials**

Recap of the Learning Center
Meet Rotary Staff and
Rotary International Director Elect





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Preparing to be an AG



- Learn online - USE the LEARNING CENTER
- Learn together - Attend PELS and DTA
- Work together - WITH your AG neighbors
- Plan - USE ROTARY CLUB CENTRAL
 - WRITE NOW - 1 idea to help clubs grow



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**What are responsibilities
of being an AG?**



- Regularly visit clubs -keep connected
- Support clubs in achieving goals
- Liaison bt/n clubs & district committees
- Assess & mentor for clubs' success
- Encourage involvement in district
- Maximize Governor Visits



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Help Grow Clubs

- How will you help clubs increase their impact?
- How will you guide clubs to reach new audiences?
- What advice would you give clubs on how to cultivate a more inclusive environment?
- How will you help clubs adapt more quickly?

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Membership, Young Leaders, & The Rotary Foundation

Welcome Mid-Northeast PELS Chair
Mary Shakelton

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Rotary International Staff members

Diana Edwards RI Supervisor	Lauren Fields Program Specialist Young Leaders	Celeste Herbert Major Gifts Officer The Rotary Foundation	Rebecca Silber Senior Annual Giving Officer The Rotary Foundation

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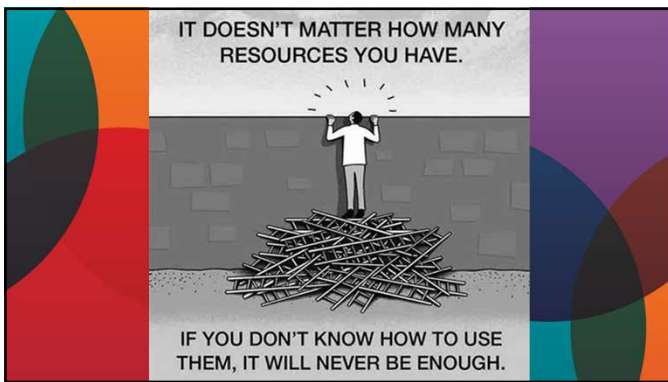
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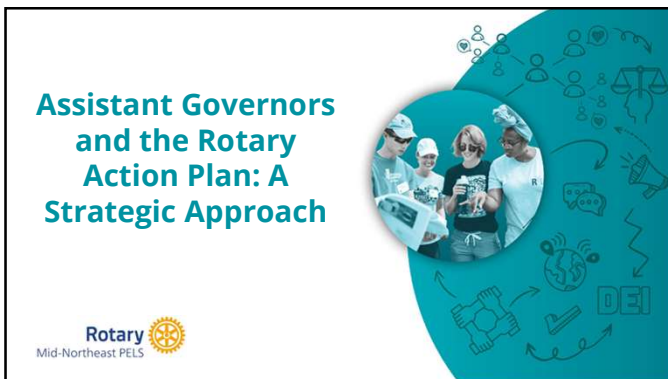
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The ROTARY ACTION PLAN

IMPACT **REACH** **ENGAGE** **ADAPT**

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Increase Our Impact

- Impactful data driven projects
- Conduct community assessment
- Streamline Club activities
- Celebrate long-term successes

DEVELOP A STRATEGY for educating members about the importance of impactful service projects. Research shows that measurable, data-driven results offer proof of the impactful service that is attractive to the next generation of leaders.

CONDUCT A COMMUNITY ASSESSMENT to determine which issues are top concerns in the area. Learn about needs and strengths and identify the key decision-makers. Try conducting evaluations both before and after you implement projects to get a better sense of where and how you can create measurable, lasting change that truly helps the communities you serve.

FOCUS YOUR EFFORTS. Review your club's activities and determine which ones can be streamlined or eliminated so your club can spend more time on activities that make a real impact.

ENCOURAGE YOUR CLUB OR DISTRICT TO CELEBRATE THE LONG-TERM SUCCESSSES of service and program offerings. Be open to new projects or opportunities to prove that your club or district's impact has only begun. Apply for a global or district grant to fund a project that will have sustainable, measurable outcomes.

Rotary
"What Clubs Can Do"
rotary.org/actionplan

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Expand Our Reach

- Collaborate with new groups
- Make your Club inviting to ALL
- Form new Clubs to fill needs
- Tell compelling stories

SET A GOAL to collaborate with new groups in your community, either through service projects or social events, to introduce more people to Rotary. As our vision statement says, we want to unite people — not just Rotarians — to create lasting change.

USE ROTARY'S MEMBERSHIP TOOLS and resources to assess your club and learn how to make it more diverse, open, and attractive to everyone in your community.

Districts should **CONSIDER FORMING NEW CLUBS.** Take advantage of our flexible club models to create clubs that are welcoming to people with diverse interests, backgrounds, and needs. As always, these new clubs should embrace our core values and deliver value to members.

BE SURE TO TELL COMPELLING STORIES about how your club or district is making a difference. Use the People of Action materials and other resources in the Brand Center to learn how to show your club or district's impact through the media, on social media, and in the community. Strengthening your public image can help you attract like-minded people to your club, form new partnerships for service, and build a stronger and more diverse network of collaborators.

Rotary
"What Clubs Can Do"
rotary.org/actionplan

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Enhance Participant Engagement

- Deliver personal & professional value to all members
- Inspire support for Rotary by seeking input from community
- Use Rotary Learning Center to develop leadership

FOCUS NOT ONLY ON GAINING NEW MEMBERS BUT ALSO ON DELIVERING VALUE — both personal and professional — to current members. Hold a brainstorming session or use a survey to ask members what's important to them in their club experience and how they want to grow and develop through Rotary.

Consider everyone who encounters Rotary a participant. Invite them to **OFFER NEW IDEAS AND SHARE THEIR THOUGHTS.** Encourage them to stay involved (whether or not they join the club) so they feel valued and are inspired to support Rotary activities.

USE OUR CURRICULUM in the Learning Center, to develop leadership and other skills in members and participants.

Rotary
"What Clubs Can Do"
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Increase Our Ability to Adapt

- Hold "Innovation Forums" in community to gather new ideas
- Fund new ideas in your Club
- More efficient Club procedures
- Establish a continuity plan

HOLD INNOVATION FORUMS AND BRAINSTORMING SESSIONS with club members and other participants to gather ideas for activities and service projects in the community. Contact other organizations or clubs that have a strong record of innovation or reinvention and look for ways to apply what they did to your own club.

SET ASIDE A SMALL FUND to try new ideas. Expand initiatives that succeed and document what you learn from those that don't.

REVIEW YOUR CLUB ROLES, PROCESSES, AND TASKS and look for ways to be more efficient — whether it's by reducing, combining, or eliminating responsibilities or using different technology.

ESTABLISH A CONTINUITY PLAN. Encourage club presidents, district governors, and other officers to work with the incoming leaders chosen for the next few years so that their efforts will be collective and all will be invested in a joint success.

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GROUP BRAINSTORM!

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Brainstorm Internally

Strengths & Weaknesses

Rotary

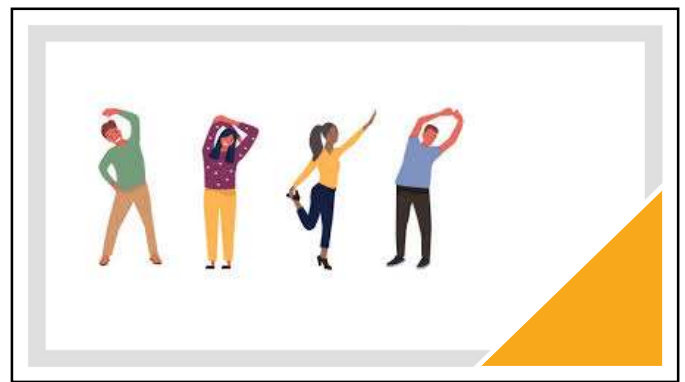
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Brainstorm Externally

Opportunities & Threats

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WHERE **PEOPLE** UNITE AND TAKE ACTION
TO **CREATE** LASTING
CHANGE ACROSS THE GLOBE
IN OUR COMMUNITIES AND IN OURSELVES

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SWOT Analysis

Connect the Dots

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Prioritize Action

**Impact
Reach
Engage
Adapt**

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Boosting Membership

Plan a Service Project

Applying for a Global Grant

Updating the Club Logo

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Action Plan-Goal

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Goals and Action Steps

Break down your goals to make them *really, really,*

SMART

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S	M	A	R	T
Specific	Measurable	Attainable	Relevant	Time-Bound
Make sure your goals are focused and identify a tangible outcome. Without the specifics, your goal runs the risk of being too vague to achieve. Being more specific helps you identify what you want to achieve. You should also identify what resources you are going to leverage to achieve success.	You should have some clear definition of success. This will help you to evaluate achievement and also progress. This component often answers how much or how many and highlights how you'll know you achieved your goal.	Your goal should be challenging, but still reasonable to achieve. Reflecting on this component can reveal any potential barriers that you may need to overcome to realize success. Outline the steps you're planning to take to achieve your goal.	This is about getting real with yourself and ensuring what you're trying to achieve is worthwhile to you. Determining if this is aligned to your values and if it is a priority focus for you. This helps you answer the why.	Every goal needs a target date, something that motivates you to really apply the focus and discipline necessary to achieve it. This answers when. It's important to set a realistic time frame to achieve your goal to ensure you don't get discouraged.

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Resources at the Zone Level

Zone 32 Coordinators on Membership
Public Image and The Rotary Foundation




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Zone 32 Rotary Coordinators




Cindie Kish
Membership



Amy Silber
Rotary Public Image



Joanne Ventura
Rotary Foundation



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Welcome DGEs!

**Working Together
On the year ahead**




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The **ROTARY ACTION PLAN**



IMPACT **REACH** **ENGAGE** **ADAPT**



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*PDG Hector Ortiz, Zone 32 AG Facilitator
PDG Jacquelyn Yonick, Learning Leader MNE-PELS*



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