	2023 Leadership Seminars
Rotary Zones 30 & 31	St. Louis, Decatur, Columbus & Tulsa

08/11/2023

I. Key Takeaways

Leadership For Growth Session

- Successful Clubs:
    - 78% of growing clubs meet weekly.
    - 77% of growing clubs use their website to engage members.
    - Set Goals / Establish a Plan
    - Club prints and distributes the plan to their club members
    - Hold multiple community service projects, including community members in their service projects.
    - Use all forms of media.
- Utilize the Membership Action Plan
- Utilize Rotary International Tools which are available on Rotary.org.
- Never too late to set goals.
- Data on club growth helpful.
- Signature programs.
- Post videos of club's service projects.
- Tell stories, including series of Rotary Moments.
- Use media to find clubs and assess your club.
- Meeting members where they are.
- Creating a club of tomorrow.
- What does attrition mean?

Develop A Culture For Giving Session

- Ask for Paul Harris Society Members
- Breakdown the 'Ask" into simple terms.
- Educate members on the "why" and "how" of giving to (supporting) the Rotary Foundation.
- 10% club tithe to the Rotary Foundation.
- Use PHF Matching Points Programs to promote contributions to the Rotary Foundation.

- Designate Annual Fund Gifts to an Area of Focus. *Keep in mind that only funds contributed to Share come back to the district.*
- A legacy gift will far out live our time on earth.
- Conduct a Million Dollar Dinner, or a Legacy Dinner.
    - Help is there for Legacy Dinners/Million Dollar Dinners (EMGAs & MGOs).
- Members who are attorneys can assist with "Planned Giving".
- Promote an awareness and support of Polio Plus within our clubs and communities.
- Polio Eradication is Successful - 20 Million are walking today due to eradication efforts.
- Club goal of 5 Polio Society Members.
- Polio Fundraising Ideas:
    - Bourbon Barrel Pick D6460
    - Ponies For Polio D6510 and Sunrise Rotary FaceBook Page.
    - See D5495 for information on Iron Lung Lager
    - Board with Squares (1 for $20; 6 for $100; 50-50; profits donated equally amongst all donors.
    - Pints For Polio – Pints of your club's choice (beer, ice cream or blood drive)
    - Purple pinky Donuts
    - Glow Golf Tournament
    - Bourbon & Popcorn

Everyone Has A Story Session
- Rotary International <u>not</u> Rotary anonymous.
- We don't tell our stories enough.
- Help people to tell their story.   Keep it going.
- Encourage others to be recognized for their giving in. order to encourage others.
- Use the power of the Rotary Story to encourage others.
- Use Public Image to create and track leads.
- Disaster communications.
- Create an Annual Report. Share Annual Report examples.

II. Case Studies

Case Study #1
Your District has a newly formed club focused on the environment. You have been asked to assist this new club in identifying a grant opportunity to support their project to introduce a requested recycling program in their local middle school, with the intent to engage their new members and attract others to this club while sharing their passion for protecting the environment.

1. How can they attract donations and support from potential partners with a shared interest?
    a. Reach out to other Rotary clubs, environmental groups and Family.
    b. Show the why:

    i. Partner with recyclers; school's art, science & history classes
    ii. Post videos and post on Tik Tok
    iii. Parents
  c. Identify what potential partners exist and how they can participate in the project
  d. Members visit with local business to seek support & partnerships with corporate members such as Waste Management
  e. Middle school children raise money
  f. Seek advice from another club who has done it

2. How can the Rotary Foundation resources be of assistance?
  a. District Grants; or scale up by using multiple clubs to apply for a multi-club district grant.
  b. Possibly a Global Grant
  c. Call TRF Cadre (subject matter expert)
  d. Ask RRFC

3. How can they tell the story to their community?
  a. Use public image tools to tell story.
  b. Engage with middle schoolers, Interact Club
  c. Use School Media & partner with school's media class to publicize effects of plastic on the environment
  d. Visit other civic clubs
  e. Use traditional media
  f. Create and use hashtags
  g. Build a promotions team

4. How can they use this opportunity to further engage their members and attract new members?
  a. Partners = Potential New Members (Parents, Teachers & Interact)
  b. A School Parents Drive - Inviting parents to educate on Rotary and the environment
  c. Create a tagline: "Let's Talk"
  d. Create QR Code to post to Facebook
  e. Make sure members are involved
  f. Corporate Partners = potential new corporate members
  g. Teachers = potential new members
  h. Include a Rotary logo on recycle bin(s)
  i. Launch an education focused satellite club
  j. Grow/scalability

Case Study #2

Your District has a community (Danville) that is under-represented by Rotary. There are four Rotary clubs in nearby communities. Danville had a flood two years ago which damaged Danville Elementary and caused the loss or destruction of its contents. The school will be reopening in six months and they are trying to raise money for new library books. Four local Rotary Presidents decided to combine their clubs' resources via a service project to help replace the books. How can they make this a successful project?

1. What challenges might there be to making this a successful project?
    a. Multi club coordination
    b. Reaching an agreement on how to raise funds
    c. Focus on cash versus books
    d. Donor fatigue
    e. Identifying which books to obtain

2. How can they attract donations and support from partners with a shared interest?
    a. Approach school libraries for extra books
    b. RAG for literacy
    c. Fund Raisers – ex. Restaurants, Dolly Foundation
    d. Local business fundraising match
    e. District disaster response funds reserve

3. How can The Rotary Foundation resources be of assistance?
    a. District grant
    b. Disaster response grant

4. How can they tell the story to their communities? What about the elementary school's community?
    a. Four clubs host an event: ask for contributions and follow up with contacts
    b. Identify partners – parents, other civic organizations & local business – and write articles for their newsletters.
    c. Local television coverage
    d. Viral Facebook post
    e. Printed media
    f. School communications
    g. Text network – e-blast
    h. Involve local politicians= more media coverage
    i. Local celebrities read to kids

5. How can these four clubs use this opportunity to further engage their members and attract new members?
    a. Tell the story well
    b. Book distribution celebration
    c. Business partners

      d. Visit local library

      e. Personally promote

6. How might the District use this project to explore opportunities to grow in this community?
    a. Form a new club
    b. Create a satellite club to execute
    c. Parents & sponsors event to insert Rotary Stamp into books
    d. Project shares how Rotary can help Danville
    e. Identify future multi-club projects

III. <u>Session Notes</u>

<u>Grow Rotary Session</u>

- Challenge – Engagement
  - Use tools to tell stories in club
  - Use engaging Rotary Foundation related stories
  - Pair young & older members
- Challenge – Disengaged
  - Ask "What would get you to …?"
  - Ask "What is your passion?"
- Challenge – Lunch Only Club
  - Change club experience
  - Promotion of members' projects
  - Promote Paul Harris Fellows, Giving Circles
  - Promote members participation in RLI and Leadership Academy

<u>Creating A Culture of Giving Session</u>

- Because I am a Rotarian
- Make giving fun. Raffles
- Rotary Direct Pledge = to only a "Big Mac" per week.
- Power of a personal ask.
- Tell the story.
- Facts tell – Stories sell.
- Lead by example.

<u>Everyone Has A Story Session</u>

- Process of Telling Other's Stories
- Visit other civic clubs.
- Use social media to tell our story.
- Involve middle schoolers – posts and posters.