

## **Educational Session Notes**

### **Revitalizing Your Club**

**Training Leader—Dave Hamilton**

**8:00 AM**

#### **Revitalizing Your Club – Key Concerns**

- ◆ Getting Older
- ◆ Declining Membership Trend
- ◆ Leadership/Personality Issues
- ◆ Fundraising Issues
- ◆ Engagement/ Older vs Younger
- ◆ Not Establishing a Long Term Vision
- ◆ Retention
- ◆ Community Awareness
- ◆ New Ideas for Service Projects
- ◆ Lack of Diversity
- ◆ Technology Changes
- ◆ Not Enough Hands on Projects
- ◆ Vocational Challenges
- ◆ Lack of Interesting Programs

#### **Revitalizing Your Club – Vibrant Club Characteristics**

- ◆ Diversity
- ◆ Active Committees
- ◆ Magnetic Club
- ◆ Fellowship
- ◆ Visible Activity in the Community
- ◆ Unique
- ◆ Good Quality Members
- ◆ Leadership Opportunities
- ◆ Finding things for all of the membership to engage in
- ◆ Build a Leadership Plan
- ◆ Personal touches to members – reach out to get involved

#### **Revitalizing Your Club – Attributes of A Club President in a Vibrant Club**

- ◆ Strong Communication
- ◆ Be Organized
- ◆ Be a Good Listener
- ◆ Good Humour
- ◆ Have a Plan

- ◆ Engage Actively in the Plan
- ◆ Fully aware of all the roles & match members effectively
- ◆ Inclusive
- ◆ Lead meetings with a positive attitude
- ◆ Not bossy
- ◆ Have a good time
- ◆ Delegate

### **Revitalizing Your Club – How Can You Start Revitalizing NOW**

- ◆ Understand what your club needs & wants
- ◆ Create a Vision
- ◆ Survey the Club – in person or by email – ask engaging questions
- ◆ Visioning
- ◆ Retreat – all club members invited AND encouraged to attend
- ◆ Meet with Past Presidents and listen to their input
- ◆ Be open minded to newer/different ideas but at the same time keeping the club stable.
- ◆ Engage with other organizations to help build awareness
- ◆ Analysis of Risk/Reward

**9:45 AM**

**Training Leader—Sean Hogan**

**8:00 AM**

**9:45 AM**

**Training Leader—Ross Gilley**

**8:00 AM**

#### Key Concerns

- Survivability
- Decreasing Membership
- Aging Members [ not enough younger members]
- Engaging Young Rotarians

- Energy
- Same Ole Same Ole
- Not visible in community
  - Write checks
- Reaching business people – networking
- Branding in Community
- Engaging longer-term Rotarians
- Don't want more than one activity or Project
- Retention
- Need to mentor new members
- Lack passion
- Stale

#### Characteristics of a vibrant Club

- Growing Clubs
- Has Infrastructure
- Good Programs
- Members engaged
- Financial stability
- Succession Plan
- Good Fundraiser
- Partnership with other clubs
- Visible in community
- Good Service Projects
- Champion different members
- Critical mass
- Would the community notice if Rotary was not there?

## Maintain/Keep

- Scholarship
- Get younger people involved
- Solid processes
- Vibrant programs and speakers
  - Idea – a different person each month is in charge of programs
    - Engages more members

## Things to Change/Go

- Fining
- Comparing to other clubs
- Location
  - Food is an issue
- Club logistics – when where how

## Two things to try:

- Attract younger members
- Mentoring newer members
- More social
- Decrease attendance Requirement
- Satellite Club
- Targeted recruiting
- “Legend” members vocation talks

## Presidential Attributes

- Doesn't take self too seriously
- DELEGATE
- Dynamic
- Self-aware
- Flexible
- Bullet proof
- “push” buttons when needed
- Positive outlook/Fun
- Good listener
- Avoid Crisis
- Lead from behind
- Organizer
- Stay on task
- Meeting Manager



## Role of President to effect change

- Very carefully
- Succession / joint vision
  - Buy in from PE and PEN
  - Bigger vision
  - Not just one year
  - Use PE
  - Include future leaders
- Share Vision
- Look at existing board – do they believe in the vision
- Facilitator of Change – not agent

**9:45 AM**

## Key Concerns

- Connecting with < 30
- Engaging younger members
- Attracting business people
- Sticking with tradition
- Lack of communication
- Competition with other clubs and organizations
- A core influential group “rules”
- Presidential burn out
- General malaise of club

## Characteristics of a vibrant Club

- Engaged
- Focus on attracting quality not quantity of new members
- Welcoming
- Knowing club's value
- High energy
- Flexible
- Good communication plan

## Maintain/Keep

- Program variety speaker
- President and PE collaborate
- Greeters /Birthdays
- Opening “ceremony”

- Red Badge System

#### Things to Change/Go

- National anthems
- Invocation