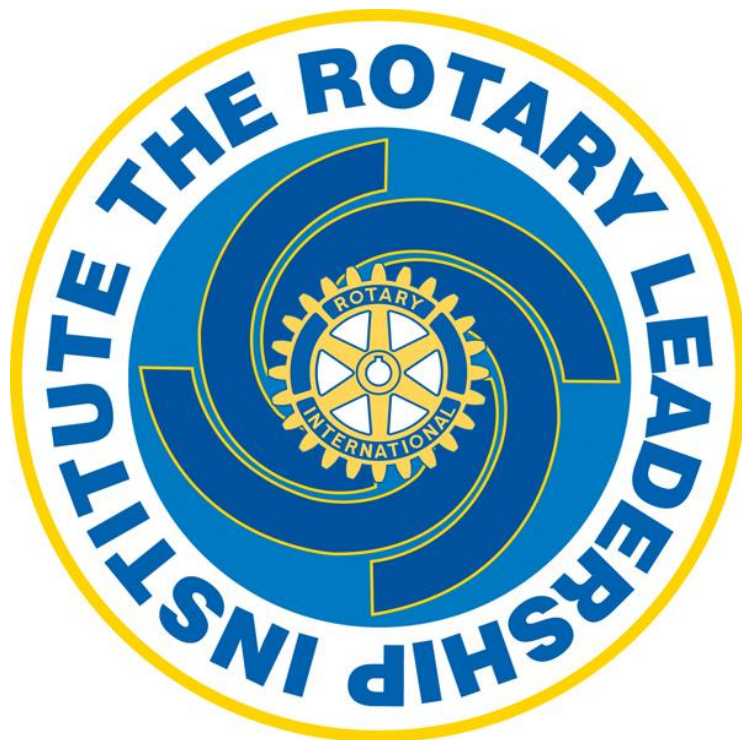


RLI

20th
ANNIVERSARY

A Joint Project of over 300 Rotary Districts worldwide



*2012-13 Rotary Year
Twentieth Anniversary Edition*

PART II



RLI Part II – THE CLUB

TABLE OF CONTENTS

The Rotary Leadership Institute (RLI) is a grassroots, multi-district leadership and Rotary development program using facilitation in small groups to engage Rotarians and strengthen clubs.

RLI is not an official program of Rotary International and is not under its control.

Our Mission: The Rotary Leadership Institute is a grassroots, multi-district leadership development program whose mission is to strengthen Rotary clubs through quality leadership education.

COURSE MATERIALS

Event Agenda, Faculty, Upcoming RLI Events, Division Leadership, and Welcome Letter are included as a supplement to the course materials or online. Outlines and materials are online at rlifiles.com.



Strategic Planning & Analysis

1

I can strengthen my club by promoting and leading insightful planning and analysis. Looking at my Rotary club, how can I help make improvements that will matter?



Targeted Service

17

I can lead and promote my club's participation in unique, significant and targeted service opportunities through our Foundation. Understand the key concepts of Rotary programs!



Club Communication

25

I can serve by leading and promoting effective communications to my club's internal and external audiences. Refine and practice your skills.



Team Building

31

I can lead and promote my club's collaboration in effective and motivated groups to accomplish our goals of service. Harness the real power of Rotary clubs and Rotarians!



Attracting Members

37

I can lead and promote my club's reexamination of its distinctive position in my community and the quality of members we attract. I want to work with the best people!

Coming Attractions

42

Course Evaluation

Handout



About Your RLI Program. The Rotary Leadership Institute is a grassroots, multi-district leadership development program whose mission is to strengthen Rotary clubs through quality leadership education. Established in 1992, RLI has become a worldwide organization with divisions in every Continent of the world. While it is an unofficial program of Rotary International, it has substantial support of a number of past Rotary International Presidents and current, past and incoming R.I. Directors. The R.I. Board has adopted a resolution recommending RLI or similar programs to the districts and the Council on Legislation has twice recommended RLI to the Board. For more information on RLI, see our website at www.rotaryleadershipinstitute.org.

The RLI Recommended Curriculum. RLI recommends a curriculum and provides outlines and faculty materials to all its divisions. The curriculum has been continually revised and upgraded over the years. Because of the growth of RLI, it is expected that major revisions will be recommended every three years in order to give divisions a sufficient opportunity to orient their faculty members and to provide translations where necessary. Important changes in Rotary are provided annually to all divisions. All curriculum materials and available translations are posted on the RLI materials website at www.rlifiles.com.

The RLI Curriculum Committee. The committee meets annually most years and all divisions are requested to provide suggestions for improvement based on their own experiences. Any division may send representatives to the Annual Curriculum Meeting.

2012-2013 RLI Curriculum Committee

Chair: Gary Israel, RLI, Sunshine Division

Editor: Bevin Wall, Zone 33 RLI

ARGENTINA CENTRAL/SOUTH & BOLIVIA

PDG Juan Pedro Torroba, Chair
PDG Miguel A. Martinez

ATLANTIC/ ATLANTIQUE

PP Kim Pearson, Chair

BUENOS AIRES & PERU

RI Dir-Elect Celia Giay, Chair

GREAT LAKES (US/ CANADA)

PDG Renee Merchant, Chair

HEART OF AMERICA (US)

PDG Jane Malloy, Chair
PDG Bob Malloy

S. ASIA (INDIA/ NEPAL/ SRI LANKA)

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SUNSHINE (SOUTHEAST US/ CARIBBEAN)

DGN Robert "Bob" Arnold
PDG Jim Henry, Past Chair
PDG Gary Israel, Chair
Debbie Maymon, Registrar
PDG Doug Maymon, Chair-Elect
Brenda Wendt, Secretary

ZONE 33 (MID-ATLANTIC US/ CARIBBEAN)

PRID Eric Adamson, Past Chair
PDG Bevin Wall, Ex. Director
Pam Wall, Faculty Trainer



Strategic Planning and Analysis





I can strengthen my club by promoting and leading insightful planning and analysis

Session Goals

Analyze Your Rotary Club
Review Possible Areas of Improvement
Discuss How Specific Improvements Should be Made
Understand the Process for Strategic Planning

Materials

-   Insert SPA-1: Rotary Club Self-Evaluation of Performance & Operations
 -   Insert SPA-2: Strategic Planning Guide. EN (109)
 -   Insert SPA-3: RI Strategic Plan Priorities & Goals 2010
 -   Planning Guide for Effective Rotary Clubs 862-EN-(411)
 -   What Will Rotary Look Like in 10 Years?
- Key:  attached insert  online  article  ppt

This is a course in the Leadership Spiral going across the three days of RLI. Prior courses include Insights Into Leadership. Other courses in this session include Team Building and Club Communications. Additional courses building on this session are Public Image & Public Relations and Effective Leadership Strategies. Service and Membership have separate spirals.

This course is a recommended double session

Session Topics

- 1) Why is a self-evaluation by a Rotary club important for the club? Why is it an important exercise for the Rotarians within the club?
- 2) After performing the Self-Evaluation, what areas of improvement are apparent? Are these improvements specific to your club, or do they have a wider application to other Rotary clubs?

“Action without vision is wasted, and vision without action is just a dream.

Action with vision brings hope to the world.”

1996-97 RI Pres. Luis Vicente Gay
— Address to 1996 Rotary
Convention,
Calgary, Alberta, Canada



- 3) After completing the preceding two questions, see the Strategic Planning Guide and Worksheet, Insert SPA-2, and related questions.
- 4) Rotary International suggests that clubs develop strategic plans. What is a strategic plan? Why do we need one? What are the benefits?
- 5) There are many ways to do strategic planning, and some of your club members may have experience with a particular process. How can you discover and use this expertise? Are there other people resources you can call on for assistance?
- 6) Review and discuss the Strategic Planning Guide and Worksheet recommended by Rotary International, Insert SPA-2.
- 7) Based on your previous Self-Evaluation result “areas of improvement”, develop at least two three-year goals and an annual goal for each one. What strategy are you going to use to accomplish each goal? How can you insure accountability?
- 8) Rotary International has a Strategic Plan. (See Insert SPA-3). What is the relation of the RI Strategic Plan to your club’s strategic plan? How can you use it in your club’s strategic planning process?
- 9) What is your Rotary club’s “brand” or “distinctive position” in your community? Is it different than the “brand” of Rotary International? Is defining your club’s “brand” important for strategic planning? How do you define your club’s brand?
- 10) How do we communicate our strategic plan to our club? Is board, club, or key member “buy-in” more important? How often does the plan need to be reviewed? Can the plan be changed? How?

“...There is so much pleasure in Rotary activities. The breakfast, luncheon, or dinner every week brings you in contact with your fellow members. Their diverse interests and knowledge stimulate your interest in your community...The planning for service projects both close by or across some distant horizon carries us out of our own self-interest into the wonderful world of service to others... [and the] pleasing paradox...that we grow in stature when we give of our time and talent to improve the quality of life for someone else. How strange that when we give dignity to someone else, we grow in dignity ourselves...”

1989-90 RI Pres. Hugh M. Archer
— *Enjoy Rotary!*
THE ROTARIAN, July 1989



Insert SPA-1 (10 pages)

Rotary Club Self-Evaluation of Performance and Operations

This form is to conduct a self-evaluation and review of your club's current performance and operations. It is NOT intended to "grade" your club, but rather provide a mechanism to discover the strengths of your club and identify areas that might be improved. Many questions will require a degree of reasonable appraisal. Please be guided by the Four Way Test and your best judgment in answering the questions.

Club Administration

Score

Please rate the following: Yes= 5 pts No=0 pts Don't Know = DK

1. Our Rotary Club has adopted the Club Leadership Plan. _____
2. The club has written By-laws that are available to each member. _____
3. The club Board of Directors meets on a regularly announced basis. _____
4. The club has developed both a long-term and short-term plan of action. _____
5. The club has an e-mail address and/or web page with current information on it. _____
6. The official Rotary International Directory is available to the members. _____
7. The club publishes a roster listing the officers, members, committees and chairs. _____
8. The club plans social events for members and partners throughout the year. _____
9. The club makes an effort to contact absent or ill Rotarians _____
10. The club has received a Presidential Citation within the last 3 years. _____
11. The club has an annually prepared budget that is approved by the members. _____
12. The club receives a financial report of all income and expenses at least once a year. _____

Please Rate the Following: Excellent= 5, Good= 4, Satisfactory=3, Fair=2, Poor=1 Don't know= DK

13. The club meeting location site or area is _____
14. The food provided during the meal at the club meeting is _____
15. The quality of speakers and club programs are normally _____
16. The meetings start and finish on time and the use of an agenda is _____
17. The Board of Directors report to the club about their actions is _____
18. The club's communication of important Rotary information to the members is _____
19. The payment of club dues by the members in a timely fashion is _____



20. The payment of district and International dues in a timely fashion is _____
21. The information and content of the club newsletter/bulletin is _____
22. The club's use of sound systems, lecterns, decorations, flags, banners and other Rotary related items are _____
23. The operation of the club committee system with regards to meeting regularly and reporting to the board of directors and/or the membership is _____
24. The club's promotion of district assemblies, conferences, conventions and special meetings are _____
25. The club's use of RI Themes and knowledge of the RI President's message and initiatives are _____
26. The club's greeting and treatment of visiting Rotarians is _____
27. The special recognition given to visiting guests during club meetings is _____
28. The information and topics presented at a club assembly is _____
29. The club's treatment and reception of the District Governor's official visit is _____
30. Fellowship encouraged by the use of singing, "happy dollars," raffles, etc. is _____
31. The degree of Rotary spirit and friendly fellowship that exists in the club is _____
32. The club's efforts to recognize special individuals with "Rotarian of the Year", "Citizen of the Year", etc. is _____
33. The desire of the Rotarians to sit at a different table each week is _____
34. The club's recognition of special events, birthdays etc of the members is _____
- Please rate the following:*
35. Our club has a speaker **weekly** (5 pts), **monthly** (3 pts), **never** (0 pts). _____
36. The club newsletter is published **weekly** (5 pts), **bi-weekly** (3 pts), **monthly** (1 pt), **none** (0 pts) . _____
37. The club holds regular club assemblies **monthly** (5 pts), **quarterly** (3 pts) **semi-annually** (1 pt), **never** (0 pts). _____
38. The Rotary International rules on attendance are **always** (5 pts), **usually** (4pts), **occasionally** (3 pts), **seldom** (2 pts), **never** (1 pt) strictly enforced. _____
39. The club members are **always** (5 pts), **usually** (4 pts), **occasionally** (3 pts), **seldom** (2 pts), **never** (0 pts) reminded to make-up for absences _____



40. The club gives special recognition **regularly** (5 pts), **occasionally** (3 pts), **once in a while** (1 pt), **never** (0 pts) to individuals who have perfect attendance. _____
41. My club has sponsored a District Governor candidate within the last **1-5 yrs** (5pts), **6-10 yrs** (4 pts), **11-15 yrs**, (3pts), **16+ yrs** (0 pts), don't know (DK). _____
42. My club has provided an Assistant Governor (AG's) candidate within the last **1-5 yrs** (5 pts), **6-10 yrs** (3 pts), **never** (0), don't know (DK). _____
43. The following number of Rotarians from my club attended the last Rotary International Convention- **5+** (5 pts), **3-4** (4 pts), **1-2** (2 pts), **zero** (0 pts), don't know (DK). _____
44. The following number of Rotarians from my club has attended the most recent district conference- **10 +** (5 pts), **5-9** (4 pts), **2-4** (3 pts), **1** (2 pts), **none** (0 pts). _____
45. The following number of club leaders attended the most recent district assembly- **5+** (5 pts), **2-4** (3 pts), **1** (1 pt), **none** (0 pts), don't know (DK). _____
46. Generally **10 or more** (5pts), **5-9** (3 pts), **1-4** (1 pt), **no** (0 pts), Rotarians from my club attends special functions (i.e. dinners, seminars, service events, celebrations, etc) sponsored by the district. _____
47. The current president-elect **always** (5 pts), **sometimes** (3 pts), **seldom** (1 pt), **never** (0 pts) attends PETS (president-elect training seminar). _____

Please add the totals points for questions 1-47 Club Administration _____
Don't knows _____

Membership

Please rate the following:

1. The average monthly club attendance figure is **90-100%** (5 pts), **80-89%** (4 pts), **70-79%** (3 pts), **60-69%** (2 pts), **50-59%** (1 pt), don't know (DK) _____
2. The average age of the club membership is **35-40** (5 pts), **41-50** (4 pts), **51-60** (3 pts), **61-70** (2 pts), **71+** (1 pt), don't know (DK). _____
3. Last year, the club's membership- **increased** (5 pts), **remained the same** (3 pts), **decreased** (0 pts), don't know (DK). _____
4. This year the club membership is likely to **increase** (5 pts), **remain the same** (3 pts), **decrease** (0 pts), don't know (DK). _____
5. The club has sponsored a new club within the **last 1-3 yrs** (5 pts), **4-8 yrs** (4 pts), **9-12 yrs** (2 pts), **longer or never** (0 pts), don't know (DK). _____
6. When a member relocates to another community, the club **always** (5 pts), **sometimes** (3 pts), **never** (0 pts) notifies the nearest Rotary club of the move. _____



- 7. New members are **always** (5 pts), **sometimes** (3 pts), **never** (0 pts) encouraged to become active in the club _____
- 8. The club **frequently** (5 pts), **often** (4 pts), **seldom** (2 pts), **never** (0 pts) holds special membership drives (cocktail, wine & cheese parties, meet & greet, etc) to identify and attract potential new members. _____
- 9. The club **always** (5 pts), **sometimes** (3 pts), **seldom** (1 pt), **never** (0 pts) has information or materials about joining Rotary at its fund raisers or events. _____

Please rate the following: Yes= 5, No= 0, Don't know= DK

- 10. The club has an active membership chair that makes regular reports to the club. _____
- 11. The club has and uses a membership classification system. _____
- 12. The club has developed a membership interest survey form. _____
- 13. The club assigns new members to committees based on their interests. _____
- 14. The club annually sets measurable and reasonable membership goals. _____
- 15. The club has and uses a "Mentoring" program. _____
- 16. The club has developed a welcoming package for new Rotarians. _____
- 17. The club has a special program (red badge, greeter, etc.) to make new members feel welcome. _____
- 18. The club conducts new member orientation meetings _____
- 19. The club pays for new Rotarians to attend the Rotary Leadership Institute. _____
- 20. The club conducts an "exit interview" to determine why members leave. _____
- 21. The club systematically asks each new member for a referral. _____
- 22. The club provides non-Rotarian speakers with information about Rotary. _____

Rate the following: Excellent=5, Good=4, Satisfactory= 3, Fair=2, Poor=1, Don't know= DK

- 23. The club's promotion of membership issues is _____
- 24. The club's use of the classification list is _____
- 25. The club membership balance and representation of the community business segments and general population are _____
- 26. The club's attempts to invite qualified members of any race, gender or ethnic group to join the club is _____



- 27. The club’s new member orientation meetings are _____
 - 28. The club’s induction ceremony of a new member to the club is _____
 - 29. The club’s “mentoring” program is _____
 - 30. The club has a specific retention program that is _____
 - 31. The club’s participation at district membership seminars is _____
 - 32. The effort to encourage all members to attend the Rotary Leadership Institute is _____
 - 33. Overall, the club’s efforts to attract and keep new members is _____
- Please add the total points for questions 1-33 Membership _____
 Don’t knows _____

The Rotary Foundation

Please rate the following: Yes = 5 No = 0 , Don’t know = DK

- 1. The club has an active Foundation chair that makes regular reports to the members. _____
- 2. The club sets and achieves its Foundation giving goal each year. _____
- 3. The club encourages individuals to become Paul Harris Fellows on their own. _____
- 4. The club matches contributions made by members to the RI Foundation. _____
- 5. The club makes a special presentation of a new Paul Harris Fellowship _____
- 6. The club publicly posts a list of all the Paul Harris Fellows. _____

Please rate the following:

- 7. **Most** (5 pts), **many** (4 pts) **some** (3 pts) **few** (2 pts) **none** (0 pts) of the club members understand that money given to The Rotary Foundation returns to the district for its use three years later _____
- 8. Information about The Rotary Foundation is provided to the club **every month** (5 pts), **every three months** (3 pts), **every six months** (1 pts) **never** (0 pts) _____
- 9. **All** (5 pts), **most** (4 pts), **many** (3 pts), **some** (2 pts), **few** (1 pt), **none** (0 pts) of the club members know about Paul Harris Fellows and how to become one. _____
- 10. **Most** (5 pts), **many** (4 pts), **some** (3 pts), **few** (2 pts), **none** (0 pts) of the club members contribute each year to The Rotary Foundation under the Every Rotarian Every Year program. (EREY). _____
- 11. My club has sponsored a GSE team member, an ambassadorial scholar, a university _____



- teacher or a peace scholar **within the last 1-3 yrs** (5), **4-6 yrs** (3), **longer or never** (0 pts), don't know (DK). _____
- 12. My club has hosted a visiting GSE team **within the last 1-5 yrs** (5 pts), **6-8 yrs** (3 pts), **longer or never** (0 pts), don't know (DK). _____
- 13. My club has applied for a Matching Grant with an international partner **within the last 1-3 yrs** (5), **4-6 yrs** (3), **longer or never** (0 pts), don't know (DK). _____
- 14. My club has applied for a District Simplified Grant **within the last 1 yr** (5 pts), **2-3 yrs** (3 pts), **longer or never** (0 pts), don't know (DK) . _____
- 15. My club has applied for a Rotary Volunteer Grant or 3-H Grant **within the last 1 yr** (5 pts), **2-4 yrs** (3 pts), **longer or never** (0 pts), don't know (DK). _____
- 16. **Most** (5 pts), **many** (4 pts), **some** (3 pts), **few** (2 pts), **none** (0 pts) of club members are Paul Harris Fellows _____
- 17. **Most** (5 pts), **many** (4 pts), **some** (3 pts), **few** (2 pts), **none** (0 pts) of club members are Paul Harris Sustaining Members _____
- 18. **Most** (5pts), **many** (4 pts), **some** (3 pts), **few** (2 pts), **none** (0 pts) of club members are bequest donors to The Rotary Foundation. _____
- 19. **Most** (5 pts), **many** (4 pts), **some** (3 pts), **few** (2 pts), **none** (0 pts) club members are benefactors to The Rotary Foundation _____
- 20. **Most** (5 pts), **many** (4 pts), **some** (3 pts), **few** (2 pts) **none** (0 pts) of club members are Paul Harris Society members _____
- 21. **Most** (5 pts), **many** (4 pts), **some** (3 pts), **few** (2 pts), **none** (0 pts) of club members are Major Donors to The Rotary Foundation. _____
- 22. **Most** (5 pts), **many** (4 pts), **some** (3 pts), **few** (2 pts), **none** (0 pts) of club's existing Paul Harris Fellows make subsequent contributions to The Rotary Foundation _____

Please add the total points for questions 1-22 Foundation _____
Don't knows _____

Service Projects

Rate the following: Excellent=5, Good= 4, Satisfactory= 3, Fair= 2, Poor=1, Don't know= DK

- 1. The club's attempts to promote vocational service are _____
- 2. The promotion of the 4-Way Test in the club and community are _____
- 3. The use of career development programs by the club in local schools to help students with career choices is _____



- 4. The club's efforts to promote high ethical standards, professional dignity or service performance in the club and community are _____
- 5. The club's effort to conduct one new community service project each year is _____
- 6. The club's efforts to conduct one new international service project each year is _____
- 7. The club's use of input, talents and resources of the members for service projects is _____
- 8. The club's use of input, talent and resources from community leaders for service is _____
- 9. I consider the club's activities regarding service, locally and internationally, to be _____
- 10. The club has conducted an active program or project in the following areas

Please credit 3 pts for each service project that your club has done *within the last 3 years*

- _____ Drug use prevention or rehabilitation
- _____ Polio eradication or other community immunization project
- _____ Environmental activities
- _____ Literacy projects
- _____ Clean water programs
- _____ Providing food for the hungry
- _____ Assisting the community's handicapped or elderly
- _____ Providing health or medical care locally or Internationally
- _____ Providing recreational opportunities for the community
- _____ Helping the poor or needy of the community
- _____ Improving the community's economic or social quality of life
- _____ Conducting career opportunity programs
- _____ Assisting or guiding the youth of the community
- _____ Creating or supporting a Rotaract or Interact Club
- _____ Working with other local service groups on a common project
- _____ Work with other Rotary Clubs on a common project
- _____ Work with community educational facilities
- _____ Traffic or highway safety programs or projects
- _____ Animal safety or care programs
- _____ Disaster assistance program or project
- _____ Others

Total points for question 10 _____

Please rate the following: Yes = 5 No= 0, Don't know= DK

- 11. The club conducts various fund raisers to support its service programs. _____
- 12. The club relies mainly on financial contributions from the members to fund its service programs. _____
- 13. The club has participated in an International Service project within the last 2 years. _____
- 14. The club participates actively in the Youth Exchange Program. _____



15. The club regularly invites the local Youth Exchange students to its meetings. _____
16. Club Rotarians normally act as the host parents for the visiting Youth Exchange _____
17. The club is aware of and planning to institute or cooperate with the mandated “Background Checks” for the Youth Exchange program. _____
18. The club annually recognizes outstanding students or student leaders’ _____
19. The club sponsors at least 1 International Service project a year. _____
20. The club participates in or recognizes the Rotary UN day at the United Nations headquarters. _____
21. The club has participated within the last 3 years in a Rotary Friendship Exchange. _____
22. Within the last 3 years, the club has participated in a Twin Cities, Sister Club, or Matched Club program with 1 or more Rotary clubs around the world. _____
23. The club, within the last 3 years has sponsored a student(s) with a Rotary Youth Leadership Award (RYLA). _____

Please add the total points for questions 1-23 Service Projects _____
Don’t knows _____

Rotary Publicity and Public Relations

1. Our club **always** (5 pts), **often** (3 pts), **seldom** (1 pt) **never** (0 pts) has articles or pictures of our activities in the local media. _____
2. Our club **always** (5 pts), **often** (3 pts), **seldom** (1 pt), **never** (0 pts) uses the Public Access channels to promote or publicize our activities. _____
3. The members of the club **always** (5 pts), **often** (4 pts), **seldom** (1 pt), **never** (0 pts) wear their Rotary pins. _____
4. Our club has **many** (5 pts), **some** (3 pts), **one** (1 pt) **no** (0 pts) road signs at the entrances to the community announcing the day, time and location of our meeting. _____
5. When the club provides financial support to other organizations, it **always** (5 pts) **often** (4 pts), **seldom** (1 pt), **never** (0 pts) asks the other organization to publicize the donation in the local media. _____

Please rate the following: Yes= 5pts No= 0 pts Don’t know=DK

6. Our club has a visible sign that “Rotary Meets Here” at our meeting site. _____
7. The club has used advertising (billboards, newspapers, community brochures, etc. within the last 2 years. _____



- 8. Local Rotarians have been interviewed about the club on radio or TV within the last year. _____
- 9. Representatives from the media are active members of the club. _____
- 10. The club has a brochure describing the club and its projects available for handout. _____
- 11. The Rotary logo and club identification is visible for completed community service projects. _____

Please add the total points for questions 1-11 **Rotary Public Relations** _____
Don't knows _____

Please forward the totals for all the questions to the last page

Bonus Questions

- 1. I receive the Rotarian magazine each month. (Y=5, N=0) _____
- 2. I have received or am familiar with the District Governor's newsletter. (Y=5 N=0) _____
- 3. I have brought in a new member to the club within the last 2 years. (Y=5 N=0) _____
- 4. I understand the SHARE System of The Rotary Foundation. (Y=5, N=0) _____
- 5. I am a Paul Harris Fellow or a Sustaining Member. (Y=5, N=) _____
- 6. I have worked on or contributed to service project within the last 2 years. (Y=5 N=0) _____
- 7. I visit the club, district or Rotary International websites **daily** (5 pts), **weekly** (4 pts) **monthly** (3 pts), **occasionally** (2 pts), **never** (0 pts) _____
- 8. I **always** (5 pts), **sometimes** (3 pts), **never** (0 pts) make-up for a missed meeting. _____
- 9. I, personally have served on a district committee within the last **1-5 yrs** (5 pts), **6-10 yrs** (3 pts), **longer or never** (0 pts). _____
- 10. I, personally attended the district conference or International convention within **the last year** (5 pts), **2-5 yrs** (3 pts), **longer than 5 yrs** (1 pt), **never** (0 pts) _____
- 11. I have contributed to The Rotary Foundation within the last **1 year** (5 pts), **2-3 years** (3 pts) **4 years or more** (1 pt), **never** (0 pts). _____

Please forward the total points for questions 1-11 to the last page total _____

Scoring

| | <i>Your score</i> | <i>DK's</i> |
|------------------------------------|-------------------------|-------------|
| Club Administration (47 questions) | _____ out of 235 points | _____(38) |
| Membership (33 questions) | _____ out of 165 points | _____(29) |



| | | |
|---|----------------------------|-------------|
| The Rotary Foundation (22 questions) | _____ out of 110 points | _____ (10) |
| | <i>Your score</i> | <i>DK's</i> |
| Rotary Service (23 questions) | _____ out of 173 points | _____ (22) |
| Publicity & Public Relations (11 questions) | _____ out of 55 points | _____ (6) |
| Bonus Points (11 questions) | _____ out of 55 points | |
| Total points | _____ out of 793 points | |
| Total Don't Knows (DK) | _____ out of 105 questions | |

Grand Total

700 points plus = Outstanding

600-699 points = Excellent

500-599 points = Very Good/Average

400-499 points = Could be improved

300-399 points = Caution- club may need assistance

less than 300 points – The club is in need of serious and immediate assistance

Please do not make any adjustments to the total point final figure for the DK's. . The following is for reference only.

1-10 DK's = 5 to 50 additional points - **Normal**

11-20 DK's = 55 to 100 points – **Caution-** should be concerned about the lack of knowledge about your club.

21-35 DK's = 105 to 175 points – **Critical-** you need to learn more about your club.

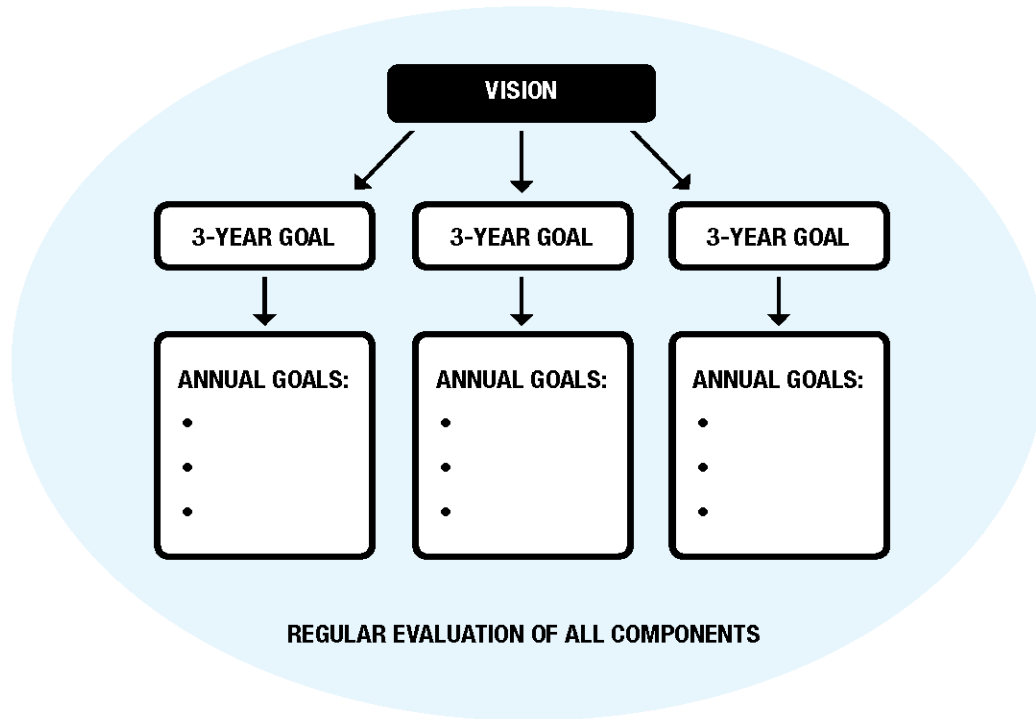
36 or more – **Unacceptable-** Unless you're a new member, you need to seriously learn more about the functioning of your club.

This is a non-weighted, unscientific analysis of your club and the results should only be used to identify areas that either you or the club might be lacking. It should not be taken as a negative reflection on the activities of the club or its Rotarians.

A “clean copy” of this survey for duplication is contained online at www.RLI33.org under the “Downloads” section.



Insert SPA-2: Strategic Planning Guide (3 pages)



The Strategic Planning Model

Strategic planning involves creating a vision, with supporting goals that can be regularly evaluated and adjusted as needed.

Process

A strategic plan can be developed by completing the process below. Use the accompanying worksheet to record your ideas.

1. Where are we now?

- Describe your club’s current state.
- Brainstorm your club’s strengths and weaknesses.

2. Where do we want to be?

- Create a list of 5-10 characteristics that you would like to see in your club three years from now.
- Draft a one-sentence vision statement describing your club three years from now.
- Finalize the vision statement, making sure that all participants support it.

3. How do we get there?

- Brainstorm three-year goals that will help your club achieve the vision, considering:
 - Strengths and weaknesses of the club
 - Programs and missions of RI and its Foundation
 - Involvement of all members
 - Achievability in three years

- Prioritize the three-year goals based on participant consensus. As a group, decide on the top two or three goals that will have the greatest impact as your club works toward the vision.
- Identify annual goals that support each of the top three-year goals.
- Determine the deadlines, resources, and people necessary for meeting the first annual goal for each of the three-year goals.

4. How are we doing?

- Create a strategic planning team to regularly monitor progress and recommend revisions to the plan.
- Allocate sufficient resources for the plan’s implementation.
- Evaluate all decisions to make sure they support the plan, providing feedback to the strategic planning team on their implementation.
- Review the strategic plan annually, including the vision statement, three-year goals, and annual goals, and revise as needed.
- Repeat the full strategic planning process every three years to create a new plan or affirm the current one.



Strategic Planning Worksheet

Use the process outlined on the previous page to complete this worksheet and create your strategic plan.

1. Where are we now? _____

Today's date: _____

Describe your current state:

Strengths:

Weaknesses:

2. Where do we want to be? _____

Target date: _____

Key characteristics of future state:

Vision Statement:



3. How do we get there? _____

In order to reach the vision, the following goals must be achieved:

Three-year goals:

In order to achieve the three-year goals, the following annual goals must be achieved.

Note: There is no limit to the number of three-year or annual goals for your strategic plan.

Three-year goal 1: _____

| Annual goals: | Deadlines: | Resources needed: |
|---------------|------------|-------------------|
| • _____ | _____ | _____ |
| • _____ | _____ | _____ |
| • _____ | _____ | _____ |

Three-year goal 2: _____

| Annual goals: | Deadlines: | Resources needed: |
|---------------|------------|-------------------|
| • _____ | _____ | _____ |
| • _____ | _____ | _____ |
| • _____ | _____ | _____ |

Three-year goal 3: _____

| Annual goals: | Deadlines: | Resources needed: |
|---------------|------------|-------------------|
| • _____ | _____ | _____ |
| • _____ | _____ | _____ |
| • _____ | _____ | _____ |

4. How are we doing?

List the actions that you will take to follow up on implementation of the plan:



Insert SPA-3: RI Strategic Plan Priorities & Goals

The revised strategic plan, effective 1 July 2010, identifies three strategic priorities supported by 16 goals:

Support and Strengthen Clubs

- Foster club innovation and flexibility
- Encourage clubs to participate in a variety of service activities
- Promote membership diversity
- Improve member recruitment and retention
- Develop leaders
- Start new, dynamic clubs
- Encourage strategic planning at club and district levels

Focus and Increase Humanitarian Service

- Eradicate polio
- Increase sustainable service focused on:
 - New Generations Service programs
 - The Rotary Foundation's six areas of focus
- Increase collaboration and connection with other organizations
- Create significant projects both locally and internationally

Enhance Public Image and Awareness

- Unify image and brand awareness
- Publicize action-oriented service
- Promote core values
- Emphasize vocational service
- Encourage clubs to promote their networking opportunities and signature activities



Targeted Service (Foundation II)












I can lead and promote my club's participation in unique, significant and targeted service opportunities through our Foundation.

Session Goals

Review the Future Vision Plan
Discuss the importance of the new grant model to your club
Discuss the Six Areas of Focus

Materials

-  Insert TS-1: What is Future Vision?
-  Insert TS-2: Areas of Focus Chart
-  Insert TS-3: What is Sustainability?
-   TRF Quick Reference Guide 219-EN (511)
-   FVP Quick Reference Guide 092-EN (411)
-   Future Vision Overview (video)
http://www.rotary.org/RIdocuments/en_html/elearn_fv_overview_en.htm

Key:  attached insert  online  article  ppt

This is a course in the Service Spiral going across the 3 days of RLI. Prior courses include Our Foundation and Service Projects. Additional courses building on this session are International Service, Rotary Opportunities, and Making a Difference. Leadership and Membership have separate spirals.

While this course and others within RLI discuss Rotary Foundation topics and The Future Vision Plan, you should consult your district for specific Rotary Foundation training opportunities.

Session Topics

- 1) What is the Mission of our Rotary Foundation?
- 2) When you give money to The Rotary Foundation, can you designate where the funds go and for what purpose? What are the options and how do they work?
- 3) Why is the Annual Fund important to you and your club?
- 4) What is Future Vision?



- 5) Why did our Foundation develop this new grant model?
- 6) How does the new grant model benefit your club and district?
- 7) What are the Areas of Focus and how were they selected?
- 8) What is sustainability and why is it so important?
- 9) Why are strategic partnerships important?
- 10) Do you think that this new grant model will increase club participation and contributions? Why?
- 11) Do you think the new grant model will help Rotary's public image?



Insert TS-1: What is Future Vision?

What is Future Vision?

The Future Vision Plan is The Rotary Foundation's new grant model to support district and club humanitarian and educational projects. Under Future Vision, the Foundation offers only two types of grants: district grants and global grants. District grants are block grants that allow clubs and districts to address immediate needs in their communities and abroad. Global grants fund large international humanitarian projects, vocational training teams, and scholarships that have sustainable, measurable outcomes in one or more of the areas of focus.

How will the new grant model benefit clubs and districts?

The Rotary Foundation's new grant model offers clubs and districts the opportunity to carry out projects and activities that create greater impact, build stronger clubs, increase membership and donor base, enhance public image, and generate enthusiasm to support local service efforts.

In addition, clubs and districts will benefit from the following features:

- Grants have been reduced from twelve types to two— global grants and district grants—while maintaining a variety of activities within the grant types.
- Grant payments are processed more quickly and the application and approval process is transparent, allowing clubs and districts to see the status of their grants throughout.
- Districts can now access 50 percent of their District Designated Funds for district grants, which gives them more funding for projects and more control over their DDF.
- District grants can be used to sponsor a wide range of activities locally and abroad, including traditional Group Study Exchange teams, scholarships, and any projects that align with the Foundation's mission.
- Monitoring and evaluation of grants will provide important information to grant sponsors and to the Foundation. For example, knowing the number of people who benefit from their projects can help clubs and districts promote the value of their work to the general public.
- Clubs and districts can determine their level of involvement in global grants. They can develop their own project with an international partner or they can apply for packaged global grants, which are pre-structured with strategic partners and supported entirely by the World Fund.
- The timeline for global grant scholar selection is shorter, so clubs and districts do not have to plan as far ahead.
- Global grant scholarships receive a World Fund match, thereby lowering the annual cost of a scholarship for the sponsors.
- Vocational training teams, which travel to meet vital humanitarian needs, offer service opportunities far beyond the GSE experience. For example, during the first



year of the pilot, a team of cardiac professionals from Indiana, USA, traveled to Uganda, where they performed pediatric heart surgeries on children while training their Ugandan counterparts on the techniques they used. They saved many lives, but also ensured that local doctors would be able to save even more lives in the future.

What are the areas of focus and how were they selected?

The six areas of focus are:

- Peace and conflict prevention/resolution
- Disease prevention and treatment
- Water and sanitation
- Maternal and child health
- Basic education and literacy
- Economic and community development

These areas were identified as critical humanitarian issues that Rotarians were already addressing worldwide. The Trustees agreed that previous Rotarian experience and interest in these areas would promote greater member engagement and project success.

What is sustainability and why is it important?

The Rotary Foundation defines sustainability as the capacity for maintaining outcomes long-term to serve the ongoing need of a community after grant funds have been expended. A sustainable project typically involves local community leaders in planning so that they are invested in the project's long-term success. Training and the exchange of information prepare communities to maintain results and solve problems on their own, after the Rotary club's involvement has ended. Sustainable projects offer enduring value and a greater return on Rotary's investment of money and volunteer hours.

What are strategic partnerships and how do they work?

A strategic partnership is a relationship between The Rotary Foundation and another international organization that has a unique or specialized knowledge or expertise in one or more of the areas of focus. Strategic partnerships are large-scale, multi-year relationships. Rotary's strategic partners provide financial resources, technical expertise, advocacy, or a combination thereof. These relationships will produce mutually beneficial project portfolios that fulfill the goals of the partners and enhance service opportunities for Rotarians through packaged global grants .

What is the timeline for the Future Vision global launch?

All districts will begin using only the new grant model on 1 July 2013. However, nonpilot districts should begin preparing for the transition much earlier. District governors-elect will receive training at the 2012 International Assembly, and DGEs and district Foundation chairs will be trained at the 2013 assembly. This training will prepare them to complete the online qualification process, train and qualify clubs, and apply for district grants before the launch. More information can be found in Transition to Future Vision and the Future Vision newsletter.

How is Rotarian input and feedback being used to improve the new grant model for the worldwide launch?

Pilot districts have already provided the Foundation with recommendations for



improvement. For example, major improvements are being made to the online application to make it easier to use.

Surveys of pilot districts indicate that most are happy with many aspects of the plan. For example:

- 85% of respondents strongly or somewhat agree that the district MOU requirements improved their district's stewardship practices.
- Districts are generally satisfied with the transition to the online system and the elimination of paper applications and feel that this process is easier.
- The sense of ownership has increased at the district and club levels
- One district reports: "We have found better participation by clubs in our district. We have used our grant funds for a great variety of local and international projects and some clubs have combined with others for larger projects."
- Another district reports that their vocational training team had a much higher impact on their communities than GSEs.
- More clubs are participating in international projects and starting multi-club projects.

Why did The Rotary Foundation develop this new grant model?

The Foundation recognized the need to use its limited resources more effectively. In 2007, the Foundation was spending 20 percent of its annual program budget on large grants with high impact and 80 percent on short-term activities with minimal impact. The new grant model will flip these percentages so that 80 percent will support high-impact, sustainable projects.

The Foundation also identified a growing need to streamline its operations for improved efficiency and focus its efforts to make greater impact. For example, the increasing demand for small Matching Grants was driving up administrative costs without a corresponding return in terms of impact or public recognition.

The Trustees based many of the plan's key elements on survey results from Rotary leaders and grassroots Rotarians. Rotarian input continues to be a key factor as pilot districts report back on their successes and challenges. In April 2012, the Trustees will incorporate this feedback into the final plan.

The ultimate goal is to use Foundation resources more strategically by supporting projects that will make a greater impact on communities worldwide, affect a significantly larger number of beneficiaries, and enhance Rotary's public image. Greater recognition of Rotary's work will, in turn, lead to increased interest in joining Rotary and supporting its civic and humanitarian efforts.

How will the Foundation know if Future Vision is a success?







Several factors can help the Foundation measure the success of the new grant model over time—among them, increased Rotarian participation in grant activities, increased giving to the Foundation from both members and non-Rotarians, and more media coverage of Foundation-sponsored projects. But the real success indicators will come through the evaluation process, which will provide data on the actual number of people who benefit from Foundation grants and demonstrate how the sustainability factor will ensure the continuation of those benefits.

Reprinted from www.Rotary.org.



The Rotary Foundation Areas of Focus

The mission of The Rotary Foundation is to enable Rotarians to advance world understanding, goodwill, and peace through the improvement of health, the support of education, and the alleviation of poverty.

| TRF MISSION | The mission of The Rotary Foundation is to enable Rotarians to advance world understanding, goodwill, and peace through the improvement of health, the support of education, and the alleviation of poverty. | | | | | |
|----------------------|---|---|---|--|---|---|
| AREAS OF FOCUS* |  Peace and Conflict Prevention/Resolution |  Disease Prevention and Treatment |  Water and Sanitation |  Maternal and Child Health |  Basic Education and Literacy |  Economic and Community Development |
| STATEMENT OF PURPOSE | The Rotary Foundation promotes the practice of peace and conflict prevention/resolution by: | The Rotary Foundation reduces the causes and effects of disease by: | The Rotary Foundation ensures that people have sustainable access to water and sanitation by: | The Rotary Foundation improves the lives of mothers and their children by: | The Rotary Foundation promotes education and literacy for all by: | The Rotary Foundation invests in people to create measurable and enduring economic improvement in their lives and communities by: |
| GOALS | Strengthening local peace efforts Training local leaders to prevent and mediate conflict Supporting long-term peace-building in areas affected by conflict Assisting vulnerable populations affected by conflict, particularly children and youth Supporting studies related to peace and conflict resolution | Improving the capacity of local health care professionals Combating the spread of HIV/AIDS, malaria, and other major diseases Enhancing the health infrastructure of local communities Educating and mobilizing communities to help prevent the spread of major diseases Supporting studies related to disease prevention and treatment | Increasing equitable community access to safe drinking water and basic sanitation Strengthening the ability of communities to develop and maintain sustainable water and sanitation systems Educating communities about safe water, sanitation, and hygiene Supporting studies related to water and sanitation | Reducing the mortality rate for children under the age of five Reducing the maternal mortality rate Improving access to essential medical services and trained health care providers for mothers and their children Supporting studies related to maternal and child health | Ensuring that children have access to quality basic education Reducing gender disparity in education Increasing adult literacy Strengthening the capacity of communities to support basic education and literacy Supporting studies related to basic education and literacy | Strengthening the development of local entrepreneurs and community leaders, particularly women, in impoverished communities Developing opportunities for decent and productive work, particularly for youth Building the capacity of local organizations and community networks to support economic development Supporting studies related to economic and community development |

*Under the Future Vision Plan, the areas of focus relate directly to global grants.

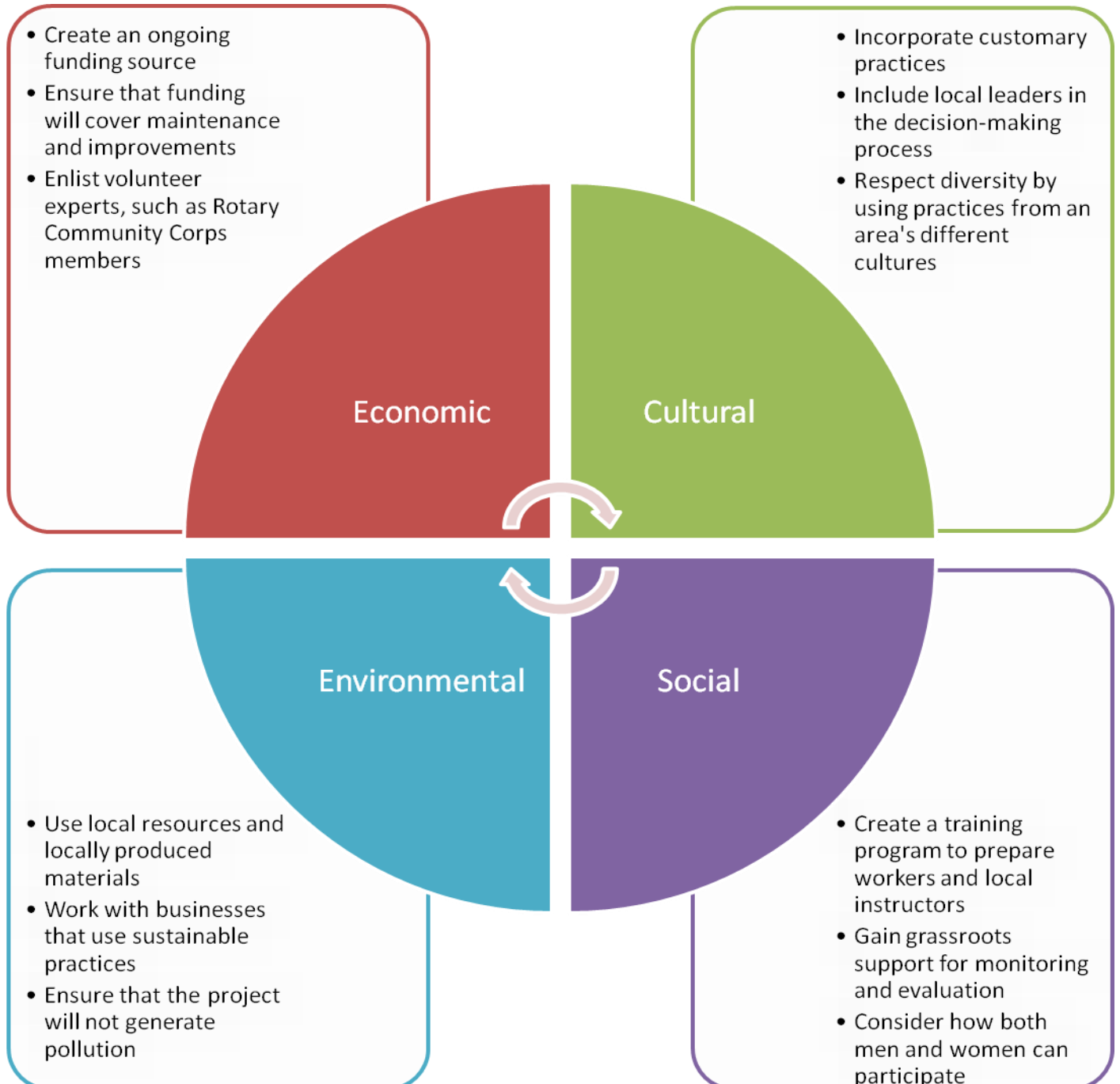


Insert TS-2: Areas of Focus Chart



Insert TS-3: What is Sustainability?

The word sustainable often describes something that is environmentally friendly. But environmental concerns are just one aspect of sustainability. Economic, cultural, and social factors are equally important. When a humanitarian project addresses all four levels of sustainability, it has a better chance of producing long-term benefits for the community it serves. Here are examples of ways to incorporate sustainability into your next project. [From *The Rotarian*, Feb. 2012]





















Club Communication

I can serve by leading and promoting effective communications to my club's internal and external audiences

Session Goals

Understand the elements of effective communication
Apply effective communications to Rotary leadership

Materials

-   Insert CC-1: Sample Biography of District Governor
-   Insert CC-2: 10 Tips for Public Speaking
-   Insert CC-3: Four Fundamental Skills for Speech Organization
-   Communication Skills, (Page 3) Excerpted from Leadership Development: Your Guide to Starting A Program. 250-EN-(308)
-   Effective Public Relations 257-EN-(707)
-   10 Biggest Public Speaking Mistakes
-   The 10 Commandments of Communication

Key:  attached insert  online  article  ppt

This is a course in the Leadership Spiral going across 3 days of RLI. Prior courses include Insights Into Leadership. Other courses in this session include Strategic Planning & Analysis and Team Building. Additional courses building on this session are Public Image & Public Relations and Effective Leadership Strategies. Service and Membership have separate spirals.

Session Topics

- 1) What opportunities exist for a leader or any member of a Rotary club to communicate with other some, most or all of the other club members?
- 2) What barriers or problems exist to effective communication to your club?
- 3) How would you organize and develop a good speech, report, or introduction at a club meeting?



- 4) What does a target audience want to hear from a communicator at:
 - a) a graduation;
 - b) A toast at a wedding;
 - c) A shareholders' meeting;
 - d) The presentation of an award?

- 5) When is a written or oral communication too long? Is a very short communication sometimes effective?

- 6) What are the benefits and detriments of using visual demonstrations during a presentation?

- 7) What do you remember about speeches, reports and introductions in your club? Is humor appropriate?

“Rotary’s greatest strength will always be the individual Rotarian. No other organization has such powerful human resources.”

Past RI President Glen W. Kinross
— *President’s Message*
THE ROTARIAN, July 1997

There is no substitute for speaking before your fellow Rotarians. Several exercises are available in this session that can allow you this opportunity.



Insert CC-1: Sample Biography of District Governor

Joe Rotarian is the District Governor of District 4999. He is an insurance consultant with the firm of Mountjoy and Lufkin of Council Bluffs, Iowa. He was born in Omaha, Nebraska and went to public schools there until the family moved to Lincoln, Nebraska. He was a member of his high school football team, playing as an offensive tackle. Unfortunately, his team lost the Conference tournament in his senior year of high school. He then went on to Mullville Community College where he earned an associate degree in psychology and then completed his education at Phillips Seminary, also in Mullville.

After spending two years in the U.S. Army, Joe worked as a road crew supervisor for Mullville Construction Company for eight months and then supervised a shift at the Ford Motor Company plant in Wobegon, Michigan. Unfortunately he was laid off during a slowdown at the company. He then got a job as an insurance salesman and now is an insurance consultant for various businesses.

Joe joined Rotary in 1999 and quickly became the 50/50 committee chair. After holding other important club positions, he became club president in 2002. At the district level, Joe was District Chaplain, District Sgt. at Arms and Assistant Governor. He was nominated for Governor in 2009 and attended the Rotary International Assembly in California.

He is married to Melissa Rotarian and has three children—Joe, Jr. who is in the 4th grade in the Washington School, Annemarie, who is married and lives in Des Moines, Iowa and Martin who is at home. The family lives at 549 Mulberry Street in Council Bluffs and he can be reached by email at joe@yahoo.com



Insert CC-2: 10 Tips for Public Speaking

Feeling some nervousness before giving a speech is natural and even beneficial, but too much nervousness can be detrimental.

Here are some proven tips on how to control your butterflies & give better presentations:

1. **Know your material.** Pick a topic you are interested in. Know more about it than you include in your speech. Use humor, personal stories and conversational language – that way you won't easily forget what to say.
2. **Practice. Practice. Practice!** Rehearse out loud with all equipment you plan on using. Revise as necessary. Work to control filler words; Practice, pause and breathe. Practice with a timer and allow time for the unexpected.
3. **Know the audience.** Greet some of the audience members as they arrive. It's easier to speak to a group of friends than to strangers.
4. **Know the room.** Arrive early, walk around the speaking area and practice using the microphone and any visual aids.
5. **Relax.** Begin by addressing the audience. It buys you time and calms your nerves. Pause, smile and count to three before saying anything. ("One one-thousand, two one-thousand, three one-thousand. Pause. Begin.") Transform nervous energy into enthusiasm.
6. **Visualize yourself giving your speech.** Imagine yourself speaking, your voice loud, clear and confident. Visualize the audience clapping – it will boost your confidence.
7. **Realize that people want you to succeed.** Audiences want you to be interesting, stimulating, informative and entertaining. They're rooting for you.
8. **Don't apologize** for any nervousness or problem – the audience probably never noticed it.
9. **Concentrate on the message – not the medium.** Focus your attention away from your own anxieties and concentrate on your message and your audience.
10. **Gain experience.** Mainly, your speech should represent *you* — as an authority and as a person. Experience builds confidence, which is the key to effective speaking. A Toastmasters club can provide the experience you need in a safe and friendly environment.

Free resource from www.Toastmaster's.com



Insert CC-3: Four Fundamental Skills for Speech Organization

1. **Use an outline** which aids understanding.
 2. **Transition smoothly** from one point to the next.
 3. Craft an effective **speech opening**.
 4. Craft an effective **speech conclusion**.
- These are fundamental skills that you apply to every speech you'll ever deliver, whether it is a 2 minute off-the-cuff speech, a 15 minute business proposal, or a 60 minute keynote.

Outline. Numerous methods, including:

- Organizing by Who, What, When, Where, Why questions
- The Classic “Three Supporting Points”
- Chronological
- Geographical

Transitions. Transitions are the Key.

- Of the four skills, appropriate **transitions are most lacking in the majority of presentations**. Most speakers have an introduction and conclusion, with supporting material arranged in some form of outline. But, there is often little in the way of transition phrases that link the speech together in a cohesive unit.
- In a **written piece** (like this article), headings, bullets, and punctuation provide cues to the reader that help them understand the macro-organization.
- In a **verbal speech**, use pauses and transition phrases to achieve this effect so that the audience knows when one point ends, and the next begins.

Opening.

- State your premise.
- Road map to where you are going
- Open with a surprise

Conclusion.

- Summary of 3 main points
- Call-to-action

Concepts from *Toastmasters Speech 2: Organize Your Speech* by Andrew Dlugan, April 29th, 2008 at www.Toastmasters.com.





Team Building

I can lead and promote my club's collaboration in effective and motivated groups to accomplish our goals of service



Session Goals

Explore How Committees and Team Building are used in Rotary Clubs

Discuss the Advantages and Disadvantages of Committees

Examine Committees as a Tool of Leadership

Materials

Insert_TB-1: Club Committee Structures

Insert_TB-2: Club Coat of Arms Exercise

Club President Manual 222-EN (910)

Club Leadership Plan 245-EN (111)

Key: attached insert online article ppt

This is a course in the Leadership Spiral going across 3 days of RLI. Prior courses include Insights Into Leadership. Other courses in this session include Strategic Planning & Analysis and Club Communication. Additional courses building on this session are Public Image & Public Relations and Effective Leadership Strategies. Service and Membership have separate spirals.

Session Topics

- 1) Why should we use team building and committees in a Rotary club? Are there advantages and disadvantages to different approaches?
- 2) How can we make effective use of Rotarian teams and committees? How important is delegation of tasks and duties?
- 3) In the committee, what is the role of the Committee Chair? the Club President? the Secretary?
- 4) Club Coat of Arms Exercise (Insert TB-2)

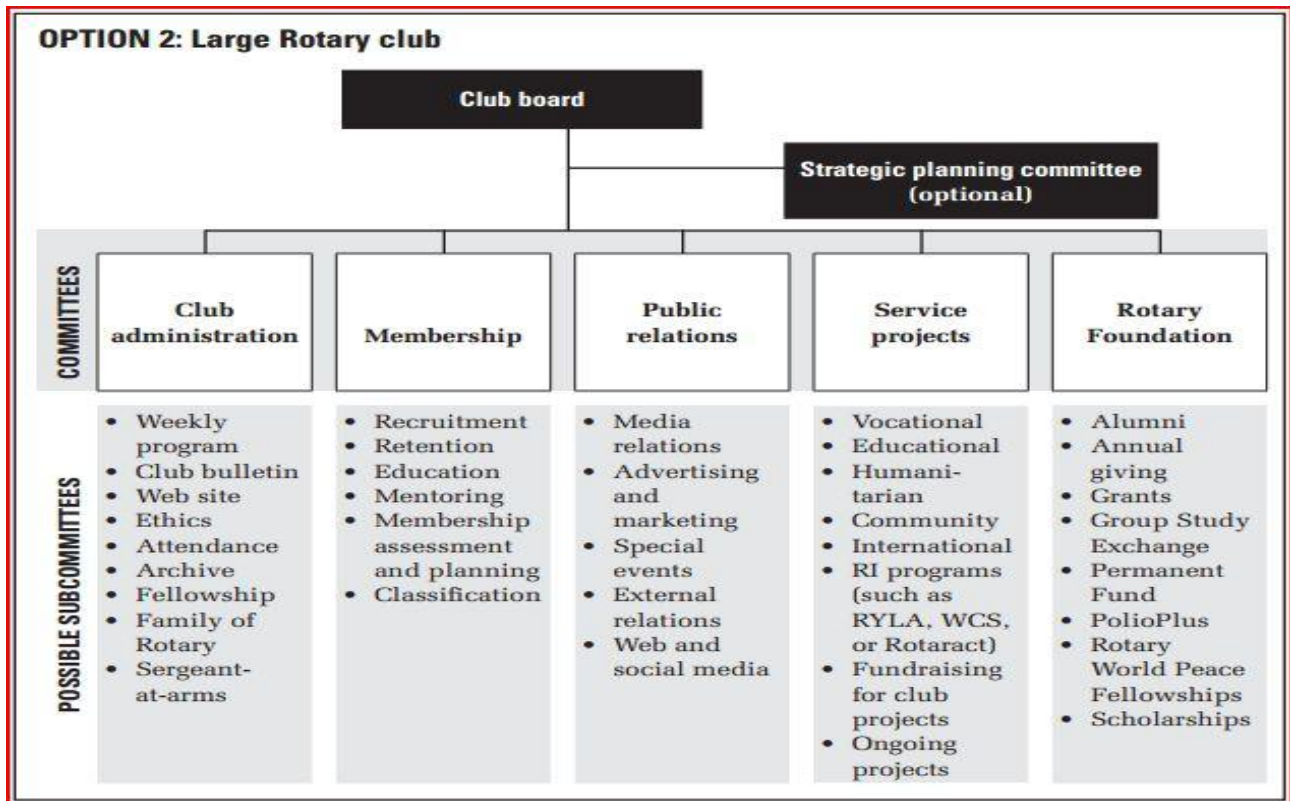
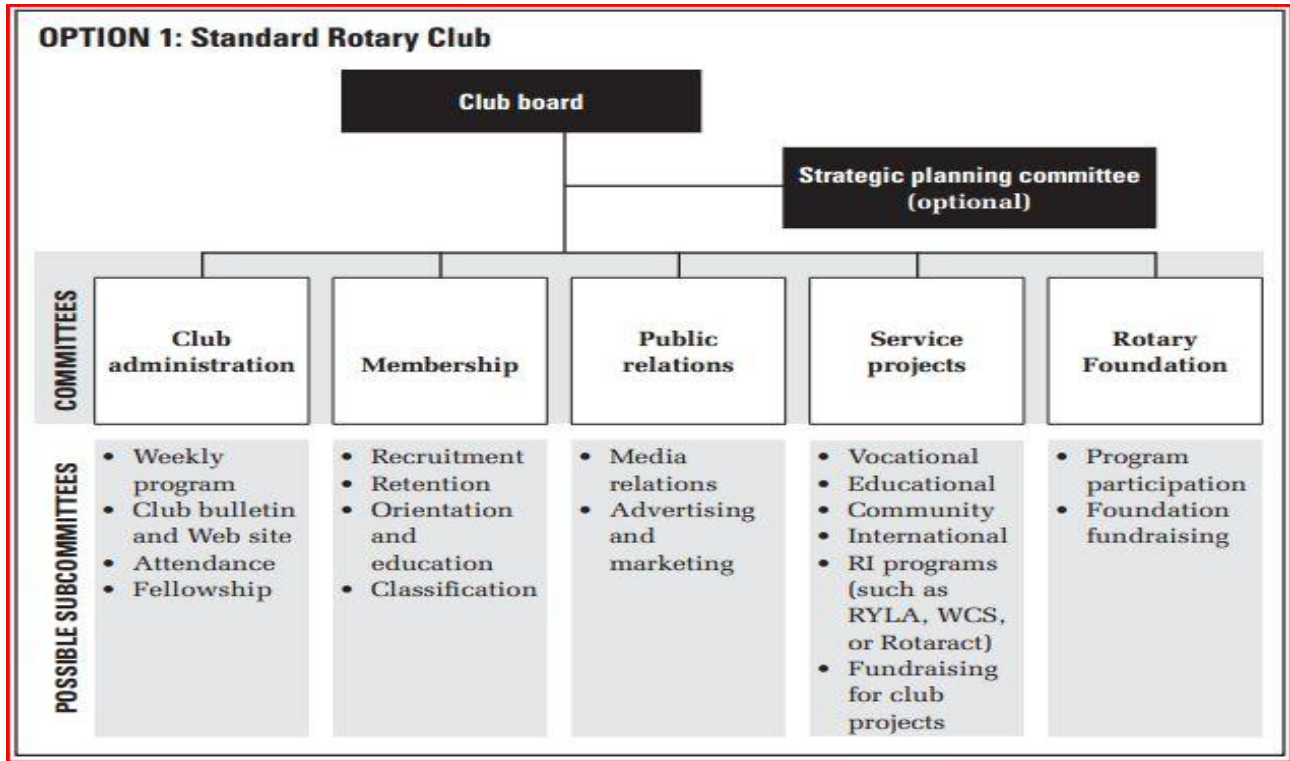
You are [busy people]; were not such the case you would not be Rotarians; but remember that the [chair] of your division is a busy [person], and he has made himself busier than ever by the assumption of the duties of his [position]... In this, as in all other things, let us work together, because to do so is to be Rotarian.

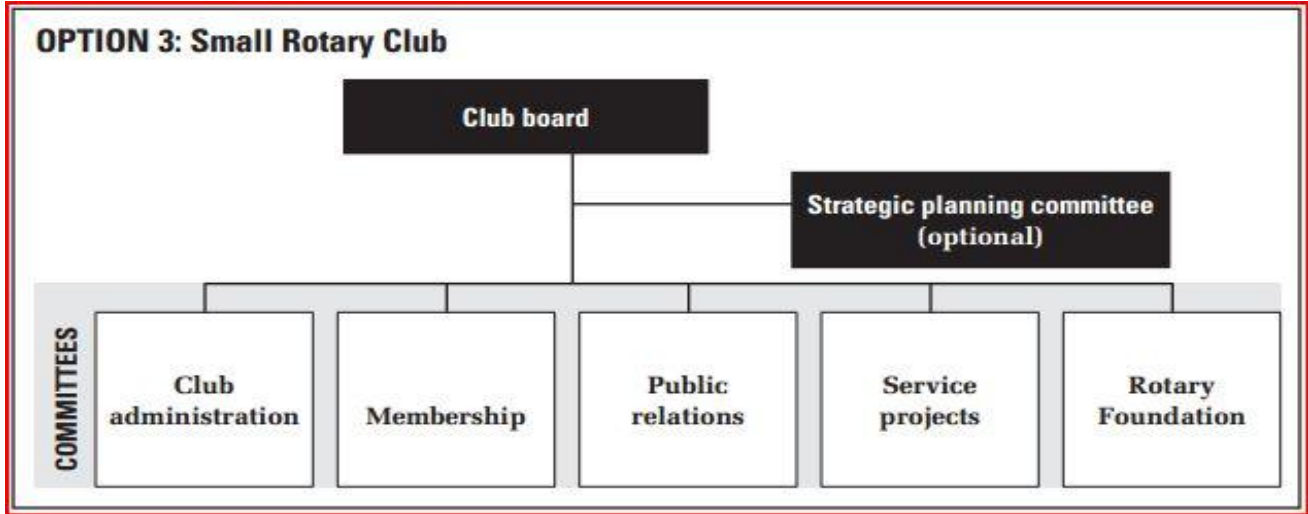
Paul P. Harris
Founder of Rotary
— Messages from the President
January 1912



Insert TB-1: Club Committee Structures

(from Club President's Manual, Appendix A)



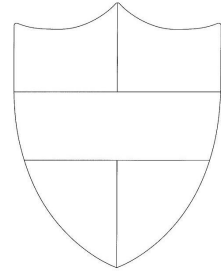




Insert TB-1: Club Coat of Arms Exercise

Goal: To create a Rotary Club Coat of Arms and Heraldry

Materials: Use the blank shield on the next page or draw on flip chart pads.



Time: Groups have 20 minutes to create their Rotary Club Coat of Arms and 15 minutes are recommended to review the follow up questions.

Exercise: The class should be divided into groups. Instructions should be read by the Facilitator and limited to the precise instructions below. Groups should be spaced apart and work independently from each other.

Instructions: Heraldry is the practice of designing, displaying, describing and recording a coat of arms. It is a system of identification that is a very personal and unique form of individual or group expression. A coat of arms is used to illustrate specific characteristics, deeds, accomplishments or traits that are important to the individual or organization. The term "Blazon" comes from the German "To blow the horn." At a tournament, the "herald" would sound the trumpet and it was their duty to explain the meaning of the shields or "coat of arms" to the other participants. Thus "blazon" meant to "describe a shield in words using heraldic terms."

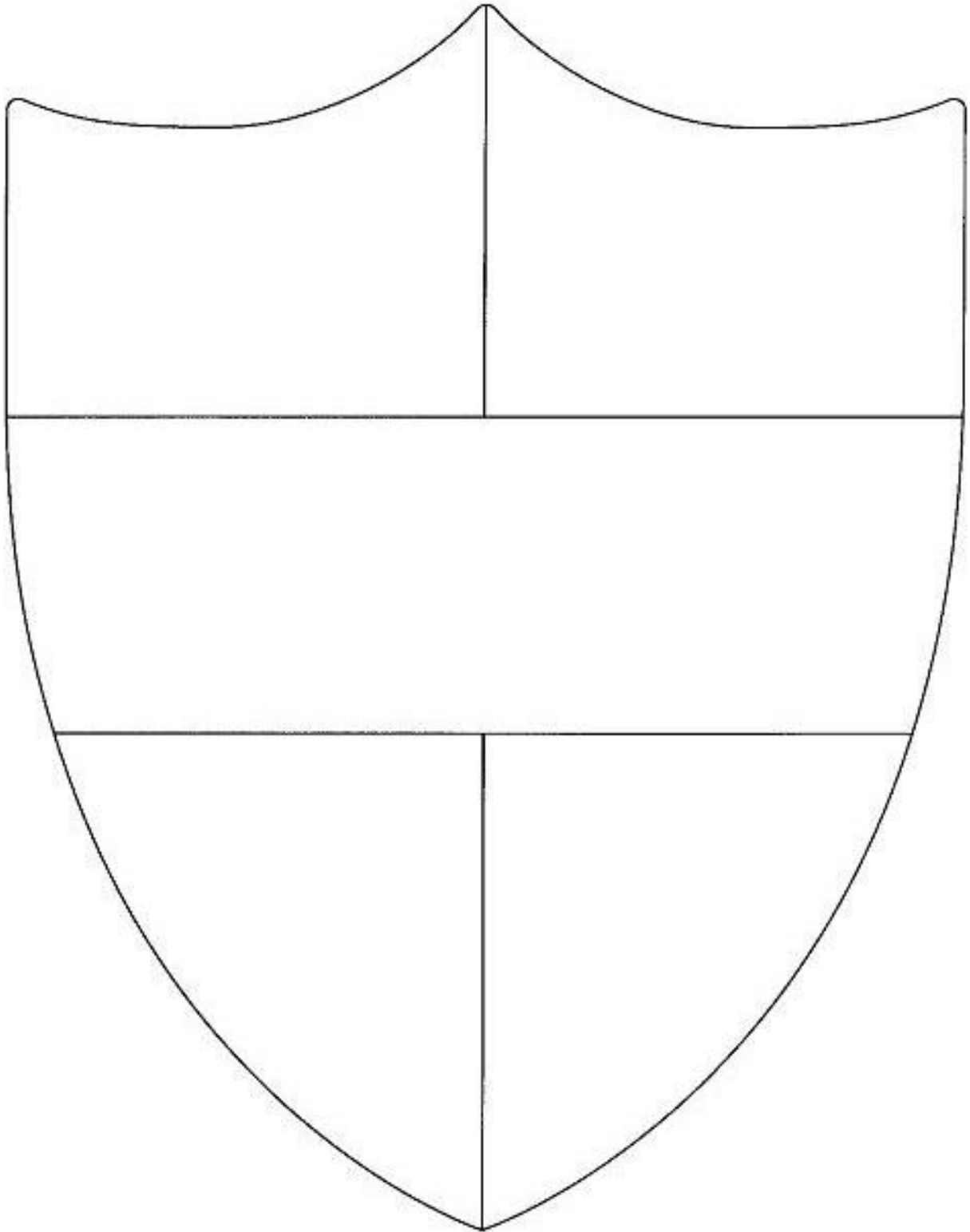
The goal is to design, develop and explain a Rotary coat of arms and heraldry. The students are not limited to using the enclosed blank shield and may design a coat of arms in whatever manner they wish. However, all items, symbols, colors or designs must be explained and relevant to Rotary, their clubs or districts.

Note that the artwork, colors and designs do not have to be perfect. But they need to be clear enough so they can be explained and so the class can understand the concepts represented.

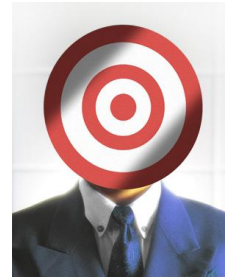
After teams have had a chance to display and explain their coats of arms, the follow up questions and group discussion will be led by the Facilitator.



Club Coat of Arms







Attracting Members

I can lead and promote my club's reexamination of its distinctive position in my community and the quality of members we attract

Session Goals

Identify My Club's Target Audience and Profile

Define the Attributes of the Target Audience

Explore How My Club Can Attract the Target Audience

Materials

[Insert AR-1: Club Profile Sheet](#)

[Insert AR-2: Interconnecting Relationships](#)

[Insert AR-3: The Membership Process Chart](#)

[Insert AR-4: The Club Membership Committee](#)

Membership Development Resource Guide. 417-EN-(408)

How to Propose a New Member. 254-EN-(709)

Key: attached insert online article ppt

This is a course in the Membership Spiral going across 3 days of RLI. Prior courses include My Rotary, Ethics and Vocational Service, and Engaging Members. An additional course building on this session is Rotarians, Vocational Service and Expectations. Service and Leadership have separate spirals.

Session Topics

- 1) What is a “target audience”?
- 2) Does your Rotary club have a “target audience”?
- 3) Who should be invited to be a member of your Rotary club? Why?
- 4) What about your club would be attractive to that “target audience”? Name one thing can I suggest to my club that it can do to attract its “target audience”?
- 5) How can a club membership committee recruit new members? What should it do?

“When a tree stops growing — it is ready to die....”

A Rotary club is like that: It is moving ahead only when it is growing. When the growing ends, the knife-and fork club begins.”

*1957-1958 RI Pres. Charles G. Tennent
— Little Lessons in Rotary (Third Edition), March 1978*



Insert AM-1: Club Profile Sheet

| | | | |
|---|-------|---|---|
| # of Members | _____ | <i>Instructions: 1,2,3, low to high</i> | |
| Average Age | _____ | | |
| How Active? | 1 | 2 | 3 |
| How Expensive? | 1 | 2 | 3 |
| How Exclusive? (versus easier to Join) | 1 | 2 | 3 |
| How Much Fun? | 1 | 2 | 3 |
| How Effective in Local Service? | 1 | 2 | 3 |
| How Effective in Global? | 1 | 2 | 3 |
| How Prestigious? | 1 | 2 | 3 |
| How Effective in Networking? | 1 | 2 | 3 |
| How Much Help to Others in the Club? | 1 | 2 | 3 |
| How Much Family Involvement? | 1 | 2 | 3 |
| How Much Leadership Development? | 1 | 2 | 3 |
| How Much Publicity? | 1 | 2 | 3 |



Insert AM-2: Interconnecting Relationships

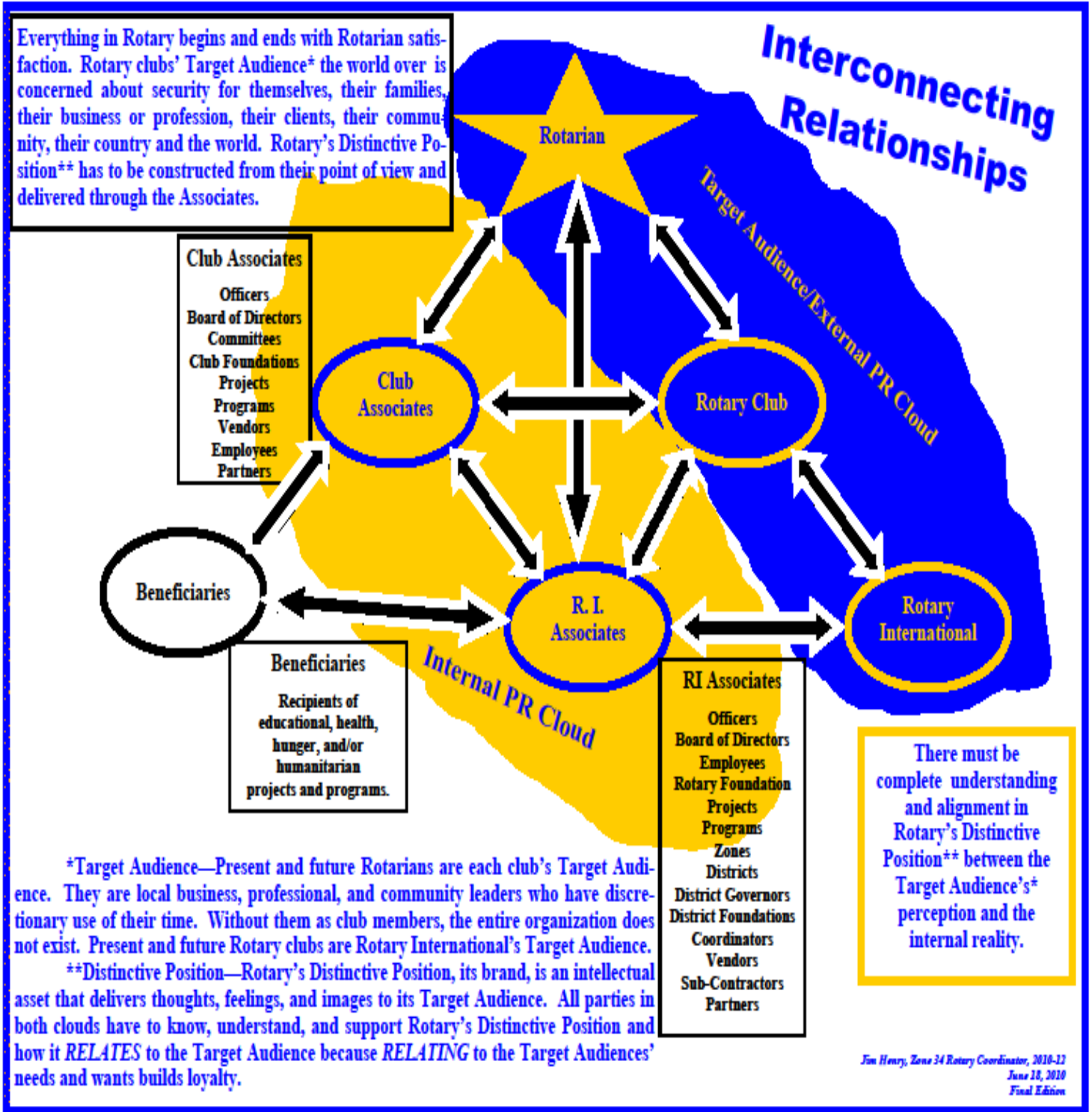
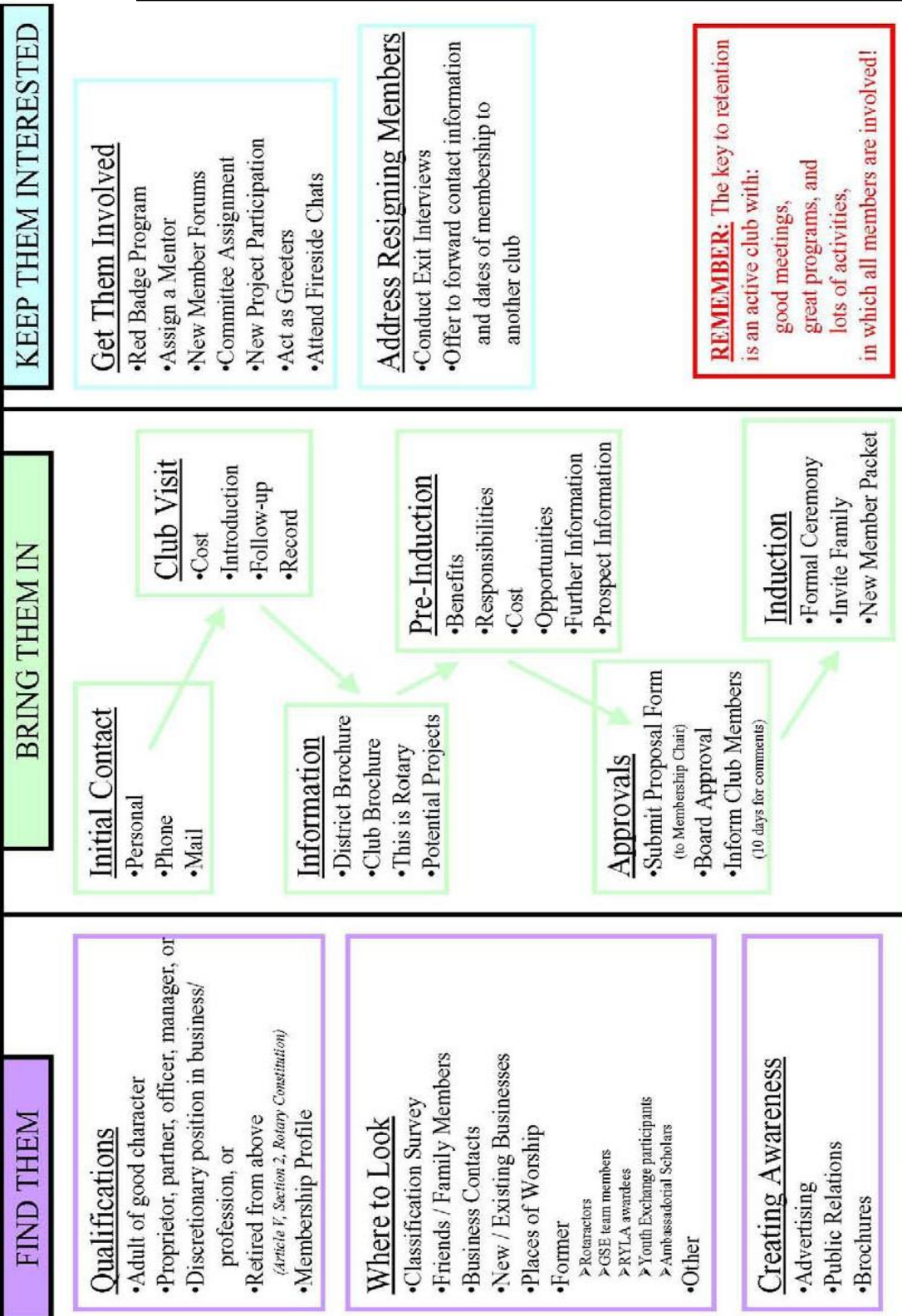


Diagram credit PDG Jim Henry, Zone 34 Rotary Coordinator, 2010-11 and the Zone 34 Team



Insert AM-3: Membership Process Chart

THE MEMBERSHIP PROCESS





Insert AM-4: The Club Membership Committee

The role of the club membership committee is to develop and implement an action plan for membership development. To be effective, a Rotary club needs members. Your club's ability to serve the community, support The Rotary Foundation, and develop leaders capable of serving Rotary beyond the club level is directly related to the size and strength of your club's membership base.

The responsibilities of the club membership committee summarized below are explained further in The Club Membership Committee Manual, 226B-EN (709), downloadable at www.Rotary.org. The boxed material is taken from Club Membership section of The Planning Guide for Effective Rotary Clubs.

- Develop committee goals to achieve club membership goals for the coming year.
- Conduct club assessments to determine strengths and weaknesses.
- Work with the public relations committee to create a positive club image that is attractive to prospective and current members alike.
- Develop programs to educate and train new and current club members.
- Sponsor newly organized clubs in your district, if applicable.

Some key issues and methods to be discussed by the committee include:

How does the club plan to achieve its membership goals? (check all that apply)

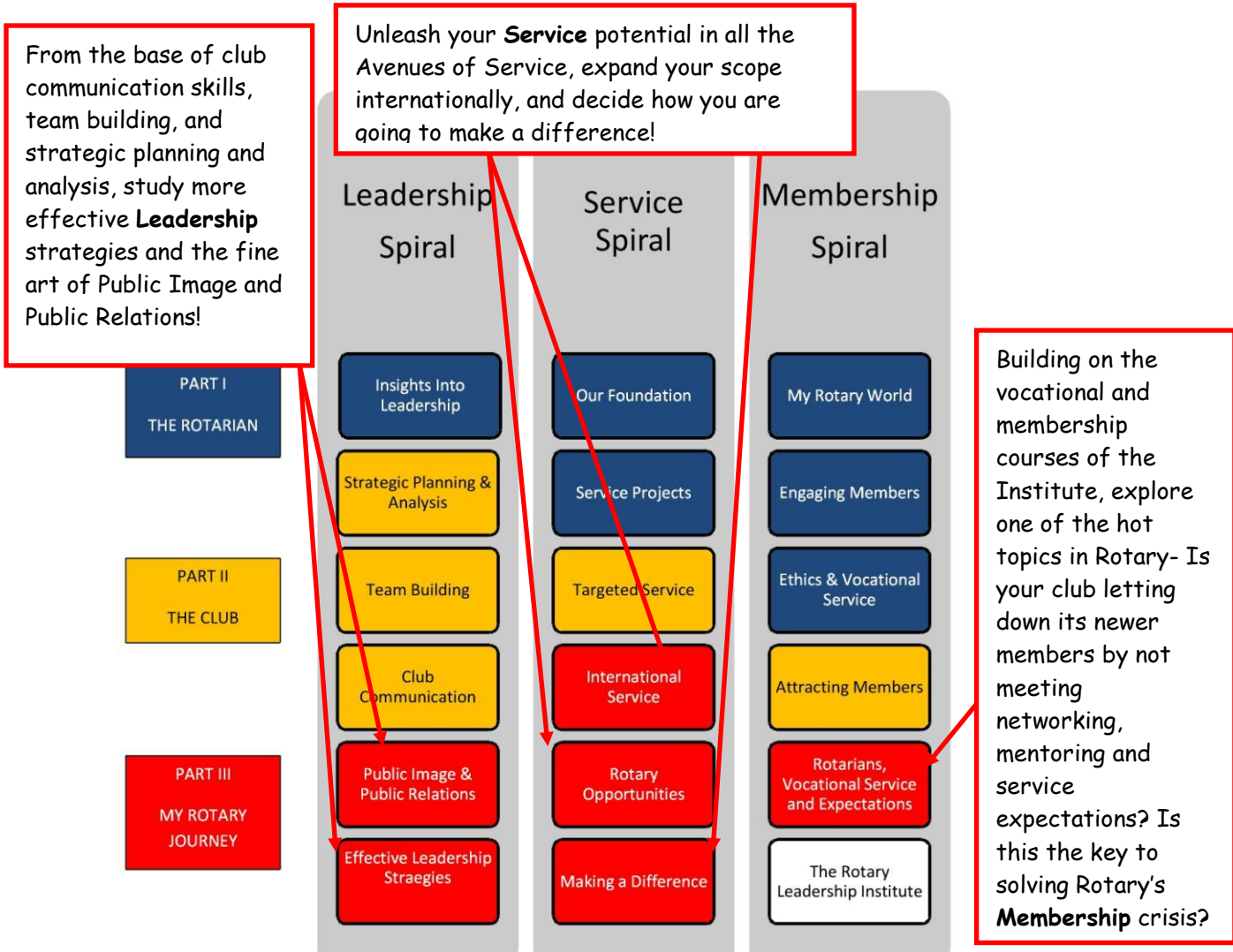
- Develop a retention plan that focuses on maintaining high levels of enthusiasm through participation in interesting programs, projects, continuing education, and fellowship activities
- Ensure the membership committee is aware of effective recruitment techniques
- Develop a recruitment plan to have the club reflect the diversity of the community
- Explain the expectations of membership to potential Rotarians
- Implement an orientation program for new members
- Create a brochure that provides general information about Rotary as well as specific information about the club for prospective members
- Assign an experienced Rotarian mentor to every new club member
- Recognize those Rotarians who sponsor new members
- Encourage members to join a Rotary Fellowship or Rotarian Action Group
- Participate in the RI membership development award programs
- Sponsor a new club
- Other (please describe):

Action steps:



COMING ATTRACTIONS- PREVIEWING RLI PART III

Part I centered on the basics of being a Rotarian and Part II applied that knowledge and skills attained to increase club effectiveness. Part III opens the door to higher Rotary service and critical examination of more complex issues!



***** Sign Up for RLI Part III Now! *****