

Building A Stronger Club



As I further my Rotary journey I can assist in delivering on Rotary's promise.

Session Goals:

- Compare the expectations of Rotarians to the club experience
- Identify the ways in which a Rotarian can assist the club by increasing its vibrancy and meeting a variety of needs.
- Explore the consequences of met and unmet expectations
- Explore the diverse expectations of members and how to meet those expectations through Rotary's five avenues of service.

Resources:

- Guiding Principles of Rotary PDF
- Expectation & Delivery Exercise PDF
- Be a Vibrant Club 245-EN (111)
- How Expectations Might Differ PDF
- Ideas to Perk up Club Meetings and Events PDF

Preparation:

Be familiar with the document, *Be A Vibrant Club*. Review the Strategic Planning module in the previous section and link this content to it. Be familiar with Rotary's survey results: members join and remain for Fellowship, Service, and Networking. Know the 5 Avenues of Service and the Objects of Rotary.

- 1) Review the document How Expectations Might Differ with the group.
 - What other characteristics might create different expectations?
 - Why did you join Rotary?
 - What group is most represented in your club?
 - How could you use this information in your club?
 - Membership Committee?
 - Program Chair?
 - Fundraising?
 - Events?
- 2) How do the Five Avenues of Service work with expectations?
- 3) How might Service projects meet member expectations? What if all the projects for the year focused on youth? Elderly? Animals?
- 4) What do the members in your club expect? What about prospective members?

Does your Rotary club set expectations with its target audience about membership in the club? How? Does this differ for current members and prospective members? Does it differ based on age, position in the workforce or retirement status? Do all of your members set the same expectations for prospects?

- 5) Exercise!!

Complete the Expectation and Delivery Exercise form for your club. Ask if anyone would like to share. General questions to the group: What might you like to change in your club? Anything? What are some activities your club could realistically do to meet the expectations of some of your members / prospects?

- 6) Lead a question and answer session so participants can ask each other about the ideas presented.

Summary

- Strong Clubs are a result of planning and implementation

Guiding Principles of Rotary

Guiding principles

These principles have been developed over the years to provide Rotarians with a strong, common purpose and direction. They serve as a foundation for our relationships with each other and the action we take in the world.

Object of Rotary

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

- **FIRST:** The development of acquaintance as an opportunity for service;
- **SECOND:** High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society;
- **THIRD:** The application of the ideal of service in each Rotarian's personal, business, and community life;
- **FOURTH:** The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

The Four-Way Test

The Four-Way Test is a nonpartisan and nonsectarian ethical guide for Rotarians to use for their personal and professional relationships. The test has been translated into more than 100 languages, and Rotarians recite it at club meetings:

Of the things we think, say or do

Is it the TRUTH?
Is it FAIR to all concerned?
Will it build GOODWILL and BETTER
FRIENDSHIPS? Will it be BENEFICIAL to
all concerned?

Avenues of Service

We channel our commitment to service at home and abroad through five Avenues of Service, which are the foundation of club activity.

- **Club Service** focuses on making clubs strong. A thriving club is anchored by strong relationships and an active membership development plan.
- **Vocational Service** calls on every Rotarian to work with integrity and contribute their expertise to the problems and needs of society. Learn more in *An Introduction to Vocational Service and the Code of Conduct*.
- **Community Service** encourages every Rotarian to find ways to improve the quality of life for people in their communities and to serve the public interest. Learn more in *Communities in Action: A Guide to Effective Projects*.

- **International Service** exemplifies our global reach in promoting peace and understanding. We support this service avenue by sponsoring or volunteering on international projects, seeking partners abroad, and more.
- **Youth Service** recognizes the importance of empowering youth and young professionals through leadership development programs such as Rotaract, Interact, Rotary Youth Leadership Awards, and Rotary Youth Exchange.

IDEAS TO PERK UP CLUB MEETINGS AND EVENTS

Hold a speed networking event within the club to help members build relationships

Put aside one scheduled meeting per month to do service in the community

Meeting in small groups on a regular basis (similar to the first meetings of Rotary) with a focus on one of the following – Rotary Learning, getting to know one another, committee planning....

Vary the format of club meetings. There are numerous ways in which this can be accomplished including:

- Have family members run a meeting;
- Invite someone from another club to speak to your club about how they have successfully employed different meeting formats
- Link with Rotaractors and Interactors to conduct a mutually-planned meeting
- Invite “lost members” to a meeting
- Invite back all past-presidents who have left the club (for whatever reason)
- Meet at a different time or location
- Have a Vocational minute (or five minutes) once a month
- Have a Foundation minute once a month
- Have members attend another local club’s meeting instead of the regularly scheduled meeting
- Meet at a local business once or twice a year
- Have a “greeter” to meet all members and guests upon arrival
- Invite all local organizations who have benefitted from the club’s activities to attend a “celebration” meeting, once a year.

How Expectations Might Differ

Traditionalists

Born before the Baby Boom (before 1946)

- Silent Generation ... Veterans... some “survivors”
- Appreciate patriotism, teamwork
- Do “more with less”
- More formal dress and expectations of this from others
- Arrive early at meetings
- Assist with the “setup” where appropriate
- Expect a formal (and often written) agenda for the meeting

Baby Boomers Born between 1946 – 1964

- Economically and politically influential in the 2020's and therefore enjoy products and services that make life easier
- Confident, self-assured
- Less formal attire for meetings
- Quite adaptive in terms of meeting times – not hindered by long meetings
- Expect a meeting with lots of visual stimulus (e.g. Powerpoint presentations)
- Strong work ethic carries over to club progress and projects

Generation X

Born 1965 – 1976

- More concerned about “balance” between work, volunteerism, family
- Structured time for meetings to accommodate the balance ... if meeting or project is supposed to take X amount of time, Gen X'rs want to leave at that time.
- Resourceful and independent thinkers based on having to deal with many economic challenges; often can seem rebellious
- Can be less tolerant of traditionalists in club meetings
- Technological pioneers whose skills and adaptability are there if the club can manage them.

Millennials

Born 1977 – 1997

- Technologically savvy and have a positive attitude towards tech-based activities
- Well educated and focus on large societal needs (as opposed to individual needs).
- Females outperform males for the first time
- Want to know the purpose of the meeting – not just a meeting because there has always been a meeting at this time.
- Willing and able to work collaboratively and expect this of others.

Generation Z

Born After 1997

- The “smartphone generation.
- Just now getting into Rotary – but are active in Rotaract
- Diversity is a key element in their view ...
- Want flexibility in the workplace ... and for Rotary meetings
- Love to travel
- Money driven ... and save money
- Good at setting boundaries – for work, for volunteerism.

Expectation & Delivery Exercise

Considering one group of the following in relation to your club, complete the table, using specific examples:
 1. Current members; 2. Potential members; 3. Community; 4. Businesses; 5. Youth; 6. RI Organization; 7. Others?

List specific activities	Avenue of Service	Promise, Do, and Do Well	Promise, Do Poorly (minimal effort)	Promise, Set Expectations, But Don't Do	No Promise, No Expectations, Do	No Promise, No Expectations, Don't Do