

President Elect training 2024-2025

To download a copy of the charts go to:

<https://www.1040knowledge.net>

Topics to be covered

- Rotary International theme for 2024-2025
- How to work with AG and other clubs in the group and beyond
- Club Assembly
- My Rotary and training resources
- DMS and Club Central
- Rotary values and behaviour
- Branding
- Websites
- Organising your club
- Membership

Rotary International theme for 2024-2025

- Rotary International President-elect for '24-'25 is Stephanie Urchick.
- Her theme for the year is:

The Magic of Rotary
- You can watch a YouTube video of her announcing the theme:

<https://www.youtube.com/watch?v=ssYfYjF67OU>

How to work with AG and other clubs in the group and beyond

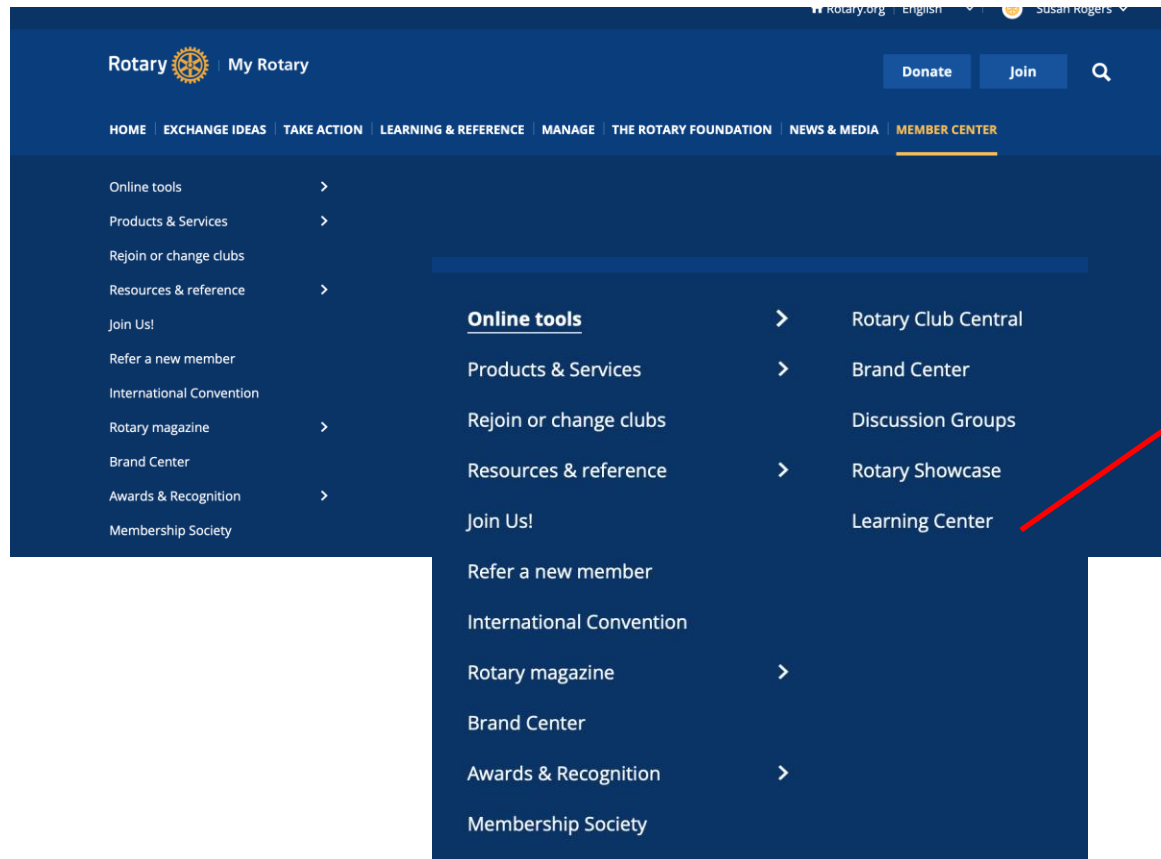
- Collaboration is key
 - Share learnings
 - Steal good ideas
 - Joint projects
- AG will hold regular meetings with all presidents
 - Monthly, bi-monthly, quarterly
 - Format to be decided locally
- AG is first point of contact for questions, comments, complaints

Club Assembly

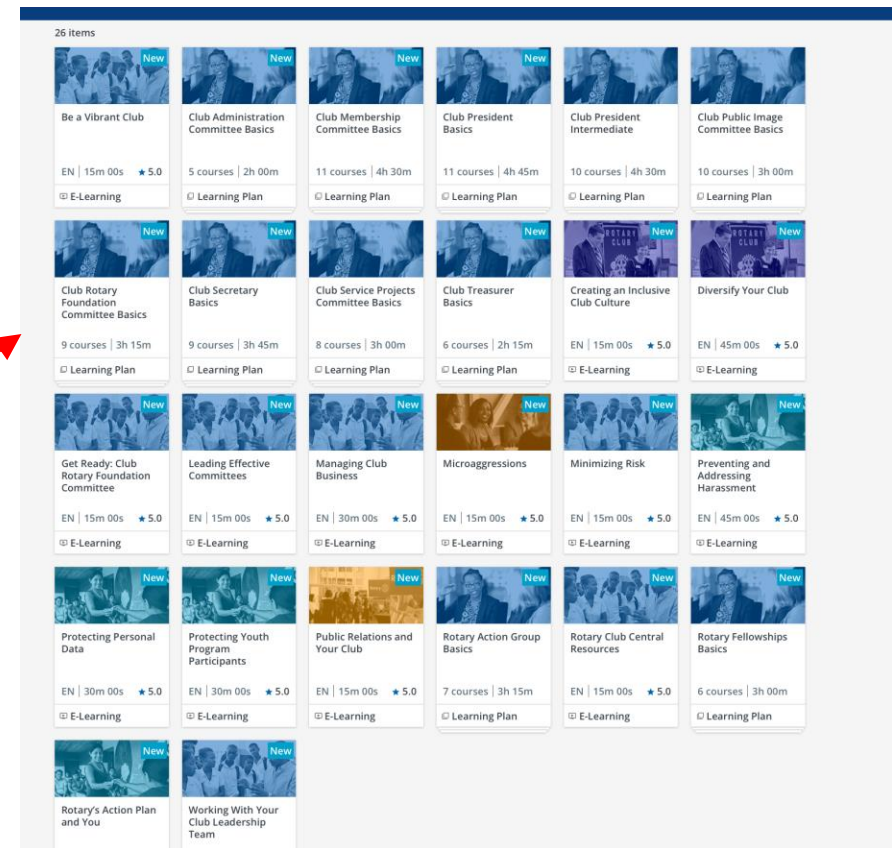
- Opportunity for the president and team to set out their plans for the next year.
- There is a format provided by RI, however as AG I've ignored it as it's tortuous to fill out. A copy is provided should your club wish to use it.
- Club assemblies should be attended by your AG
- Format:
 - President elect sets out overall strategy for the year
 - Depending how the club is structured, the rest of the plans are presented. (Committee leads, project leads, other)
 - Send all plans to the AG at least a week in advance so he/she has time to digest them
 - AG will give a top line response at the meeting and follow it up with a written summary for the records

My Rotary

- An excellent source of information



The screenshot shows the 'My Rotary' Member Center navigation menu. The menu is organized into two columns. The left column lists various categories with right-pointing chevrons: Online tools, Products & Services, Rejoin or change clubs, Resources & reference, Join Us!, Refer a new member, International Convention, Rotary magazine, Brand Center, Awards & Recognition, and Membership Society. The right column lists specific resources: Rotary Club Central, Brand Center, Discussion Groups, Rotary Showcase, Learning Center, Refer a new member, International Convention, Rotary magazine, Brand Center, Awards & Recognition, and Membership Society. A red arrow points from the 'Learning Center' link in the right column to the adjacent screenshot.



The screenshot displays a grid of 26 e-learning items in the Learning Center. Each item card includes a thumbnail image, a title, a language indicator (EN), duration, a star rating (5.0), and an 'E-Learning' icon. The items are arranged in a grid that is 6 items wide and 5 rows high, with the last row containing only 2 items. The items include: 'Be a Vibrant Club', 'Club Administration Committee Basics', 'Club Membership Committee Basics', 'Club President Basics', 'Club President Intermediate', 'Club Public Image Committee Basics', 'Club Rotary Foundation Committee Basics', 'Club Secretary Basics', 'Club Service Projects Committee Basics', 'Club Treasurer Basics', 'Creating an Inclusive Club Culture', 'Diversify Your Club', 'Get Ready: Club Rotary Foundation Committee', 'Leading Effective Committees', 'Managing Club Business', 'Microaggressions', 'Minimizing Risk', 'Preventing and Addressing Harassment', 'Protecting Personal Data', 'Protecting Youth Program Participants', 'Public Relations and Your Club', 'Rotary Action Group Basics', 'Rotary Club Central Resources', 'Rotary Fellowships Basics', 'Rotary's Action Plan and You', and 'Working With Your Club Leadership Team'.

DMS and Club Central

- **DMS:**

- Will shortly be replaced by a better, easier to use system. Currently in trials
- This database **MUST** be kept up to date, so remember to add new members and delete members who have left / died.

- **Club Central**

- Where you set club goals, log projects and monitor progress
- The annual results are how RI know which clubs to give citations to.
- **HOWEVER** – the database is used for many more significant reasons, such as info to use at United Nations, so even if you don't want to set goals, it **IS** important that activity is tracked.

Rotary Club Central | Club Central | Susan Rogers

Dashboard

Welcome to Rotary Club Central, the online tool for setting goals and tracking progress. Explore data and trends related to your club's goals on this page, and use the tabs to manage goals, project activities, and more.
Please note: data reported outside Rotary Club Central, including data reported in My Rotary, will be delayed for at least 24 hours.

Global | My Zone | My District | Club Group D1040 Susan Rogers | All Clubs

Club Group D1040 Susan Rogers

Membership Trends

Year	Membership
2018-19	293
2019-20	290
2020-21	293
2021-22	293
2022-23	290

Gender Trends

Year	Female	Male	Self-describe
2018-19	0	0	0

2021-22 Wensleydale Goals

Members & Engagement | Rotary Foundation Giving | Service | Young Leaders | Public Image | All

[EDIT](#) The goals you select will appear below. To report progress or add, remove, or edit a goal, select EDIT.

Goal	Achievement	Goal
Club membership Show goal details and history	17 OF 18 As Of 3-Mar-23	18
Service participation Show goal details and history	17 OF 17	17

Rotary Club Central | Resources

General Resources

RESOURCE	DESCRIPTION
How to Set a Goal in Rotary Club Central	A step-by-step visual guide to selecting and setting a goal in the Rotary Club Central tool for club officers
How to Report Progress on Goals in Rotary Club Central	A step-by-step visual guide to updating goals with progress and achievements in the Rotary Club Central Tool for club officers
How to Record Service Activities in Rotary Club Central	A step-by-step visual guide to adding details about service projects and activities in the Rotary Club Central tool for club officers
How to View Information in Rotary Club Central	A step-by-step visual guide to using features within the Rotary Club Central tool and viewing data at various levels for Rotarians

Membership Resources

RESOURCE	DESCRIPTION
Rotary Club Health Check (PDF)	Evaluate the health of your club and identify strengths and opportunities for improvement.
Membership Assessment Tools (PDF)	Understand the similarities between your club and community to recruit and retain members.
Strengthening Your Membership: Creating Your Membership Development Plan (PDF)	Develop a plan to recruit, engage, and retain members.
Connect to Membership Leads (PDF)	Manage membership leads for your club or district.
Club Flexibility	Understand how the most recent Council on Legislation flexibility measures can help your club thrive.

Rotary Club of Wensleydale | 2021-22

[Add New Service Project](#) [Repeat Past Service Project](#)

[IMPORT FROM ROTARY SHOWCASE ...](#)

2021-22 Manage Projects

COMPLETED PROJECTS	CURRENT PROJECTS
<ul style="list-style-type: none"> Herriot Run 01 Jul 2021 September Wander 02 Aug 2021 Wensleydale Wander 01 Dec 2021 Physionet 24 Jan 2022 	No Current Projects

My Rotary

2021-22 Manage Projects

COMPLETED PROJECTS	CURRENT PROJECTS
<ul style="list-style-type: none"> Herriot Run 01 Jul 2021 September Wander 02 Aug 2021 Wensleydale Wander 01 Dec 2021 Physionet 24 Jan 2022 	No Current Projects

[Repeat Past Service Project](#)

[IMPORT FROM ROTARY SHOWCASE ...](#)

Rotary values and behaviour

- This is an area that Rotary is investing a lot of time and effort.
- Despite the 4-way test, there is still too much “bad behaviour” within Rotary, and it is time to call this out.
 - Bullying
 - Exclusion
 - Using inappropriate vocabulary
 - Undermining others
 - Etc
- In the first instance, talk to president. If this is not possible because the president is the “offender”, talk to your AG
- If that doesn’t solved the problem, send an email to SPEAKUP@ROTARYGBI.ORG
- Always try and resolve it within the club if possible – there is help from District should you need mediation advice
- With any problems – nip them in the bud and deal with them – don’t let them linger



A GUIDE FOR MEMBERS ON ROTARY'S VALUES AND BEHAVIOUR

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



Rotary  VALUES	 WE DO 	 WE DON'T 
<p>FELLOWSHIP A friendly feeling that exists between people who have a shared interest or are doing something as a group.</p>	<ul style="list-style-type: none"> ✓ Show genuine interest in others ✓ Give people space to be themselves ✓ Show tolerance and support ✓ Talk face-to-face when we have something difficult to say 	<ul style="list-style-type: none"> ✗ Exclude people ✗ Stay in our cliques ✗ Ridicule lack of experience or skill ✗ Ignore contributions or comments ✗ Use social media for bad behavior
<p>INTEGRITY The quality of being honest and having strong moral principles that you refuse to change'</p>	<ul style="list-style-type: none"> ✓ Place trust in others ✓ Deliver on our promises ✓ Tell people what is happening ✓ Challenge constructively 	<ul style="list-style-type: none"> ✗ Spread gossip or malicious rumours ✗ Seek personal gain ✗ Bend the rules to suit us ✗ Keep things to ourselves
<p>DIVERSITY The facts that there are many different ideas or opinions about something, and many different types of things or people being included'</p>	<ul style="list-style-type: none"> ✓ Value and welcome people of all skills, types, ages and cultures ✓ Treat people with dignity ✓ Encourage all to take on roles ✓ Call out discriminatory practices 	<ul style="list-style-type: none"> ✗ Ignore inappropriate behaviours or words ✗ Ignore others' belief sets ✗ Create barriers
<p>SERVICE The particular skills that someone has and can offer as work done or help provided to others'</p>	<ul style="list-style-type: none"> ✓ Focus on community needs ✓ Engage with others ✓ Use all our skills ✓ Find out what is needed ✓ Share best practice and expertise 	<ul style="list-style-type: none"> ✗ Only do what we've always done ✗ Make excuses for not getting involved ✗ Ignore contributions ✗ Make assumptions about what people need
<p>LEADERSHIP The set of characteristics, qualities and abilities that makes a good leader'</p>	<ul style="list-style-type: none"> ✓ Show compassion and empathy ✓ Encourage others, even when they make mistakes ✓ Encourage new thinking ✓ Encourage prudent risk-taking 	<ul style="list-style-type: none"> ✗ Undermine others' ideas ✗ Ignore others' views ✗ Stay dogmatic or unbending ✗ Ignore breaches of this Code

Branding

Why is branding important?

- Branding helps you stand out in a saturated market.
- Branding gives you credibility.
- With a clear brand, you can prove you're worth.
- Branding leads to customer loyalty.
- Branding leads to recruitment
- Branding = Consistency.
- Branding your organisation will save you money and time in the long run.
- Branding will give you confidence in your club.
- Credibility and Trust
- Rotary Logo.
 - It is therefore extremely important that all clubs use the correct logos on all communications: websites, leaflets, letter heads etc
 - Details of branding and logos can be found in My Rotary, members area, brand Central.
 - Logos for your club can be made online in Brand Centre.
 - Regardless of whether you like the logo – it should always be used.
 - As you phase out old promotional material, use the correct logo for new items.

Websites (and social media)

- Your club website is effectively your shop window.
- Your primary target audience is therefore potential members.
 - Attract potential new member always comes first
- If a potential customer is looking in the shop window, they will want to see things that interest them straight away, and hopefully be drawn into the shop. They don't want to have to strain their eyes to see stuff at the back of the shop through the window, they want to see it right in their face. Therefore, the landing page (the main page) should have things of interest that makes them want to browse.
- Hopefully they'll be sufficiently interested to go into the shop to browse further. That's where they'll be able to see charities you support, events you've participated in such as Technology Tournament, KidsOut etc, and the type of members you have – so they may browse a charter dinner for example, or a club outing.
- Let's assume, the potential new member has been wowed by the shop window display and enjoyed their browse round the shop and wants to find out more or come to a meeting to see you in action. They'll look at where and when you meet, things happening soon and then the future meetings and events to see if there is a guest speaker that especially interests them or a club social that appeals. It is therefore **extremely important** that the calendar is kept fully up to date. If they see no events, they'll be disappointed, walk out of the shop and go elsewhere, for example Lions Club, The Masons, Soroptimists, U3A etc. You have just lost a customer.
- The key things to remember are:
 1. Website target audience is potential members.
 2. It should be structured in a way to create interest.
 3. The diary of events has to be kept up to date.

Organising your club (1)

- The district strategic survey showed that what makes a great club, is being able to tick all of these boxes:
 - Visibility and active in community
 - Fellowship
 - Well run club
 - Listen to members
 - Do different things, keep refreshing
 - Everyone mucking in together
- Consider doing club health check to see how you stack up on these. For more information contact susan.rotarian@gmail.com

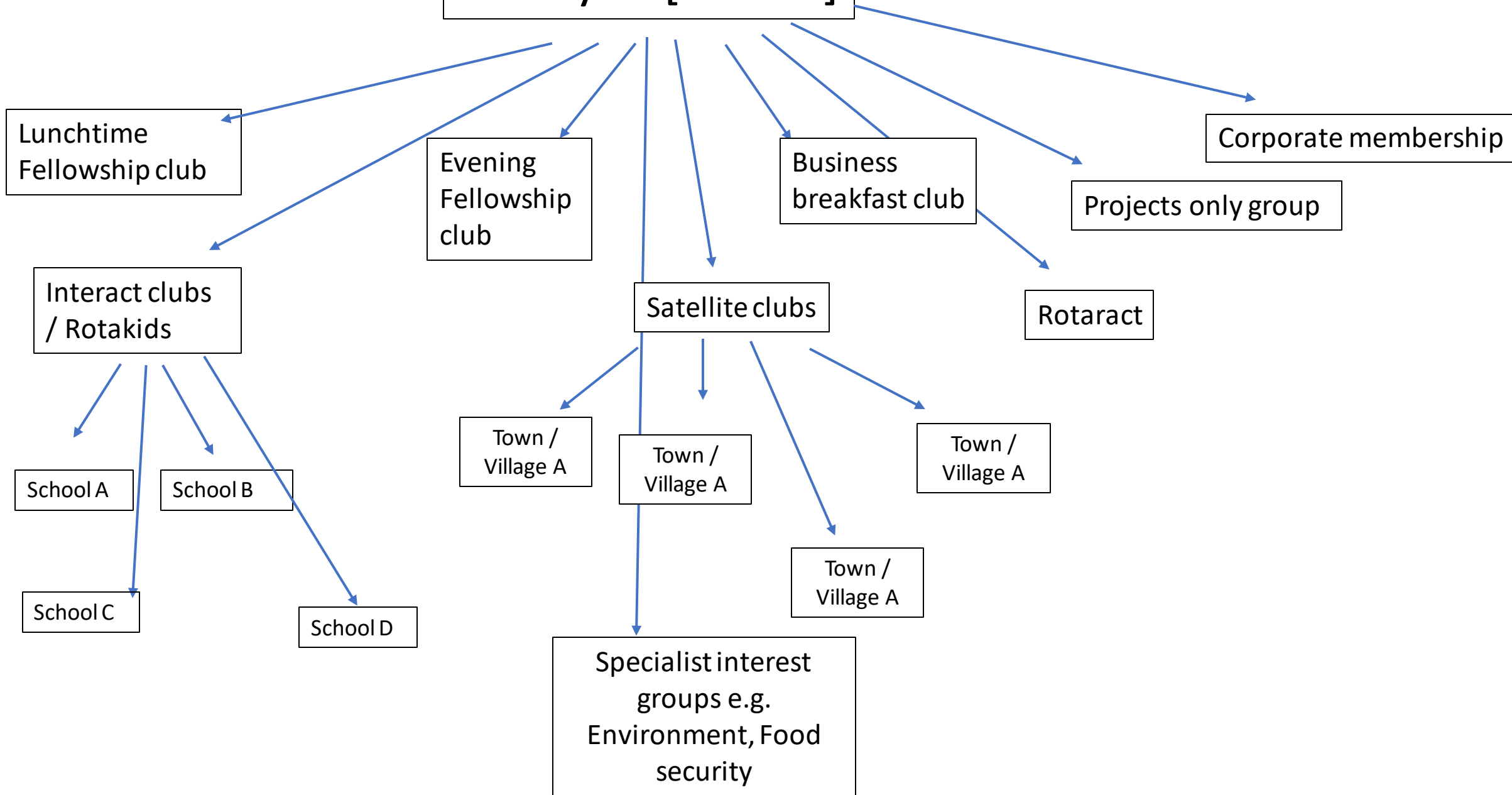
Organising your club (2)

- It's entirely up to you how the club is organised – but consider challenging the status quo: For example....
 - Do you want to have committees or project teams?
 - If committees – do you want these to be comprised of just 2 or 3 people, or ensure that every member is allocated to one so that everyone is involved.
 - How far could you go to become more informal to be more attractive to new members? Swap grace for “thought for the day”? Keep the Loyal Toast only for very formal events such as charter night? Dress code? Abolish regalia, and so on....
 - Do you have a speaker organiser? Why not try allocating a meeting to each member who can organise whatever they want – a speaker, a social, an outing.....
 - Face to face vs zoom vs hybrid.
- Don't just keep doing the same old thing in the same old way, because you'll end up with the same old result.
- Remember to sign and return the compliance agreement that will be sent to you at the beginning of the new Rotary year, as this also gives you insurance cover.

Membership

- As we all know, growing membership is Rotary GB&I biggest challenge.
- Your club should have its own strategy for increasing membership, and the following is intended as “food for thought” to help you expand the Rotary reach in your area.....
- Coca-Cola
 - Their mission used to be *“you should never be more than an arm’s length from Coca-Cola”*
 - They did not mean that literally but meant that Coca-Cola should be everywhere. The supermarket, a garage, train station, vending machine, on tap in pubs, etc.....
- Rotary should be accessible to everyone, in a format that fits into their lifestyle, not ours.

Rotary in [TOWN]



Notes on previous chart

- Instead of thinking “The Rotary Club of [Town]”, start thinking “The Rotary Family of [Town]”
- The family has lots of arms reaching out to the community, whether that’s to young people in schools (RotaKids, Interact), young adults who want to meet and work with like minded people (Rotaract), younger adults than current Rotarians who want to do project work without formal meetings, businesses (corporate membership), Special interest groups and so on.
- It’s a different way of looking at increasing the size of the “Rotary family”, and not just bringing new members to existing clubs.
- **A challenge: Each club to add just one new arm to their Rotary Family each year.**
- Help is available from your AG plus Anne Sutcliffe and Caroline Murie who will be joint district membership leads next year.

North Star

- **What is it?**
 - It's the name given to a rapid membership expansion strategy.
 - The objective is for Rotary GB&I to have 60,000 members by 2028, which to put in perspective, when considering current downward trends in membership, is almost doubling the membership in 5 years.
- **How do we achieve it?**
 - There is a great “tool-kit” available here (<https://rotarygbi.org/members/north-star-toolkit/>) which explains the different types of membership
- **Everyone has a role to play.**
 - Clubs (use the chart “Rotary in Town” to add one new arm to your club)
 - Direct (You are a member of Rotary – not a members of a Rotary club)
 - Corporate (small / medium companies in your local area)
 - Enterprise (large organisations looking to use Rotary as their CSR - Corporate social responsibility. These will be handled direct by Alcester)
- There are a lot more details on each of these in the tool-kit.