



Group B

Breakout: 3/16/12

Co-Facilitators: David Hood, AG 6310 & Brenda Ochodnicky, AG 6380

Attendees:

Pete Kempf	Heidi Woolwine	Eugene Hopp	Sonja Ganger
Mike Shaffer	Greg Kenner	Kirk Straub	Paul McVey
Kurt Smith	Bruce Zenner II	Amanda Gerhardt	
Jerome Raska	Douglas Jenvey	James Owens	
Ron Drzewicki	Kory Blastic	Andrew Helmhoket	

**ELEMENTS OF A SUCCESSFUL ROTARY CLUB**

***The role of the club president in achieving success in a changing environment:***

- Noted how Club President’s Manual is great resource; use it
- Have a game plan; long range planning; organization
- Have a budget
- Keep people involved; get them on committees that match their interest/skills
- Collaboration – other clubs, community, etc.
- Implement Club Leadership Plan
- Ensure good speakers
  - Always have a back up plan. Humanity In Motion CDs from RI make good programs & are a good back up plan. Order on RI website
  - Have a handout (online is good) that outlines speaker expectations & no solicitation policy. A sample can be downloaded at: [www.livingstonsunriserotary.org](http://www.livingstonsunriserotary.org) & look under downloads.
  - Develop a District speaker list to share.
- Utilizes resources: RI website, Asst. Governor, collaborates/communicates with other District & Sector presidents.
- Note resource: [www.shop.rotary.org](http://www.shop.rotary.org)

***Define a successful club:***

- Successful growth (quality not quantity)
- Sets goals: club, local & international projects, RI Foundation
  - Creative fundraising
  - Local & global projects; meets RI Goals
- Has a succession plan
- Has good speaker programs
- Collaborates with other clubs
- Is diverse
- Is fun
- Club members are involved
- Has community involvement
- PR: uses social media; keeps information current/relevant (Facebook, Twitter, etc.)
- Has good food/meals
- Is creative



***What is changing about Rotary – diversity in membership, Foundation***

- Diversity
  - Importance of retaining a cross section of members
    - Age, gender, classification, ethnicity
    - Make sure club represents community
- Survey membership. Ask what's important; what members are interested in
- Retention
  - Encourage committee participation
  - Have a membership committee doing regular follow up with MIAs and be accountable for each other
- Club Growth (to maintain & grow)
  - Get potential new members involved by tying into other club activities/community projects/events before inviting to lunch/breakfast/meeting
  - Attend community events; have a club calling card (when & where club meets) to hand out at events
  - Invite guests; ask
  - Membership drive – have a meeting dedicated to new & potential members
  - Collect business cards when attending other events
  - Invite friends; neighbors
  - The 'just retired' could be a potential untapped new member pool
  - Look for Rotarians who have relocated to the area but not joined a club
- Communications
  - Utilize multi-generational strategies & provide training for members so they know how to use social media/Clubrunner, etc.
    - Mail
    - Events
    - Via public relations
    - Communications: Facebook, Twitter, LinkedIn, Skype

***Club & District Collaboration***

- Make it fun
- Involve others; everyone
- Find good projects that everyone can get behind & support
- Collaborate with other clubs
- Connect beyond club
  - Clubrunner
  - Virtual Meetings
  - Skype attendees
  - District events
- Use your Assistant Governor as a resource



### ***Managing Cliques and Conflict in a Diverse Club***

We engaged in discussion of an actual situation that occurred in a club of one of our participants and discussed how the situation was resolved and what resources were available.

We shared problem solving ideas on how to:

- Communicate within the club leadership circle to brainstorm solutions
- Address the situation directly with the member(s) to confront issue
- Setting boundaries
- Call on the District staff & Assistant Governor for support

### ***Club and Membership Extension***

- Importance of long range goals and visioning
- Look for ways to grow membership
  - Keeping meetings fun
  - Involve others
  - Have committees
  - Engage all members
  - Look for new projects/fundraisers
  - Start an Interact Club;
  - Survey members
  - Mix it up; assign new members to established members
  - Always have fun & keep it spirited; creative fines

### ***Foundation – Future Vision***

- Foundation: discussion on Paul Harris points & how points are accumulated & used; where to find club information regarding Foundation & accumulated points on RI website ([www.rotary.org](http://www.rotary.org) & click on 'Member Access' – only the club President & club Secretary have access)
  - Utilize points; match donations; recognize community members/leaders beyond the club with PH awards; hold special recognition meeting/dinner
- Someone asked about replacing a lost PH award. Here's the link: [www.rotary.org/RIdocuments/en\\_pdf/trf\\_recognition\\_replacement\\_form.pdf](http://www.rotary.org/RIdocuments/en_pdf/trf_recognition_replacement_form.pdf)
- Our discussion on this subject ended up focusing on fundraising and the group decided to share fundraising activities/ideas:
  - Creative 50/50s: 1/3 club, 1/3 winner, 1/3 to a specific philanthropic cause, scholarship program or Foundation
  - Importance of signature event
  - Selling tickets to events; make sure you understand lottery licensing rules & get a license ([www.michigan.gov/cg](http://www.michigan.gov/cg) - charitable gaming info)
  - Fundraising ideas
    - 5k run
    - Bicycle event
    - Community concert
    - Cow plop
    - Partner with another group & split proceeds: example was Food Pantry



Breakout Session Notes: Leading a Successful Rotary Club in a Changing Environment

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- Collaborate with other fundraisers/expos/community events
  - Reach out to other community groups ( education foundations, schools, DDA, Chamber of Commerce)
- Christmas wreath sale (connect with Michigan Christmas Tree Foundation)
- Zoo brew
- Extreme Bocce ball tournament
- Get sponsors & offer entertainment (live music)
- Winter Warm-up
  - Had 10 restaurants offering soup samples/tasting
- Golden Award
- Taste Event
- Future Vision – we did not have time/opportunity to address this area separately.

***Visioning as a Solution***

- Complete the club's Planning Guide; buy in from club
- Get everyone involved in carrying out the goals of the club
- Make sure the club has solid goals
- Make sure club has a long range plan

**We did a quick Q & A blitz regarding 'what scares us' as we think about being President. It was fun and prompted some good conversation. Here's what we said:**

- Fear of failing
- Incorporating Change/comfort zones
- Membership drives
- How to get 'new blood' in an established club (need more women & younger members)
- How to have better programs; quality speakers
- Committee Participation
- Challenging members
- Not being respected
- Turf Issues (same chair every meeting, etc.)
- Collaborating with tough members; recognizing you may not be able to 'fix' but just lead/command
- Dealing with Old Boys' Club
- Getting older members more active in service & fundraising projects
- How to build an Interact Club

**Shared list of some of our best speakers ever:**

- Museum director
- Michigan organ donor program
- ShelterBox
- Crossroads Group (adult education program)
- People who are world travelers
- Rotary International/District staff speakers (variety of subject experts)
- Legislators
- Local high school's sister school in another country



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We ended with a quick blitz where everyone gave a few work sentence on what they are taking away & will implement immediately as a result of their training. We went so fast and were down to the wire – we didn't have the time to take notes.

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**Club Leadership Plan committees:**

Membership  
Public Relations/Public Image Outreach  
Club Administration  
Service Projects  
The Rotary Foundation

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Presidents:

Many thanks for attending the session and sharing your ideas and thoughts. You were all awesome and we appreciated your energy and enthusiasm. As your facilitators, we walked away knowing that 2012-13 will indeed be a GREAT Rotary year and that our Zone is in your very capable hands!

Best of luck and HAVE FUN !

*David and Brenda*