

# PETS Club Size Breakout Session Notes

Small to Medium Sized Clubs

March 12, 2011

## Notes From Prairie 5, Group Room F

Please find the notes from yesterday's (March 12, 2011) session. I offer my assistance to anyone who would be interested, and I know Bill would be willing to help in any way he can as well. You can contact me at [jives@att.net](mailto:jives@att.net), and Bill Himelberger at [wmhimmel@sbcglobal.net](mailto:wmhimmel@sbcglobal.net). Thanks again for your participation, and we wish you well in your approaching year as Club President.

Jim Ives

Assistant Rotary Coordinator, Michigan

### Concerns With Trying to be a Successful Club (as defined by attendees)

- Fundraising
- Increasing Membership Involvement
- Membership involvement in Strategic Planning
- Motivating Members for Vision
- Membership Growth and Retention
- Value of Membership
- Strategies for Growth
- Defining your community to serve
- Hardship to Belong – Cost
- Time required of Members

### Skills of President (as defined by Attendees)

- Leadership
- Patience
- Facilitator
- Peace Keeper
- Ability to read people

### A Successful Club

- Plans (goes through the planning process)
- Uses Team Work to achieve plan
- Is timely in the things it does

We had a discussion about people who interrupt the flow of a meeting by speaking when the President is speaking, or worse, when the speaker is speaking. Offered solutions to this issue were:

- Early in term as President, lay out not only the expectation of how the club behaves during meetings, but also spelling out what the club can expect from the President
- Impose fines on people who are disruptive
- Use the 4-Way Test (disruption of meeting isn't fair to all concerned)

In Dealing with stalled clubs, we suggested diversification of Membership (younger members, gender diversifying, etc) would infuse a new life into the club. We also mentioned starting new projects or fundraisers to shake things up a bit to change the same old pattern.

#### Examples of Fundraisers Mentioned

Chili Fest	Coupon Book
Showboat Theater Production	Michael A. Caruso
Motor Cycle Poker Run	Mega Raffle
Auction & Raffle	Camel Race
Advertising in Directory	Duck Race
Gala and Golf Outing	Tack on mini fundraisers during events
Spaghetti Dinner	

#### Membership Growth Ideas

- Membership Madness – Tiered event in which credit is given for bringing a prospect to the meeting, as well as more credit for induction of members
- Meet and Greet Rotarians with the community – let them meet the local Rotarians. Kind of kicking the tires.

Bill and I thank you for your active participation. We only wish we had more time to deal with some of the issues that were unresolved. We strongly suggest that you use the resources available to you for improving your club, such as DG's, past presidents, District committee members, Assistant Governors, and other clubs in your district (preferably those that are perceived as doing things right).

# PETS Club Size Breakout Session Notes

Small to Medium Sized Clubs

March 12, 2011

Facilitators Mary Cunningham and Jim White (that guy who came in late!).

Listed below are the notes from the session with PEs from similar sized clubs. As you recall we provided you with some topic concepts, and the lists below reflect your collective thoughts.

What Makes an Effective Club? (What will help YOU have an effective club?)

1. Having goals
2. Good attendance
3. Fun
4. High participation by members
5. Growing and able to retain members
6. Having meaningful programs
7. Beneficial to all
8. Good community PR
9. Making contributions to RI
10. Diversification
11. Utilize a “Minute for Rotary” or a Rotary fact at each meeting.

(When asked how many used the Club Leadership Plan – only a few clubs used this guide from RI which was derived from how effective clubs around the world are organized)

What is the Role of a Club President?

1. Ensure everyone is involved.
2. Must be a leader
3. Delegator
4. Coach
5. Communicator
6. Mentor
7. Role model
8. Motivator
9. Set the Tone
10. Stay focused on Rotary.
11. Be the connector to Rotary.
12. Create a new vision in/for your year.
13. HAVE FUN

## What Collaboration Do You Need From Your District?

1. More formal training
2. District leaders need to be aware of district level cliques
3. Need sessions at PETS for PENS

## How to Deal with Club Cliques and the Problem Member.

1. Check the 4 Way Test.
2. Meet with and dialogue about why “your” (problem member’s) behavior is unacceptable.
3. Give a problem member more responsibility (chair a committee for example) in an area they are drawn to.

## PETS Club Size Breakout Session Notes

Medium Sized Clubs

March 11, 2011

Notes From Section G

Facilitators: Jeffrey Leipprandt & Teresa Fitzwater

## Brainstorming session: What are issues you are concerned with?

- \* Fun, food & friendship
- \* Continued club growth to make up for attrition
- \* Demographics/recruitment
- \* Attendance at meetings
- \* More Rotary knowledge at club
- \* Stagnant committees/ chairs
- \* Motivation of members (the 80/20 rule)
- \* Follow-through

### Fun, food & Friendship:

- \* Make new members and guests feel welcome – invite them into conversation
- \* Assign a greeter
- \* President greets and/or introduces
- \* Sponsor acts as chaperone for new member for six months
- \* Explain acronyms
- \* Seat guests between members
- \* Get diversity – good mix of members

### Recruitment:

- \* A good venue
- \* Special lunch (not at regular meeting time) – encourage all members to bring a guest
- \* Have members contact prospects
- \* Clean up the membership rolls
- \* Brochures to recruit with

### Motivation: how to encourage attendance

- \* Great speakers
- \* Great food
- \* Programming:
  - Share the load for scheduling
  - Have the PE work on scheduling
  - Limit politicians or restrict them – they may be ok
  - Provide guidelines for speakers
  - Include programs on RI information
- \* Send email to members the morning of the meeting, including what the program is for the day

### Motivation: how to refresh stagnant committees

- \* Service projects – get people busy on whatever motivates them
- \* Change committee chairs for your year
- \* Invite participation on committees – personal invitations work best
- \* Get member buy-in to what your goals are and what the committees' goals are
- \* Build committees early

# Elements of a Successful Rotary Club

PETS Sessions

March 11, 2011

Facilitators: Loran Coffman and Chris Etienne

1. What are the areas that you would like to discuss relative to the elements of a successful club?

- Role of the president
- Mentors
- Participation by senior members
- Addressing traditions
- Continuity and succession
- Programs

2. What is the club president's role?

- Give direction
- Find passion
- Leadership
- Empower Rotarians and delegate
- Fun!
- Make Rotary interesting for your members
- Club visioning – Vision Facilitation program
- Educate your members
- Leadership transition with current and future presidents
- Motivate your membership

5. How does the club president manage cliques and conflicts?

- Coordinate social events (3rd Thursday every month – planned social event)
- Members sit in same groups – give reasons to sit at different tables: draw a number to determine at what table to sit
- Fellowship is positive – encourage members to partake in networking
- New members can feel isolated – encourage more senior members to reach out to new members
- Once monthly assign specific seating to encourage networking with other people

4. What are the responsibilities of the President-elect now?

- Prepare budget for your year
- Strategic planning
- Assign committee chairs
- Club Leadership Plan
- Run the club meeting in absence of the current president

- Sit on the nominating committee
- Work on leadership progression to presidency
- Specific assignments for PE – chair specific fundraiser, program chair, co-chair of specific event

#### 5. How can you reenergize your club?

- Focus on recruitment of younger members (establish program where the sponsor Rotarian's dues are waived for one quarter when sponsoring a new member)
- Prospective members are guest of the club (sponsor member does not have to pay for the guest's meal)
- VIP Day – send invitations to community leaders (prospective members) to attend Rotary on a special day with a special speaker
- Recruit early retirees to get involved with Rotary
- Establish a mentoring program where senior members mentor new members
- Match new member with a senior member with a similar career emphasis
- Utilize a formal, structured new member orientation program (fireside chat)

#### 6. How can clubs and districts collaborate?

- Work with your assistant governor
- Collaboration between clubs – joint projects and programs
- Attend the district conference and encourage your members to attend
- District can facilitate collaboration between clubs through training, education, Vision Facilitation, technology
- Promote and encourage AG/Regional/Sector meetings with assistant governor and their club presidents
- District directory should be distributed to all clubs on a timely basis each July

#### 7. How to address club traditions?

- Sing to guests – if not a compliment to guests, consider changing
- Have a vote amongst members to determine whether to continue certain traditions if they are getting old and not effective
- If programs and projects are not working, discuss amongst the entire membership to continue or not.