

ROTARY COORDINATOR ZONE 28 TEAM

Helping Districts to
Help Clubs to
Help Themselves

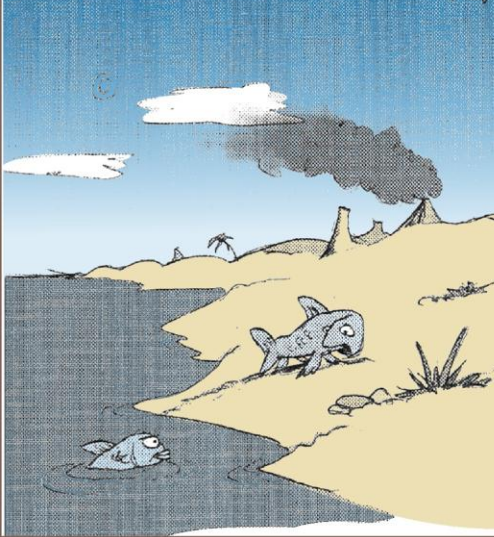
Thank you for all for being here this weekend. Your District Governor has asked you to serve as an Assistant Governor because of your proven leadership abilities.

I hope our time together will give all of us some good ideas to use when we work with those Clubs who are struggling to be relevant and strong.

THE FLYING MCCOYS

GLENN & GARY MCCOY

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“It has nothing to do with evolution Edna, I am reinventing myself.”



EVEN Bigger, Better & BOLDER Rotary

Zone 28 Rotary Coordinator TEAM **ROLE & RESPONSIBILITIES**

- ♦ Resource to Districts and Clubs
- ♦ Consultants to Districts and Clubs
- ♦ Advisors to Districts and Clubs
- ♦ Mentors to Districts and Clubs

In an effort to build a STRONGER Rotary

Your Rotary Coordinator Team is here to serve you in your role as Assistant Governors.

1. We are not here to tell you what to do, rather, we are here to assist you, when asked.
2. Rotary cannot continue to do the same things we have always done and expect different results.
3. What are your goals for your Clubs this year? How can your Rotary Coordinator team help you?
-All things ROTARY
4. We are asking you to use the RI Strategic Plan as a road-map to success.



EVEN Bigger, Better & BOLDER Rotary

Zone 28 Rotary Coordinator TEAM

- ♦ Mary Beth Growney Selene
 - ♦ Rotary Coordinator
- ♦ Rich Rowland
 - ♦ Assistant Rotary Coordinator, Districts 5970, 6000
- ♦ Deb Severson
 - ♦ Assistant Rotary Coordinator, District 5950, 5960

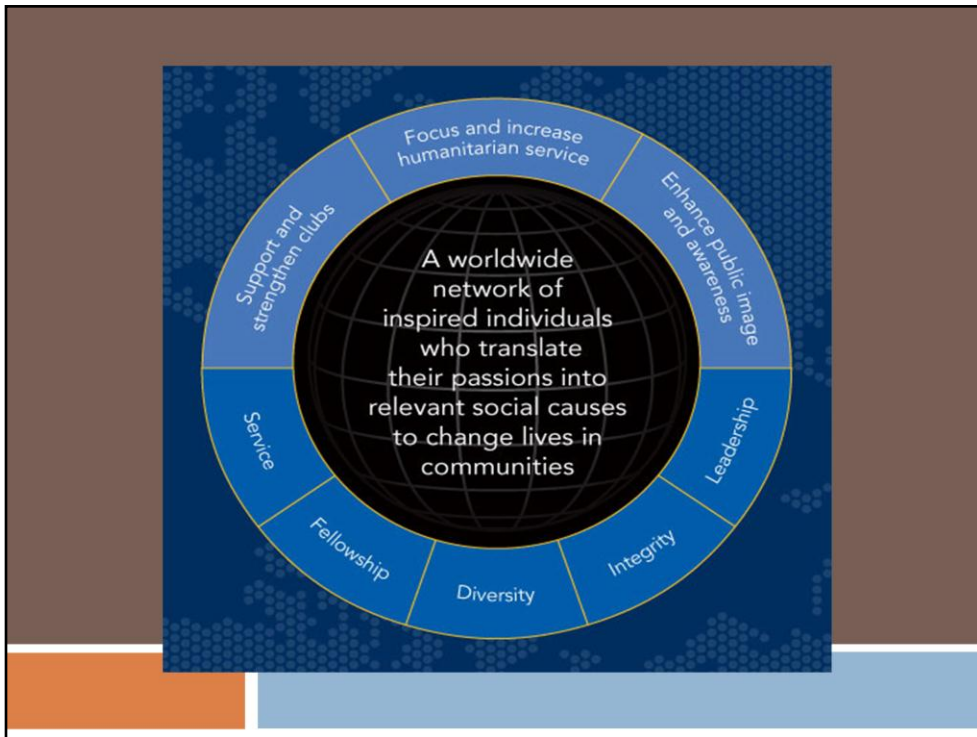
ROTARY INTERNATIONAL STRATEGIC PLAN

Helping Clubs to
Help Themselves

The Strategic Plan was updated and released to us in July of 2010. Since that time, the Board has continued to “tweak” the plan, in direct response from all of us. The actions of the board are an example to all of us that a “Strategic Plan” is indeed a living document. It is a guideline to assist all of you and your Club’s leadership in helping to build a STRONGER Rotary through even BIGGER BETTER and BOLDER Clubs.

You all have a copy of the “revised” Strategic Plan. I hope that, during our time together today, we can see how the Strategic Plan can be helpful to you in your service as Assistant Governors. I hope you enjoy our journey this morning as we **REACH WITHIN TO EMBRACE HUMANITY.**

Please consider using the Strategic Plan in conjunction with the 2011-2012 Presidential Citation as you coordinate efforts with your Clubs this year.



1. CORE ESSENCE

This is “who we are” and “what we do”. This statement was created by an “external” group...a group of graduate students at Northwestern University in Evanston, following their research studies of Rotarians and non-Rotarians alike. Would you agree that this is a fair assessment of who we are and what we do?

2. THREE PRIORITIES

Support and Strengthen Clubs, Focus and Increase Humanitarian Service and Enhance Public Image and Awareness are those things that each and every one of your Clubs should be doing. We all have our own way of doing things, which is the Rotary way. By highlighting our priorities it brings each into focus for us and can serve as a guideline as you plan for the 2011-2012 Rotary year.

3. CORE VALUES

Service • Fellowship • Diversity • Integrity • Leadership SHOULD be at the heart and soul of every Rotary Club. Are they the core values of your Club? If not, I hope that by the end of your time here at PETS, you understand just how important EACH of these values are to a strong, dynamic, effective and relevant Club.



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Support & Strengthen Clubs

- ◆ How do we identify a “struggling” Club?
- ◆ How to we assist struggling Clubs?
- ◆ Do struggling Clubs know they are struggling?
- ◆ Are these Clubs resistant to change?
- ◆ What have you done as AG to date?

SUPPORT & STRENGTHEN “STRUGGLING” CLUBS

1. What are signs of a struggling Club?

- Decrease in membership
- Lack of interest in Club activities and projects and programs
- Aging of membership
- Lack of young members
- Lack of diversity in membership
- Not representative of the community

2. How can we assist struggling Clubs?

- How do we encourage the Club to be actively engaged in all FIVE AVENUES OF SERVICE?
- Do struggling Clubs welcome innovative ideas from new or newer members?
- Does the Club have a website? Facebook page?
- Is the Club welcoming? Where to they meet? Do they have good program speakers?
- Where would the community be without Rotary?

3. Do struggling Clubs know they are struggling?

- Are there long-standing members who hold back the innovative ideas?
- Is “we’ve always done it that way” the mantra of the Club?
- Does the Club President attend PETS? Do the Club leaders attend District Assembly and Conference?

4. Are these Clubs resistant to change?

- Is this Club fun to attend?
- Are the members of this Club involved in District leadership?
- When is the last time a membership survey was conducted to get a pulse on Club projects and programs?
- Do these Club talk about membership development at every meeting? Is membership development a priority for these Club? Why not?
- In your business, increasing your client base is a daily goal. When we get a new client, we nurture that client because we don’t want to lose that client, right?
- Why not with our Club members?
- What are some good ideas on how we are mentoring/educating/retaining members in our Clubs.



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How do we Assist Struggling Clubs?

- ◆ What is your relationship with the Club?
- ◆ Encourage strategic planning at Club level
- ◆ Are you aware of the Club Pilot programs?
- ◆ Start new & dynamic Clubs in community
- ◆ What would the community look like without Rotary?

1. Does the Club know who you are?
2. Does the Club know the District cares about their success?
3. Do the members know they are in trouble?
4. What impact would a new and dynamic Club have on this Club?
5. Are you comfortable dealing with tough issues? Or, do we tell the Club everything is OK without offering some suggestions for improvement?
6. Should these Clubs be applying to be Pilot Clubs in one of the four programs?
 - a. Satellite Clubs
 - b. Associate Memberships
 - c. Corporate Memberships
 - d. Innovative and flexible Clubs



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Enhance Public Image & Awareness

- ◆ Publicize action-oriented service
- ◆ Promote core values
- ◆ Emphasize Vocational Service
- ◆ Encourage Clubs to promote their networking opportunities & signature activities

1. Publicize action-oriented service

- Do you have a banner that highlights your Club's signature programs...that you use at every outside activity, fundraising event, etc.
- Do you have a Club brochure that is available to guests, participants in your programs, supporters of your fundraising activities?
- I would like you to share some of the best public relations efforts of your struggling Clubs.

2. Promote our core values

- WE ARE our core values. We should be shouting them from the highest buildings. SERVICE • FELLOWSHIP • DIVERSITY • INTEGRITY • LEADERSHIP.
- Who would like to share how and where struggling Clubs can promote our Core Values?

3. Emphasize Vocational Service

- Our organization was founded on "Vocational Service". Paul Harris went out of his way to reach out to those outside of the legal profession. We need to capitalize on our varied backgrounds and utilize what each of us brings to our Clubs. We need to support each other in our businesses, not because we may get a "deal", but because we know we can trust each other to be treated fairly and will the utmost professionalism.
- Our classification system sets us apart from other organizations and we need to promote all of our individual talents as a way to engage our members in our service activities.
- We need to assist the youth in our communities by sharing our vocations and our core values with them.
- The Four-Way Test of the things we think, do and say should be an integral part of our personal and professional beings.

4. Encourage Clubs to promote their networking opportunities and signature activities

- Are struggling Clubs promoting networking opportunities in their Club?
- How are your struggling Clubs promoting their signature activities?

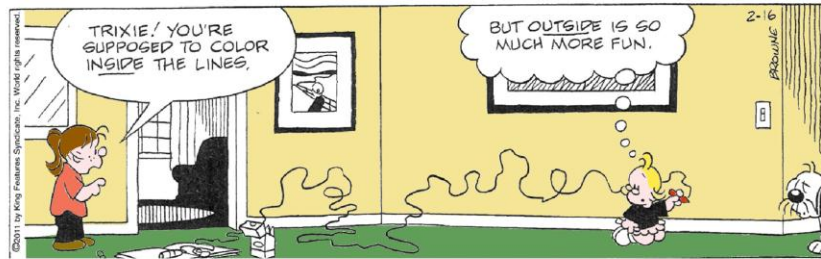
FRANK & ERNEST

BOB THAVES



HI AND LOIS

BRIAN & GREG WALKER AND CHRIS BROWNE



VIBRANT ROTARY CLUBS

LIFE

GROWTH

DEVELOPMENT

ACTIVITY

What sets you apart
in your community?

Thank you again for being here this weekend. You will have a great year as an AG if you look for ways to make our Rotary Club more relevant for our current members and inviting and welcoming to prospective members. The life within our Clubs will be evident to those we reach out to. We need to be sure that all Clubs are vibrant in all aspects of Rotary service.

You and the leadership of the Clubs you serve are the core to building a **STRONGER Rotary through even BIGGER BETTER and BOLDER Clubs.**

Thank you for your attention and participation this morning. I believe we are well on our way to **REACHING WITHIN TO EMBRACE HUMANITY IN 2011-2012.**