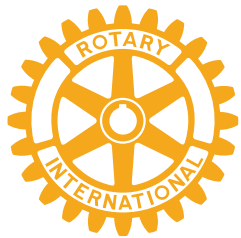


# Show Me Rotary Presidents-Elect Training

Rotary



Capitol Plaza Hotel  
Jefferson City, Missouri  
March 29-30, 2019

## Creating Strong Clubs

- Key Elements of Strong Rotary Clubs
- How to Implement Key Elements
- Resources to make Clubs Stronger

## Increasing Humanitarian Service

- Identify service projects and areas of focus
- Evaluate club service projects
- Find and evaluate service project partners

## Enhancing Public Image

- Develop a public image plan
- Select your club's signature service projects
- Identify Rotary Public Image resources
- Connect your public image work to increasing membership



Training Materials Prepared By:

Bob Merrigan, D6040

James Schmeider, D6060

Amy Wilkerson, D6080

**Show Me Rotary Council**

Jerry Weems, President

Mark Pearce, Vice President

Ralph Cupelli, Secretary

Tim Cudd, Treasurer

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# Increasing Humanitarian Service



## Facilitators:

Marilyn Romine, D6040

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Will Cologna, D6080

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**Welcome to Show Me Rotary PETS  
Increasing Humanitarian Service**

Facilitators: 6040 Marilyn Romine  
6060 Jackie Miller  
6080 Will Cologne

Date: March 29-30, 2019

Prepared by: James Schmieder, 6060




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**Rotary International Strategic Plan: Priorities**

**Focus and Increase Humanitarian Service**



We are leaders who act responsibly and take action to tackle some of the world's most pressing challenges.




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**RI Strategic Plan: Priorities**

**Focus and Increase Humanitarian Service**

- Eradicate Polio
- Increase sustainable service focused on programs and activities that support youth and young leaders through Rotary's six areas of focus.
- Increase collaboration and connection with other organizations (including neighboring Rotary Clubs).
- Create significant projects both locally and internationally.




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**Session Objectives**

**After completing this session, a club President will be able to:**

- Identify the six focus areas of humanitarian need
- Evaluate potential club service projects within the six focus areas of humanitarian need.
- Identify potential partners for future club projects

Rotary  14

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**The Six Areas of Focus**

**The Rotary Foundation supports humanitarian projects that address one or more of the following:**

- Peace and conflict prevention/resolution
- Disease prevention and treatment
- Water and sanitation
- Maternal and child health
- Basic education and literacy
- Economic and community development



Rotary  15

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**Goal Setting for Your Year**

- **Sponsor or co-sponsor an Interact or Rotaract club**
- **Contribute at least \$100 per member to the Annual Fund**
- **New or ongoing Community Service Projects**

Rotary  16

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## Discussion:

How do service projects benefit your club?

Why is it important for your club to engage in humanitarian service?



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## Brainstorming: Current Club Projects

- In the space on the right, write down all of the service projects your club has accomplished within the last two years that you remember.
- Include both local and international projects.
- What was the most successful service project?
- Why?

You have three minutes to work individually.



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## Club Projects

- What made your project successful?
- Was it local or international?
- Did you partner with another organization?
- How was the need identified?



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### Successful Service Projects

- Respond to real issues
- Improve community members' lives
- Incorporate the abilities of those who are served
- Recognize the contributions of all participants as important and necessary
- Are based on realistic assessment of available resources
- Aim for specific goals and objectives with measurable results
- Build effective networks
- Empower people and communities

Rotary 10

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### Ways to Enhance and Expand Your Service Project

- Include a successful partnership with another club or organization
- Incorporate an element of Youth Services  
RYLA, Youth Exchange, Rotaract, Interact
- Publicize your service project




Rotary 11

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### Discussion: Increasing Humanitarian Service

Select a service project idea from the projects that you identified earlier in this session. With your table, discuss the following questions:

- How could you incorporate an element of Youth Service into the project?
- How could you collaborate with other clubs, agencies, or organizations to make the project more successful?
- What criteria should you use in selecting a partner club, agency, or organization for your project?

Your table has 5 minutes for discussion

Rotary 12

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**Around the Room**

- How could you incorporate Youth Service into the project?
- How could you collaborate with other agencies to make the project more successful?
- What criteria should you use in selecting a partner agency or organization for your project?
- Additional ideas?

Rotary  13

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**Take-Aways**

**What project ideas that you heard today could you share with the chair of your club Community Service or International Service committee?**

Rotary  14

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**Goal Setting for Your Year**

**Rotary Citation 2019-2020**

- Increase the number of members involved in service projects
- Hold an event to raise funds for or to increase awareness of Rotary's work towards polio eradication
- Conduct a significant local or international service project in one of Rotary's six areas of focus

Rotary  15

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Rotary Citation 2019-2020

- Contribute at least \$100 per capita to the Annual Fund of the Rotary Foundation.
- Continue or establish a partnership with a corporate, governmental, or nongovernmental entity and work on a project together.
- Arrange for the club's members to talk with the media to tell your club's and Rotary's story.



116 | 16

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Service Project Resources

- Lead Your Club: President – Club President's Manual
- Communities in Action: A Guide to Effective Projects - Rotary
- Community Assessment Tools A Resource of Rotary Projects
- Rotary Showcase, Rotary Ideas or Lifecycle of a project at Rotary.org
- List of sample service projects that other clubs have done (handout)



117

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To Do List: Before July 1, 2019

- Appoint all applicable committee chairs and committee members
- Meet with your incoming Club Board, Members, Community Service or International Service Chairs to share project ideas and resources
- Review the Rotary (Presidential) Citation goals for service activities with the incoming Board of Directors of your club
- Enter goals in Rotary Club Central



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Session Objectives – Re-Cap

**A club President will be able to:**

- Identify the six focus areas of humanitarian need
- Evaluate potential club service projects within the six focus areas of humanitarian need.
- Identify potential partners for future club projects

Rotary  9

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ROTARY  
CONNECTS  
THE WORLD

Thank You!

Rotary 

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## **Show Me Rotary Increasing Humanitarian Service Service Project Ideas**

### **Locally**

1. Participate in National Youth Service Day in April.
2. Donate a Christmas tree to a nursing home, homeless shelter or needy family.
3. Read a book to a child, blind person or older neighbor.
4. Collect unused make-up, perfume and other cosmetics for a center for abused women.
5. Check railroad crossings and make signs to promote safety.
6. Conduct a bicycle rodeo to help children learn bicycle safety.
7. Paint over graffiti.
8. Create and distribute a list of hotlines those who might need it.
9. Collect school supplies and donate to a school district.
10. Tape a child's book and give it to a children's hospital.
11. Provide child care during a PA meeting.
12. Recognize teachers during National Education Week.
13. Recognize veterans during the week in which Veteran's Day is celebrated.
14. Make "I Care" kits with combs, toothbrushes, shampoo, etc. for homeless individuals.
15. Help with repairs at a local homeless shelter or other non-profit.
16. Make care packages with mittens, socks, t-shirts, etc. for children at a homeless shelter.
17. Collect grocery coupons to give to a local food bank, food pantry or homeless shelter.
18. Assist in a shelter day-care room, taking care of children while parents look for jobs.
19. Take homeless children on outings.
20. Make first aid kits for homeless shelters.
21. Collect items & deliver to homeless shelters (blankets, toys, books, disposable diapers)
22. Set up an art exhibit at a local nursing home.
23. Sing holiday carols at a nursing home.
24. Help fix a run-down playground.
25. Start a collect drive for sports equipment and donate it to needy families.
26. Organize a hazardous waste collection.
27. Adapt a "grandfriend" at a community center or nursing home.
28. Write letters and send to those serving in the military overseas.
29. Hold an afternoon dance for your local nursing home.
30. Deliver meals to homebound individuals
31. Prepare and serve a meal at a homeless shelter.
32. Teach a senior citizen how to use a computer, internet or smart phone.

### **Internationally**

1. Support a microfinance project by contributing sewing machines to a vocational training center in Africa.
2. Fund a Shelter Box for a family in need [www.shelterbox.org](http://www.shelterbox.org)
3. Support a village in raising rabbits for food in conjunction with Heifer International.

# Enhancing Public Image



## Facilitators:

Sherri Hahn, D6040

Jill Rogers, D6060

David Silvester, D6080

District 6040  
Marc Horner  
District Governor  
2019-20

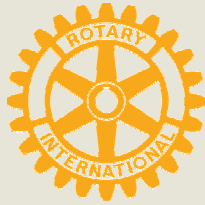
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Paul Reinert  
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## Welcome to Show Me Rotary PETS

Subject: Enhancing Public Image  
Presenter: 6040 Sherri Hahn  
6060 Jill Rogers  
6080 David Silvester  
Date: March 29 – 30, 2019



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## RI Strategic Plan: Priorities

Enhance Public Image and Awareness



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## RI Strategic Plan: Priorities

**RI's Strategic Plan includes enhancing Rotary's public image and awareness. We strive to:**

- Publicize action-oriented service
- Promote their networking opportunities and signature activities
- Promote core values of Rotary
- Unify image and brand awareness



TITLE 13

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## Session Objectives

### After completing this session, a club President should be able to:

- Develop a public image plan for your club
- Select your club's signature service projects and/or activities
- Identify Rotary resources for your public image chair
- Connect your public image work to increasing membership



TITLE 1 4

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## What is Rotary



TITLE 1 5

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## What is Rotary

### People of Action

- Who we are (*responsible leaders*)
- What we do (*connect*)
- Why it matters (*community impact*)



TITLE 1 6

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**Activity/Discussion**

**Tell your club's People of Action story**

- What are we trying to accomplish?
- How did we take action?
- What was our impact?
- How did we touch the lives of people in our community

 TITLE 17

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**Creating Community Awareness**

**How do you get word out about your club's activities?**

 TITLE 18

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**Creating Community Awareness**

- Genuine (*your* club)
- Relevant (*your* community)
- Specific/actionable (*your* impact or desired next step)

 TITLE 19

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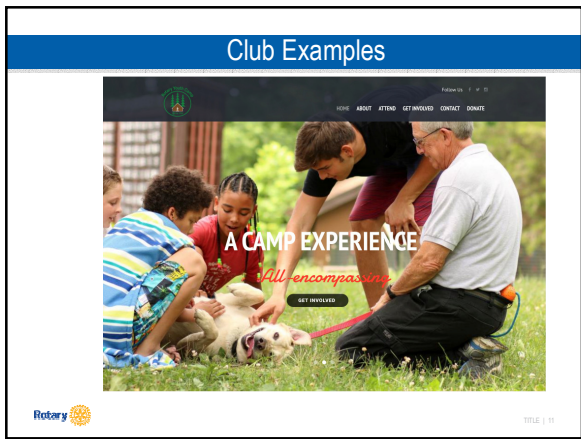
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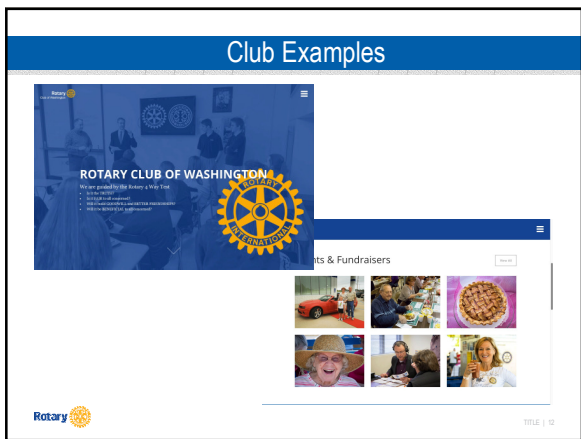
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## Club Examples

TITLE | 13

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## Club Examples

Posts

**Don't Meth With MD** via Rotary District 6080

August 23, 2018 · 48

Rotary District 6080 Fights Hunger

**Rotarians fight hunger through month-long efforts**

Thirty-six Rotary clubs in District 6080 of Missouri recently battled each other in a month-long effort to fight hunger. Clubs in the northern part of the district competed against those in the south to see which region could do...

ACTIVE6080.ORG

Like Comment Share

1

Write a comment...

TITLE | 14

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## Club Examples

KC Games For Good added 11 new photos.

Published by Paul Semmes · 11 · 3 hrs · 48

Terrific Fun! Thanks to our sponsors, teams, exhibitors, and volunteers. Proceeds will go to Hope House and Urban Rangers. See you next year!

TITLE | 15

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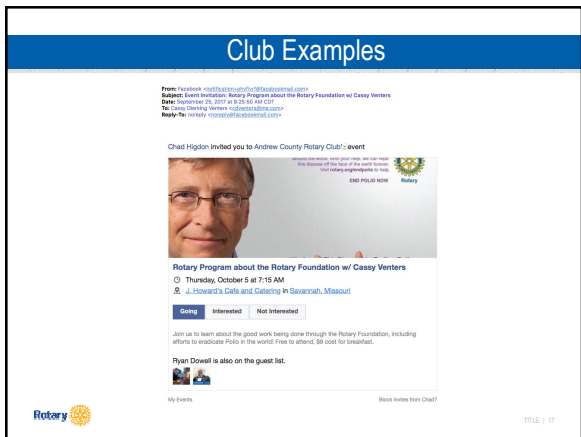
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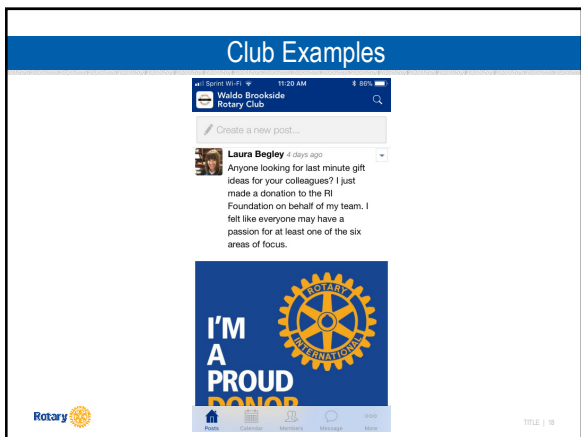
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## Club Examples

**Local Rotary clubs present annual Klingensmith awards**

Discover how Rotary can align your sales and marketing efforts.

**MOST POPULAR**

- 1 Discover how Rotary can align your sales and marketing efforts
- 2 Looking to Hire from Top and Best
- 3 Small Cities: Are You a City
- 4 Travel from 100+ countries to 100+ cities
- 5 Win a \$8,000 Scholarship

WIN A \$8,000 SCHOLARSHIP

Rotary

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## Rotary Public Image Resources

**Links to these resources and today's session materials are on the Show Me Website under Take Action, Resources and President Elect Curriculum:**

[www.showmerotary.info](http://www.showmerotary.info)

- Lead Your Club: Club President's Manual
- Lead Your Club: Public Relations Committee
- Voice and Visual Identity Guidelines
- People of Action Campaign Guidelines

Rotary

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## Rotary Public Image Resources

**You can also find promotional ads in the Rotary Brand Center at Rotary.org:**

Exchange Ideas Take Action Learning & Reference Manage The Rotary Foundation News & Media Member Center

**Club & District Administration**

- Club Administration
- District Administration
- Contributions
- Reports
- Rotary Club Central

**Community Marketplace**

- Official Rotary Apps
- Club Management Systems & Release Providers
- Marketplace Resources

**Brand Center**

- Our Story
- Guidelines
- Logos
- Materials
- Ads
- Images & Video
- Strengthening Rotary Resources

**Products & Services**

- Shop Rotary.org
- Licensed Members
- Special Offers
- Rotary Global Rewards
- Travel & Expenses

Rotary

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**Activities to be Done Before July 1**

- Appoint a Public Image Chair and committee or assign Public Image duties to a club officer
- Choose a club spokesperson if not the Club President
- Schedule a meeting with your incoming board to share ideas and to develop new ones.

 TITLE | 22

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**Session Objectives**

**After completing this session, a club President should be able to:**

- Develop a public image plan for your club
- Select your club's signature service projects and/or activities
- Identify Rotary resources for your public image chair
- Connect your public image work to increasing membership

 TITLE | 23

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**Thank You!**

 TITLE | 24

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## TELL YOUR CLUB'S PEOPLE OF ACTION STORY

If you prefer to use an ad that's specific to your own Rotary club and story, you can create one. Use this exercise to start developing your own club story that will resonate with your community. This worksheet will help you begin writing your ad. Simply answer the following questions:

- 1. What are we trying to accomplish?**  
Describe the problem or challenge in your community that your club wants to help solve.
- 2. Who is our audience?**  
Who is your audience beyond Rotary members? What do they know about us?  
What do they think and feel about us? What do we want them to think and feel?
- 3. How did we take action?**  
Describe how you used the expertise of your club members or others in the community to tackle the challenge. What obstacles did your club face as you worked on this project?
- 4. What action verb best represents the action we took?**  
Together, We Connect? Together, We Transform? Inspire? End Polio?
- 5. What image will best depict our story?**  
What does it look like? Who is in the photo?
- 6. What was our impact? What evidence supports this?**
- 7. What were the outcomes of our project?**  
How many people did the project affect? What are some other relevant statistics?  
What changes resulted from the project?
- 8. How did we touch the lives of people in our community?**  
Provide specific examples.
- 9. What do we want our audience to do?**  
Learn more? Support your cause? Join you at an upcoming event?

## Steps to Enhancing Your Public Image

How can you best showcase your club and your People of Action message — and grab the attention of members and/or prospective members? Your message may vary, depending on the medium you choose, but, some of the basics will remain the same.

### Know what you want to accomplish

“Begin with the end in mind,” Stephen Covey advised. Do you want recipient to:

- Learn more?
- Attend a meeting?
- Support your cause?
- Join your club?
- Make a donation?
- Volunteer?
- Become a member?

### Choose an image or take a photo

You don't have to be a professional photographer to show people who we are and the people we help. Keep the following in mind:

- Show *your* work: Use images and videos that feature club members actively working together and having fun while making a positive change in your community.
- Take and use pictures that support the claim that we are people of action. Avoid “grip and grin” photos (those that show two people shaking hands and smiling).
- Show diversity in both your club and the people you serve (age, ethnicity, and gender).
- Ask yourself, “Will people in my community connect with what they see in the photo?”

Use powerful images that capture your viewers' attention and make them feel an emotion.

### Develop your message

The main part of your message should tell your story in a brief, informative, and inspiring way. Keep it simple to help ensure your most important information gets seen.

Refer back to the “Tell Your Club's People of Action Story” worksheet to determine one or all of the following:

- What were the outcomes of your project?
- How many people did the project affect?
- What are some other relevant statistics?
- What changes resulted from the project?
- What specific examples show how you touched the lives of people in your community?

# Creating Strong Clubs



## Facilitators:

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Nick Rackers, D6080

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## Welcome to Show Me Rotary PETS Creating Strong Clubs

Facilitators     D6040 Jeff Romine  
                      D6060 Julie Leverenz  
                      D6080 Nick Rackers  
                      Materials prepared by Amy Wilkerson  
                      March 29 – 30, 2019



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## RI 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.



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## RI Strategic Plan: Priorities

Support and Strengthen Clubs



We are leaders who act responsibly and take action to tackle some of the world's most pressing challenges.



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**RI Strategic Plan: Priorities**

**Creating Strong Clubs is part of RI's set of Strategic Goals to Support and Strengthen Clubs**

- Retain current members
- Increase current club membership
- Start new clubs
- Increase the number of female members, members under 40, and Rotaractors joining Rotary

Rotary  14

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**Session Objectives**

**After completing this session, a club President should be able to:**

- Identify the *key elements* of a strong Rotary club
- Generate ideas for implementing the *key elements* of a strong Rotary club
- Identify resources that club presidents and club leaders can use to make their clubs stronger

Rotary  15

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**What are the *key elements* of a strong Rotary Club?**

Rotary  16

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**Traits of a Strong Club**

- Attract new members
- Retain current members
- Increase member involvement
- Choose the “right” service projects
- Earn the Rotary (Presidential) Citation

Rotary  17

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**Traits of a Strong Club**

- Increase the club’s contributions to the Rotary Foundation
- Increase the number of club members who are giving to the Rotary Foundation

Rotary  18

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**Traits of a Strong Club**

- Maintain an up-to-date club website
- Utilize Social Media
- Achieve a high-profile public image in the community

Rotary  19

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### The President's Role in Building a Strong Club

- What should your club be doing more or better to become a strong club?
- What should you be doing as President to ensure that your club is engaging and retaining members?
- What value is your club providing to your members?



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### Case Study

#### PE John Raynham needs your help!

- Read the email from PE John to your group (next page in the program book)
- Review the information he has provided
- At your table, discuss options that you would recommend to John and record them on the right in the note section of your program book.
- Designate a person from your group to report on your table's recommendation.

**Your table has 6 minutes for discussion.**



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### Five Avenues of Service

- Club Service builds strong relationships and an active membership
- Vocational Service Rotarians use their expertise and integrity to contribute to society's needs
- Community Service improves life for people in U.S. communities
- International Service promotes peace and understanding in global projects
- Youth Service empowers youth and young professionals through Rotary youth programs



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**Reporting Out**  
**What are John's Options?**




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**Strong Clubs Attract Members!**  
**What will your strategy be to develop membership and retention goals?**

- Who will help you?
- How specific will you be?
- Where will you report those goals?
- How will you attain buy-in from your club members?
- Who will be accountable?
- How will you provide recognition?




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**Strong Clubs Attract Members!**  
**Goal of the Zone 31**  
**Membership Initiative**

- Help Club membership Chairs use a Focused Approach to membership by creating Actions Plans in the areas of Attraction and Engagement
  1. Club Membership Committee chooses from a prepared list - 3 Attraction Strategies and 3 Engagement Strategies that they believe will fit for their club culture.




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**Strong Clubs Attract Members!**  
**Goal of the Zone 31**  
**Membership Initiative**

2. Action Plans are developed at that session for each of the six strategies chosen.

3. A member of the Membership Committee is chosen to be the champion of each strategy.

4. The District Membership Facilitator follows up on a monthly basis with the Club Membership Chair to see how the Action Plans are working

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**Resources: Strengthening Clubs**

- Lead Your Club: President – Club President's Manual
- RI Strategic Plan
- RI Planning Guide for Effective Rotary Clubs
- Your District: District Governor, Assistant Governor, and Membership Chair
- How to Set a Goal in Rotary Club Central
- Rotary Club Health Check
- How to View Information in Rotary Club Central

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**Resources: Strengthening Clubs**

- Membership Chairs
  - D6040 – Frank Dixon
  - D6060 – Mike Deenan
  - D6080 – Andrea Brady
- Visioning Chairs
  - D6040 – Gerry McReynolds
  - D6060 – Rick Tinucci
  - D6080 – Jackie Howard

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**Resources: Strengthening Clubs**

- Assistant Rotary Coordinator
  - D6040 – Susan Haralson
  - D6060 – Jill Pietrusinski
  - D6080 – Susan Haralson

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**To Make Your Club Stronger: Before July 1**

- Set Club Goals
- Enter Club Goals in Rotary Club Central
- Enter Club Officers in Rotary Club Central
- Appoint Committee Chairs
- Assign Members to Committees

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**To Make Your Club Stronger: Before July 1**

- **Consider a Club Visioning or Strategic Planning Session** (contact your District Visioning Chair)
- **Schedule a Planning Session** with your 2019-2020 Club Board to discuss ways to strengthen your club
- **Plan Activities** in each of the 5 Avenues of Service

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**To Make Your Club Stronger: Before July 1**

- **Plan Activities** to Increase Member Engagement
- Consider **Review of Club Bylaws and Constitution**
- Become familiar with and stress to all members any **new changes from the Council of Legislation**
- Review **Best Practices found in Resources**





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**Session Objectives**

**After completing this session, a club President should be able to:**

- Identify the key elements of a strong Rotary club
- Generate ideas for implementing the Key elements of a strong Rotary club
- Identify resources that clubs and club presidents can use to make their clubs stronger




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**Thank You!**




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**To: You**  
**From: John Allen [johnallen@allenco.com](mailto:johnallen@allenco.com)**  
**Subject: Your Suggestions, Please!**

**I just got this from John Raynham, President-Elect of the Rotary Club of Eastham Breakfast Club – Please read below:**

I am worried about my club. Our members don't seem to be engaged in the work of Rotary and our attendance is way down. There seems to be opportunities for new members, but, we are struggling with our membership efforts. I can't seem to keep members interested in our club. Our older members seem to want to keep old traditions and projects and newer, younger members want to shake things up! Our board doesn't meet regularly. We haven't done any long-term planning. I want to change things for next year; but I don't want people to be angry with me.

I would like your help to think through what needs to be done to make my club's membership more involved and our meetings worth attending. I'll be in your area next week, and I'd like to attend your club meeting to hear your suggestions.

Thanks,  
John Raynham, President-Elect, Rotary Club of Eastham Breakfast Club

**After reading John's email, you have 6 minutes to complete the following questions as a group at your table:**

-Designate a spokesperson in case your group is selected to report on its discussion.  
-Discuss each question as a group and write down two actions your group thinks John could/should do to help his club.

1-What are two activities within the 5 Avenues of Service that John can establish to make his club members more engaged?

2-What program and fellowship options can John consider to encourage new, younger members to join Rotary? Then encourage them to stay and be active Rotarians?

3-How can John encourage newer and established members to engage with one another?

4-How can John get his club focused on a strong future and making a difference?

The Five Avenues of Service are Club, Vocational, Community, International and Youth Service

What is one idea from this session that you could use in your club?

How will this positively impact member engagement?



## Top 10 STEPS to MAKE Your Rotary CLUB STRONG and VIBRANT

*Premise: An active Club will be attractive to prospective members and will engage/involve members*

1. Honestly evaluate your Club “fundamentals” and culture:
  - + THE EXPERIENCE – first impression!
  - + A spirit of hospitality
  - + Meeting time and frequency
  - + Venue
  - + Costs
  - + Food
  - + Is the meeting well run?
  - + Room appearance
  - + Rules/Traditions
  - + Leadership transition plan
  - Are your meetings FUN?
2. Members are our CUSTOMERS – a focus on customer service with member satisfaction job #1
3. Know the Rotary Value Proposition- Benefits received for member’s investment of time and \$
4. Make membership an ongoing focus/priority – membership team structure      **ASK/INVITE**
5. Time for fellowship and socialization opportunities
6. Interesting and compelling programs
7. Solid ongoing orientation, new member meaningful induction ceremony and a mentoring program
8. Club strategic plan to ensure continuity, consensus and consistency (Hold a Club Visioning event)
9. Relevant service projects
10. Active PR program including an online presence and social media focus

## MEMBERSHIP BEST PRACTICES

1. Interview prospective members to gauge their interest in Rotary: Reason's for joining, Expectations from the club, Areas of interest?
2. Tell potential members about Rotary, especially the expectations of members—before they are proposed for membership. Talk about attendance, involvement, service, dues, the Foundation, etc.
3. Conduct a meaningful induction ceremony.
4. One key to retaining members is early and meaningful involvement.
5. Have a specific new member orientation session.
6. Assign a mentor to each new member. To help orient the new member to the club, monitor involvement, and encourage increased involvement (including service projects and committee work).
7. Challenge existing members to get to know new members, their interests, their families, etc.
8. Involve new members immediately. Act like they're ready for any project, committee, etc.
9. Remember, there are two components of membership growth: attraction and retention.
10. The President must appoint a Membership Chair. Each club should have a Membership Committee. Attraction and retention is a "whole club" effort.
11. The Membership Committee should meet regularly and discuss (can be electronically) what is attracting and retaining members, and what is hurting the effort.
12. The Membership Chairman should report to the President and the Board monthly about what is attracting and retaining membership, and what is hurting the effort.
13. The President should schedule periodic club assemblies to survey members, conduct focus groups, or have round-table discussions to improve the club.
14. Regularly survey all members to assess their satisfaction with the club and its activities. This can also be done by focus groups, club assemblies, etc.
15. If activities, projects, or fundraisers are not enthusiastically supported by a sizeable enough part of the membership, drop them (no matter how much money they make!). Member satisfaction is more important than money.

16. Add, delete, or change club projects, activities, and processes so that members' interests are addressed to their satisfaction. Then repeat steps 14 and 15.
17. Survey exiting members—call them Alumni—to find out why they are leaving. Emailing a short survey is best.
18. Meeting attendance shows member satisfaction. Monitor attendance records (say, at the monthly Membership Committee meeting). The President (or Membership Chair) should personally call members who have been absent two weeks in a row.
19. Focus on participation and engagement in all club activities, not just weekly meetings.
20. All club officers and board members, and the Membership and Public Image Chairs, should attend the District Membership Seminar every year.
21. If your club agrees, have a variety in meeting locations, activities, and times.
22. Include social events in the club's calendar. Don't be afraid to exchange a "regular" meeting with a monthly social event (happy hour, part, etc.) or an onsite service project.
23. Is a satellite club right for you?
24. Have fun programs, too! Don't be afraid to laugh!
25. Keep in touch with Alumni (former members). Email them your newsletter. Invite them back periodically. Some will participate and contribute—and many will rejoin years later!
26. Have diverse activities. Be strong in all Five Avenues of Service.
27. Assess your club's diversity. If (like most clubs) you have mostly older white males, special focus and effort must be made to attract women, young professionals, and minorities.
28. Younger people join Rotary for service with peers, and professional advancement. Good Vocation, Community, and International programs will attract younger professionals.
29. Invite younger people (Rotaract members especially) to participate in service days.
30. Invite young professionals to meetings as well as service events. Don't pressure them to join. Let them be attracted by the club's service and fellowship.
31. Refer to Your District or Another Club as a reference or for advice.
32. Tomorrow's Rotarians are not like you and me. Rotary must change, or it will with us! Appreciate what makes millennials tick.