



## Part I: My Club & Beyond

### ***Prior to the Session***

1. Using Insert MCB-1 as a guide, print bulleted key words on sheets of colored copy paper and place them on walls around the room.
2. Distribute Post It notes at participants' tables (3 colors).
3. Draw Bullseye for Graphic Facilitation Exercise.
4. Prepare Post It notes with the following nonexclusive list for use in this activity to make any unaddressed connections. (Rotary Foundation Banquet; World Polio Day Event; Beers Rotarians Enjoy Worldwide (BREW) Rotary Fellowship; District Conference; Rotary International Conference; Water and Sanitation Rotary Action Group (WASRAG); Area Meeting; Membership Seminar; Rotary Peace Center/Peace Fellow, Zone Meeting).
5. Prepare fun, unique ways to create partners and groups.

#### ***Session Goals***

Discuss the purpose of Rotary  
Understand the layers of our organization  
Understand how people at each level can help your club

#### ***Materials***

Insert MCB-1: "Good to Know"  
Information for My Club & Beyond

### ***Begin the Session***

- Introduce yourself and session.
- Orient to the materials.
- Review Session Goals and where this session fits into the Service curriculum of RLI.
- Point out referenced materials and where they can be found.



## ***Warm-up: Know/Don't Know***

**Prompt 1** – Take a look at the initials, words, or phrases posted around the room. Place a **green** Post It on the ones you know; a **yellow** Post It on the ones you have heard about and a **pink** one on the ones that you “don’t have a clue” about. You have two minutes.

Using the “Good to Know” Information for My Club & Beyond review the terms posted around the room beginning with those that have the greatest number of pink Post Its (“don’t have a clue”).

*NOTE: In small groups you can adjust this activity by showing the key words on flash cards and have participants do a thumbs up/thumbs down (know about/don't know about) in response to each term. Separate the “flash cards” into groups and discuss each beginning with the ones less familiar.*

## ***Open Discussion***

- Ask the following questions:
  - Why did you join YOUR Rotary Club?
  - What benefits have you gained from your Rotary Club?
  - What do you tell people who ask you what Rotary is all about?

## ***Pair & Share/Role Play***

This can be done as easily with a group as small as two people as it is with larger groups.

- Materials – Bell or whistle; watch or timer; cell phone for any & all these.

## ***A Real Elevator Speech***

- Divide participants into pairs of two. It is good practice to pair up individuals that are from different clubs and do not know each other.
- Task is to develop an “Elevator Speech.”

**Prompt 2** – An “Elevator Speech” is a common approach to developing a concise, catchy, and compelling answer to the question “What is Rotary?” posed by a stranger or acquaintance. With your partner, use the next five (5) minutes to develop and refine your “elevator speech”.

- Allow pair(s) five (5) minutes to create their elevator speech.



**Prompt 3 – What is the purpose of your “elevator speech”? Is there some action or reaction you are seeking? Take two (2) minutes to discuss and make any changes you think are important.**

- Give pair(s) two (2) additional minutes to refine their elevator speech.
- Ask two (2) volunteers – use participants from different pairs if there are four (4) or more participants – to demonstrate their elevator speech for the group.

**Prompt 4 – Please stand up back-to-back with your new friend. This is your elevator. When the bell rings, turn around and your 30 second elevator ride will begin. At the end of 30 seconds another bell will ring, and the ride is over. We will then repeat the elevator ride for your partner’s turn. (If time allows you can have a second pair demonstrate their elevator speeches.)**

- Have volunteers stand back-to-back to begin the elevator ride. When the bell rings have them turn around and face each other on the elevator and share the “speech.” Time the ride for 30 seconds and ring the bell to end the ride. Repeat for the other participant.
- Report and debrief.
- Briefly discuss each speech noting on flip chart/white board. Use the CONCISE, CATCHY, COMPELLING categories to emphasize these points and note key words on chart. Add whether there was an action to CALL ME given and record any ACTION/REACTION indicated.

	1 <sup>st</sup> Volunteer	2 <sup>nd</sup> Volunteer
Concise		
Catchy		
Compelling		
Call Me		
Action/Reaction		



**Prompt 5 – What triggers someone to ask, “What is Rotary?”** Often it is a conversation with another Rotarian, Rotary signs, a logo on a shirt, or your Rotary pin. Who is wearing their Rotary pin? (Show of hands/could provide fun prizes like chocolate). We need to encourage Rotarians to wear their pins and spark conversation.

- If more than four participants, role play by having everyone find a different partner and repeat the elevator speech activity simultaneously.

**Prompt 6 – What is the most important thing about an “elevator speech”?**

- Sum up using comments generated by discussion.
- Highlight common themes or other insights from the debrief, which may include among other things:
  - Rotary is ordinary people doing extraordinary things
  - Rotary meets real needs in your community
  - Rotary is fun
  - Rotary is a terrific way to meet people
  - Rotary is local and global
  - Rotary is diverse
  - Rotary is one of the best decisions I have made

## ***Graphic Facilitation Exercise***

### **BULLSEYE ON ROTARY**

- Materials – colored Post It notes; flip chart or white board; markers
- Draw a large, unmarked bullseye on flip chart or board of concentric circles (do not label circles until end of exercise)
- Ask participants to write down on separate Post Its at least three (3) different projects or activities that their clubs do, along with the club’s name. If asked to clarify “projects or activities” just repeat the prompt, letting the participants determine how to interpret it



**Prompt 7 – Let’s share these projects with the group. As I gather them up, I might need your help in clarifying what they are for the group so we can understand the essence of your project.**

- Retrieve the Post Its from participants and share projects, asking for clarification if needed to determine a Club connection.
- Place in appropriate ring of bullseye (*Place ALL in club ring first*).
  - INNER ring is for activities having primarily club involvement, funding, or decision-making. (Should be every activity or project).
  - MIDDLE ring is primarily for District activities.
  - OUTER ring is Rotary International.
- Additional clarification of the project might reveal a District and/or Rotary International connection.
- If it has non-club (district or RI) elements, Post It in the Club area and draw connecting lines to the other areas.
- Example – on a cursory look Youth Exchange would be posted in the Rotary International/Rotary Foundation ring HOWEVER...
- In the Youth Exchange (YE) program two (2) clubs have to select and sponsor the YE student, house, finance and place them and while the district may provide some leadership or structure for the process through a YE committee or multi-district organization, and Rotary International has some rules that apply, the clubs decide and execute these activities.
- The important idea to convey is that everything gets done at the club level, even if there is some degree of organization, funding or control at the district or higher level.
- As you are posting and making connections to District and RI label the rings showing that most of the work gets done at the club level.
- Clubs decide what they do, and they figure out how to do it.



**Prompt 8 – Where do these activities go and why?**

Share projects and activities on pre-prepared Post Its to illustrate additional connections (#4 – Prior to Session).

***Debrief***

Rotary activities are diverse, with many interests, needs and constituencies represented. Everything that takes place in Rotary happens through local Rotary clubs. Rotary beyond the club level provides goals, structure, training, and funding for collective action by Clubs and Rotarians.

***Conclusion***

Our perspective on WHAT ROTARY IS starts with our experience in our own club. In developing our “Elevator Speech,” we were challenged to vocalize that perspective in a way that appeals to us and others. As we looked at WHAT ROTARY DOES and hitting the bullseye, we gained a realization that the power of Rotary action lies in our own club and with each of us.

**Prompt 9 (concluding) – Think about this – Is my Rotary Club a change agent in my community and the world? If not, how can I promote change from within?**

*NOTE: Tools for collective change are in Part 2 sessions (Rotary and Ethics; Attracting Members; Team Building; Strategic Planning).*



## **Insert MCB-1: “Good to Know” Information for My Club & Beyond**

- “Rotary,” a global network of 1.2 million neighbors, friends, leaders, and problem-solvers who see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves.
- “Rotary Club”, a member club of Rotary International (RI). A Rotary Club is a local chartered club with Rotary members (“Rotarians”) who are volunteer business, professional and community leaders.
- “RI” - Rotary International, the worldwide association of Rotary Clubs. Governed by a nominated 17-member Board of Directors, all volunteers.
- “TRF” - The Rotary Foundation, the foundation associated with Rotary that “does good in the world”. Governed by a nominated Board of 15 Trustees, all volunteers.
- “DG” - District Governor, volunteer “Officer of Rotary International” within the district, whose sole job is to assist Rotary Clubs.
- “AG” - Assistant Governor, volunteer who helps the District Governor assist Rotary Clubs, usually organized in smaller geographic areas called “Areas.”
- “District” - an administrative grouping of Rotary’s clubs. 535+/- worldwide.
- “Zone” - an administrative and voting grouping of Rotary districts. 34 worldwide.
- “Avenues of Service”, Rotary Clubs’ approved emphases of club, community, vocational, international and youth service.
- Rotary motto – “Service above Self.”
- Rotary’s mission statement - We provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.