



CLUB REVITALIZATION: A DEI Perspective

CULTURE CAFÉ CONVERSATIONS D6360

Sharna Davis Hatcher, District Governor-Elect D6380

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NOW WHAT?



BASIC ORGANIZING APPROACH

Club Basics

Club Culture

Club Goals/Strategic Plan



ASK YOURSELF...

- What are the 3 things you like about your Rotary and your Club?
 1. XX
 2. XX
 3. XX
- What is your passion?
 1. XX
 2. XX
 3. XX
- What kinds of projects would you like to see the Club do?
 1. XX
 2. XX
 3. XX

What would you like to see done differently?



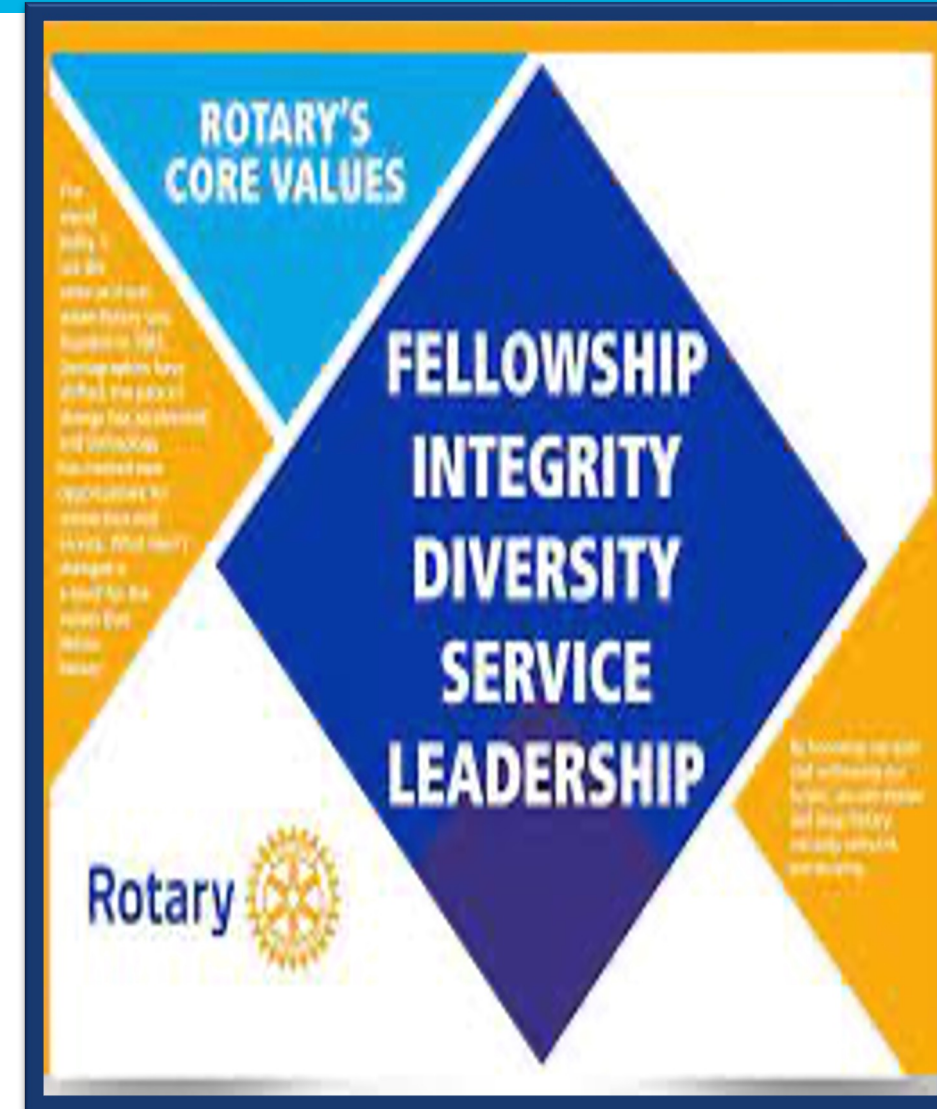
WHAT DOES ROTARY OFFER?

Connection.

Fun and Fellowship.

Ethical Engagement.

Universal Programming.



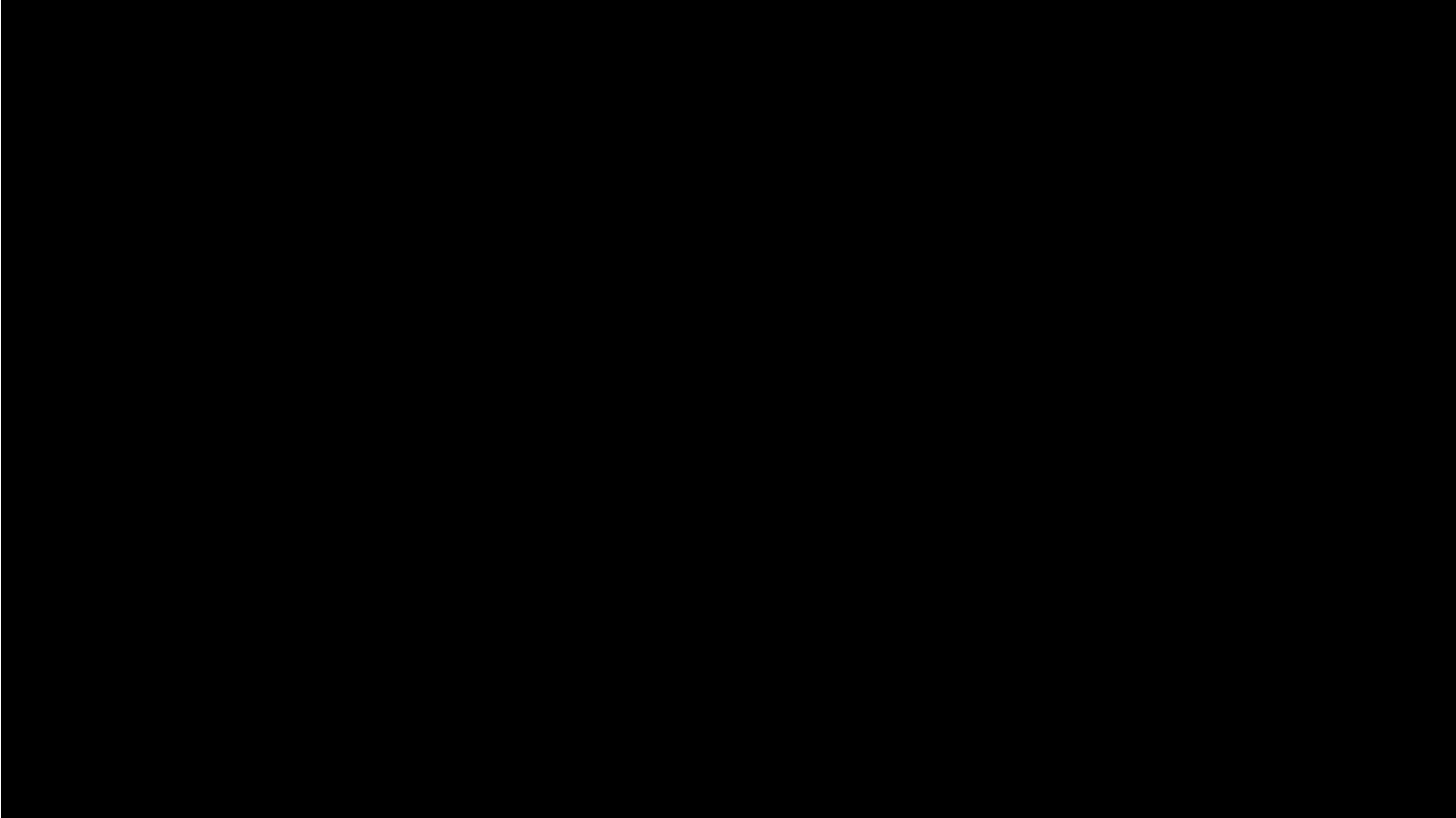
MEMBERSHIP NUTS & BOLTS

WHAT WE ACTUALLY DID

- Talked and Walked Rotary
 - Rotary's Story.
 - Your Rotary story
 - Practice Rotary elevator speeches/Practice the Ask
- Identified potential members who would value Diversity, Equity, Inclusion and Justice – Members with shared values, interests
- Membership Dues – NO BARRIERS
- Visited other Clubs / Club Websites for Ideas and Networking
- Connected with the District
- Hosted Open Houses & Drinks at the Local Hotel Bar
- Follow-up: Videos: Enlightening and Entertaining Rotary Videos (RI Learning Ctr. and Vimeo)
- Active in the Chamber of Commerce
- Identify FREE Resources, Attend FREE Networking Meetings
- Club Website – updated to reflect who and what we wanted
- Meetings: Regular Cadence; Hybrid Meetings; Dropped morning meeting time for afternoon and evenings

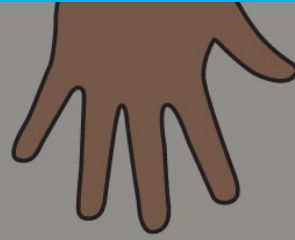
PUBLICIZE, PUBLICIZE, PUBLICIZE

December 20, 2019 Welcome to Rotary





THE GIFTS OF ROTARY



**The most important things in life are
connections you make with others**

-Tom Ford



Rotary





Connect Through Community Service

Expanding Our Reach:

Shared Values and Interests

Community Service Organizations

<https://www.hispanicbarofmi.org/>

<https://www.jackandjillinc.org/>

<https://www.bgclansing.org/>

Local Government

Chambers of Commerce

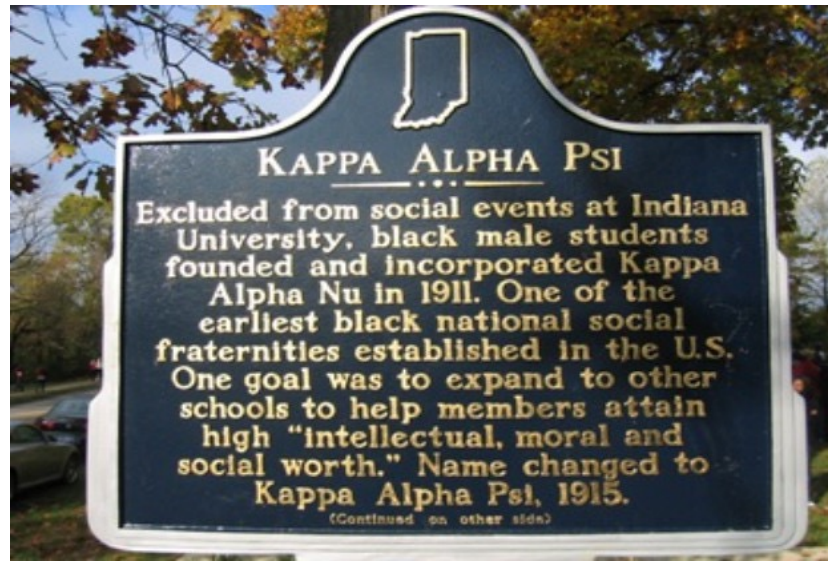




Connect Through Shared Interests

What are the shared interests of Club Members?

FELLOWSHIP



"Every time you eat or drink, you are either feeding disease or fighting it."

— Heather Morgan, MS, NLC





Connect Through Shared Interests

What are the shared
interests
of Prospective
Members?

ASK. LISTEN.



7 AREAS OF FOCUS

Demonstrate Inclusion

- 1-PEACE BUILDING AND CONFLICT RESOLUTION
- 2-DISEASE PREVENTION AND TREATMENT
- 3-WATER, SANITATION AND HYGIENE
- 4-MATERNAL AND CHILD HEALTH
- 5-BASIC EDUCATION AND LITERACY
- 6-COMMUNITY AND ECONOMIC DEVELOPMENT
- 7-ENVIRONMENT



ROTARY FELLOWSHIPS

- Rotary Fellowships are groups of Rotary members who share a common interest in recreational activities, sports, hobbies, or professions.
- Enhance their Rotary experience by exploring new opportunities and making connections around the world.
- HOW ROTARY FELLOWSHIPS OPERATE Each fellowship functions independently of Rotary International, establishing its own rules, dues requirements, and administrative structure.
- Membership is open to Rotarians, their family members as well as participants and alumni of all Rotary and Foundation programs.



ROTARY ACTION GROUPS

- Each Rotary Action Group functions independently of Rotary International, with its own rules, dues requirements, and administrative structure.
- In order to receive official RI recognition a prospective group must secure the commitment of at least 25 prospective members representing at least 5 countries and 3 Rotary zones.
- Rotarian Action Groups regularly collaborate and assist clubs and districts with service projects in their area of specialty and expertise. They provide opportunities for Rotarians to engage in meaningful service with like-minded Rotarians outside of their own country.



ROTARIAN ACTION GROUPS

Rotary   **Mental Health Initiatives**
Rotary Action Group

Rotary   **rotary group for peace**
peace through service

ROTARIAN ACTION GROUP FOR COMMUNITY ECONOMIC DEVELOPMENT
HERE IS HOW WE CAN HELP YOU

 EXPERT ADVICE	 NEEDS ASSESSMENT	 PROJECT PARTNERS
 CASE STUDIES	 FUNDING SOURCES	 TRAINING & EDUCATION
 BEST PRACTICES	 COMMUNITY OUTREACH	 PROJECT EVALUATION

Rotary  **Rotary Action Group Against Slavery** 

Rotary   **DISASTER NETWORK OF ASSISTANCE** | **ROTARY ACTION GROUP**
Disaster Response We Connect the Dots

Rotary   **INTERNATIONAL SKIING FELLOWSHIP OF ROTARIANS**

ROTARY LEARNING CENTER



WHERE LEADERS ARE MADE



LEADERSHIP

- ✓ Inspire People
- ✓ Empower People
- ✓ Shared Vision
- ✓ Lead Change

TOP SECRET !

INTRODUCTION TO ROTARY



CLUB EXPERIENCE: CLUB MEETINGS

- Be a welcoming and Inclusive Club; Be Open to New Ideas for Projects, Fundraisers, and Meetings
- Provide a **welcome packet** (hard copy/electronic copy), Send a Thank you email/letter/post card/video after the meeting and Follow-up. Does the welcome packet reflect a Club that values DEI?
- **Tap Your Network:** Hobbies, Barber, Plumbers, Professionals, Retirees, Stay at Home Moms/Dads, Local Officials (1 or 2 Honorary Memberships) Parents of Scholarship Recipients, Parents of Interact members, and Entrepreneurs.
- **About Our Club** Prepare a presentation slide (1 page) to share with visitors at meetings. Does that presentation slide or brochure reflect the type of people you want to attract. Does it represent your Club as an Inclusive Club? Does it invite the person to see themselves participating in Projects/Fundraisers with your Club.
- **Videos:** Enlightening and Entertaining Rotary Videos (**RI Learning Ctr. and Vimeo**)
 - <https://vimeo.com/rotary>
- **Virtual Meetings:** Access Speakers of Diverse Backgrounds - **Locally and Globally**
- Offer an **Intro to Rotary** in-person or zoom, 45 mins, presentation should reflect prospect's circle of connection so that prospect understands what Rotary offers to the prospect, as well as, those in his or her circle of connection.

CLUB EXPERIENCE: DEI FOCUS

DEI – A VALUE PROPOSITION FOR MEMBERSHIP

- Diversity, Equity, and Inclusion? What's our Collective Understanding
- Is there a DEI Committee Chair? Liaison w/ District's DEI Committee
- DEI Champion (Clubs and District)
- Diversity, Equity, and Inclusion Programming and Conversations
 - (Culture Café Conversations)
- Celebrate Diversity, Equity, and Inclusion
- Is there an annual Diversity, Equity, and Inclusion Assessment
- Create DEI metrics
- District or Club DEI Awards?

Values & Definitions

Diversity

Acknowledging and respecting differences that exist among people regardless of age, race, ability, ethnicity, family or marital status, gender identity, language, national origin, political affiliation, religion, sexual orientation, and socio-economic status.

Equity

Employing fair treatment, access, opportunity, and advancement for all, while at the same time, striving to identify and eliminate societal barriers that prevent full participation in all aspects of society.

Inclusion

Creating environments of goodwill in which individuals or groups can be and feel welcomed, respected, and valued to fully participate.

Justice

Upholding the values of truth and equality by using equitable and ethical processes and policies that demonstrate just treatment and outcomes for all.

IMAGINE DIVERSITY, EQUITY, AND INCLUSION

A PRESIDENTIAL INITIATIVE OF PAST RI PRESIDENT, JENNIFER JONES

To **increase your impact** through DEI, you could: • Develop a DEI strategy for your club and emphasize the importance of meaningful service projects to that strategy. • Conduct a community assessment to determine which DEI issues are top concerns in your area.

To **expand your reach** through DEI, you could: • Engage with service clubs and other organizations in your community and learn about their DEI strategies. • Identify real or perceived barriers to joining your club and find ways to eliminate them.

To **enhance participant engagement** through DEI, you could: • Build connections with all Rotary participants and invite them to offer their ideas and observations. • Hold innovation forums and brainstorming sessions with members and participants to gather ideas on DEI in your community.

To **increase your ability to adapt** through DEI, you could: • Review club roles and processes and look for ways to make them more equitable and more inclusive. • Establish a continuity plan so that your DEI efforts will be more cohesive.

MESSAGING: USE VIDEOS, PODCASTS AND SOCIAL MEDIA



- RI website – Brand Center Radio Ads (Place w/ Radio stations Minority Programming)
- Vimeo Videos
- The Rotarian
- Rotary related Podcasts
 - <https://podcasters.spotify.com/pod/show/rotary-international>
 - <https://rotarydistrict7430.org/stories/all-things-rotary-podcast>
 - <https://rotary6250.org/page/rotary-on-the-air-podcast>
- Social Media

RESOURCES

- **Rotary Int’l Membership Resources The Rotary Learning Center**
<https://learn.rotary.org/members/pages/36/course-catalogs>
 - Committing to Diversity
 - Diversity Equity and Inclusion (Basic, Intermediate, and Advanced)

Other Rotary Resources

- Diversity Assessment + Worksheet
- Rotary International DEI Advisory Council, DEI Code of Conduct, and <https://www.rotary.org/en/about-rotary/diversity-equity-and-inclusion>
- **Start a DEI Video Library**

DIVERSITY, EQUITY AND INCLUSION VIDEO LIBRARY

Check your Privilege - Embracing Diversity

https://youtu.be/DTHAE42ViWo?si=Bx5Ogeb_3pIFtQNi

Jennifer Jones RI Diversity, Equity and Inclusion Goals 22-23

<https://youtu.be/f7pYyxZgKAY?si=U0hEH3dDjB-FdUF>

That Little Voice

<https://youtu.be/LI56imVATLk?si=PWBbQjElesFPFlzB>

Don't put people in boxes

<https://youtu.be/zRwt25M5nGw?si=-fpgTPOIxEBO2y5c>

Inclusion starts with I

<https://youtu.be/2g88Ju6nkcg?si=jppShsF-EteC7w4N>

The Doll Test

https://youtu.be/YrHIQIO_bdQ

ROTARY'S PEOPLE OF ACTION: CHAMPIONS OF INCLUSION



VIDEO RECRUITMENT TOOLS

- Welcome to Rotary <https://vimeo.com/342831924>
- 100 ideas for Recruiting Members <https://site.clubrunner.ca/page/100-ways-to-recruit-new-members>
- Top 5 Rotary Myths <https://youtu.be/-eL37ZCCPds>
- 3 Keys to Membership Growth https://youtu.be/_1DQt4V0TnU

RECRUITING

Set membership targets
and and reporting
targets

Step outside Club's
Comfort Zone

Assign recruitment
leaders to support the
Membership Chair and
the DEI Champion

Encourage members to
bring new people into
the clubs

- Does Club reflect the entire local community or just 1 or 2 segments

Multicultural Community
Outreach Organization

Young Professionals

Community Foundations

City groups:

- Chamber of Commerce
- Police, Fire
- Board of Education
- Chamber of Commerce
- City Council

University/HBCU
Outreach

Jaycees –
<https://jcimi.org/> (Did you
know members age out)

Rotary Alumni

RI Leads

CLUB RECRUITMENT PLAN

- Detailed
- Realistic
- Enthusiastic
- Ambitious
- Measurable
- Shared Implementation



KEY TAKE AWAYS

Rotary
District #6380



Diversity, Equity, Inclusion and Justice

"Rotary allows ordinary people
to do extra-ordinary things."

Paul P. Harris

Rotary



Diversity is a Fact.
Equity is a Choice.
Inclusion is an Action.
Justice is Required.