## opening GENERAL SESSION:

**DISTRICT MEMBERSHIP OVERVIEW**

**(30 minutes)**

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| **GENERAL Session**  **R:\COMSHARE\FProd\ FOR WEB\PDFs\Leadership Dev\Leaders Guide Icons\Plenary_2.png** | * Best for motivating and inspiring participants or for sharing new information or updates on a topic relevant to a large audience * Also used to give details on breakout sessions and cover district business * Often features multimedia presentations |

### For the presenter

The opening general session is your first chance to engage and connect with your participants, and it sets the tone for the seminar. Use your general session address to inform, motivate, and inspire participants to consider how they can focus on membership issues in their clubs.

### Speaking points

* Explain how the seminar benefits clubs.
* Explain how these advocates support club membership efforts:
  + District and club membership committees
  + Club president
* Give an overview of membership in the district, including:
  + Various statistics, such as five-year history, gender, and age
  + Issues affecting the region
  + District membership goals and how clubs support those goals
* Highlight support available during the year, including people they can contact.

Consider gathering a panel of current and former district governors, club presidents, and club or district membership chairs. Panel members could discuss issues in their areas, along with strategies that worked for them.

Decide whether you will use the PowerPoint template provided.

Find more information at [Rotary.org](http://www.rotary.org/) or ask your [Rotary coordinator](https://www.rotary.org/myrotary/en/learning-reference/about-rotary/regional-leaders).