**BUILDING A DIVERSE CLUB**

**(45 minutes)**

## Relevance: Members with different backgrounds and viewpoints give clubs a broader understanding of the community, its problems, and possible solutions.

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| **Idea exchange**R:\COMSHARE\FProd\ FOR WEB\PDFs\Leadership Dev\Leaders Guide Icons\Idea-Exchange_2.png | Best for discussing topics participants knowDiscussion guided by a trainer to keep talks on topic and make sure everyone has a chance to speakFollowed by an activity for participants to apply the ideas being discussedSeating arranged in a U- shape for a maximum of 30 |

### Learning objectives

At the end of this session, participants should be able to:

* Identify the major professions and demographics in their community
* Understand how to use Rotary’s classification and member diversity assessment tools to broaden their club’s membership

**Before the session**

* Review the speaking points, discussion questions, and activities offered and plan your session.
* Get comments from the district membership chair on club diversity or consider asking an expert to lead the session.
* Decide whether you will use the PowerPoint template provided and develop slides, or use a flip chart or whiteboard.
* Consider any relevant district or regional issues.
* Choose an activity based on the needs and interests of your participants.
* For activity 2, ask participants to review their club’s gender and age trends in Rotary Club Central before the session.
* Make sure you have the materials you need.
* Review the resources listed below.

### Resources

* [Membership Assessment Tools](https://www.rotary.org/myrotary/en/document/club-assessment-tools):
	+ [Representing Your Community’s Professions: A Classification Assessment](https://www.rotary.org/myrotary/en/document/representing-your-communitys-professions-classification-assessment)
	+ [Diversifying Your Club: A Member Diversity Assessment](https://www.rotary.org/myrotary/en/document/diversifying-your-club-member-diversity-assessment)
* [Strengthening Your Membership: Creating Your Membership Development Plan](https://www.rotary.org/myrotary/en/document/strengthening-your-membership-creating-your-membership-development-plan)
* [Membership Minute newsletter](https://www.rotary.org/myrotary/en/news-features/newsletters) (manage subscription)
* [Membership Best Practices discussion group](https://www.rotary.org/myrotary/en/exchange-ideas/groups?keyword=membership%20best%20practices)

**During the session**

* Welcome participants and introduce yourself.
* Review the learning objectives.
* Highlight these key messages:
	+ Bringing together professionals from different industries, ethnicities, ages, genders, and cultures will boost your club’s capacity to serve locally and globally.
	+ Strive to have members who offer diverse skills, talents, and experiences.
	+ Using Rotary’s member diversity and classification assessment tools can help you:
		- Grow and diversify your club.
		- Identify unrepresented professions and groups in your club and best use your members’ expertise and skills.
		- Build members’ awareness and support for increasing club diversity.
	+ Consider having the club membership committee or a group of members conduct the assessments, study the results, and act on the findings.
* Use these discussion questions to get the conversation going:
	+ What are the benefits of a diverse club?
	+ Think of your club’s diversity. Which demographics are missing?
	+ Do your club’s leaders reflect the diversity that would be expected based on its members?
	+ What are some ways your club could better represent the professionals in your community?
	+ How can your members’ expertise and skills benefit the club and community?
	+ How can the member diversity and classification assessments help your club attract and engage members?
* Lead one of the activities below.
* At the end of the session:
	+ Take questions from participants.
	+ Highlight key resources and where to find them.
	+ Review the learning objectives to make sure they’ve been achieved.
	+ Ask participants to write down one idea they’ll use from the session.

**Activities**

Choose an activity:

1. Purpose: Identify club members’ professions and skills to best use their expertise
	* Allow 20 minutes for this activity.
	* Give copies of the classification assessment to participants for reference, along with club-specific reports from Rotary Club Central.
	* Ask participants to divide into pairs.
	* List these questions on a slide, flip chart, or whiteboard for the pairs to discuss:
		+ What are the top five professions in your community? Are they represented by your club membership?
		+ Think of three professionals in your club. Have you asked about their previous work or talents outside their job?
		+ What are some ways their skills could be used?
	* Ask various pairs to share their responses.
	* Encourage participants to conduct the classification assessment to learn how their club could become more professionally diverse.
2. Purpose: Identify how clubs represent their community and the goals for increasing diversity
	* Allow 20 minutes for this activity.
	* Give copies of the [Diversifying Your Club: A Member Diversity Assessment](https://www.rotary.org/myrotary/en/document/diversifying-your-club-member-diversity-assessment) for reference.
	* Ask participants to use their club’s gender and age trends from Rotary Club Central when discussing the questions below.
	* Divide participants into groups of 3-4.
	* List these questions on a flip chart, slide, or whiteboard for each group to discuss:
		+ What is one activity or project your club has successfully conducted because its members have diverse skills?
		+ How well does your club represent your community’s professionals, gender, age, ethnicity, and culture?
		+ What goals would you like your club to have based on the demographics that the club is missing?
	* Ask each group to share its responses.
	* Encourage participants to use the goals they identified to conduct the member diversity assessment in their clubs.