Thank you for being willing to chair programs for our Rotary club! We have attached some documents that will hopefully give you some guidance as a program chair. A couple of things to keep in mind:

* Please try to keep the programs entertaining and/or informative.
* Please have all programs scheduled by the first of the month prior to your month of programs. For example, if you are in charge of programs for July, you will have all of them scheduled by June 1st.
* Please send all program speakers and the topic each will speak on to the president and president-elect a month in advance so the programs can be put on DACdb.
* Have a back-up program in mind in case someone gets sick, the weather is bad, etc. It will take some of the stress off of you if your speaker cancels at the last minute.
* Make sure to give your speaker a copy of the attached letter that has been changed to reflect your speaker and the topic he or she is speaking of, along with your information and the “How to Make Your Presentation a Hit” letter.
* Contact your speaker at least a week in advance to confirm the date with them.
* See if your speaker needs the projector and laptop. Michael Howell will let us use theirs if one is needed, but that needs to be coordinated ahead of time.
* Have your speaker show up at the Knights of Columbus at least 15 minutes early. That gives them enough time to get any kinks out of the way before everyone else shows up. Make sure you meet them there early also.
* Make sure you send a thank you note to the speaker after their presentation!

Feel free to call Cindy Krumanaker or Nicole Johnson if you have any questions!

\*\*Sample Letter\*\*

May 13, 2016

Mr. James Friermood

c/o Sportsmobile

230 Court Street

Huntington, IN 46750

Re: Huntington Rotary Club

Dear Mr. Friermood:

Thank you for agreeing to provide the program for the Tuesday, June 14, 2016 meeting of the Huntington Rotary Club. It is my understanding that your presentation will cover the history of operations at Sportsmobile in Huntington and will include a tour of the facility located at 230 Court Street.

The Huntington Rotary Club presently meets at the LaFontaine Center in downtown Huntington. For your convenience, I have enclosed MapQuest directions from your office to the LaFontaine Center. Parking is somewhat limited, but the Center is very easy to find. Should you become lost, please contact my office and ask for my legal assistant, Christina Yoder, or contact me on my cell phone at (260) 519-2921. I will be waiting for you in front of the LaFontaine Center.

Rotary meetings are from 12:00 noon until 1:15 p.m. The first 30-45 minutes consist of general club business and lunch. At approximately 12:45 your time to present your program will begin. Programs typically last no more than 30 minutes. A microphone, podium, and projection screen are provided. If you require any type of audio/visual equipment, please make arrangements to bring that equipment yourself. If you are unable to obtain proper equipment, I may be able to make alternate arrangements, but will need several days advance notice.

We are very much looking forward to having you visit our Club. If you have any questions, please contact me at your earliest convenience. If I am unavailable, feel free to speak with my legal assistant, Christina Yoder.

Very truly yours,

Mathew J. Roth

Rotary Program Chair

MJR:cjy

Enclosure

**How to Have Great Programs in Your Rotary Club**

**What are the main purposes of having an excellent program?**

* Great meetings that members don’t want to miss
* Inform & educate
* Energize
* Entertain
* Build sense of team and togetherness
* Create environment in which members want to bring guests
* Have fun
* Create meetings that are relevant to Rotarian’s concerns

**What are the elements, qualities and characteristics of a great program in a Rotary Club?**

* Variety
* Energy
* Emotional appeal (touches hearts)
* New ideas, subjects, food for thought
* Laughter
* Inspiration
* Interactivity
* Creativity (bringing in the unexpected topic or speaker)
* Fun
* Logistics in place, e.g. audible, equipment working, timing issues managed
* Have program committee or members in general “rate” or comment on speakers
* Equipment is prepared and tested; have backups or backup plans
* Make sure speaker has equipment needed
* On time start
* Excellent introduction; often should obtain one from speaker
  + Note: the main purpose of an introduction is to set up the speaker to be listened to with interest and credibility
* Notify members in ADVANCE of speakers; this improves attendance and encourages people to bring guests
* High quality of presentation (avoid inexperienced and inept speakers)
  + Book only speakers that are known to be interesting and good presenters
    - Suggestions for times when dealing with a knowledgeable but inexperienced or inept speaker is unavoidable:
      * Set up an “interview” format and give speaker the questions in advance. Also, let members ask questions and make comments to which the speaker can respond.
      * Prepare club “plant” questions for the speaker’s Q & A.

**Controversial or Political Subjects:**

* Remind speaker (and members if necessary) that Rotary is a non-political, non-religious organization; we don’t take stands or make political endorsements
* Respect the speaker
* Be sure to have both sides of controversial issues or ballot items
* It is OK to invite a sitting public office holder as long as the presentation isn’t a campaign appearance; ditto a candidate.
* Also OK to hold a debate or panel that offers differing points of view about important social, civic, or political affairs.
* Don’t shy away from issues of critical importance to community or to society in general; simply manage their presentation in the Rotary environment.

**Sources/Ideas for finding speakers:**

* Ask neighboring clubs to email you a list of recent interesting speakers.
* Newspapers
* Visit SlideShare, YouTube, Vimeo, or TED Talks for Rotary content
* Visit Rotary Showcase for project ideas
* Invite Rotarians from neighboring clubs to speak on a topic that interests them.
* Hold a “feature” day inviting leaders from a local industry (including Rotary Club members); the program may consist of several minutes from each guest
* Do an entire program consisting of four or five 5-7 minute Member Craft talks

**What are things to avoid?**

* Overload of non-Rotary charitable organizations
  + Tip: Often we get requests from local organizations to present to our club and ask for funds or other support. These should be referred to the appropriate committee. Requesters can be informed that the club will be happy to hear from them if the committee or board does decide to participate with their program.
* Nickel-and-diming members. Don’t let members be “hit up” for even small donations, even from members or member’s kids; the Rotary meeting should be a safe haven from all of that.
* Inexperienced or inept speakers, boring or over-exposed topics. It is OK to say “no” to anyone requesting to speak. We can diplomatically explain that the proposed presentation does not fit in to our program plan.
* Unnecessary noise. Have the Sergeant-at-Arms be responsible to set up the room for comfort and sound. Do not allow noisy intrusions
* Too much Rotary business. Avoid Board or Committee work at meetings except for Club Assemblies

**Practicalities in dealing with speakers:**

* Confirm details ahead of time with a letter and handout
* Keep a calendar that is several weeks ahead so that members know what programs are upcoming
* Inform speaker about Rotary’s purposes and your own club’s recent accomplishments
* Get an introduction
* Explain time, place, protocol, etc. so that speaker knows what to expect
* Be creative with your speaker’s gift
* SEND A THANK YOU NOTE!

**How to Make Your Rotary Presentation a Hit**

Or how to make the most of your 30 minutes

Thank you for agreeing to speak to the Rotary Club of Huntington. Presenters at Rotary have about thirty minutes. We recommend that you plan to speak for no more than 20 minutes, leaving 10 minutes for Q & A. Our members place great value on the Q & A – and you will find that it is a great way to connect you and your message to the audience. We have tried to answer some questions frequently asked by our speakers.

**Should I use PowerPoint? Or run a video?**

Many speakers effectively use PowerPoint to enhance their speech. We have found it best to use less than 20 slides. (Speakers that use more slides often rush through at least some of them, which can detract from the message.) Never use a slide that cannot be easily read. Photographs are often effective. Short DVDs or videos (three minutes or less) can also nicely augment a presentation. Please let us know if we can share your PowerPoint with our members after you speak.

**What is the protocol for using PowerPoint, video or other audio visual format?**

We have a projector and a computer to use, but we will need to know at least 24 hours in advance that you need to use them. You may bring your own computer if you choose, but please be sure to have a copy of your presentation on a flash drive. Some computers do not have the appropriate connectors. You may also bring the presentation on an iPad, but once again, we will need to know in advance because we don’t always have the appropriate connections to hook the projector up to an iPad. Please ensure that you have downloaded and saved any videos you would like to show ahead of time. While we have internet access, it isn’t always reliable in the large concrete building that we meet in.

**The presentation I usually do on this subject is about 40 minutes long. What is the best way to proceed?**

Some speakers come with 30 or more slides created for a longer presentation, and then just talk fast and flip quickly past slides that are of lesser importance. This does not work well. It is often hard to grasp the meaning behind 40 minutes of information delivered in half the time. Also, it creates a “rushed” feeling which impedes a general sense of satisfaction with the presentation.

We recommend that you consciously create a twenty minute presentation and delete the slides and talking points that you cannot include. Although it is hard to pare down, your audience will greatly appreciate the care you take to create a thoughtful and meaningful presentation.

**I often make a presentation together with a colleague. May both of us present together?**

Absolutely! Please be sure to keep in mind the time constraints and that sometimes that is more difficult when two people are presenting.

**Some final thoughts:**

* Please come to inform, not to solicit. Solicitation for donations and votes is prohibited. Please do not urge Rotarians to contact their legislators regarding your issue. The purpose of the presentation is to provide information so that each Rotarian can make a personal decision about the causes or candidates he or she wishes to support.
* We have made a commitment to our members to end each program by 1:15. The president will close the meeting at that time.
* Prepare your presentation so that you are both entertaining and informative. Decide and focus on the key message you want to leave with the Rotarians. (When all is said and done, what do you hope the audience will learn from your talk?)
* During the Q & A, please repeat the question so that everyone can hear.
* If you use PowerPoint, we may ask you if we can upload your presentation on to our website after the meeting.
* Please don’t be upset if an occasional member rises to leave during your presentation. Although we discourage this practice, some of our members are on very tight schedules and must, from time to time, leave early to attend to their business.
* You are welcome to bring guests with you. Please inform the Program Chair in advance of our meeting if you choose to do so.

To learn more about the club, visit our website at <https://huntingtoninrotary.org>. The club meets every Tuesday at noon. The address of our meeting is:

Knights of Columbus

2817 Theater Ave.

Huntington, IN 46750