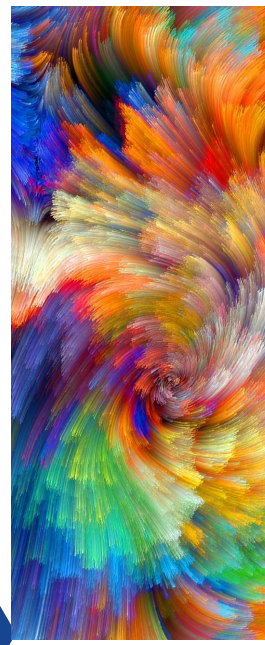




# VIBRANT CLUB WORKSHOP

August 19, 2023  
Keiser University, Lakeland



# WELCOME

<https://www.youtube.com/watch?v=Y2nZp1IZums>



**Rotary**  
District 6890



**START**  
**VIBRANT**  
**STAY**  
**VIBRANT**

**Terri Awesome Miller**  
Chief of Staff, 2024-25 District Governor  
Past Assistant Governor  
Past President – Rotary on the Ridge  
Lake Wales Breakfast Rotary

[RotaryTerri@gmail.com](mailto:RotaryTerri@gmail.com)



# Rotary District 6890 VIBRANT Club Workshop

## AGENDA

8/19/23 8:30-8:55	Check-in Coffee & Snacks	Sponsored by Clements & Wallace Elder Law Firm
9:00-9:10	Video Welcome & Challenge	<b>Steve Overton</b> <i>District Governor</i>
	Invocation & Pledge of Allegiance	<b>Fred Halde</b> <i>Vice President</i> <i>Rotary on the Ridge</i>
9:10-9:25	Start Vibrant!! Stay Vibrant!!	<b>Terri Awesome Miller</b> <i>Chief of Staff</i> <i>2024-25 District Governor</i>
9:25-9:50	What IS a Vibrant Club? Membership Action Plan/ Membership Success Center	<b>George Robertson-Burnett</b> <i>Past District Governor</i> & <i>Many Other Assignments</i>
9:50-10:05	Membership Leads and New Club Options	<b>Duane Williams</b> <i>District Membership Chair</i>
10:05-10:30	Leading Through Change	<b>Linda Devine</b> <i>District Governor Nominee</i>

10:30-10:40	<b>BREAK—Drinks &amp; snacks</b>	
10:40-11:15	Attract & Engage Members (and keep those you can)	<b>Chevon Baccus</b> <i>District Governor-Elect</i> <b>Michael Broussard</b> <i>District Training Chair</i>
11:15-11:45	Telling our Rotary Story	<b>Chad Norgard</b> <i>District Public Image Chair</i>
11:45-12:55	Working Lunch Pick up box lunch Go to assigned breakout rooms	Work on and discuss Healthy Club Checklist, Club Leadership Plan
1:00-1:40	Leading Through Change	<b>DGN Linda Devine</b>
1:40-1:55	Putting It All Together Make Rotary Simply Irresistible	<b>DGE Chevon Baccus</b>



# WHAT IS A VIBRANT CLUB?

George Robertson-Burnett  
Past District Governor  
Zone 34 MAP Ambassador  
& Other Positions



Membership Action Plan/Membership Success Center

[grb6890@gmail.com](mailto:grb6890@gmail.com)





*Creating a...*

WELCOMING

Environment



A circular graphic with a rainbow gradient background. The word "energy" is written in a stylized, outlined font across the center. The colors transition from yellow at the top and bottom to green, cyan, and blue, with a purple/pinkish hue in the center where the text is located.

energy



Creating

VALUE







Attrition is Real



**GROW MORE TO DO MORE**

The logo features a large blue circle containing the text 'MAP'. A thick orange swoosh curves around the left and top-right sides of the circle. The background is white with a blue gradient at the top.

**MAP**

**MEMBERSHIP  
ACTION  
PLAN**



# MEMBERSHIP SUCCESS

**Rotary**  
Zones 33-34



Membership  
Action  
Plan

A blue circular logo containing the text 'MAP' in large white letters, with 'MEMBERSHIP ACTION PLAN' in smaller white letters below it. The logo is set against a background of blue and orange curved stripes.

**MAP**  
MEMBERSHIP  
ACTION  
PLAN

**MEMBERSHIP**  
SUCCESS

Monthly Webinars

A Plan

Resources

Website – Membership Success Center –

Prediction & Advise

Awards



Creating

IRRESISTIBILITY



HIT  
US  
WITH  
THOSE  
IDEAS

doing  good.®



# Joy of Service



**Rotary**  
District 6890



**CREATE HOPE**  
in the **WORLD**

# **MEMBERSHIP** **LEADS &** **New Club Options**

**Duane Williams**  
District Membership Chair



[dsigma79@aol.com](mailto:dsigma79@aol.com)





## **OBJECTIVES**

- ❖ Clubs Must Change.
- ❖ How Can Clubs Change?
- ❖ What Members Want.
- ❖ Embrace Innovative Club Options.
- ❖ Membership Leads.



## **CLUBS MUST CHANGE!**

### **All District Growth Comparison Numbers from RI**

*District Growth minus Rotaract as of August 1, 2023*

<u>07/01/2019</u>	<u>07/01/2020</u>	<u>07/01/2021</u>	<u>07/01/2022</u>	<u>07/01/2023</u>	<u>22-23 % Chg.</u>
1,709	1,622	1,561	1,536	1,497	-2.5%

**You have less than 12 months to make  
your clubs Irresistible to your members.**

**Grow More .... Do More**



## **How Can Clubs Change?**

By meeting and engaging potential members where they are.

### **1. Engagement.**

- Wear your Rotary pins, caps or polos.
- Family, friends, neighbors, associates, etc.
- Invite them to your clubs.
- Get them to talk about their passions.



## **How Can Clubs Change?**

### **2. Recruitment.**

- Rotary offers friendship & fellowship.
- Local community projects & services.
- Professional development opportunities.
- Business recognition.



## How Can Clubs Change?

### By Attracting New Members



Prospective  
members



Relocating or  
returning members



Member  
referrals



## How Can Clubs Change?

### 3. Retention.

- Keeping club growth strong.
- When you grow more you can do more.

### 4. Attrition.

- Keep membership up.
- Keep losses of members down.





## **What Members Want**

- ▶ Local community service
- ▶ Friendship & fellowship
- ▶ Professional development opportunities



## **What Members Want**

- Good venue and time for meetings.
- Structured, informative, functional meetings.
- Effective communications - both within and outside the clubs.
- Quality projects responding to genuine community needs.
- Diverse, equitable and inclusive culture.
- Retention equals growth within your Clubs.
- Clubs don't want numbers, Clubs want Rotarians.



## Embrace Innovative Club Options

**Legacy**



**e-CLUB**



**Youth**



**Passport**



**Satellite**



**Cause-Based**





## Membership Leads

Referred, relocating or returning members go to **Rotary.org/join** to connect with clubs like yours.

**+29,000** inquires last year

**37%** women

**61%** under 40 years old

**55%** have a personal connection to Rotary

**73% are never contacted by clubs**

## Managing Membership Leads





## **Action Steps**

- 1) Do Rotary Club Health Check.
- 2) Create a Plan With Your Club Leadership Team.
- 3) Explore Innovative Options.



## **Membership Tools**

GrowRotary.Org

Membership Action Plan (MAP)

<https://www.rizones33-34.org/membership-action-plan>

Membership Success Center

MAP Webinar – Session #10

## Contact Your District Team



**Duane Williams**

District Membership Chair  
District 6890  
Rotary e-Club of Tampa South  
dsigma79@aol.com  
(813) 541-6202



**PDG Deborah L. Williams**

District Innovative Club Advocate  
District 6890  
Rotary e-Club of Tampa South  
dwdelta71@gmail.com  
(813) 541-6201



**Christine Ans**

District Membership Leads Chair  
District 6890  
Rotary Club of FishHawk-Riverview  
christineans@kw.com  
(813) 368-2699



**Rick Maxey**

District Diversity Chair  
District 6890  
Lakeland Rotary Club  
r.maxey59@gmail.com  
(850) 528-3349



# LEADING THROUGH CHANGE

Rotary  
District 6890



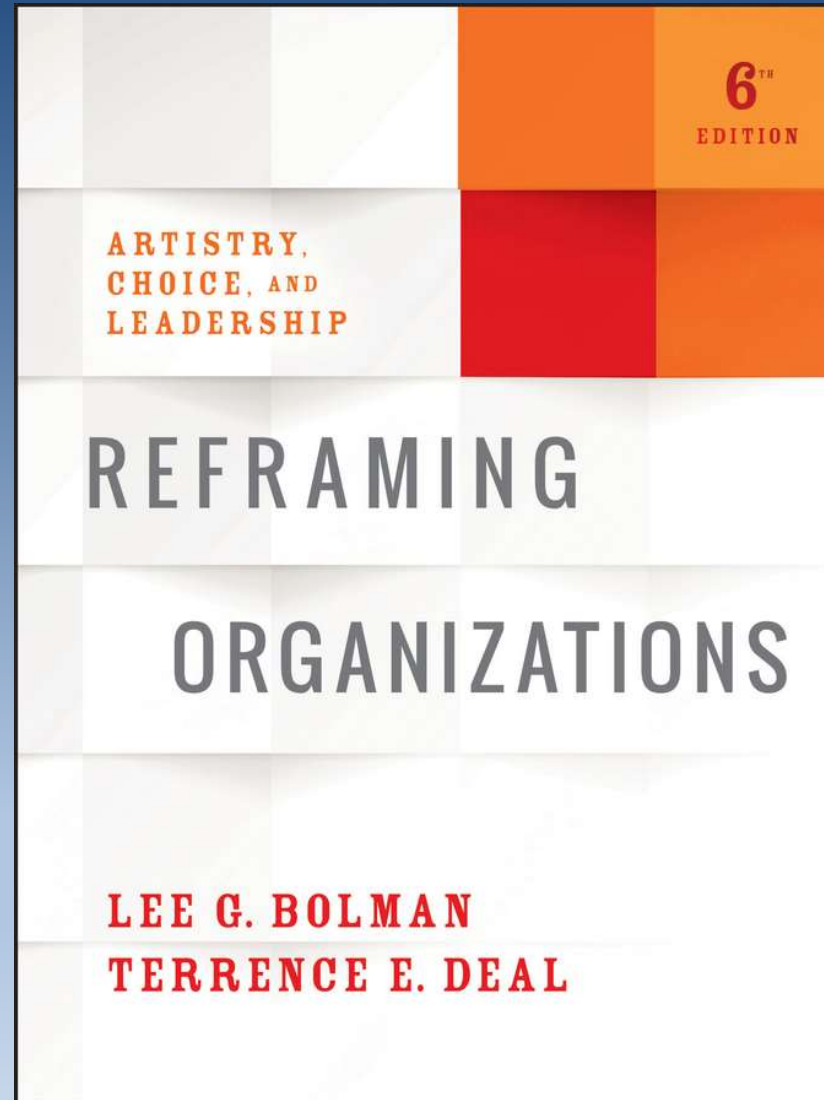
CREATE HOPE  
in the WORLD

Linda Devine

2024-25 District Governor Nominee  
Assistant Governor  
Past President – Rotary Club of Tampa

[Linda-rotary@ut.edu](mailto:Linda-rotary@ut.edu)





**ARTISTRY,  
CHOICE, AND  
LEADERSHIP**

**6<sup>TH</sup>  
EDITION**

**REFRAMING**

**ORGANIZATIONS**

**LEE G. BOLMAN**

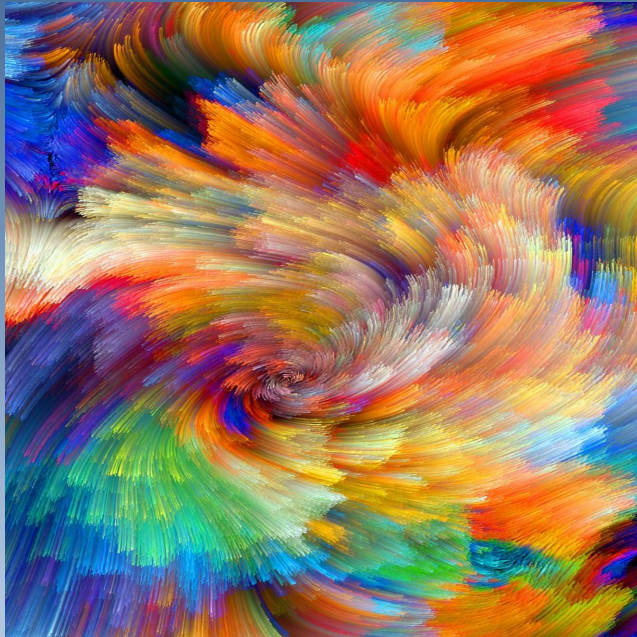
**TERRENCE E. DEAL**



## Using a Frames Approach as a Leader

- How do you see the four frames in your Rotary Club?
- What is a situation/opportunity in which the frames are embedded?
- Which frames are in play?
- Which frame(s) is most likely to lead to the desired outcome?
- How can the concept, metaphors, and values of that frame be used to reframe the situation to bring the issue to resolution?

<b>Paradigm</b>	<b>Metaphor</b>	<b>Central Concept</b>	<b>Image of Leadership</b>	<b>Leadership Challenge</b>
Structural	Factory/Machine	Efficiency	Social Architecture	Attune structure to task, tech, environment
Human Resource	Family	Needs, Skills, Relationships	Empowerment	Align organizational and human needs
Political	Jungle	Power, Competition	Advocacy	Develop agenda & power base
Symbolic	Carnival/Temple/Theater	Culture, Meaning	Inspiration	Create faith, beauty, meaning



# Break Time

Be back in 10 minutes, please

**Rotary**  
District 6890



# Attract & Engage MEMBERS

**Chevon T. Baccus, APR**

2024-25 District Governor-Elect

Past President – Rotary Club of Lake Wales

Co-Founder & PP Rotary on the Ridge

Past Assistant Governor

Past District Public Image Chair



**Michael Broussard**

District Training Chair

Past Assistant Governor

Past President – Rotary Club of

Fish-Hawk Riverview

[rotarychevon@aol.com](mailto:rotarychevon@aol.com)

[Michael.Broussard@flyinglocksmiths.com](mailto:Michael.Broussard@flyinglocksmiths.com)





# ATTRACT New Members

---

- Who do you know worksheet – referrals?
- Target those like you – and different
- Aggressively promote your good works
- Wear Rotary garb and pins
- Prepare your “elevator speech”
- Make it personal
- Hold Rotary info nights and fireside chats
- Organize membership drives - compete
- **ASK, ASK, ASK!**



# ENGAGE New Members

- Implement onboarding process/checklist
- Determine their interests, passion
- Connect with committees/projects
- Allow leadership opportunities – DIAD
- Member spotlights at meetings
- Recognize accomplishments, birthdays
- Assign mentor or club buddy
- Introduce, help with conversation starters
- Make sure they feel part of Rotary family
- Seek feedback and LISTEN



# Make it FUN!


 **Speaker**  
6890 District Governor  
**Steve Overton**  
**Happy Hour**

Beer & Wine

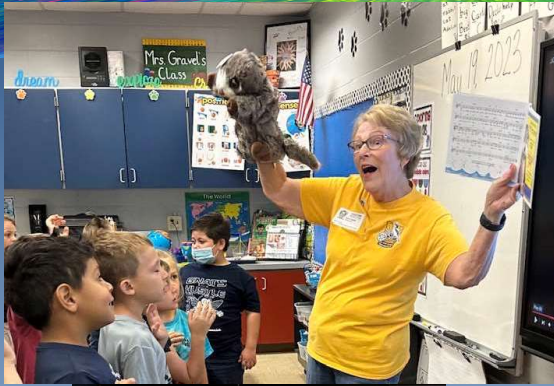
Professional Networking & Service Projects

**As Seen on TV!**

Mondays  
5:20 pm - 6:20 pm  
151 E Central Ave,  
Lake Wales



# Make it FUN!



Please visit our website: [lvrcrawlfish.com](http://lvrcrawlfish.com)  
The Rotary Club of FishHawk-Riverview  
Presents its

## 13th Annual CRAWFISH festival

& Craft Beer

Saturday April 22, 2023

Founders Square Park  
at Winthrop Town Center  
from 11am to 4pm  
Rain or Shine

325 Breweries and 40+ Craft Beers  
Live Music  
12 Noon - 2:00 PM  
10:00 AM - 4:00 PM  
10:00 AM - 4:00 PM

Christopher Ligori & Associates  
ATTORNEYS AT LAW

Auto Accident | Serious Personal Injury | Wrongful Death  
[www.LigoriLaw.com](http://www.LigoriLaw.com) 877-444-2929



Tell  
YOUR  
ROTARY  
STORY

Rotary  
District 6890



CREATE HOPE  
in the WORLD

Chad Norgard

District Public Image Chair  
Past President – Rotary Club of Brandon 86



[chad@norgardinsgrp.com](mailto:chad@norgardinsgrp.com)



# TABLE OF CONTENT



- 1** WHAT IS YOUR STORY
- 2** HOW TO TELL YOUR STORY
- 3** TOOLS / RESOURCES
- 4** GLIMPSE AT WHAT WE ARE UP TO





# WHAT IS YOUR STORY?

We each have a story to tell. What is yours?

Rotary is usually the best kept secret in our communities. Let's change that!



Share - Connect - Collaborate



# HOW CAN YOU TELL YOUR STORY?

There are many ways one can tell their story. But WHY?

- People may resonate with your story, and want to contribute.
- People may want to help with what you're club is doing locally.
- Get the word out and stop being the best kept secret in town. It is okay to share what your club's doing in the community!

Share - Connect - Collaborate



## TOOLS / RESOURCES

- **Rotary Brand Center**

Don't know where to get your Club logo? Don't have a clean logo to share anymore?

**The Brand Center is your one stop shop to get it all done.**

- **Zone PI Site: [elevaterotary.org](http://elevaterotary.org)**

This is your one stop shop for all Zone related PI needs from resource guides to the PI Toolkit. Everything's at your fingertips here including the Zone PI contact info.

Share - Connect - Collaborate



## TOOLS / RESOURCES

- **Canva.com**

We have setup a District wide Canva account that the PIC for each club can have access to. We've already uploaded all the colors and fonts, plus other templates to make content creation stress free for you!

- **Your Local News Outlets**

What better way to get the word out about what your club is up to than to partner with a local news outlet. Ask for a monthly article slot, or maybe even see about a membership to your club for them!!

Share - Connect - Collaborate



# WHAT ARE WE WORKING ON?



- New District Website is currently underway
  - District Level Canva is available to all Clubs
    - District wide PI audit
      - Organizing a District PI TEAM (Club PICs, Interns, etc)

---

Share - Connect - Collaborate

# THAT SAID....



Share - Connect - Collaborate

# THAT SAID....

Rotary  
District 6890



CREATE HOPE  
in the WORLD



Share - Connect - Collaborate



# WHAT WE ARE NOT WORKING ON?

- Policing Clubs for their Branding / Social Media content \*\*
  - Monitoring online chat groups
  - Running publicity or fundraising event campaigns for clubs.

---

Share - Connect - Collaborate



# CONTACT INFO



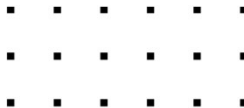
**813-454-5072**



**d6890pi@gmail.com**



**chad@norgardinsgrp.com**

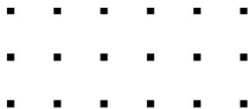




# WHAT NEXT?

- Working Lunch – Pick up box on way to breakout room  
(Cam's Catering – turkey or ham sandwich or chef salad)
- Get Your Club's Data on Goal Setting Worksheet and MGI Report
- Brainstorm Strategies in Member Goal Plan
- Review Club Leadership Plan Worksheet & Club Health Checklist
  
- Return to Auditorium at 1 p.m.
- Share Your Best Ideas, Plans – Linda Devine, facilitator
- Wrapup – Putting it all Together – Chevon Baccus

*Go make your clubs SIMPLY IRRESISTIBLE!*





**THANK YOU**

**We want to be a resource for your clubs,  
so please let us know how we can best  
serve you!**

*Get Presenters' Contact INFO on DACdb or [Rotary6890.org](http://Rotary6890.org)*

Share - Connect - Collaborate