

OVERCOMING COVID-19

District 7730 Training Assembly April 25, 2020



With the right steps in place, Rotary is wellpositioned to be steadfast through the storm and emerge to open new opportunities





RI President-elect Holger's theme for 2020-21, **Rotary Opens Opportunities**, asks Rotarians to create **opportunities** that strengthen their leadership, help put service ideas into action, and improve the lives of those in need.





Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves.

INCREASE OUR IMPACT

Rotary's Vision and Strategic Plan will help lead the way

EXPAND OUR REACH

ENHANCE PARTICIPANT ENGAGEMENT

INCREASE OUR ABILITY TO ADAPT



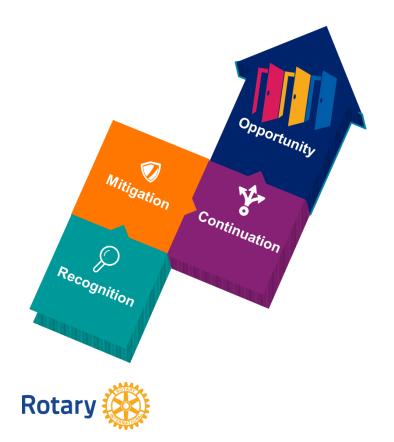


By focusing on these goals and following the process, we will maintain our strength and grow





PROCESS OVERVIEW





ACTIONS

Recognizes that membership is the Center of Gravity for the Future

Becoming Comfortable with Uncertainty

Have a Plan | Know the Direction | Appreciate the Phases

Being Pro-Active

Being Positive

Being Calm

Know Expectations

Set Realistic Goals and Objectives

Know Where You Are in the Process

ASKING THE RIGHT QUESTIONS



STATUS

- What does your club look like on July 1, 2020?
- What does your district look like on July 1, 2020?

FINANCIAL

- How can districts help clubs financially?
- What is the status of club major fund-raising activities?
- What do clubs and districts need to be doing in preparation for the next steps?

RELATIONSHIP

- What is the "health" of clubs in the district?
- Are there "consolidating clubs" to which members leaving other clubs may be directed?
- Are there new clubs to be formed?
- Can new "club models" be adopted?
- How can satellite clubs be encouraged and nurtured?
- What education and training programs are needed at the club and district level?
- What large gatherings are planned? Will they be permitted, or will they have to be accomplished online?

RECOGNITION – CLUB COHESION

	GOALS	ACTIONS	
\bigcirc	INCREASE OUR	Partner with local agencies	
S I	IMPACT	Organize district-level Zoom presentations on Areas of Focus & District-level speakers	
0		• Have speakers at club internet meetings	
	EXPAND OUR REACH	• Meet with clubs from the district, the Zone, Intra-Zone, and internationally using conference meeting techniques	
		• Use E-club experiences	
		 Maintain normal meeting times using conferencing to establish a routine and normalcy 	
-1-		 Have club fellowship activities such as wine tasting, beer pub crawls (a beer in each room), dinner parties, and receptions 	
	ENHANCE PARTICIPANT	• Participate in streaming video presentations & blog discussions; encourage clubs to use WhatsApp or other messenger apps	
	ENGAGEMENT	• Encourage members to participate in the Rotary Learning Center and take online courses	
		• Stay engaged and involved	
		Closely watch for those not participating and contact them directly	
	INCREASE OUR	 Increase the use of the Internet for meetings and keeping in touch 	
Rotary	ABILITY TO ADAPT	• Organize small groups within each club to call and check on each other frequently	

MITIGATION – CLUB STRENGTH

GOALS ACTIONS • Encourage the discussion of Disease Prevention and Treatment as an area of focus while it is fresh in everyone's **INCREASE OUR** mind IMPACT Work with local agencies to assist in community and business recovery Partner with other organizations & seek grants for a larger community impact projects Focus on Public Image resources to attract possible members • Ask non-Rotarians to join in club Zoom meetings Reorient club giving programs to align with current community needs Work with local schools to provide scholarships and to assist parents who may be in financial need **EXPAND OUR REACH** Work with local medical facilities to replace critical stocks Contact other Rotary clubs to determine if there is an opportunity to partner with other clubs on any projects Determine if there are District or Global Grants that clubs can support Have frequent club visits by the DG, AGs, District Committee Chairs, Secretary, and Treasurer to support the club leaders • Alter the "normal" pattern **FNHANCE** Develop community based Rotaract clubs PARTICIPANT • Encourage and support "Rotary Means Business" events and activities. Maybe even have a "Business Fair" to promote and support Rotarian-owned businesses ENGAGEMENT Join with other clubs and complete larger projects • Encourage club boards to work with their members who may be in financial need & club fellowship activities and events • Develop a comprehensive Club membership Plan • Ask every Rotarian to be in charge of membership in the Club - set goals **INCREASE OUR** • Develop "mobile" membership visiting different businesses once we can safely do so Rotary ABILITY TO ADAPT Identify who may need the most assistance in membership and develop contingency options for them; have frank conversations about "consolidating" clubs and assist in transferring members as needed

• Keep clubs informed about area and district-level activities to expand knowledge of Rotary

CONTINUATION – BUILD CONFIDENCE

GOALS ACTIONS Identify and participate in a large project together with other clubs **INCREASE OUR** Use Public Image means to highlight the projects and activities in which clubs are participating IMPACT • Use local media to tell Rotary Stories and show People of Action in action • Search out international projects in which to participate Continue to develop new clubs using creative and innovative models Be proactive and aggressive in implementing the plan • Be bold and strong and clearly demonstrate the we are People of Action ready for action and ready to **EXPAND OUR REACH** move forward immediately Think forward: Plan for 2021 - 2022 activities and events What could leadership ensure that your Club is plugged into? PETS, Team Training, District Assemblies, Conferences, Awards and Guards and Changing of the Guard Activities and other District and Club events Make education and training opportunities for members easy to participate in, rewarding, and fun **FNHANCE** Organize intra-district activities and events so clubs get to know one another and work together PARTICIPANT Encourage the development of satellite clubs ENGAGEMENT Reward and thank clubs and their members for their hard work in keeping Rotary strong during the past very trying year Demonstrate that Rotary is strong and continues to be an active participant in community and international activities Work to strengthen clubs in your area by visiting and being a part of Area led meetings **INCREASE OUR** • Engage DG, AG, and district staff visits to help and assist clubs as needed **ABILITY TO ADAPT** Rotar Build confidence at all levels with recognition Continue engaging District level online discussion groups and education and training programs

ACTION PLAN







Phase	Recognition	Mitigation	Continuation
Intent	Club Cohesion	Club Strength	Build Confidence
INCREASE OUR	Partner with local agencies		 Identify and participate in a large project together with other clubs
	5	•	 Use Public Image means to highlight projects and activities
IMPACT	 Organize District- level sneakers 	 Partner with other organizations for a larger community impact 	Use local media to tell Rotary Stories and show People of Action in action
		Seek grants to accomplish larger community projects	
	-	Focus on Public Image resources to attract possible members	Search out international projects in which to participate
	• Meet with clubs from the district, the Zone, Intra-Zone, and internationally using conference meeting techniques	 Ask non-Rotarians to join in club Zoom meetings 	 Continue to develop new clubs using creative and innovative models
	• Use E-club experiences	 Reorient club giving programs to align with community needs 	• Be proactive and aggressive in implementing the plan
EXPAND OUR REACH		 Work with local schools to provide scholarships and to assist parents 	 Be bold and strong and clearly demonstrate the we are People of Action
		Work with local medical facilities to replace critical stocks	• Plan for 2021 - 2022
		 Contact other Rotary clubs to determine if there is an opportunity to partner with other on any projects 	•Promote and engage in PETS, Team Trng, District Assemblies, Conferences, Awards and Guards, Changing of the Guard Activities and other District and Club events
		Determine if there are District or Global Grants that clubs can support	

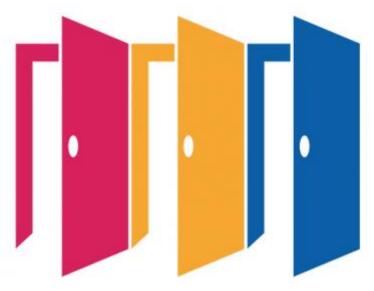
ACTION PLAN

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Phase	Recognition	Mitigation	Continuation
Intent	Club Cohesion	Club Strength	Build Confidence
			 Make education and training opportunities easy to participate in, rewarding, and fun
	Have club fellowship activities - wine tasting, beer pub crawls, dinner parties, and receptions	Alter the "normal" DG visit pattern	 Organize intra-district activities and events so clubs get to know one another and work together
ENHANCE	• Participate in streaming video presentations	Develop community based Rotaract clubs	• Encourage the development of satellite clubs
PARTICIPANT ENGAGEMENT	clubs to use WhatsApp or other messenger	activities. Maybe even have a "Business Fair" to promote and	 Reward and thank members for their hard work in keeping Rotary strong during the past very trying year
	• Encourage members to participate in the Rotary Learning Center and take online courses	 Join with other clubs and complete larger projects 	
		 Encourage club boards to work with their members who may be in financial need 	
	Closely watch for those not participating and contact them directly	Encourage club fellowship activities and events	
	 Increase the use of the Internet for meetings and keeping in touch 	Develop a comprehensive Club membership Plan	 Demonstrate that Rotary is strong and continues to be an active participant in community and international activities
	• Organize small groups within each club to call and check on each other frequently	All Rotarians are part of Membership Committee	Work to strengthen clubs on a regionally focused organization base
INCREASE OUR	Organize District- level speakers	Develop "mobile" membership visiting different businesses	 Connect wth DG, AG, and district staff visits to help and assist clubs as needed
ABILITY TO ADAPT		 Identify which clubs may need the most assistance in membership and develop contingency options for them 	Build confidence at all levels of the district and club
		 Identify "consolidating" clubs and assist in transferring members as needed 	 Continue joining District level online discussion groups and education and training programs
		Keep clubs informed about district-level activities to assist them with membership	

Questions?



Rotary Opens Opportunities

