



# OVERCOMING COVID-19

**District 7730 Training Assembly  
April 25, 2020**



With the right steps in place, Rotary is well-positioned 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.





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

## ROTARY'S VISION STATEMENT

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**

**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*



## THE PROCESS



# PROCESS OVERVIEW



GOAL

Recognizes that membership is the Center of Gravity for the Future



ACTIONS

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

### INCREASE OUR IMPACT

- Partner with local agencies
- Organize district-level Zoom presentations on Areas of Focus & District-level speakers
- 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

### ENHANCE PARTICIPANT ENGAGEMENT

- Maintain normal meeting times using conferencing to establish a routine and normalcy
- Have club fellowship activities such as wine tasting, beer pub crawls (a beer in each room), dinner parties, and receptions
- Participate in streaming video presentations & blog discussions; encourage clubs to use WhatsApp or other messenger apps
- 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 ABILITY TO ADAPT

- Increase the use of the Internet for meetings and keeping in touch
- Organize small groups within each club to call and check on each other frequently



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# MITIGATION – CLUB STRENGTH



## GOALS

## ACTIONS

### INCREASE OUR IMPACT

- Encourage the discussion of Disease Prevention and Treatment as an area of focus while it is fresh in everyone's mind
- Work with local agencies to assist in community and business recovery
- Partner with other organizations & seek grants for a larger community impact projects



### EXPAND OUR REACH

- 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
- 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



### ENHANCE PARTICIPANT ENGAGEMENT

- Have frequent club visits by the DG, AGs, District Committee Chairs, Secretary, and Treasurer to support the club leaders
- Alter the "normal" pattern
- Develop community based Rotaract clubs
- Encourage and support "Rotary Means Business" events and activities. Maybe even have a "Business Fair" to promote and support Rotarian-owned businesses
- 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



### INCREASE OUR ABILITY TO ADAPT

- Develop a comprehensive Club membership Plan
- Ask every Rotarian to be in charge of membership in the Club – set goals
- Develop "mobile" membership visiting different businesses once we can safely do so
- 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

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# CONTINUATION – BUILD CONFIDENCE



## INCREASE OUR IMPACT

- Identify and participate in a large project together with other clubs
- Use Public Image means to highlight the projects and activities in which clubs are participating
- 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



## EXPAND OUR REACH

- Be proactive and aggressive in implementing the plan
- Be bold and strong and clearly demonstrate that we are People of Action ready for action and ready to 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



## ENHANCE PARTICIPANT ENGAGEMENT

- Make education and training opportunities for members easy to participate in, rewarding, and fun
- Organize intra-district activities and events so clubs get to know one another and work together
- Encourage the development of satellite clubs
- 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



## INCREASE OUR ABILITY TO ADAPT

- Work to strengthen clubs in your area by visiting and being a part of Area led meetings
- Engage DG, AG, and district staff visits to help and assist clubs as needed
- Build confidence at all levels with recognition
- Continue engaging District level online discussion groups and education and training programs

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# ACTION PLAN



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<i>Phase</i>	<i>Recognition</i>	<i>Mitigation</i>	<i>Continuation</i>
<b>Intent</b>	<b>Club Cohesion</b>	<b>Club Strength</b>	<b>Build Confidence</b>
<b>INCREASE OUR IMPACT</b>	<ul style="list-style-type: none"> <li>Partner with local agencies</li> </ul>	<ul style="list-style-type: none"> <li>Encourage the discussion of Disease Prevention and Treatment</li> </ul>	<ul style="list-style-type: none"> <li>Identify and participate in a large project together with other clubs</li> </ul>
	<ul style="list-style-type: none"> <li>Organize district-level Zoom presentations on Areas of Focus</li> </ul>	<ul style="list-style-type: none"> <li>Work with local agencies to assist in community and business recovery</li> </ul>	<ul style="list-style-type: none"> <li>Use Public Image means to highlight projects and activities</li> </ul>
	<ul style="list-style-type: none"> <li>Organize District- level speakers</li> </ul>	<ul style="list-style-type: none"> <li>Partner with other organizations for a larger community impact</li> </ul>	<ul style="list-style-type: none"> <li>Use local media to tell Rotary Stories and show People of Action in action</li> </ul>
<b>EXPAND OUR REACH</b>	<ul style="list-style-type: none"> <li>Have speakers at club internet meetings</li> </ul>	<ul style="list-style-type: none"> <li>Focus on Public Image resources to attract possible members</li> </ul>	<ul style="list-style-type: none"> <li>Search out international projects in which to participate</li> </ul>
	<ul style="list-style-type: none"> <li>Meet with clubs from the district, the Zone, Intra-Zone, and internationally using conference meeting techniques</li> </ul>	<ul style="list-style-type: none"> <li>Ask non-Rotarians to join in club Zoom meetings</li> </ul>	<ul style="list-style-type: none"> <li>Continue to develop new clubs using creative and innovative models</li> </ul>
	<ul style="list-style-type: none"> <li>Use E-club experiences</li> </ul>	<ul style="list-style-type: none"> <li>Reorient club giving programs to align with community needs</li> </ul>	<ul style="list-style-type: none"> <li>Be proactive and aggressive in implementing the plan</li> </ul>
		<ul style="list-style-type: none"> <li>Work with local schools to provide scholarships and to assist parents</li> </ul>	<ul style="list-style-type: none"> <li>Be bold and strong and clearly demonstrate the we are People of Action</li> </ul>
		<ul style="list-style-type: none"> <li>Work with local medical facilities to replace critical stocks</li> </ul>	<ul style="list-style-type: none"> <li>Plan for 2021 - 2022</li> </ul>
		<ul style="list-style-type: none"> <li>Contact other Rotary clubs to determine if there is an opportunity to partner with other on any projects</li> </ul>	<ul style="list-style-type: none"> <li>Promote and engage in PETS, Team Trng, District Assemblies, Conferences, Awards and Guards, Changing of the Guard Activities and other District and Club events</li> </ul>
		<ul style="list-style-type: none"> <li>Determine if there are District or Global Grants that clubs can support</li> </ul>	

# ACTION PLAN



Rotary



Phase	Recognition	Mitigation	Continuation
Intent	Club Cohesion	Club Strength	Build Confidence
<p><b>ENHANCE PARTICIPANT ENGAGEMENT</b></p>	<ul style="list-style-type: none"> <li>Maintain normal meeting times using conferencing to establish a routine and degree of normalcy</li> </ul>	<ul style="list-style-type: none"> <li>Have frequent club visits by the DG, AGs, District Committee Chairs, Secretary, and Treasurer to support the club leaders</li> </ul>	<ul style="list-style-type: none"> <li>Make education and training opportunities easy to participate in, rewarding, and fun</li> </ul>
	<ul style="list-style-type: none"> <li>Have club fellowship activities - wine tasting, beer pub crawls, dinner parties, and receptions</li> </ul>	<ul style="list-style-type: none"> <li>Alter the "normal" DG visit pattern</li> </ul>	<ul style="list-style-type: none"> <li>Organize intra-district activities and events so clubs get to know one another and work together</li> </ul>
	<ul style="list-style-type: none"> <li>Participate in streaming video presentations</li> </ul>	<ul style="list-style-type: none"> <li>Develop community based Rotaract clubs</li> </ul>	<ul style="list-style-type: none"> <li>Encourage the development of satellite clubs</li> </ul>
	<ul style="list-style-type: none"> <li>Participate in blog discussions and encourage clubs to use WhatsApp or other messenger apps</li> </ul>	<ul style="list-style-type: none"> <li>Encourage and support "Rotary Means Business" events and activities. Maybe even have a "Business Fair" to promote and support Rotarian-owned businesses</li> </ul>	<ul style="list-style-type: none"> <li>Reward and thank members for their hard work in keeping Rotary strong during the past very trying year</li> </ul>
	<ul style="list-style-type: none"> <li>Encourage members to participate in the Rotary Learning Center and take online courses</li> </ul>	<ul style="list-style-type: none"> <li>Join with other clubs and complete larger projects</li> </ul>	
	<ul style="list-style-type: none"> <li>Stay engaged and involved</li> </ul>	<ul style="list-style-type: none"> <li>Encourage club boards to work with their members who may be in financial need</li> </ul>	
<p><b>INCREASE OUR ABILITY TO ADAPT</b></p>	<ul style="list-style-type: none"> <li>Closely watch for those not participating and contact them directly</li> </ul>	<ul style="list-style-type: none"> <li>Encourage club fellowship activities and events</li> </ul>	
	<ul style="list-style-type: none"> <li>Increase the use of the Internet for meetings and keeping in touch</li> </ul>	<ul style="list-style-type: none"> <li>Develop a comprehensive Club membership Plan</li> </ul>	<ul style="list-style-type: none"> <li>Demonstrate that Rotary is strong and continues to be an active participant in community and international activities</li> </ul>
	<ul style="list-style-type: none"> <li>Organize small groups within each club to call and check on each other frequently</li> </ul>	<ul style="list-style-type: none"> <li>All Rotarians are part of Membership Committee</li> </ul>	<ul style="list-style-type: none"> <li>Work to strengthen clubs on a regionally focused organization base</li> </ul>
	<ul style="list-style-type: none"> <li>Organize District- level speakers</li> </ul>	<ul style="list-style-type: none"> <li>Develop "mobile" membership visiting different businesses</li> </ul>	<ul style="list-style-type: none"> <li>Connect with DG, AG, and district staff visits to help and assist clubs as needed</li> </ul>
		<ul style="list-style-type: none"> <li>Identify which clubs may need the most assistance in membership and develop contingency options for them</li> </ul>	<ul style="list-style-type: none"> <li>Build confidence at all levels of the district and club</li> </ul>
		<ul style="list-style-type: none"> <li>Identify "consolidating" clubs and assist in transferring members as needed</li> </ul>	<ul style="list-style-type: none"> <li>Continue joining District level online discussion groups and education and training programs</li> </ul>
	<ul style="list-style-type: none"> <li>Keep clubs informed about district-level activities to assist them with membership</li> </ul>		

# Questions?



**Rotary Opens Opportunities**