

# **PETS 2012: Building Effective Clubs**

(Total Time: 60 minutes)

## **Discussion Leader Notes**

- Pre-arrange your flip chart(s)/slides and markers to a location that you are comfortable with
- Introduce yourself to the group and explain your role as the facilitator of their discussion; you may wish to greet each participant individually as they enter and find a seat
- Discuss your expectations and group guidelines (such as taking turns speaking, welcoming and accepting all questions/comments, and asking the group to turn off all cell phones)
- Review the session's learning objectives with the participants (**HINT: Have the preprinted flip charts for this session near you and be familiar with their content**)
- Encourage participants to take notes; try to gauge the participants' knowledge and Rotary experience and adjust the facilitated discussions accordingly

## **Learning Objectives (Refer to your flip chart)**

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

1. Understand the importance of developing and using goals/goal-setting as an effective club management strategy
2. Use the *Planning Guide for Effective Rotary Clubs* to work with club Directors and members to establish club goals for the coming year
3. Understand the importance of developing/updating the club's strategic plan
4. Understand the policies and procedures needed to effectively operate a Rotary Club
5. Understand the club's administrative requirements and develop new ideas for weekly programs

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**If you haven't already done so, please distribute PETS 2012 Building Effective Clubs Handout. A copy follows next.**

## Building Effective Clubs – Handout #1

(Beginning of Session)

- As President, what are YOUR GOALS for you club during your year of leadership?
- How will you use the *Planning Guide for Effective Rotary Clubs*?
- Effective clubs have effective leadership TEAMS; it's hard for one person to make a truly effective club! How are you developing your leadership team? LOOK FOR NEW (and also proven) IDEAS in this session.
- What's IN your club's Constitution & Bylaws? Are your Bylaws up-to-date? Do your members have a copy?
- Do your Bylaws need changing? HOW do you do this?
- What does the phrase "Club Administration" mean to you?
- Do your Officers and Directors/Board Members FULLY understand their function and duties?
- What are the reporting requirements of Rotary International and of your Rotary District?
- What is YOUR ROLE in your club's budget? Does your club have a communicated budget? Why is the "budget" so important? What is your club doing regarding "risk management"?

### My Notes & Follow-up Items:

## **Building Effective Clubs: *Goal Setting Session***

### **Annual Goals** (10 Minutes)

**Q. Have you already set your club goals for the coming year?**

**Q. How does your club determine which goals to set? Who will help you set your club's annual goals?**

**Q. What are the steps to setting your club's annual goals?**

### **Key Points** (Refer to your flip chart)

The following strategies can help you and your clubs achieve desired goals:

- Establish a clear timeline
- Outline the specific steps needed to achieve the goal
- Consider the resources tools available to help you
- Determine WHO is responsible for implementing each step and assign the responsibility
- Identify the criteria for measuring the club's progress and for what constitutes success
- Monitor the progress toward the goal
- Evaluate the success of previous goals and current action plans, making modifications as necessary

### **The Planning Guide for Effective Rotary Clubs** (8 to 10 minutes)

**Q. Are you familiar with the *Planning Guide for Effective Rotary Clubs (from the Club President's Manual)*?**

### **Key Points** (Refer to your flip chart)

- The Planning Guide for Effective Rotary Clubs will be a working document that will be reviewed at each club visit
- Final Goals should be incorporated into the Planning Guide for Effective Rotary Clubs and submitted to the District Governor or Assistant Governor by July (or earlier if so requested)

- Your Assistant Governor can be a resource to you in preparing this document
- Ideally, your club's Board should adopt the final goals and they should be presented to the club

## ***Refer to the Planning Guide for Effective Rotary Clubs***

- Introduce the document (handout!) and remind the group that it can be downloaded from [www.rotary.org](http://www.rotary.org) and can be used as either an interactive document (on line) or a WORD document
- Stress the critical importance of the document
- Stress that it is to be completed later

### **Discussion Leader Note**

**REMINDE** the group that *The Planning Guide for Effective Rotary Clubs* is Appendix I in the Club President's Manual and encompasses 7 pages. It is also on their CD.

**REMINDE** the group that the Rotary International *Strategic Planning Guide* is also included in the President's Manual and that this is another proven/valued tool to build an effective Rotary Club

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**Building Effective Clubs: *Club Administration* Section**  
(10 Minutes)

**Rotary Club Constitution & Bylaws**

**Q. Have you reviewed your club's constitution?**

**Q. Have you reviewed your club's bylaws?**

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**Discussion Leader's Notes**

- **The Standard Rotary Club Constitution and Recommended Rotary Club Bylaws are included in the Club President's Manual**
- **Encourage presidents-elect to give a copy of both documents to every club member**

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**Key Points (Refer to your flip chart)**

- **The Standard Rotary Club Constitution, used by all clubs, provides guidelines for the operation of a Rotary Club in areas such as:**
  - **Name, locality, and meetings of the club**
  - **Attendance requirements**
  - **Membership qualifications**
  - **Directors and officers**
  - **Admission fees and dues**
  - **Bylaws**
  - **Amendments**
- **After the Council on Legislation, which will occur again in 2014, the Standard Rotary Club Constitution is updated to include Council enactments.**
- **Presidents-elect should check that their club is using the most recent version of the Standard Rotary Club Constitution**

- The *Recommended Rotary Club Bylaws* are additional guidelines for the governance of the club that are not included in the club constitution. They cover areas such as:
  - Election of directors and officers
  - Duties of officers
  - Admission fees and dues
  - Method of voting
  - Duties of Committees
  - Leaves of Absence
  - Finances
  - Method of electing members
  - Order of business
  - Amendments

## **Q. How do you amend the Recommended Rotary Club Bylaws?**

### **Key Points** (Refer to your flip chart)

- If a club needs to amend its bylaws to reflect its current practices, the President should:
  - Notify all members of the proposed amendment at least 10 days before the meeting
  - Ensure that at least one-third of active members (a quorum) is present at the meeting to vote
  - Pass the amendment if it is supported by two-thirds of the members present
  - Example: Club of 63 members; 21 are present (for quorum); 14 or more members are needed to vote yes to amend the bylaws

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### **Your Role In Club Administration** (10 Minutes)

## **Q. What is your role in the administration of your Rotary Club?**

### **Key Points** (Refer to your flip chart)

- Club President should:
  - Know the club's administrative policies and procedures (particularly as they relate to the role of the board, the secretary, and the

treasurer) that serve as the framework for the operation of a Rotary Club

- Fulfill administrative duties to the district and RI
- Oversee the responsible management of club finances
- Develop weekly club programs that will interest members

## **Q. What reporting duties do all clubs have to Rotary International, the Rotary Foundation, and the District?**

**Key Points** (Refer to your flip chart)

- **Clubs must submit the following to RI**
  - Semiannual report (due 1 July and 1 January), which are used to pay RI per capita dues
  - Changes in membership
  - Information for the *Official Directory*
- **To the Rotary Foundation**
  - Use of Rotary Foundation funds
- **To the District**
  - Club goals (using the *Planning Guide for Effective Rotary Clubs* and the *TRF Fund Development Club Goal Report Form*)
  - Monthly attendance figures

## **Q. What may happen if your club fails to meet these reporting requirements?**

**Key Points** (Refer to your flip chart)

- **Failure to remit RI dues will result in termination of club's membership in RI**
- **Incorrect or outdated contact information for club officers can prevent clubs from receiving mailings, including semiannual reports**
- **The current club officers will not be listed in the Official Directory, inhibiting communication with the club**
- **Improper stewardship of funds will be promptly investigated by the Trustees of the Rotary Foundation and may result in the club's suspension from Rotary International**

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## **Club Finances & Risk Management** (5 Minutes)

**Q. What are your financial responsibilities as President?**

**Q. What is your role in your club's budget?**

**Q. When planning a club event, how does your club handle risk management?**

**Key Points** (Refer to your flip chart)

- Emphasize the importance of a published, Board approved (or club approved) budget (with a recap of the previous year's results)
- President should ensure that this is accomplished early
- Refer to the "Financial and Risk Management Best Practices Checklist" (Worksheet 8 from the Club President's Manual)

**Q. How many of you are registered to use Member Access at [www.rotary.org](http://www.rotary.org) ?**

**Key Points** (Refer to your flip chart)

- With Member Access, club presidents and secretaries can perform the following club administrative functions:
  - View and change club membership data
  - Access semiannual dues reports
  - Pay RI per capita dues and other fees
  - Update club data
  - View reports of club contributions to the Rotary Foundation
  - Search club and district data worldwide
  - Register for the RI Convention

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## **Meetings & the Club Trainer Concept** (15 Minutes)

### **Q. Which meetings will plan and promote during your year?**

#### **Key Points** (Refer to your flip chart)

- It is the club president's responsibility to **PLAN** and **CONDUCT**:
  - Weekly club meetings
  - Club Assembly
  - Board meetings
  - Assistant Governor visits
  - District governor's official visit
  - Leadership development program
  
- It is the club president's responsibility to **PROMOTE**:
  - RI Convention
  - District-level meetings, including:
    - District Assembly
    - District Conference
    - District Rotary Foundation Seminar
    - District Membership Seminar
    - District Leadership/Training Seminar

### **Q. Who can help you plan and promote these meetings?**

#### **Key Points** (Refer to your flip chart)

- Club president's can appoint a **CLUB TRAINER** to ensure that the club has a comprehensive training plan. The club trainer should work with the club president, the club's board and committees, the assistant governor, the district trainer/training committee, and the district governor for support and ideas
- Refer to the "Club Trainers Responsibilities" (Worksheet 9 from Club President's Manual)

### **Q. How will you conduct effective meetings?**

#### **Key Points** (Refer to your flip chart)

- To help ensure effective weekly meetings, club presidents can:

- Delegate the responsibility of arranging programs to a club administration or program committee
- Determine programs and create agendas in advance
- Relate programs to current club projects and activities using the Rotary calendar
- Include programs that update members of Rotary information
- Begin and end the meetings on time
- Have a contingency plan in case the scheduled program is cancelled

## **Q. What is a Club Assembly?**

### **Key Points** (Refer to your flip chart)

- A club assembly is a meeting of all club members to discuss club activities or topics of member education; a club assembly takes the place of a regular/weekly club meeting
- It is recommended that clubs hold 4 to 6 club assemblies each year
- New members are especially encouraged to attend club assemblies

## **Q. What will you discuss at your club assembly?**

### **Key Points** (Refer to your flip chart)

- Annual and long-range goals and goal setting
- Service projects and club activities
- Key committee reports/activities
- Club training and member education strategies
- Membership growth and retention strategies
- Attendance at the district conference or other district and RI meetings
- Any topic raised in an open forum

## **Q. What is the official visit?**

### **Key Points** (Refer to your flip chart)

- The official visit is the personal visit of the district governor to each Rotary club in the district
- Official visits can be done with individual or multiple clubs
- The purpose of the official visit is to:
  - Focus attention on important Rotary issues
  - Provide needed attention to weak or struggling clubs
  - Motivate Rotarians to participate in service activities
  - Recognize the outstanding contributions of Rotarians in the district

### Discussion Leader Note

- Here is a potential *GROUP* flip chart opportunity.

## **Q. How will you prepare for the official visit?**

Some potential responses:

- **Announce the upcoming visit at weekly club meetings and in the club bulletin**
- **Review the *Planning Guide for Effective Rotary Clubs* and be prepared to discuss progress during the visit**
- **Have club directors and/or board members report on their areas of responsibility with upcoming plans (and desired results)**
- **Create an agenda**
- **Make a list of questions, problems, or concerns to be addressed during the visit**
- **Arrange for awards or recognition to be presented by the governor or assistant governor (for example, Paul Harris Fellow Recognition)**

## **Q. What are some activities your club could do that coincide with the official visit?**

*Some sample responses:*

- **New member induction ceremony**
- **Charter night**
- **New member orientation**
- **Citation or award program**
- **Rotary Foundation event**
- **Intercity meeting**

## **Q. Where else can you go if you have questions about how to run your club?**

Key Points (Refer to your flip chart)

- **Assistant governor**
- **District governor**
- **Past district governors**

- Past presidents
- Club and district support representatives (e.g., Membership Chair, Foundation Chair, District Trainer)
- The “Running a Club” section at [www.rotary.org](http://www.rotary.org)
- If time permits, solicit individual participants for specific suggestions

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**Please distribute PETS 2012 Building Effective Clubs Handout #2 at this time. A copy follows on the NEXT page in your notes.**

## Building Effective Clubs – Handout #2

(End of Session)

- When your year is over, will your club be viewed by your members and your community as:
  - A. MORE EFFECTIVE?
  - B. ABOUT THE SAME?
  - C. LESS EFFECTIVE?
- Will you and your officers (and your club) set measurable and meaningful goals for your year of leadership? (Hint: If you don't, how will you determine what has been accomplished and what worked well – or didn't?)
- Are your club “financials” in good order? Does your club have a well-prepared and communicated Budget? Are there changes that should be made to your club's budget? (Hint: Does our club have unnecessary expenses that raise the cost of Rotary membership?)
- Are your regular club meetings viewed by the membership as well-run and “effective”? (Hint: Have you done a recent survey of your membership to see how they feel about the weekly meetings; there may be some great ideas and new suggestions awaiting you?)
- Could your club benefit by having a CLUB TRAINER?
- When is your NEXT (or first) Club Assembly? (Hint: This is a *very* powerful communication and information-sharing tool for a club president!)

### My Notes & Follow-up Items:

## **Review**

- **Review the Learning Objectives to ensure that all topics were covered sufficiently. Answer any questions and let the participants know how to contact you if they have questions later (Your contact information is in the 2012 Carolinas' PETS 2012 Program)**
- **Ask participants to share something that they learned during the session and an action they will take as a result of this session. Participants can share with the person next to them or with the entire group.**
- **THANK THE GROUP**