



**A Joint Project of over 400 Rotary Districts worldwide**

***2023-25***

# **Participant - PART II**

**About Your RLI Program.** The Rotary Leadership Institute (RLI) is a multi-district, grassroots leadership development program of member districts organized into regional divisions throughout the world. It was recommended by the R.I. Board of Directors and strongly endorsed by the Council on Legislation at three of their triennial meetings. RLI conducts a series of quality leadership development courses for potential club officers and all other club members, including those who have recently joined a Rotary Club. The courses emphasize both leadership skills and knowledge of Rotary around the world. All course sessions are completely interactive. RLI believes that leadership education has a positive impact on membership retention by creating enthusiasm and furthering engagement for Rotary. For more information on RLI, see our web site at **www.rotaryleadershipinstitute.org**.

**The RLI Recommended Curriculum.** RLI recommends a curriculum and provides outlines and faculty materials to all its divisions. The curriculum has been continually revised and upgraded over the years. Because of the growth of RLI, it is expected that major revisions will be recommended every four years in order to give divisions a sufficient opportunity to orient their faculty members and to provide translations where necessary. Important changes in Rotary are provided annually to all divisions. All curriculum materials and available translations are posted on the RLI materials web site at **www.rliiles.com**.

**The RLI Curriculum Committee.** RLI has determined to also hold Curriculum Committee meetings in various parts of the world. The current plan is to meet in the United States in two of each three year period and at one or two various international sites each Rotary year. All RLI Divisions will be given notice of such meetings with a request that RLI Divisions, member Districts/Clubs be requested to send their comments/suggestions to the International RLI officers. Building on actual RLI experiences around the world will enhance the value of RLI courses. **Any RLI Division may send representative(s) to any curriculum committee meeting at any location.**

2023-2025 RLI Curriculum Committee

**This workbook edition has been modified and is presented for use in member districts of the Lone Star Division RLI and the Rocky Mountain Division RLI. The revision date is noted as a footer to each numbered page.**

## RLI Part II – THE CLUB

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**The Rotary Leadership Institute (RLI)** is a grassroots, multi-district leadership and Rotary development program using facilitation in small groups to engage Rotarians and strengthen clubs.

RLI is a recommended program of Rotary International but is not an official program of Rotary International.

**Our Mission:** The Rotary Leadership Institute is a grassroots, multi-district leadership development program whose mission is to strengthen Rotary clubs through quality leadership education.



#### **Rotary Opportunities**

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As I further my Rotary journey, I can explore the many opportunities available within Rotary for personal, community and professional growth and development.



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As I further my club members in their Rotary journey, I will engage in more complex and skillful use of my leadership skills and seize opportunities to lead.



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I can lead and promote my club's reexamination of its distinctive position in my community and the quality of members we attract. I want to work with the best people!



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I can serve by leading and promoting effective communications to my club's internal and external audiences. Reine and practice your skills.



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I can lead and promote my club's collaboration in effective and motivated groups to accomplish our goals of service. Harness the real power of Rotary clubs and Rotarians!



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I can lead and promote my club's participation in unique, significant and targeted service opportunities through our Foundation. Understand the key concepts of Rotary programs!

# Rotary

# Opportunities

Rotary provides many ways to get involved both within and outside my home club!



## ***Session Goals:***

- Understand Rotary's structured programs.
- Raise awareness of the opportunities for involvement
- Establish connections between our clubs and the structured programs

## ***Resources***

- [www.rotary.org](http://www.rotary.org)
- District websites
- *Rotary* magazine
- Rotary Fellowships: <https://www.rotary.org/en/our-programs/more-fellowships>
- Rotary Action Groups: <https://www.rotary.org/actiongroups>
- Rotary Community Corps <https://www.rotary.org/en/our-programs/rotary-community-corps>
- Interact <https://www.rotary.org/en/get-involved/interact-clubs>
- Peace Fellowships <https://www.rotary.org/en/our-programs/peace-fellowships>
- Rotary Youth Exchange <https://www.rotary.org/en/our-programs/youth-exchanges>
- New Generation Service Exchange <https://www.rotary.org/en/our-programs/new-generations-service-exchange>
- Friendship Exchange <https://www.rotary.org/en/our-programs/friendship-exchange>

## ***Session Topics***

- 1) What are structured programs?
- 2) What programs do you know about?



- 3) How can participate? How?
- 4) How do these programs relate to Rotary's Action Plan?
- 5) How could these programs help your club or district? Or you?
- 6) How could you start a Fellowship or Action Group?

## **Nine Rotary International Structured Programs**

**Interact** is a service organization organized and sponsored by Rotary clubs to help develop leadership skills and an appreciation for service above self for youth ages **12-18**. It has more than 14,900 clubs in 145 countries and geographical areas with almost 342,900 young people involved.

**Rotary Youth Leadership Awards** are seminars sponsored by clubs and districts to encourage and recognize the leadership abilities of youth and young adults ages 14-30.

**Rotary Peace Fellowships** promote national and international cooperation, peace and the successful resolution of conflict through educating Rotary Peace Fellows, selected for their outstanding academic, civic, and humanitarian activities. Six or more universities around the globe participate in this unique program that allows students to earn either a degree or certificate in peace and conflict resolution.

Autonomous, international groups, **Rotarian Action Groups** provide assistance and support to Rotary clubs and districts in planning and implementing service projects in their respective areas of expertise. They are comprised of Rotarians, Rotarian spouses and Rotaractors who have expertise in and a passion for a particular type of service.

**Rotary Youth Exchange** offers students ages 15-19 the chance to travel abroad for cultural exchanges of one week to a full academic year. Rotary clubs and districts sponsor and host about 10,000 students each year. Started in 1929 but didn't become an official program until 1975.

**Rotary Friendship Exchange** encourages Rotarians and their families to make reciprocal visits to other countries, staying in each other's homes and learning about different cultures firsthand.

**New Generations Service Exchange** is a short-term, customizable program for university students and professionals up to age 30, including current and former Rotaractors and former Interactors, Rotary Youth Leadership Awards participants, and Youth Exchange students — are encouraged to apply. You don't have to be a member of Rotary to participate in an exchange. Rotary clubs and districts nominate, sponsor and host attendees throughout the process.

**Rotary Community Corps (RCC)** are groups of non-Rotarians who work to improve their communities. There are over 11,000 RCC in over 100 countries, all organized and sponsored by Rotary Clubs.

**Rotary Fellowships** are autonomous, international groups of Rotarians, Rotarian spouses and Rotaractors who join together for any number of reasons, including fellowship, vocational development, make new friends, and explore new opportunities for service.

## Partial List of Rotary Fellowships

(For current fellowships, see <https://www.rotary.org/myrotary/en/rotary-fellowships>.)

Amateur Radio	Environment	Photographers
Antique Automobiles	Esperanto	Police and Law Enforcement
Authors and Writers	Fishing	Pre-Columbian Civilizations
Beer	Flying	Quilters and Fiber Artists
Bird Watching	Geocaching	Railroads
Bowling	Go	Recreational Vehicles
Canoeing	Golf	Rotary Global History
Caravanning	Home Exchange	Rotary Heritage and History
Carnival and Festivals	Honorary Consuls	Rotary Means Business
Chess	Horseback Riding	Rotary on Stamps
Computer Users	Internet	Scouting
Cooking	Italian Culture	Scuba Diving
Convention Goers	Jazz	Singles
Cricket	Latin Culture	Skiing
Cruising	Lawyers	Social Networks
Curling	Magicians	Tennis
Cycling	Magna Graecia	Total Quality Management
Doctors	Marathon Running	Travel and Hosting
Doll Lovers	Motorcycling	Wellness and Fitness
E-Clubs	Music	Wine
Editors and Publishers	Old and Rare Books	Yachting
	Past District Governors	



## Rotary Action Groups by area of focus

### **Promoting peace**

[Domestic Violence Prevention](#)

[Peace](#)

[Refugees](#)

[Slavery Prevention](#)

### **Fighting disease**

[Addiction Prevention](#)

[Alzheimer's/Dementia](#)

[Blindness Prevention](#)

[Blood, Tissue, and Organ Donation](#)

[Diabetes](#)

[Family Health/AIDS Prevention](#)

[Health Education and Wellness](#)

[Hearing](#)

[Hepatitis Eradication](#)

[Malaria](#)

[Mental Health Initiatives](#)

[Multiple Sclerosis](#)

### **Providing clean water and sanitation**

[Menstrual Health and Hygiene](#)

[Water, Sanitation and Hygiene](#)

### **Saving mothers and children**

[Clubfoot](#)

[Reproductive Maternal and Child Health](#)

### **Supporting education**

[Basic Education and Literacy](#)

### **Growing local economies**

[Community Economic Development](#)

[Disaster Assistance](#)

### **Protecting the environment**

[Endangered Species](#)

[Environmental Sustainability](#)

### **Action groups that work in more than one area of focus**

[Food Plant Solutions](#)

# Effective Leadership: Coalition Building

As I further my Rotary journey, I will continue to examine my own leadership style, engage in more complex and skillful use of my leadership skills, and seize opportunities to lead.



## ***Session Goals***

- Build insights into leadership, team building & club communication
- Improve our ability to lead & communicate in group settings
- Identify ways we can win support for our goals and purposes

## ***Resources***

- Building a coalition Excerpted from Leadership Development: Your guide to starting a program 250EN Rotary.org
- Leadership Strategies for Rotarians. Kathleen O'Connor. *7 Leadership Strategies to Help You Handle Change* \* (Originally published at the Super Performance website, now offline) PDF

## ***Session Topics***

- 1) What is coalition?
- 2) If you wanted to build a coalition for your plan, what sort of things might you do?
- 3) Which of these approaches would be best? Why?
- 4) What sorts of things would you want to avoid?
- 5) What are some examples you have seen of good coalition building in your club or at your job?
- 6) Why do some people seem to have influence and others do not?

### **Summary:**

- We are more successful when we work together
- Building a coalition is critical for success

## Effective Leadership Strategies Scenarios

### Scenario 1:

Rotary Club Vice-President Marvin Montrose is proposing holding an arts and crafts show for his club of 25 members. There has not been such a show in that town in recent memory. He wants to invite crafts persons from the region to come to exhibit and sell their wares. He also wants to invite painters to do the same. He would charge the exhibitors for display tables. Maybe the club members could sell food and drinks to make more money. The site of the show would be the local park in the center of town. It is basically an empty lot with grass. ALL the members would be necessary to help out at the event. The club has never held such a large event in the town of 1500 people. Marvin says that a club committee could work out “details”.

What are the issues? Develop a plan and discuss how the group came to its conclusions. Discuss how they can gain acceptance for their plan and have it implemented by the club.

### Scenario 2:

The Rotary Club of Milton Crossing has a few active, involved members, but most of the members are apathetic. They come to lunch, often they leave before the program starts, and do nothing else. The membership is 33, down from 62 three years ago. The few active, involved members keep the club going, but they are getting tired of doing all the work. President Maria met with her board and the board listed several problems:

- (1) There are cliques who always sit together at meetings and ignore everybody else. People who wish to sit with them are discouraged.
- (2) Some of the inactive members are big talkers, but when asked to do something, they fade away.
- (3) Some members have not been at a meeting for many months, but the club is afraid of losing them if they push attendance.
- (4) Some members announce loudly that “We don’t need more members. We have a happy, friendly group now and more people will disturb that”.
- (5) When two members were asked to sponsor new members, they fired back that “we only want quality members, and we have to be very careful...”
- (6) The President announced that she is having trouble filling the committees, because most people said they were too busy to participate.

Can this club be saved? Develop a plan and discuss how the group came to its conclusions. Discuss how they can gain acceptance for their plan and have it implemented by the club.

# BUILDING A COALITION



Building a coalition is the act of finding a solution that satisfies everyone’s needs, especially among those who have different viewpoints; it doesn’t mean compromise or surrender. Leading others to a coalition result in a decision that is viable and sustainable.

## Speaking points

- Define coalition, or share a story of a time you had to bring others together.
- Explain the benefits of open disagreement, which can lead to a better analysis of an issue and allow all parties to express their opinions.
- Discuss the benefits of coalition building, such as helping everyone feel a sense of ownership in the project and discovering new solutions.
- Outline the coalition-building process:
  1. List what each party wants out of the situation.
  2. Review what is critical for each person and what isn’t as critical.
  3. Brainstorm new solutions.
  4. Discuss the outcomes of those solutions.
  5. Rework the solutions and other decisions to meet the critical needs.

## Discussion questions

Why is coalition building important in your profession? Your Rotary club?

How do you ensure that a coalition doesn’t result in compromise? How do you satisfy everyone involved?

## Suggested activities

**Group work:** Have participants work in small groups on a case study. Assign group members different viewpoints, with one participant acting as a moderator who must build a coalition.

**Individual work:** Ask participants to reflect on a time when they had to participate in building a coalition. How do they think the process worked and were they satisfied with the result.

## Leadership Strategies for Rotarians:1\*

- A team is more than the sum of the parts. Picking the right mix of people is key (experienced vs. newbies; identifying professional related to the project moves things along, etc.)
- Be effective with your own time and take matters to closure. Clarity and delegation are important. Time is valuable. Keep the process moving.
- Know the problem and empower others to break through barriers with their own solutions. Preparation is obvious but empower committee to find solutions.
- We are Rotarians. Recognize the work/life balance. Each goal must be made worth the effort by stressing the meaningfulness of the goal, recognition, and the expectations of the leader.
- Solve problems with the right questions. Start with consensus building. Follow-up with questions to get to the real issues involved with the project as preparation so everyone is aware of the challenges and can contribute to the solutions.
- Listen! Leaders are tempted to add input into new ideas from the team, which is often counterproductive. Be enthusiastic and supportive. The team needs to feel ownership in the endeavor. Part of the Rotary leader's job is to make winners of the volunteers.
- Build your Rotarian leadership pool. The more experienced, knowledgeable and motivated Rotarians you have in your pool, the more you will be able to accomplish. Partnering, mentoring, and succession planning, are effective techniques to make this happen. Every key person in your organization should have a replacement trained and ready to do the job if called upon. Recognizing your mentors but placing the responsibility on them to have a replacement, is key.

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Kathleen O'Connor. *7 Leadership Strategies to Help You Handle Change* \*"volunteer" changed to "Rotarian" for emphasis. Originally published at [www.Superperformance.com](http://www.Superperformance.com),

# Attracting Members

I can lead and promote my club's reexamination of its distinctive position in my community and the quality of members we attract.



## ***Session Goals***

- Understand why members join Rotary
- Explore how my club can attract and keep good Rotarians.

## ***Resources***

- Attracting New Members PDF
- Classification Survey. 417-EN-(808)  
<https://my.rotary.org/en/document/membership-assessment-tools>
- Classification List PDF
- Keep Creating Your Membership Development Plan  
<https://my.rotary.org/en/document/strengthening-your-membership-creating-your-membership-plan?bypass=true>
- How to Propose a New Member <https://my.rotary.org/en/document/proposing-new-members>
- Creating a Positive Experience for Prospective Member  
<https://my.rotary.org/en/document/creating-positive-experience-prospective-members?bypass=true>
- Introducing New Members to Rotary <https://my.rotary.org/en/document/introducing-new-members-rotary-orientation-guide?bypass=true>

## ***Session Topics***

- 1) What characteristics should your club have so they want to join us?
  
  
  
  
  
  
  
  
  
  
- 2) What are the characteristics of a good potential Rotarian?
  
  
  
  
  
  
  
  
  
  
- 3) Where can we look to find new members?
  
  
  
  
  
  
  
  
  
  
- 4) Does your club look like your community? What does this mean? Does it matter?
  
  
  
  
  
  
  
  
  
  
- 5) How does your club welcome visitors and prospective members?

## **Summary**

- Building a strong club attracts new members.
  
- Making people feel welcome and included builds a strong club.



## Attracting New Members

- The concept of “attracting members” is that a Rotary club should be vibrant and known in their community, and therefore that it should be attractive to prospective members.
- Membership in a Rotary club is by proposal of a member and invitation by the club.
- Rotary clubs are members of the organization called Rotary International and subject to its charter and bylaws (unless modified) requirements regarding membership.
- Rotary clubs select their own members but are subject to the laws of their jurisdiction and Rotary policies on membership.
- The 2016 Council on Legislation, “Rotary’s Congress” passed several changes allowing clubs to decide what works best for them in the area of attracting members. Some of the changes:
  - Clubs can decide to vary their meeting times.
  - Clubs decide whether to meet online or in person.
  - Clubs decide when to cancel a meeting, as long as they meet at least twice a month.
  - Clubs can provide that a service activity or other club function can serve as a meeting.
  - Clubs have flexibility in choosing their membership rules and requirements.
- Replaced the previous six membership criteria from the RI Constitution with a simple requirement that a member be a person of good character who has a good reputation in their business or community and is willing to serve the community.
- Rotary continues to promote Young Professional policies that are targeted toward introducing younger persons to Rotary, including making Rotary membership more convenient and affordable.
- Women have been eligible to join Rotary since 1989. As of 2020, women constitute about 23% of Rotarians worldwide.

## Classification List

This Classification list is general in nature and could be used in most medium size Rotary Clubs.

To customize it for your club simply remove the classifications that are not available in your area and add those that are not shown on this list. It is suggested that you use a Chamber of Commerce business list or the headings in your local yellow page phone directory to help modify this list to fit your available classifications.

Reformat and show your member's name after their classification and the classifications left without a name are the ones you need to start filling.

Accounting Service-Commercial	Bicycle-Service	Contractors-Electrical
Accounting Service-Management	Blueprint Services	Contractors-General
Accounting Service-Personal	Boat-Services	Contractors-Grading & Paving
Addressing Service	Boat-Sales New	Contractors-Masonry
Advertising, General	Boat-Sales Used	Contractors-Painting
Advertising, Direct Mail	Book-Distribution	Contractors-Roofing
Advertising, Outdoors	Book-Publishing	Contractors-Supplies
Advertising, Periodical	Book-Sales	Copier-Sales
Advertising, Radio	Bookkeeping Services	Copier-Services
Advertising, Specialty	Bottle Gas Distribution	Copier-Supplies
Advertising, Aerial	Bowling Centers	Copywriters
Aircraft-Maintenance	Broadcasting-Radio	Cosmetics-Retail
Aircraft-Sales	Broadcasting-Television	Counseling Services
Airport Management	Building Construction	Courier Services
Airport Services	Building Materials-Retailing	Credit Card Accounting
Airport Transportation	Building Services	Credit Card Services
Alcohol & Drug Programs	Burglar Alarm Services	Credit Union Services
Answering Services	Business Forms & Systems	Cycle Accessories-Retail
Antique Sales	Business Services	Dance Studio
Apartment, Rentals	Bus Transportation	Data Processing
Appliances-Retail	Cable Television Services	Day Care
Appliances-Service	Camera-Rental	Decorating Materials-Retailing
Appraising Service-Commercial	Camera-Repair	Delicatessen
Architecture-Building	Camera Sales-Retail	Dental Lab
Architecture-Landscape	Candies-Retail	Dentistry-General
Artists Materials-Retail	Carpet-Cleaning	Dentistry-Oral Surgery
Asphalt Products	Carpet-Sales	Dentistry-Orthodontics
Association Management	Catering Services	Dentistry-Preventative
Athletic Club	Cemeteries	Department Stores
Athletic Teams	Chamber of Commerce	Desktop Publishing
Auctioning Services	Check Cashing Services	Developers
Audio Visual Services	Child Care Services	Direct Mail Services
Auto-Body	Chiropractic Services	Draperies-Retail
Auto-Care	Cleaning Services-Home	Drug Stores
Auto-Clubs	Cleaning Services-Commercial	Dry Cleaners
Auto-Customizing	Clock-Sales	Dry Goods-Retailing
Auto-Leasing	Clock-Service	Education-Primary
Auto-Rentals	Closet Organizer Systems	Education-Commercial
Auto-Sales New	Clothing-Children	Education-Community College
Auto-Sales Used	Clothing-Collectible	Education-Private Schools
Auto-Sales Foreign	Clothing-Men	Education-Secondary
Auto-Servicing	Clothing-Women	Education-Special
Auto-Towing	Clubs & Associations	Education-University
Auto-Wrecking	Cocktail Lounges	Educational Services
Baking-Commercial	Coffee Distribution	Educational Supplies
Baking-Pastry	Collection Services	Electrical Supplies-Retail
Baking-Retailing	Communications-Paging	Electrical Supplies-Wholesale
Banking-Commercial	Communications-Systems	Electronic Manufacturer
Banking-Retail	Computer-Consulting	Electronic Products-Retail
Banking-Services	Computer-Furniture	Emergency Services
Barbering	Computer-Hardware	Employment Agency
Bath Fixtures-Sales	Computer-Retail	Employment Skills Training
Bath Fixtures-Refinishing	Computer-Services	Engineering-Audio
Beauty Salon	Computer-Software	Engineering-Civil
Beauty Salon-Supply	Computer-Supplies	Engineering-Communication
Beverage-Distribution	Computer-Training	Engineering-Electrical
Beverage-Retailing	Construction-Commercial	Engineering-Industrial
Bicycle-Manufacturers	Construction-Remodeling	Engineering-Marine
Bicycle-Retailing	Construction-Residential	Engineering-Petroleum

## Classification List

Engineering-Professional	Law-Bankruptcy	Real Estate-Rentals
Entertainment Services	Law-Business	Real Estate-Residential
Environmental Consulting	Law-Civil Litigation	Recording Services
Event Planners	Law-Computer	Recreational Services
Exercise Equipment Sales	Law-Commercial	Recycling Services
Express & Transfer Services	Law-Contract	Rehabilitation-Medical
Farming	Law-Copyright	Religion
Feed Store	Law-Corporation	Reporting Services-Deposition
Finance Companies	Law-Criminal	Restaurant-Fast Food
Financial Consulting	Law Enforcement	Restaurant-Family
Financial Planning	Law-Estate Planning	Restaurant-Management
Fire Equipment-Sales	Law-Family	Restaurant Specialty-Mexican
Fire Equipment-Services	Law-General Practice	Restaurant Specialty-Pizza
Fire Protection-Municipal	Law-Insurance	Restaurant Specialty-Sandwich
Fire Protection-Sprinklers	Law-Labor	Retirement Homes
Flooring-Installation	Law-Malpractice	Rubber Stamp Co.
Flooring-Sales	Law-Personal Injury	Savings & Loans Associations
Floral Supplies	Law-Real Estate	Secretarial Services
Florist-Retail	Law-Workers Compensation	Security Services
Florist-Wholesale	Lighting Supplies	Security Systems
Food Products	Liquor & Wine-Retailing	Service Stations
Forest Products	Loans-Commercial	Sewing Machines-Retailing
Formal Wear	Loans-Real Estate	Scouting
Frozen Food Lockers	Loans-SBA	Shoes-Retailing
Funeral Chapel	Luggage-Retailing	Shopping Center Management
Furniture-Retail	Lumber-Retailing	Signs
Furniture-Rental	Machine Shop	Sporting Goods-Retailing
Furniture-Wholesale	Management Consulting	Stationers
Garages	Management Training	Stock & Bond Breakage
Gas Services	Medical Products	Storage Services
Gift Shops	Microfilming	Tax Service
Glass Dealer	Mobile Home Park Management	Taxi Services
Glass-Stained	Mortgage Companies	Tire Sales-Retail
Golf Courses	Motorcycle-Retail	Tire Sales-Wholesale
Golf Equipment	Motorcycle-Service	Title Companies
Governmental Agencies	Moving & Storage	Toys-Retailing
Governmental Relations	Music Stores	Tractor Sales & Service
Graphic Designs	Newspaper Publishing	Transportation-Air
Groceries-Distribution	Non-profit Organizations	Transportation-Ambulance
Groceries-Retailing	Nursing Services	Transportation-Bus
Halls-Rental	Office Equipment	Transportation-Limousine
Hardware-Retailing	Office Supplies	Transportation-Truck
Health Care-Public	Opticians	Travel Agency
Health Care-In Home	Optometrists	Tree Services
Heating/Air Conditioning Service	Party Supplies-Retailing	Trophy-Retailing
Hospitals-General	Pet Grooming	Vending Supplies
Hospitals-Convalescent	Pet Shop	Video Production Services
Hospitals-Psychiatric	Petroleum Distribution	Waste Disposal Services
Hospitals-Veterinary	Photo Finishing	Water Treatment
Hotel Management	Photography-Aerial	Welcoming Services
Ice Cream Parlors	Photography-Commercial	Word Processing Services
Import Stores	Photography-Portrait	
Import/Exporting	Physical Therapy	
Insurance-Auto	Picture Framing	
Insurance-Benefits	Polygraph Services	
Insurance-Home	Pool Services	
Insurance-Life	Postal/Message Services	
Insurance-Marine	Postal Service	
Interior Decorating	Printing Broker	
Internet Marketing	Printing-Checks	
Internet Service Provider	Printing Services	
Inventory Services	Property Management	
Investments & Securities	Public Utilities-Gas/Electric	
Janitorial Services	Public Utilities-Telephone	
Janitorial Supplies	Public Utilities-Water Service	
Jewelry-Design	Publicity/Public Relations	
Jewelry-Retail	Real Estate-Commercial	
Kitchen Cabinet-Sales	Real Estate-Consulting	
Landscaping-Commercial	Real Estate-Management	
Laundry Equipment-Leasing	Real Estate-Relocation Service	

# Club Communication



I can lead and promote my club's reexamination of its distinctive position in my community and the quality of members we attract.

## ***Session Goals***

- Review the importance of effective communication in a complex society.
- Prioritize the most effective communication opportunities within the club and the local community.
- Create more awareness of District Communication methods.

## ***Resources***

- [Introducing a Speaker PDF](#)
- [10 Tips for Public Speaking PDF](#)
- [Rotary Brand Center](#)
- [Rotary Learning Center](#)

## ***Session Topics***

- 1) What opportunities exist for a leader or any member of a Rotary club to communicate with other club members?
  
- 2) Is your community aware of your club?
  
- 3) What problems exist for effective communication?
  
- 4) Does your club have a Public Image chair?
  
- 5) How does your District communicate with your club?
  
- 6) How have communications changed in the past 10 years? 20 years? During COVID? How has your club communication changed during this time?
  
- 7) How can club members be part of the Public Image strategy?
  
- 8) What resources are available to you and your club?

## **Summary:**

- Communication is only effective if the intended recipient engages.
- Communication is the most difficult challenge we are likely to face as a club leader.



# INTRODUCING A SPEAKER

## Some Things to Think About

### ● The Preparation

- Visit with the speaker beforehand. If you can't, do some research (Google, etc.).
- Learn one or two personal bits of information about the speaker to use in the introduction.
- Think of something you can share from your own experience that connects you with the speaker and/or topic.
- Pick out a few relevant items to use from the printed bio but, above all, don't "read" the bio!

### ● The Approach

- 60 to 90 seconds is about right.
  - Practice and time yourself
- Avoid clichés: "This person needs no introduction," for instance.
- Develop eye contact with the audience; Look up frequently from your notes
- Be enthusiastic and upbeat

### ● The Introduction

- Introduce yourself unless someone has already done it for you
- Identify the speaker and the topic/title
- Explain why the speaker is qualified to speak on this topic (background; current or past positions, etc.)
- Tell why this subject is important to your audience
- Share some personal information about the speaker (and you)
- End the introduction on a high note with your voice and body language, i.e. "It is MY PLEASURE to present....etc." Lead the applause!
- Welcome the speaker to the lectern, shake hands and "turn over the audience" to him or her.

Source: Zones 21b/27 Rotary Institute 2014

# 10 Tips for Public Speaking

**Feeling some nervousness before giving a speech is natural and even beneficial, but too much nervousness can be detrimental.**

Here are some proven tips on how to control your butterflies & give better presentations:

1. **Know your material.** Pick a topic you are interested in. Know more about it than you include in your speech. Use humor, personal stories and conversational language – that way you won't easily forget what to say.
2. **Practice. Practice. Practice!** Rehearse out loud with all equipment you plan on using. Revise as necessary. Work to control filler words; Practice, pause and breathe. Practice with a timer and allow time for the unexpected.
3. **Know the audience.** Greet some of the audience members as they arrive. It's easier to speak to a group of friends than to strangers.
4. **Know the room.** Arrive early, walk around the speaking area and practice using the microphone and any visual aids.
5. **Relax.** Begin by addressing the audience. It buys you time and calms your nerves. Pause, smile and count to three before saying anything. ("One one-thousand, two one-thousand, three one-thousand. Pause. Begin.) Transform nervous energy into enthusiasm.
6. **Visualize yourself giving your speech.** Imagine yourself speaking, your voice loud, clear and confident. Visualize the audience clapping – it will boost your confidence.
7. **Realize that people want you to succeed.** Audiences want you to be interesting, stimulating, informative and entertaining. They're rooting for you.
8. **Don't apologize** for any nervousness or problem – the audience probably never noticed it.
9. **Concentrate on the message – not the medium.** Focus your attention away from your own anxieties and concentrate on your message and your audience.
10. **Gain experience.** Mainly, your speech should represent *you* — as an authority and as a person. Experience builds confidence, which is the key to effective speaking. A Toastmasters club can provide the experience you need in a safe and friendly environment.

# Team Building

I can lead and promote my club's collaboration in effective and motivated groups to accomplish our goals of service.



## Session Goals

- Reflect on one's own leadership style.
- Compare the advantages and disadvantages of leadership styles in a volunteer environment.
- Investigate the importance of team building in Rotary.
- Relate teamwork to leadership development.

## **Resources**

- Club Committee Structures PDF
- Urbana University Exercise PDF
- Rotary Learning Center – Club President Basics
- Be a Vibrant Club <https://my-cms.rotary.org/en/document/be-vibrant-club-your-club-leadership-plan-north-america>
- Be A Vibrant Club Action Steps PDF
- Leadership Styles PDF



## ***Session Topics***

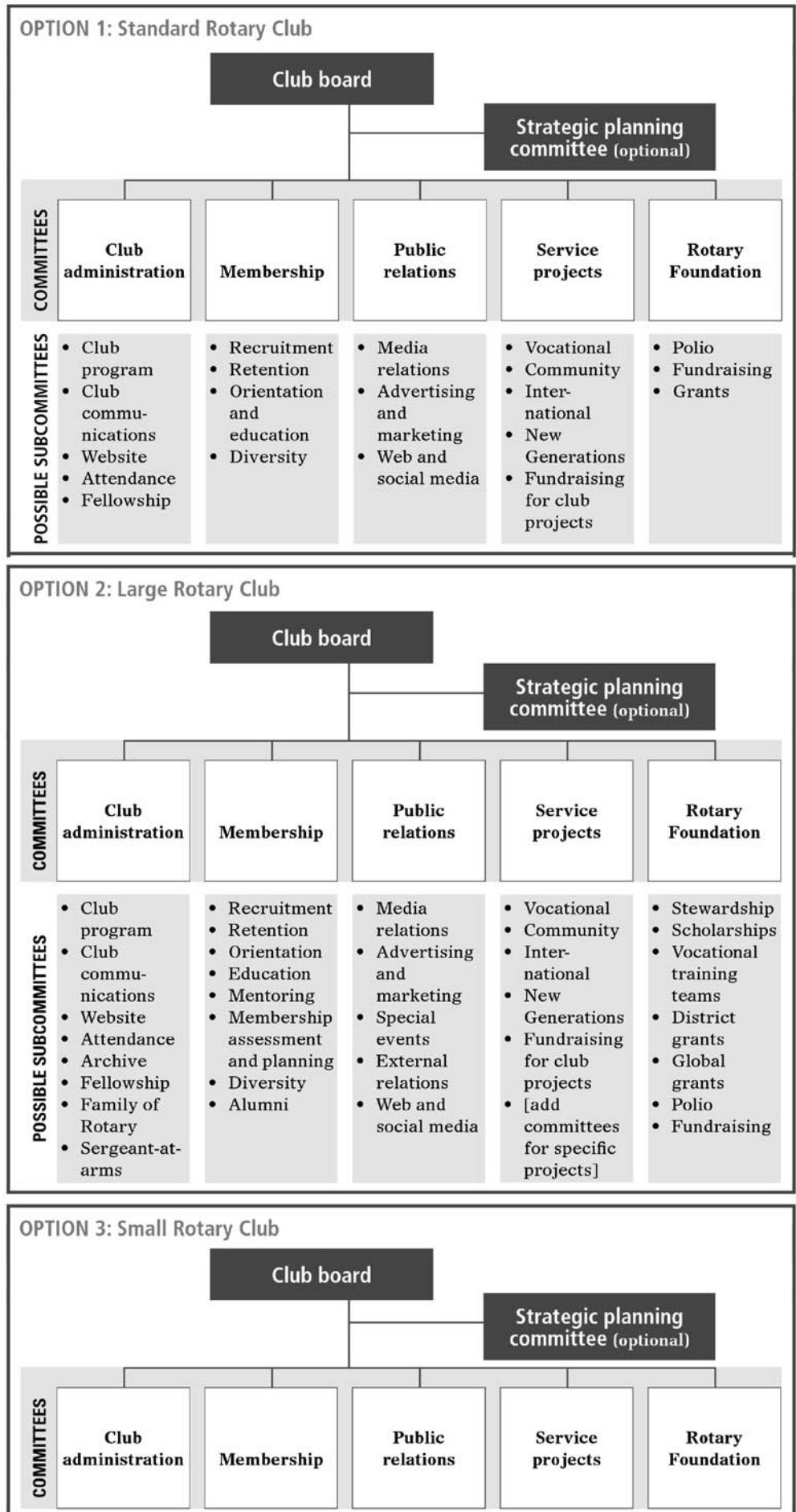
- 1) Does your club use teamwork? How? What does teamwork look like in your club?
- 2) Is teamwork helpful or not? Give examples.
- 3) Does your club have committees? What is the difference between a committee and a team? Is there a difference? Explain.
- 4) How can leadership style affect a team? Review of leadership styles (this pdf is an extension of what was covered in 1.1).
- 5) In a committee, what is the role of the committee chair?
- 6) What is the difference between delegating authority and responsibility? Is there a difference?
- 7) Please take a look at the attachment: Stages of Team Development. How does leadership style fit into this?
- 8) How can we make effective Rotarian teams and committee teams? Do teams look the same in all clubs? Why or why not?
- 9) How can we use this information back in our clubs?

## **Summary**

- Teamwork is a skill
- Teams help us accomplish goals quicker and better
- Leadership is part of teamwork

# Club Committee Team Structures

Five committees are recommended for Rotary clubs. Clubs can add or eliminate committees or subcommittees according to their interests and activities. Assistant governors or district governors can assist club leaders with determining the appropriate subcommittees.



# Urbana University of Illinois Exercise

## Background:

The Club began six months ago with 4 leaders who had become impressed with Rotary through Polio Plus activity and results. They started meeting weekly on Wednesdays at 5:30 and agreed amongst themselves that they would bring together a strong group of leaders like themselves within the next year. The four took on the offices of President, Vice President, Secretary, and Treasurer. To date they have recruited 26 new members.

Within a month, a community service project was being accomplished each month. These projects were being so well accomplished by the team of 4 that new members were recruited by each new project. Each Club meeting was a planning meeting for next month's project or a speaker from the community describing a specific need. New members were put in charge of certain parts of the service projects. As members became excited about what the Club was able to accomplish, they started to recommend their friends for membership.

New members were also recruited from the Club program speakers.

## Current Situation:

In two weeks they will install and welcome 10 more members. But the group of four are getting overwhelmed with everything. So President Jack told the other officers, "we need to build an effective team to help carry the leadership load. I am appointing a committee to come up with a recommendation on how we can build a team".

## Assignment:

In the next 15 minutes, develop a recommendation on how this club can build a team. What specific steps do they need to follow?

## **Leadership Styles**

A leadership style refers to the methods leaders use to engage with, motivate, and direct their fellow workers or volunteers. They take into account not just how they interact with their teams but also how they approach things like overall strategy and stakeholder management.

People have been theorizing about what makes a great leader for centuries – Aristotle said that to be a good leader, you must first be a good follower. However, it has only been in the past few years that we have identified specific leadership behaviors ... and which ones are most successful for us as Rotarians. It should be noted that leadership styles change based on different situations.

Knowing our own leadership style will help us as we delegate tasks in our clubs, adapt to change, work towards our goals, support others in the organization and provide feedback to our club members.

### **Coaching**

The coaching leadership style involves a recognition of, and the nurturing of the strengths of each team member and working with them to improve the desired outcomes of the team; it is most effective in building relationships.

### **Visionary**

The “big-picture” thinker on the team will see how actions reflect those in the RI Action Plan or the District Strategic Plan and will use these to unite and inspire members. Visionary leaders help to identify the goals and encourage others to think about how to reach them. The “visionary” is important when big changes are on the horizon.

### **Transformational**

Transformational leaders motivate others to be creative in their approach to club goals and objectives; this leadership style is often seen as a combination of coaching and visionary styles. If your club is experiencing a great deal of change, this leadership style is a good fit; examples might include the development of satellite clubs or the merger of two existing clubs. Transformational leaders work with club committees to investigate and implement new directions.

### **Servant**

Servant leaders consider their roles as being to help others in the team to succeed – empowering, encouraging and bringing people together who may have different viewpoints on an issue. This style of leadership is often found in e-clubs where remote teams work together.

### **Autocrat/Authoritarian**

This type of leadership can be helpful in some situations where there is a crisis and there is a need for quick decision-making based on having key information. This is a more suitable “fit” for business than for a volunteer organization.

## **Laissez-faire**

Whereas the autocrat might dictate direction and terms of assignments, the Laissez-faire leader will ask members to explore the topic on their own terms; this leadership style is best suited to a young club (or a club with many Millennials and Gen Zs, and Rotaractors, where creativity and innovation may abound.

## **Democratic**

Leaders who illustrate this style look for compromises and listen carefully to all perspectives. It is effective with clubs that have a history of skilled and experienced leadership. Clubs that are led by democratic leaders usually show much loyalty to the club, have high attendance rates since members feel valued.

## **Pacesetter**

This leadership style places an emphasis on the achievement of goals ... and often better than the expectation ... and with more speed. Pacesetters set high standards for themselves and for others in the club. This style of leadership will be of value in fundraising committees and project planning in the club.

The following two styles may be valuable in some business cases, but rarely are successful in a volunteer organization.

## **Transactional**

This leadership style, which emphasizes efficiency and sustainability is found more in business than in volunteer organizations like Rotary. It is often associated with rewards for good work and punishment for lack of performance. Since this leadership style reflects rewards for performance, it is not generally viewed positively in places where the members are self-motivated, encourage collaboration and member support.

## **Bureaucratic**

This leadership style is more common in older, traditional businesses and institutions where hierarchical structure is favored. Although it may be found in some situations in volunteer organizations, this style has little opportunity for success in Rotary. With a lack of predictability in our near future and with innovation (meeting times, projects, club structure), this leadership style seems somewhat out of place.

# Bruce Tuckman's Stages of Team Development

## Stage 1: Forming

In the *Forming* stage, personal relations are characterized by dependence. Group members rely on safe, patterned behavior and look to the group leader for guidance and direction. Group members have a desire for acceptance by the group and a need to know that the group is safe. They set about gathering impressions and data about the similarities and differences among them and forming preferences for future subgrouping.

Rules of behavior seem to be to keep things simple and to avoid controversy. Serious topics and feelings are avoided.

The major task functions also concern orientation. Members attempt to become oriented to the tasks as well as to one another. Discussion centers around defining the scope of the task, how to approach it, and similar concerns. To grow from this stage to the next, each member must relinquish the comfort of non-threatening topics and risk the possibility of conflict.

## Stage 2: Storming

The next stage, which Tuckman calls *Storming*, is characterized by competition and conflict in the personal- relations dimension and organization in the task-functions dimension. As the group members attempt to organize for the task, conflict inevitably results in their personal relations. Individuals have to bend and mold their feelings, ideas, attitudes, and beliefs to suit the group organization. Because of "fear of exposure" or "fear of failure," there will be an increased desire for structural clarification and commitment. Although conflicts may or may not surface as group issues, they do exist. Questions will arise about who is going to be responsible for what, what the rules are, what the reward system is, and what criteria for evaluation are.

These reflect conflicts over leadership, structure, power, and authority. There may be wide swings in members' behavior based on emerging issues of competition and hostilities.

Because of the discomfort generated during this stage, some members may remain completely silent while others attempt to dominate.

In order to progress to the next stage, group members must move from a "testing and proving" mentality to a problem-solving mentality. The most important trait in helping groups to move on to the next stage seems to be the ability to listen.

## Stage 3: Norming

In Tuckman's *Norming* stage, interpersonal relations are characterized by cohesion. Group members are engaged in active acknowledgment of all members' contributions, community building and maintenance, and solving of group issues. Members are willing to change their preconceived ideas or opinions on the basis of facts presented by other members, and they actively ask questions of one another. Leadership is shared, and cliques dissolve. When members begin to know-and identify with-one another, the level of trust in their personal relations contributes to the development of group cohesion. It is during this stage of development (assuming the group gets this far) that people begin to experience a sense of group belonging and a feeling of relief as a result of resolving interpersonal conflicts.

The major task function of stage three is the data flow between group members: They share

feelings and ideas, solicit and give feedback to one another, and explore actions related to the task. Creativity is high. If this stage of data flow and cohesion is attained by the group members, their interactions are characterized by openness and sharing of information on both a personal and task level. They feel good about being part of an effective group.

The major drawback of the norming stage is that members may begin to fear the inevitable future breakup of the group; they may resist change of any sort.

#### **Stage 4: Performing**

The *Performing* stage is not reached by all groups. If group members are able to evolve to stage four, their capacity, range, and depth of personal relations expand to true interdependence. In this stage, people can work independently, in subgroups, or as a total unit with equal facility. Their roles and authorities dynamically adjust to the changing needs of the group and individuals. Stage four is marked by interdependence in personal relations and problem solving in the realm of task functions. By now, the group should be most productive. Individual members have become self-assuring, and the need for group approval is past. Members are both highly task oriented and highly people oriented. There is unity: group identity is complete, group morale is high, and group loyalty is intense. The task function becomes genuine problem solving, leading toward optimal solutions and optimum group development. There is support for experimentation in solving problems and an emphasis on achievement. The overall goal is productivity through problem solving and work.

#### **Stage 5: Adjourning**

Tuckman's final stage, *Adjourning*, involves the termination of task behaviors and disengagement from relationships. A planned conclusion usually includes recognition for participation and achievement and an opportunity for members to say personal goodbyes. Concluding a group can create some apprehension - in effect, a minor crisis. The termination of the group is a regressive movement from giving up control to giving up inclusion in the group. The most effective interventions in this stage are those that facilitate task termination and the disengagement process.

Adapted from:

Tuckman, B. (1965) Developmental Sequence in Small Groups. *Psychological Bulletin*, 63, 384-399.

Tuckman, B. & Jensen, M. (1977) Stages of Small Group Development. *Group and Organizational Studies*, 2, 419-427.

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**For a group to develop properly through the stages of group development, it needs to do the following.**

- 1. Rotate the responsibility of group facilitation.**
- 2. The purpose/mission of the group must be clear to all members and the purpose/mission should be periodically revisited.**
- 3. Ground rules should be established and monitored.**
- 4. Help group understand that “conflict” (conflict in a positive way) is a normal and perhaps necessary part of group development.**
- 5. Group must be reminded to “listen” to each other.**
- 6. Wrap-up at the end of each session should be comprised of meaningful and constructive comments relative to group process.**
- 7. Everyone must contribute and work to make the group a “learning team.”**

**Taken From <http://www.gmu.edu/student/csl/5stages.html>**



# START YOUR CLUB ON A PATH TO VIBRANCY

Vibrant clubs engage their members, conduct meaningful projects, and try new ideas. List the new ideas your club wants to try, and create a plan to increase community interest and attract more members.

As you develop your plan, use these tips and ideas, and let your club evolve.

## Decide what you'd like your club to be like in three to five years.

- Plan an annual visioning session, and use the **Rotary Club Health Check** to identify your club's strengths and areas that need improvement.
- Use the **Strategic Planning Guide** to set long-term goals.

## Decide on your annual goals, and enter them into Rotary Club Central.

- Focus on something your club is good at, and make it something your club is great at.
- Update committees once a month on your goal progress.

## Hold club meetings that keep members engaged and informed.

- Conduct the **Member Satisfaction Survey** to find out what your members like and don't like about your club, and create a plan for implementing changes.
- **Vary your meeting format** to include a mix of traditional and online meetings, service projects, and social gatherings.

## Communicate openly in your club.

- Share information at club meetings, on your club website, and through social media, and check regularly to see how members are feeling.
- Use the templates and resources in the **Rotary Brand Center** to create your club brochures and newsletters.

## Prepare members for future roles to smooth leadership transitions.

- Ensure continuity by making appointments for multiple years, having a current, incoming, and past chair on each committee.
- Conduct on-the-job training for incoming club officers, and have job descriptions for each officer.

## Adapt your club's bylaws to reflect the way the club works.

- Involve your members when you review your club's bylaws every year.
- Edit the **Recommended Rotary Club Bylaws** template to reflect new practices and procedures.

## Develop strong relationships within your club.

- Find suggestions in **Introducing New Members to Rotary**.
- Sit with different people at each meeting.

## Make sure all members are involved in activities that genuinely interest them.

- Conduct a member-interest survey, and use the results to plan projects, activities, and engaging meetings.
- Get new members involved early by learning their interests and giving them a role in the club.

## Coach new and continuing members in leading.

- Appoint a club training committee to oversee training for members.
- Use the **Leadership in Action** guide on starting a program to develop members' leadership skills.

## Create practical committees for your club.

- **Small clubs:** Consider how you can combine the work of committees.
- **Large clubs:** Create additional committees to get all members involved.

# Foundation II: Targeted Service



I can lead and promote my club's participation in unique, significant and targeted service opportunities through our Foundation.

## Session Goals

- Review the Rotary Foundation Grant Model
- Learn how the Grant Model supports club projects
- Learn the role of Rotary's Areas of Focus
- Understand the importance of sustainability

## Resources

- Foundation Grant Model PDF
- Share System & Foundation Funding PDF
- What is Sustainability PDF
- Areas of Focus PDF
- Grant Flow Chart PDF
- The Rotary Foundation Reference Guide 219  
<https://my.rotary.org/en/document/rotary-foundation-reference-guide>

## ***Session Topics***

1. Let's review what we learned in Part 1: What is the mission of The Rotary Foundation?
2. What are the two main types of grants? How can each grant type be used?
3. Let's take another look at the seven areas of focus. Why are they important?
4. What do you think is meant by "sustainable"?
5. One of the requirements for a Global Grant is that a community needs assessment be conducted. Why do you think a community needs assessment is required?
6. How can the Grant Model encourage Rotarians and Rotaractors to participate and contribute?
7. Can the Grant Model help the club's public image?

### ***Summary***

- The Rotary Foundation allows Rotarians to Do Good in the World using grants.
- The Areas of Focus allow us to focus our efforts and work together to create sustainable projects.

**\*\*\* Sign Up for RLI Part III Now! \*\*\***

## Foundation Grant Models

District Grants	Global Grants
Fund small-scale, short-term activities that address needs in your community and communities abroad. Each district chooses which activities it will fund with these grants.	Support large international activities with sustainable, measurable outcomes in Rotary's areas of focus. Grant sponsors form international partnerships that respond to real community needs.
Humanitarian projects, including service travel and disaster recovery efforts Scholarships for any level, length of time, location, or area of study Youth programs, including Rotary Youth Exchange, Rotary Youth Leadership Awards (RYLA), Rotaract, and Interact Vocational training teams, which are groups of professionals who travel abroad either to teach local professionals about their field or to learn more about it themselves You have plenty of freedom to customize your service projects.	Requires clubs in two countries.  Global grants can fund: Humanitarian projects Scholarships for graduate-level academic studies Vocational training teams, which are groups of professionals who travel abroad either to teach local professionals about their field or to learn more about it themselves

Refer to the [Terms and Conditions for Rotary Foundation District Grants and Global Grants](#) for information about district grant requirements.

A community need assessment is required. (Ref: Community Need Assessment Tool 605-EN)

### What are Programs of Scale programs?

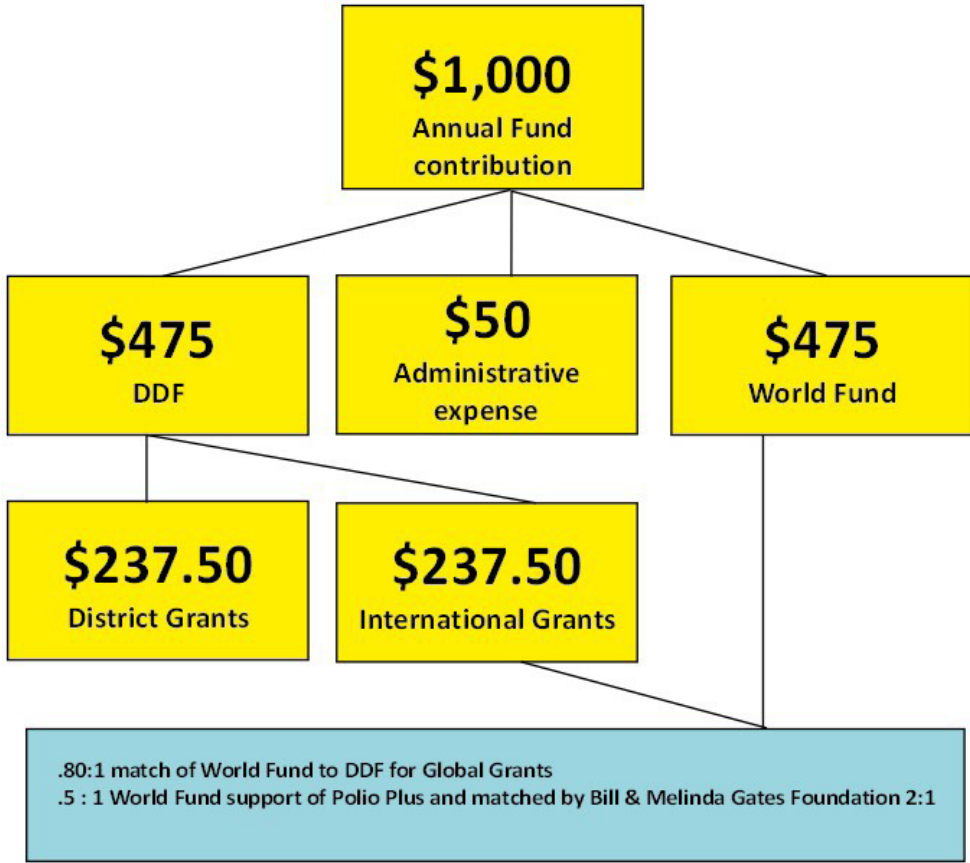
Programs of Scale supports longer-term, high-impact programs led by Rotary members. These programs are:

- **Evidence-based** interventions that must have already demonstrated success in affecting change;
- **Locally-relevant** to the needs, priorities, and institutional structures of the setting and intended beneficiaries;
- **Ready to grow** by having the right stakeholders and systems engaged to bring the intended benefits to new settings, such as a different community or group of people;
- Implemented according to a **strong program logic** and have integrated **monitoring, evaluation, and collaborative** learning systems; and
- Guided by Rotary members in partnership with others, **leveraging the unique strengths of Rotary**.

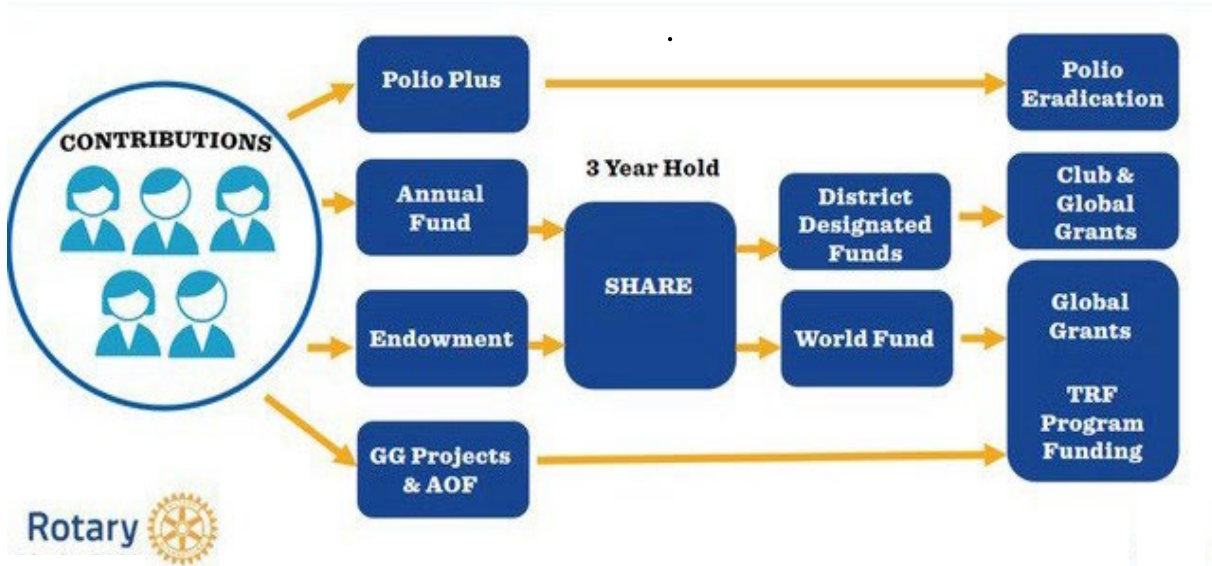
For more details : <https://my.rotary.org/en/take-action/apply-grants/programs-scale-grants>

# Share System & Foundation Funding

**SHARE System effective 1 July 2021**

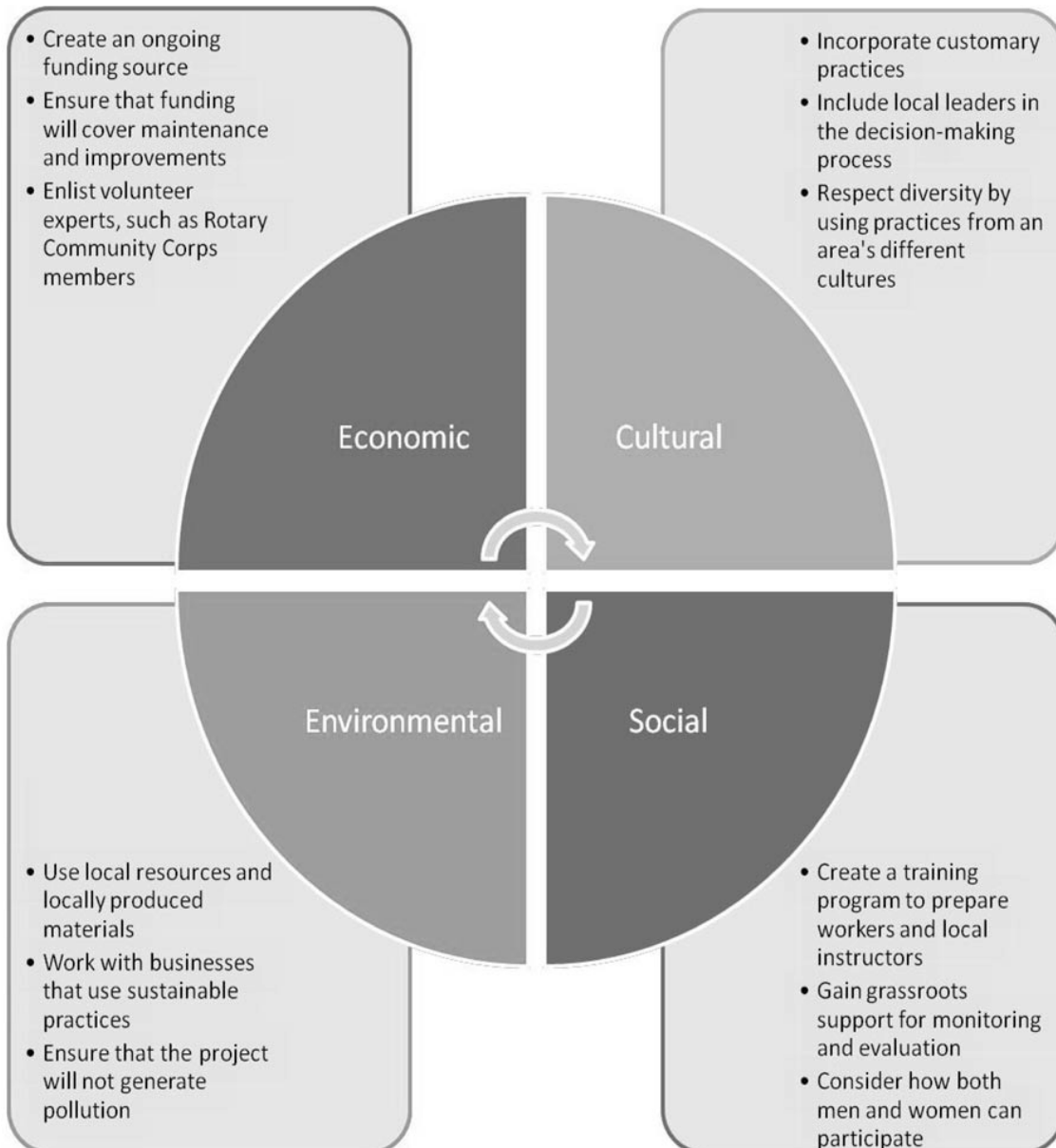


DDF = District Designated Funds



# What Is Sustainability?

The word sustainable often describes something that is environmentally friendly. But environmental concerns are just one aspect of sustainability. Economic, cultural, and social factors are equally important. When a humanitarian project addresses all four levels of sustainability, it has a better chance of producing long-term benefits for the community it serves. Here are examples of ways to incorporate sustainability into your next project. [From *The Rotarian*, Feb. 2012]



# The Rotary Foundation Areas of Focus

***We have identified specific causes to target to maximize our local and global impact. At the same time, we understand that each community has its own unique needs and concerns.***

***Through global grants and other resources, we help clubs focus their service efforts in the following areas.***



## **Peace and Conflict Resolution**

Today, 65 million people are displaced by armed conflict or persecution. Through our partnerships with several leading universities, Rotary Peace Fellows develop the skills to strengthen peace efforts, train local leaders to prevent and mediate conflict, and support long-term peace building in areas affected by conflict. We provide up to 100 peace fellowships per year at Rotary Peace Centers.



## **Disease Prevention & Treatment**

More than 100 million people are pushed into poverty each year because of medical costs. We aim to improve and expand access to low-cost and free health care in underdeveloped areas. Our members educate and mobilize communities to help prevent the spread of major diseases such as polio, HIV/AIDS, and malaria. Many of our projects ensure that medical training facilities are located where the workforce lives.



## **Water, Sanitation & Hygiene**

More than 2.5 billion people lack access to adequate sanitation facilities. At least 3,000 children die each day from diarrheal diseases caused by unsafe water. Our projects give communities the ability to develop and maintain sustainable water and sanitation systems and support studies related to water and sanitation.



## **Maternal & Child Health**

At least 7 million children under the age of five die each year due to malnutrition, poor health care, and inadequate sanitation. To help reduce this rate, we provide immunizations and antibiotics to babies, improve access to essential medical services, and support trained health care providers for mothers and their children. Our projects ensure sustainability by empowering the local community to take ownership of health care training programs.



## **Basic Education & Literacy**

Sixty-seven million children worldwide have no access to education and more than 775 million people over the age of 15 are illiterate. Our goal is to strengthen the capacity of communities to support basic education and literacy, reduce gender disparity in education, and increase adult literacy.



## **Community & Economic Development**

Nearly 1.4 billion employed people live on less than \$1.25 a day. We carry out service projects that enhance economic and community development and develop opportunities for decent and productive work for young and old. We also help strengthen local entrepreneurs and community leaders, particularly women, in impoverished communities.



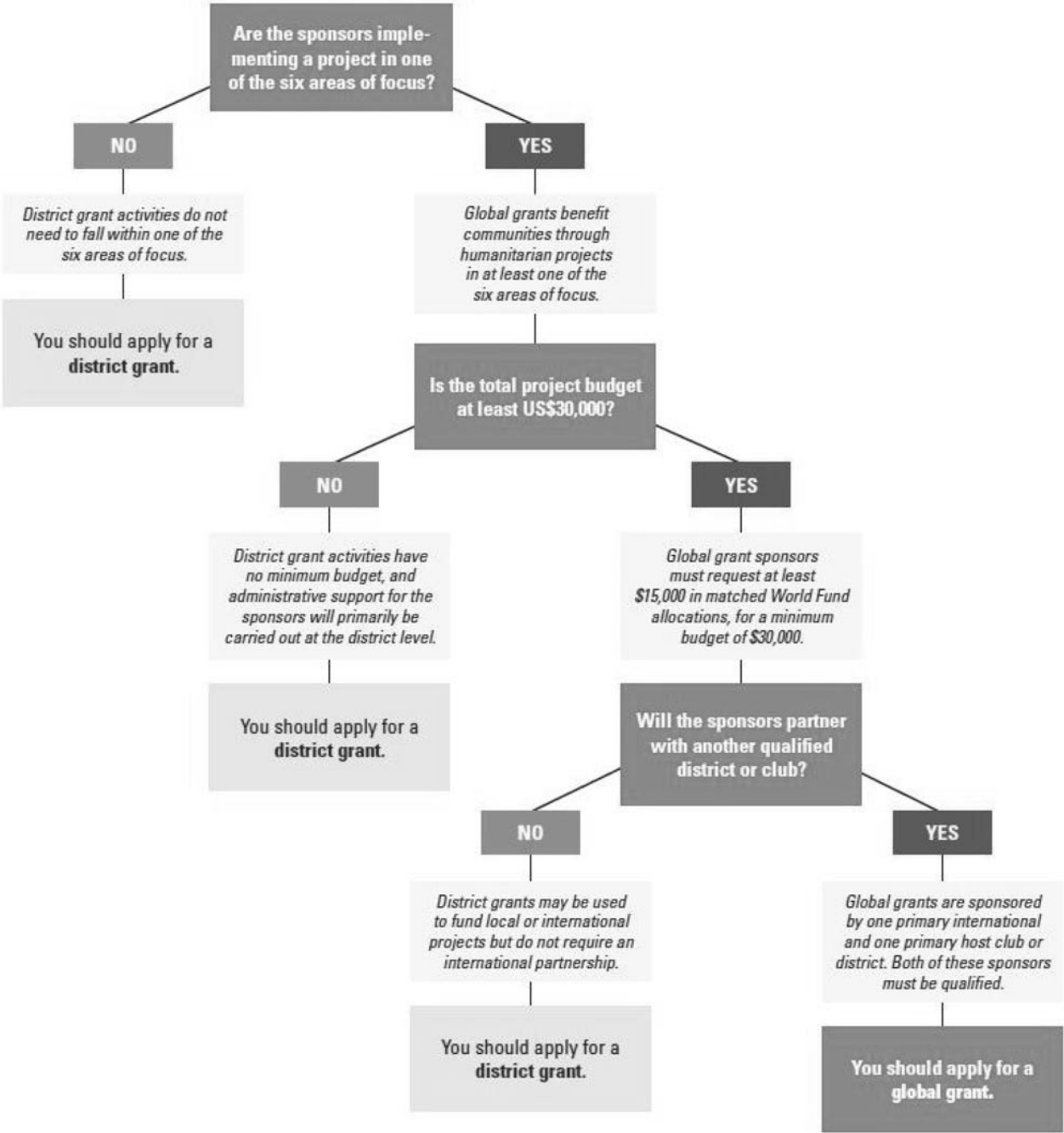
## **Support the Environment**

The newest area of service addresses the challenges of our world including climate change and sustainable resource usage on land and in the ocean for the good of all.

# Grant Model Flowchart

## Determining a Grant Type for a Humanitarian Project

A district/club is interested in a **humanitarian project**. The following questions can help Rotarian sponsors determine whether to apply for a global grant or a district grant.



Ref: TRF Training Workbook Jan 2013 17-19 San Diego CA USA