

EXPLORING ROTARY'S ONLINE TOOLS (60-90 MINUTES)

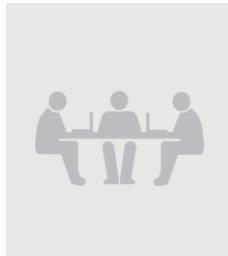


Rotary Support

Relevance: Governors can enhance the service they provide by learning how to use Rotary's online tools and understanding how they can be used to help clubs.

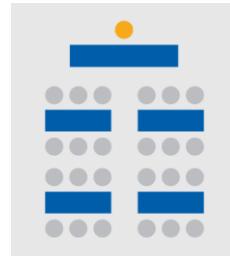
Format

WORKSHOP



- Best for teaching and practicing practical skills or giving participants new understanding through an interactive activity
- Led by experts
- Room configured for groups to collaborate with room for facilitator to circulate among participants

ROOM SET-UP



Learning objectives

By the end of this session, governors-elect should be able to:

1. Navigate the following tools using their own computer or tablet:
 - My Rotary
 - Brand Center
 - Rotary Ideas
 - Rotary Showcase
 - Learning Center
 - Discussion groups
2. Promote the use of online tools to clubs

For the trainer

Before the session

Your preparation

- Make sure the meeting room will have Wi-Fi access.
- Check participants' understanding of the online tools, then select the topics and adjust the content to fit the desired length of the session.
- Familiarize yourself with the tools.
- Ask participants to bring a laptop or tablet.
- Confirm that participants have a My Rotary account and are able to sign in.

- Consider asking the Club and District Support representative attending your GETS for assistance with this session.
- Review the slides. Decide which ones you will use, make changes or additions, and think about when you will show each one.

Participant preparation

- Ask governors-elect to bring a laptop or tablet to this session, if possible.

Timeline

Introduction	5 minutes
My Rotary	15 minutes
Brand Center	10 minutes
Rotary Ideas	10 minutes
Rotary Showcase	10 minutes
Learning Center	10 minutes
Discussion groups	10 minutes
Questions and answers	15 minutes
Review and resources	5 minutes

Resources

- Session 5 of [Lead Your District: Governor](#): Service and Working With Young Leaders
- Session 12 of [Lead Your District: Governor](#): Your Support From Rotary to Run Your District
 - Appendix 11: Rotary's Online Tools
- Your Club and District Support representative
- [My Rotary](#)
- [Inside Rotary.org](#) courses in the Learning Center

Introduction (5 minutes)

- Introduce yourself to participants.
- Review learning objectives (slide 2).
- Explain the relevance of the session.
- Ask governors-elect to sign in to My Rotary.
- Explain that Rotary Club Central will be covered in greater detail in the Your Support From Rotary session.

Navigating online tools (50-80 minutes)

Speaking points

- Rotary has developed several online tools to support clubs and districts with their projects and promotional efforts and to enhance their Rotary experience.
- Many elements of the Presidential Citation are achieved by using Rotary's online tools, so understanding these tools will be vital to clubs' participation.
- **My Rotary.** Rotary.org is designed in large part to inform the public about Rotary. My Rotary, a part of Rotary.org that is accessible only to those who register, offers more detailed information for Rotarians and the family of Rotary. Users can see much of the content without signing in, but those who do sign in will have a more customized experience, including access to resources based on their roles and participation in the online community.
- **Brand Center.** Use this page to strengthen Rotary's image by delivering a clear and compelling message that conveys what we do and how people can engage with us. Customize and download materials that reflect Rotary's voice and visual identity guidelines.
- **Rotary Ideas.** This crowdsourcing tool allows clubs to seek four types of resources for their service projects: partners, volunteers, material contributions, and direct online financial contributions via PayPal. Rotarians are also encouraged to share their Rotary Ideas project listings on club or district websites.
- **Rotary Showcase.** Rotarians and Rotaractors can post photos and videos of successful projects, identify partners, and report the project's contribution to Rotary's Global Impact, all on Rotary Showcase. It's the easiest way to share your project with both the Rotary world and the public. Showcase data can also be synchronized with Rotary Club Central to update a club's progress toward its service goals.
- **Learning Center.** The Learning Center is where you can access training information by role or by topic. Rotarians can easily register for and take courses at their own pace, on topics of their own choosing. Various materials are available for download within each course.
- **Discussion groups.** Connect with other Rotarians, Rotaractors, and alumni by joining an online discussion group or starting a new one. Find others who share your interests and activities, connect with project partners, and tap into the diversity of global perspectives that is Rotary.

Activity

Use the Exploring Rotary's Online Tools worksheet in the workbook to guide participants through a tour of the online tools mentioned above.

- Make sure the governors-elect are signed in to My Rotary on their laptops or tablets before you begin.
- Walk participants through each online tool and have them perform the key actions listed on the worksheet.
- If participants are familiar with the key actions and are looking for more activities to try, have them complete the actions listed in the section of each page called “Explore more.”

Questions and answers

Allow 15 minutes for questions and answers.

Review and resources (5 minutes)

- Review the key resources (slide 3).
- Ask participants to write down one idea they will use from this session.
- Review learning objectives and check with participants to ensure they were achieved (slide 4).