**Supporting Clubs**

**Preparation:** Have the first slide on the screen. Distribute worksheet & feedback form prior to the session beginning. As you arrive (Rotarians will be in the room), remind people they should be seated with new people and introduce themselves.

**Slide 1 – NCPETS Theme of Join Leaders, Exchange Ideas and Take Action**

**Slide 2: *Title* (1 minute) …** Introduce yourself, your club, other Rotary affiliation

Invite folks to be present for this session. There are many distractions, you get to CHOOSE how you deal with them … please turn off electronic devices to minimize distractions. (They have heard this message in two prior sessions so you may want to share that you know that)

**Slide 3: RI theme (1minute**)…Invite them to think about how Bryn Styles’ lunch presentation reflected the theme. Hold the theme in your mind as you go through the next hour.

**Slide 4: Get Acquainted Activity (2 minutes)**

Ask that they introduce themselves around the table by Name, Club, District and then what give them MOJO from Bryn Styles’ presentation or in general.

If this is the second or third block, ask that they be sure to sit next to someone different from the last session and then repeat the same instructions, with the addition that they might have a new inspiration as the afternoon moves on. This is a good reminder of the value of introductions at your club. An icebreaker every so often ensures that members get to know each other, helps visitors/prospective members feel welcomed and engages all members. This simple activity contributes to retention and engagement.

**Slide 5:** ***What to expect*** **(1 minute)**

Share expectations for the session … we’re going to tap your experiences, you will leave with at least THREE commitments that you feel will strengthen your club one in each of these areas,

Engagement Recruiting Growth

We’ll learn what is going on

We’ll brainstorm what would be beneficial

You’ll have an opportunity to make a commitment to positively impact membership

This material is contained on pages 35 – 38 of your President’s Manual

**Slide 6: *I AM POEM – 10 minutes – you, your club, your Rotary***

Background: We all belong to Rotary and come from different clubs and districts. We do all share the experience of hearing Bryn Styles’ speak at lunch. Ask for ideas and thoughts that linger in your mind from her speech – what can you take back and share with your Rotary Club. Use a POPCORN style sharing and record ideas. (This should take 5 minutes.)

Jennifer gives us the BIG world of Rotary. Lets go to the other extreme – you the individual Rotarian – that is the world of recruiting, engaging and retaining.

There will be a copy of the I AM poem in their packet. Explain that this is adapted from material by Jerry Mills. Tell them they are to create their own bio-poem, using words that would describe them as Rotarians. Provide the example for reference. Give them 5 minutes to work on this. When they have finished, they should share their poem with one other person.

NAME

ROTARY CLASSIFICATION

Club

I AM (two characteristics – remember to relate to Rotary)

I wonder (something you are curious about)

I want to (real or abstract)

I feel (real or abstract)

I like it when (list something)

I hope (something you hope about)

I am (two more characteristics)

**Slide 7: I AM POEM Example**

Judy Freund

Educator

Hudson Daybreak Club

I am energetic and involved

I wonder why more people don’t join Rotary

I want to see the end to polio

I feel confident Rotary can make a difference

I like it when I am working with others

I hope for a successful year as president

I am supportive and involved.

When they have composed their poems and shared with one other person, ask for words that describe Rotarians – they should take these from their poems. Record these on a flip chart. Ask that the group consider the lists and if there are words and ideas that indicate why someone might JOIN a rotary club, and if there are words and ideas that indicate why people STAY in a rotary club.

**Slide 8: My Club: continued (35 minutes)**

YOUR CLUB – 5 MIN of individual work and 5 minutes of sharing

We now have a good list of Rotarian words. Somewhere between the big world of Rotary and you, the Rotarian, there is your club. Now we will create a list of club words.

Give them the sheet of ideas based on ideas in the RI Membership Development Plan. Hold up the Be a Vibrant Club document, and point out Nick Krayacich is telling about his club, and that is what you want them to do. That is what we want you to do – tell a story about your club. Give them 5 minutes to work on this.

Directed Questions:

I would say my club is:

My club is diverse in that:

My club is innovative in the following way:

My community would say my club is:

Visiting guests notice:

My club’s vision says:

We are known for:

I would say my club is:

New members are involved in:

We appeal to young professionals because:

Using a POPCORN style, ask that they look at their sheets and share descriptions of their club - create a list on a flip chart.

Again, ask to look at the lists that have been generated.

They are now to work at their table groups, using the lists of words that describe the Rotarians, and their clubs to create ideas to RECRUIT Members, ENGAGE Members and RETAIN Members. Discuss ideas you already use, and one suggested by the lists.

After 15 minutes, ask that they share with the large group – allow 10 minutes for sharing.

**Slide 9: Implementation Plan (5 minutes)**

Ask that each person write on their worksheet one idea that they will do as President to engage members, an idea to retain members, and one idea to recruit members.

Share you commitment with one other person.

**Slide 10: Zone Resources/Questions and Feedback (5 - 10 minutes)**

Ask the Zone representative to share best practices that they have observed for recruitment, engagement and retention. Allow for questions from the audience if there is time.

**Slides 11: Resources (as time allows)**