

## CHAPTER 2

# LEADING ROTARIANS



During your year as club president, you'll provide the vision to tackle social issues in your community, and the leadership to strengthen your club as it joins with Rotary in addressing the world's toughest challenges. Take advantage of your members' expertise and your community's resources to carry out this work. Find support from your district leaders and Rotary International on topics including public relations, membership development, and more.

## LEADERSHIP RESPONSIBILITIES

AS PRESIDENT-ELECT	AS PRESIDENT
Appoint club committee chairs based on their skills and report them on My Rotary	Provide clear communication among your club and district leaders
Prepare your club's leadership team for the coming year	Recognize the accomplishments of club leaders and members
Identify the types of support your district offers	Motivate members to reach goals
Provide continuity of leadership in the club and its committees	Listen to all members and make sure their needs are met

## WORKING WITH YOUR LEADERSHIP TEAM

Your club leadership team includes club board members as well as the club trainer, sergeant-at-arms, and committee chairs. Be sure your club has committees that meet its needs. See the sample club committee structure (appendix 1) for possibilities.

Encourage club leaders to attend district training meetings to prepare for their roles. See appendix 2 for a table of Rotary training events. They also can prepare by taking courses specific to their roles in the [Learning Center](#). The courses will enhance their knowledge by giving them tools and other resources to succeed.

## ELECTIONS

During your first six months in office, you will oversee the election of club officers and the board of directors for the next Rotary year. The club board consists of the president, president-elect, secretary, treasurer, and the immediate past president. A vice president, if elected, may also serve on the board. Check your club's bylaws for information about the board selection process. Officers and directors must be members in good club standing.

## CLUB BOARD RESPONSIBILITIES

Meeting with your club board is an important part of your role as president. Use these meetings to explore ideas, evaluate progress, and make decisions about new members, club practices, and other matters affecting the entire club. Be sure to clearly communicate your expectations to your team and allow time for everyone to report on and discuss their goals, activities, and projects.

The board is elected to manage the interests of the club as a whole and to work closely with you to achieve club goals. You are responsible for running regular club board meetings. Based on the [Recommended Rotary Club Bylaws](#), your club's board of directors has these responsibilities:

- Oversee the work of all club officers and committee members
- Review the monthly report of club finances to
  - Make sure the budget includes realistic amounts for club operations and projects
  - Approve all expenditures not accounted for in the club budget
- Approve or reject proposed and other prospective members, including online membership leads, and communicate the decision to those who proposed the members, and to the membership candidates, within 30 days (club secretary communicates with the proposer)
- Review club policies in your club bylaws to ensure they are being implemented as intended, and revise them if they are no longer current
- Consider innovative ways to make the club more flexible, vibrant, attractive to new members, and engaging to current members
- Explore the needs of your community and international communities to establish club goals

See chapter 4 for details on amending club bylaws to alter your club's committee structure.

**Secretary.** Your secretary is responsible for administering most day-to-day club operations, as detailed in the Club Secretary Basics course in the [Learning Center](#).

Work with the secretary and membership committee chair throughout the year to review your club's membership trends in Rotary Club Central. At the end of the year, ask your secretary to help you document achievements and activities, as well as goals that weren't met.

**Treasurer.** Meet with your club treasurer regularly to make sure club funds, transactions, and reports are being handled properly. The treasurer manages the club's financial transactions, keeps financial records, and helps plan the club budget, as detailed in the Club Treasurer Basics course in the [Learning Center](#).

**Sergeant-at-arms.** The sergeant-at-arms is responsible for maintaining orderly and effective Rotary club meetings, including acting as greeter and usher.

## CLUB COMMITTEES

You're responsible for overseeing the work of all committees to help them reach their goals for the year.

The following club committees are recommended:

- Club administration (chapter 3)
- Membership (chapter 5)
- Public image (chapter 6)
- Rotary Foundation (chapter 7)
- Service projects (chapter 8)

You may appoint additional committees and subcommittees as needed. See appendix 1 for examples of club committee structures.

## SELECTING AND PREPARING COMMITTEE CHAIRS

Appoint your committee chairs based on their professional abilities, personal interests, and talents. Because committee activities may carry over from one year to the next, you may choose to make multiyear appointments or reappoint some members to ensure continuity. Each committee chair should have experience as a member of that committee.

Encourage all chairs to:

- Take the online course in the [Learning Center](#) specific to their role
- Attend the district training assembly to hone committee leadership skills
- Attend other district training events to learn more about their role

See appendix 2 for a list of training events.

## WORKING WITH YOUR COMMITTEES

Your club's committees plan, promote, and implement activities and projects to meet the club's annual and long-range goals. Work with your committees to help achieve these goals and develop leaders within your club.

To maximize the potential of your club's committees and encourage their continuing effectiveness:

- Review and discuss the status of each committee's action plan
- Coordinate the sharing of ideas and actions among committees
- Motivate your committees to be innovative and take on new challenges

## YOUR SUCCESSION PLAN

You can help foster continuity in your leadership team, especially for activities extending beyond a single Rotary year, by developing a working relationship with your successor. Collaborate with your team to outline a smooth transition process. Prepare new team members by involving them in activities and leadership roles before they take office.

## MEMBER EDUCATION

Make sure your club members have the tools, resources, and information they need to achieve the goals of your club and of Rotary. A designated club trainer can help members with topics including new member orientation, youth protection, and leadership development. Have your club trainer work closely with club and district leaders to develop programs and activities that are relevant and informative.

The district conducts training on a variety of Rotary topics, such as membership, public image, and The Rotary Foundation. Although these events are targeted to the related committees, they are open to all members. See the list of Rotary training events in appendix 2 for more information.

**Independent study.** Members can take courses in the [Learning Center](#) to improve their Rotary knowledge. Encourage new and long-time members to explore the courses available for all members.

Cultivate club members' leadership skills by holding a workshop. Use [Leadership in Action: Your Guide to Starting a Program](#) as a resource.

## MOTIVATING MEMBERS

Common motivators for members include:

- Belief that goals will benefit their community and club and that goals are achievable
- Social opportunities to connect with other volunteers
- Career networking opportunities
- Milestones showing progress
- Recognition of their efforts

## MOTIVATION AND RECOGNITION

An important part of your role is to motivate club members to learn about Rotary, get excited about Rotary's work, and take action to achieve goals. Like you, club members are volunteers who value their time. Keep expectations reasonable and show appreciation for their efforts. Find out what motivates each member of your club to get involved, using the list above as a starting point. Regularly assess if the motivators are working and make changes as needed.

One way to show appreciation for your members' commitment is to recognize them with awards such as the Service Above Self Award, Rotary Foundation Distinguished Service Award, Service Award for a Polio-Free World, and Avenues of Service Citation. See the [Awards page](#) on My Rotary to learn more about these and other honors.

Make recognition events inspiring and motivational by:

- Inviting the governor to present the award
- Inviting family members to attend
- Photographing the presentation and sharing the images on your club website and social media
- Inviting prospective members

Your district may have its own awards for clubs or individuals; ask your governor or assistant governor. Individual clubs are encouraged to develop their own awards too.

# DISCUSSION QUESTIONS

How will you strengthen your relationships with your club leadership team?

How will you motivate your members to achieve club goals?

How will you develop future leaders?

What ideas do you have for working with your assistant governor and governor?

**APPENDIX 1**

# SAMPLE CLUB COMMITTEE STRUCTURE

Rotary recommends five club committees. Clubs can add, eliminate, or combine committees or subcommittees according to their interests, activities, and number of members. Assistant governors or district governors can help club leaders determine suitable subcommittees.

**OPTION 1: Standard Rotary Club Committees**

COMMITTEES	Club administration	Membership	Public image	Service projects	Rotary Foundation
POSSIBLE SUBCOMMITTEES	<ul style="list-style-type: none"> <li>• Club program</li> <li>• Member communications</li> <li>• Website</li> <li>• Social events</li> </ul>	<ul style="list-style-type: none"> <li>• Attraction</li> <li>• Engagement</li> <li>• Newmember orientation</li> <li>• Diversity</li> </ul>	<ul style="list-style-type: none"> <li>• Media relations</li> <li>• Advertising and marketing</li> <li>• Web and social media</li> </ul>	<ul style="list-style-type: none"> <li>• International</li> <li>• Community</li> <li>• Vocational</li> <li>• Youth service</li> <li>• Fundraising (for club projects)</li> </ul>	<ul style="list-style-type: none"> <li>• Polio</li> <li>• Fundraising (for grants)</li> <li>• Grants</li> </ul>

**OPTION 2: Small Rotary Club Committees**

COMMITTEES	Club administration	Membership	Public image	Service projects	Rotary Foundation

### OPTION 3: Large Rotary Club Committees

COMMITTEES	Club administration	Membership	Public image	Service projects	Rotary Foundation
POSSIBLE SUBCOMMITTEES	<ul style="list-style-type: none"> <li>• Club program</li> <li>• Club communications</li> <li>• Website</li> <li>• Social events</li> </ul>	<ul style="list-style-type: none"> <li>• Attraction</li> <li>• Engagement</li> <li>• Newmember orientation</li> <li>• Diversity</li> <li>• New clubs</li> <li>• Membership leads</li> <li>• Assessment</li> </ul>	<ul style="list-style-type: none"> <li>• Media relations</li> <li>• Advertising and marketing</li> <li>• Web and social media</li> </ul>	<ul style="list-style-type: none"> <li>• International</li> <li>• Community</li> <li>• Vocational</li> <li>• Youth service</li> <li>• Fundraising (for club projects)</li> </ul>	<ul style="list-style-type: none"> <li>• Polio</li> <li>• Fundraising (for grants)</li> <li>• Grants</li> <li>• Annual giving</li> <li>• Major giving</li> <li>• Stewardship</li> </ul>



## ROTARY TRAINING EVENTS

# ROLE-BASED TRAINING EVENTS CONVENED BY THE GOVERNOR-ELECT

TRAINING EVENT AND TIME OF YEAR	AUDIENCE AND PURPOSE	ORGANIZER	LINKS FOR:
<p><b>District Team Training Seminar</b> February</p>	<p>Assistant governors and district committee leaders learn about their roles and set goals with the district leadership team.</p>	<p>District training committee</p>	<p><a href="#">Trainers</a> <a href="#">Assistant governors</a> <a href="#">Committees</a></p>
<p><b>Presidents-elect Training Seminar (PETS)</b> February or March</p>	<p>Club presidents-elect learn their role and work with assistant governors to set goals.</p>	<p>District training committee</p>	<p><a href="#">Trainers</a> <a href="#">Presidents</a></p>
<p><b>District Training Assembly</b> March, April, or May (after PETS)</p>	<p>Club presidents-elect develop leadership skills; other incoming club leaders learn about their roles; together, club leaders set goals.</p>	<p>District training committee</p>	<p><a href="#">Trainers</a> <a href="#">Presidents</a> <a href="#">Secretaries</a> <a href="#">Treasurers</a> <a href="#">Committees</a></p>

## TOPIC-BASED TRAINING EVENTS CONVENED BY THE GOVERNOR

TRAINING EVENT AND TIME OF YEAR	AUDIENCE AND PURPOSE	ORGANIZER	LINKS FOR:
<p><b>District Rotary Foundation Seminar</b> Determined by district</p>	<p>Club Rotary Foundation committee chairs and interested Rotarians learn about the Foundation.</p>	<p>District Rotary Foundation committee, district training committee</p>	<p><a href="#">Trainers</a> <a href="#">Club Rotary Foundation committee chairs</a></p>
<p><b>District Membership Seminar</b> Determined by district</p>	<p>Club presidents, club membership committee chairs, interested Rotarians, and district leaders learn about membership.</p>	<p>District membership committee</p>	<p><a href="#">Trainers</a> <a href="#">Participants</a></p>
<p><b>District Public Image Seminar</b> Determined by district</p>	<p>Club and district leaders and interested members learn how to enhance Rotary's public image.</p>	<p>District training committee</p>	<p><a href="#">Trainers</a> (Participants' materials are developed by the club or district)</p>
<p><b>Grant Management Seminar</b> Determined by district</p>	<p>Club presidents-elect (or appointees) learn how to manage Rotary grants.</p>	<p>District Rotary Foundation committee, district training committee</p>	<p><a href="#">Trainers</a> <a href="#">Participants</a></p>
<p><b>Rotaract District Leadership Training</b> Anytime after club open elections and before 30 June</p>	<p>Incoming Rotaract club leaders, Rotaractors, and interested Rotarians and non-Rotarians learn about Rotaract.</p>	<p>District Rotaract representative</p>	<p><a href="#">Participants</a></p>

