

The 2021 breakout sessions will be presented online through a Zoom workshop. All sessions are discussion-based learning, meaning you will participate and share with other attendees. Come prepared with your successes, challenges and questions! Active participation in each session is strongly encouraged for all session attendees. You may attend one or all of the breakout sessions!

## **PLANNING YOUR YEAR**

Relevance: Club presidents are responsible for leading the process of planning, implementing, and continually evaluating the club's goals while also motivating their respective members to accomplish those goals.

### **Learning Outcomes**

- Identify your club's strengths and weaknesses.
- Set goals to capitalize on your club strengths and address your club's weaknesses.
- Create an action plan for each goal.
- Identify strategies to effectively delegate, delegate, delegate

## **LEADING ROTARIANS AND RUNNING YOUR CLUB**

Relevance: Club presidents are responsible for leading their club, effectively communicating with club membership, motivating members to help attain goals of the club and all operational aspects of the club. These activities include weekly meetings, quarterly assemblies, board meetings, preparing for the district governor's visit as well as visits from their assistant governor and oversight of all other projects and activities of the club.

### **Learning Outcomes**

- Identify tips for running effective meetings.
  - Identify skills needed to serve as an effective club leader and communicator.
  - Learn how to successfully host your governor's and assistant governor's visits.
  - Identify strategies for implementing effective techniques for oversight of all club operations and activities.
- Anticipate potential challenges in leading club members.

## **ENGAGING MEMBERS (Membership Retention)**

Relevance: Club presidents are responsible for appointing and meeting with club membership committee members to help maximize their effectiveness, identify long range and annual membership goals, support innovative strategies to engage and retain members, promote member education for prospective, new and current members, and seek opportunities to sponsor a new club in their area.

### **Learning Outcomes:**

- Discuss the role of the president in establishing a culture of caring that is inclusive of all current and future membership.
- Share ideas for communicating with and engaging potential, new, and current members.

## **REVITALIZING A ROTARY CLUB**

Relevance: Club presidents may sometimes be faced with the challenge of revitalizing their club. What are the strategies for best adding a bit of energy and excitement back to Rotary?

### **Learning Outcomes**

- Identify strategies for helping a club gain buy in to becoming re-energized.
- Discuss missed opportunities and identify what the missing links may be for re-energizing a Rotary Club.
- Identify the purpose of a member survey and discuss best practices for obtaining this member feedback.
- Discuss ideas and techniques for altering a club's public image.

## **PUBLIC IMAGE – GETTING THE WORD OUT**

Relevance: Club presidents are responsible for enhancing their club's public image, cultivating relationships with local media, and using social media to make their community and their members more aware of club events and activities.

### **Learning Outcomes**

- How to summarize and submit your club's information to traditional press.
- Identify ways your club can use social media to promote its activities and attract younger generations.
- Determine effective ways to use which social media (promotion, post activity dialog, call outs for volunteers, etc.)
- Determine what kind of information and photos that need to be included in promotions.
- Identify ways to integrate your club into your community.

## **POWER UP YOUR PROJECTS WITH THE ROTARY FOUNDATION**

Relevance: Club presidents are responsible for appointing effective Rotary Foundation Committee leaders and then coordinating and supporting the operation of the Foundation Committee in achieving the related goals of the club.

### **Learning Outcomes**

- Understand the basic difference between District and Global Grants
- Describe the impact of giving to The Rotary Foundation and how it can support local service projects.
- Understand the variety of programs available through The Rotary Foundation
- Know where to find resources.

## **BUILDING MEMBERSHIP**

Relevance: Club presidents should expand awareness of Rotary in their community and promote participation in programs and related activities that attract new members with a focus on adding younger individuals and promoting their engagement and understanding of the work of Rotary.

### **Learning Outcomes**

- Identify strategies to attract new members on a continuing basis.
- Understand the differences between Community Corps, Satellite Clubs, Alumni, Rotaract and Interact
- Share ideas for creating a new club or Community Corps