# BE A VIBRANT CLUB

## YOUR CLUB LEADERSHIP PLAN
## INDIA

Rotary

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# YOUR ROTARY CLUB

**Is your club vibrant?** Does it engage its members, conduct meaningful projects, and try new ideas? Your club's activities should reflect the diversity and personality of its members. As you develop a plan for your club, use these tips and ideas, and be open to letting your club evolve. Remember, if you try something new and it doesn't work, you can always try something else. **Every member should feel empowered to shape your club's future and make it outstanding.**

# MEET MY VIBRANT CLUB

When I took over as the club president, we were already being talked about as a vibrant club in the district. However, the vibrancy was limited to a few members who pushed the others to participate.

Ours is a young club with an equal male-to-female ratio and average age of under 40. The first thing we did was to get the female members on board by engaging the entire family in Rotary. Members and spouses are allowed in the meetings, we arrange a play area for children while we conduct serious business, and our Thursday meetings have become a hangout for everyone. That was a game changer.

We meet on Thursday evenings, and coming to the meetings immediately after working hours needed to be rewarding. Volunteers brought super food, which became an instant hit, because members wanted to come in and meet friends without worrying about going home for a snack.

We began using a social media and messaging app to keep communication instantaneous and to upload photos of every fundraiser and project to social media platforms. We created a group in the app, and all 50 members have joined it. This helped make communicating more fun and our projects more attractive.

We involved the community by inviting them to meetings with interesting speakers, and by doing projects that got the media's attention and catered to the entire community. People started recognising the Rotarians and engaging in conversations.

We turned projects into fellowships and formed teams to cater to different Avenues of Service. Project destinations away from the city have become weekend breaks, children are involved in the projects with their parents, and the fun element in the most trying projects is kept to a maximum. This, I believe, has been our key to success and vibrancy in our club.

**Ravi Jaswani**
**Rotary Club of Mumbai Lakers**
**India**

## 1 Decide where your club wants to be in three to five years.

Your club includes an array of community leaders who share a passion to make a positive impact. Together, decide what you want your club to be like in three to five years. Then determine what you need to do to attain your club's vision. Your long-range goals should address your club's membership, service projects, public image, leadership development, and involvement in The Rotary Foundation. Update your strategic plan as needed, and determine how all club members can contribute to achieving long-range goals.

### Ideas to try

- Devote a month of club meetings to developing a strategic plan using the Strategic Planning Guide.
- Hold a club meeting in a new location to inspire members to be creative and voice their opinions.
- Develop a strategy for increasing member engagement over the next five years.

### Resource on My Rotary:

Strategic Planning Guide

## 2 Set annual goals and enter them into Rotary Club Central.

Once you set your long-range goals, you'll need to set annual goals that support them. Be sure your goals are achievable and measurable. Annual goals can be entered into Rotary Club Central, where they can be tracked and updated. Encourage all club members to view your club's goals in Rotary Club Central and provide input. Update your goals regularly so Rotary Club Central always shows the most current information.

### Ideas to try

- Focus on something your club is good at and make it something you're great at.
- Ask club committees to propose annual goals that address community needs.
- Have a goal check-in on your meeting agenda once a month to update members.

### Resources on My Rotary:

Rotary Club Central

Rotary Club Central Resources course in the Learning Center

All resources are available at www.rotary.org/myrotary.

## 3 Hold club assemblies regularly to keep members engaged and knowledgeable.

Club assemblies help all members feel connected. When all members have the opportunity to voice their ideas about club goals and activities, your club can maximise its collective expertise to address a local need. Many clubs use assemblies as a chance to inspire their members and fuel their shared passion to make a difference. An environment such as a club assembly that welcomes diverse perspectives is the perfect place to channel enthusiasm into action.

### Ideas to try

- Exchange club presidents with a nearby club for a meeting. After the exchange, schedule an assembly to talk about the experiences of the president and members.
- Designate time in an assembly for new members to share their first impressions of the club and for members to share new ideas.
- Once a month, include a 10-minute open forum at the end of a club meeting and encourage members to present new ideas or a topic for discussion.

### Resources on My Rotary:

*Club President's Manual*

*Club Administration Committee Manual*

## 4 Communicate openly in your club.

Communication should go two ways in your club. Club leaders should be transparent in communications with members, and members should feel free to communicate openly with club leaders. Your communication plan should include relaying information at club meetings, on your club website, and through social media.

### Ideas to try

- Frequently update your club website and social media accounts; separate members-only information from information intended for the public.
- Pair Internet-savvy members with those who are less experienced to help them navigate the website and social media.
- Share information with members and check in regularly to see how members are feeling.

### Resource on My Rotary:

Rotary Brand Center

## 5 Prepare members for future roles to maintain a smooth leadership transition.

Annual leadership changes provide opportunities for members to take on new roles. It is helpful for members to understand the leadership roles and get involved early in the transition process. There are many ways to achieve continuity, including making appointments for multiple years; having a current, incoming, and past chair on each committee; and having the current club president work closely with the president-elect, president-nominee, and immediate past president. Thinking ahead will help ensure that there are enough volunteers to fill new leadership positions each year.

### Ideas to try

- Have club leaders find their own successors during their terms of service. They are the most familiar with what the job requires and who would succeed in that role.
- Learn more about members' talents and interests, and assign them to roles they would enjoy and excel in.
- Conduct on-the-job training for incoming club officers at least one month before they take office.

### Resources on My Rotary:

*Leadership Development: Your Guide to Starting a Program*

*Club President's Manual*

*Club Secretary's Manual*

*Club Treasurer's Manual*

Club Administration, Membership, Public Relations, Service Projects, and Rotary Foundation Committee Manuals

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

As your club evolves, so should your bylaws. The Recommended Rotary Club Bylaws are a starting point for outlining your club's practices. Consider the recommended bylaws as a template that your club can edit and revise to reflect new practices and procedures.

### Ideas to try

- Check that your club is using the latest version of the Recommended Rotary Club Bylaws.
- Put your club's bylaws on your club website or distribute them at club assemblies so members can offer suggestions.
- Review them once a year as a club and share them with new members.
- Consider running pilot tests of new club procedures to see if they work before amending your bylaws.

### Resources on My Rotary:

Recommended Rotary Club Bylaws

Standard Rotary Club Constitution

All resources are available at www.rotary.org/myrotary.

## 7 Develop strong relationships within your club.

Connect with other members in your club and find common interests. When you enjoy your Rotary club, you will likely stay involved. When families are invited to join club events, younger members are more likely to attend. Provide opportunities for club members to make connections with one another, especially when a new member joins the club.

### Ideas to try

- Sit with different people at every meeting and get to know them better.
- Consider forming a satellite club to meet the needs of members who commute or have young families.
- Invite friends and families to meetings, service projects, and events. Show them how wonderful volunteering is, and encourage them to join or help out regularly.
- Survey club members to find out what kinds of social events they would like to attend and days of the week and times that are convenient for them.

### Resources on My Rotary:

*Rotary Fellowships Handbook*

Rotarian Action Groups

Convention registration at www.rotary.org/convention

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

Rotarians join clubs to create a positive impact in their communities and to make new connections, and that's why they stay. Club involvement keeps new and long-time members engaged. Active members feel ownership of and dedication to their clubs' projects. Consider asking members to volunteer to support service projects and other club initiatives.

### Ideas to try

- Get new members involved early in meaningful ways. Find out why they joined the club, and ask them to take on roles or help with projects or events related to whatever convinced them to join.
- Conduct a member interest survey, and use the results to plan projects and activities and to develop weekly programs.
- Have members introduce themselves to the club, including information about their background, talents, and interests to make other members aware of the club's talent pool.
- Consider ways that members can learn and gain experience from club activities. These new experiences can translate into professional and personal development.

### Resources on My Rotary:

*Communities in Action*

*Membership Assessment Tools*

Project Lifecycle Resources

## 9 Coach new and current members in leading.

Rotary clubs are full of professionals and leaders. With extra training about Rotary and useful leadership skills, members will be well equipped to lead your club one day. Prepare future club leaders by providing an orientation for new members and leadership development opportunities for all members. Current club leaders should be sure to attend district training meetings and apply what they learn to their work in the club.

### Ideas to try

- Appoint a club trainer or training committee to oversee the training plan for your club.
- Let young and newer members take on leadership roles. They can apply their existing knowledge and experience while also honing skills for their careers.
- Ask members what leadership skills they would like to learn.

### Resources on My Rotary:

*Connect for Good*

New member information

Trainer's Toolkit in the Learning Center

*New Member Orientation*

*Leadership Development: Your Guide to Starting a Program*

## 10 Create committees that are practical for your club.

Your club should have committees that help the club run well. Recommended committees include:

- Club administration
- Membership
- Public relations
- Service projects
- The Rotary Foundation

Create other committees, such as Rotary grants or youth service, if you need to. Whichever committees you choose, they should help your club take action to achieve its goals.

### Ideas to try

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

### Resources on My Rotary:

Club Committee Structure

Club Administration, Membership, Public Relations, Service Projects, and Rotary Foundation Committee Manuals

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