



*Effective Club
Leadership*

Plan – Organize – Implement - Measure

- As the leader of your club, you have the unique opportunity and responsibility to guide your club towards achieving the Object of Rotary by assuring your club operates effectively.
- If we were running a business:
 - how would we ensure that our organization is run effectively?
 - how would individuals know what they are expected to do?
 - how would we find out “*how we are doing*”?

Leadership

- Leaders *create a vision* of the preferred future and *enable their organizations* so that they can attain that vision.
- To be a leader means, especially, having the opportunity to *make a meaningful difference* in the lives of those who permit leaders to lead.

We Change our Leaders Every Year

- Think of a multi-national corporation with 1.2 million employees, 529 branch offices and 32,000 customer service outlets.
- Change all the managers of the branch offices and customer service outlets, including the president of the corporation – every year.
- Meet increased demands for service - every year
- Replace and train at least 10% of our staff – every year

As President-elect

As president-elect, you are preparing for your term as president.

- Review your club's effectiveness using the four elements of an effective club.
- Plan for your year by setting goals and appointing committee members.

Effective Clubs are able to:

**Sustain
and
Grow
Membership**

**Implement
Successful
Service
Projects**

**Support
The
Rotary
Foundation**

**Develop
Club
Leaders for
Beyond
Club Level**

Efficient Club Administration

The 4 Avenues of Service

Your Club's Effectiveness

- Assess your club's membership situation.
- Discuss your club's service objectives.
- Identify ways to support The Rotary Foundation.
- Develop future leaders through promotion of important district events.

Planning for the Year

- Initiated by the club president-elect.
- After PETS, meet with the incoming board.
- Assign all members to serve on committees.
- Use succession planning to select the board and appoint committee chairs.
- Ask the committees to meet and develop their program and budget for the year.
- Directors present committee budgets to board to for approval then develop a club budget.

Planning for the Year

- Board develops fundraising initiatives at least equal to project expenses.
- Include a donation to The Rotary Foundation
- Plan involvement in Rotary Foundation programs.
- Determine membership dues by considering the club budget plus RI & District dues.
- Set a membership goal.
- Assign responsibility for fundraising and membership development to members with a track record of achieving results.

Use the PETS Resources

- Club President's Manual
- Club Committee Manual
- committee job descriptions
- weekly meeting agenda (sample)
- managing club finances
- discussion groups – take notes
- tips and ideas from club presidents
- sessions with your DGE and AG
- plenary session speakers
- Presidential Citation
- Planning Guide for Effective Clubs

Milestones for the Incoming Board

- | | | |
|---------|---|---|
| Feb-Mar | { | <ul style="list-style-type: none">- president-elect attends PETS- Board meets to set goals |
| Mar-Apr | { | <ul style="list-style-type: none">- Board attends the District Assembly- develop plans and measures of success- develop a budget (cost of the plan)- decide on fund raiser(s)- identify required committees- assign responsibilities to every member |
| May | | <ul style="list-style-type: none">- attend District Conference |
| June | | <ul style="list-style-type: none">- meet with AG to review “Planning Guide” |
| Jun-Jul | | <ul style="list-style-type: none">- 1st club assembly (5 per year) |
| Monthly | | <ul style="list-style-type: none">- committee and Board meetings |

The Club Assembly

A club assembly allows for:

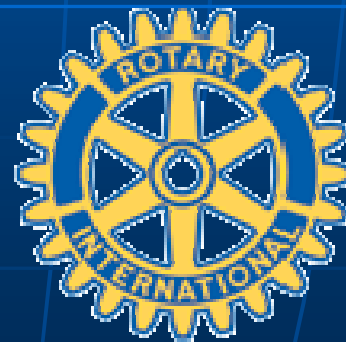
- Planning workshops with member involvement (buy-in)
- The coordination of committee activities
- A greater awareness of how club plans are actually implemented
- Informal discussions that stimulate creative solutions and activities
- The ongoing education about Rotary and its programs

Topics for discussion may include:

- service projects and activities
- membership growth and retention strategies
- attendance at the district conference or other district and RI meetings
- the programs of Rotary
- an open discussion on topics from the floor.

The RI Theme

- *The RI Theme* is the RI President's personal emphasis for his term as president.
- Presentation of the theme occurs during PETS.
- Think about what the theme represents to all Rotarians.
- Incorporate the theme into your plans for projects and activities.

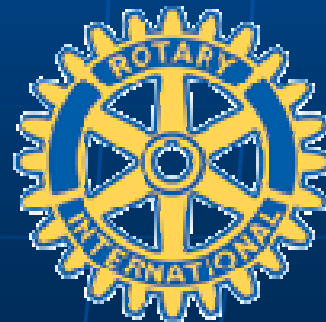


SERVICE Above Self

2005-06 Presidential Citation

Criteria and Deadlines

To receive the 2005-06 Presidential Citation, clubs must undertake a well-rounded program of activities. Each club is asked to complete the membership goal and one activity from four of the five categories listed in the brochure between 1 July 2005 and 1 April 2006.



SERVICE Above Self

Committees

- Base your club's committee structure on the functional needs of your club (Club Leadership Plan).
- Involve new or inactive members.
- Clearly define each committee's purpose.
- Consolidate, eliminate, expand, or add committees as necessary.
- Appoint members based on their personal interests and strengths.
- Limit membership to those necessary to complete the assignment.
- Record meetings, plans, decisions, and results.
- Refer to the *Club Committee Manual* as a resource.

Involve Members in the Planning Process

- Use club assemblies for member education and to plan future activities – not just to report on the results of past projects.
- Find ways to tap each member's creativity – use brainstorming techniques.
- Use their ideas - they'll be committed to them.
- Find a variety of projects for your members and try to base them on their interests or preferences.
- Look for hands-on projects – don't become cheque writers.

Club and Board Meetings

- Weekly club meetings are one of the president's biggest responsibilities.
- Meetings should be well-organized, punctual, and feature relevant, interesting content.
- Develop an agenda for each meeting, with a contingency plan.
- Refer to the Rotary calendar as a framework for planning weekly meetings.
- Consider rotating the responsibility of planning meetings, but ensure they are all applicable to Rotary.
- Meet regularly with the board of directors.

Promoting Rotary Events

- Promote district and international events to help develop future club leaders.
- Inform your club that they provide a unique opportunity for club-level Rotarians to learn about the broader scope of Rotary activities.
- Emphasize that these events promote fellowship beyond the club level and serve as discussion forums for various projects.
- These events include the district assembly, the district conference, the district Rotary Foundation seminar, district leadership seminar, district membership seminar and the RI convention.

Resources

The following resources are available on RI's Web site - www.rotary.org:

- Club Leadership Plan
- Club President's Manual
- Club Committee Manual
- Presidents-elect Training Seminar - Leaders' Guide
- "Preparing for PETS" - on-line presentation
- Rotary eLearning Center
- Planning Guide for Effective Clubs

Rotary Education

- Rotary has something for everybody – but do they know about it?
- Fireside meetings
- Rotary Information Committee
- Club Assemblies
- District Assemblies
- Club Meetings
- The Rotary Moment
- PETS
- District Conferences
- Rotary theme months

Implementation

- Who makes it happen? It starts with the club president-elect sharing a vision with the Board.
- Where can we get more information?
 - PETS Materials
 - Club Committee Manual
 - Planning Guide for Effective Clubs
 - Club Leadership Plan
 - The Manual of Procedure (online)
 - The Rotary web site – www.rotary.org
- Set goals, measure and post results – “What gets measured is what gets managed”.

Closing Thoughts

- The successful clubs all use this process.
- It's a privilege to lead leaders – ensure members earn the right to become a club leader.
- Use succession planning to develop leaders.
- Clubs that use this approach have no difficulty attracting and retaining involved and hard working members.
- Leadership in the 21st century means “back to the basics”.