

PETS Enhance Participant Engagement Training

March 2022

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Section #1: Start with Why

- Leadership can be difficult. Remember why you began this journey.
- What drew you to Rotary in the first place?
- Why do you want to be President?

Section #2. Membership

New Members

- Finding new members with a heart for service. Choosing potential members who align and resonate with the ideals of Rotary
- Young people are often hesitant to make long-term commitments, therefore invite them to be part of well-defined, targeted short-term projects and to use this as a jumping-off point to increase their awareness of Rotary and to build relationships. A well-defined project is one in that is adequately planned, the purpose and outcomes are clear and valued by the volunteers. Give volunteers the opportunity to make a difference or impact someone's life.
- Engagement is two-way communication. In what ways are you connecting and listening as well as teaching?
- Members will work toward their passion and interests. What areas of interest most inspire your new members?
 - Is there a consensus about the needs of the community?
 - BYOP (Bring Your Own Project)
 - Allow members, formally or informally, to talk about something in their community that they are excited or worried about
- What is your process for new member orientation?
 - Are new members assigned a mentor?
- Engaging a new member involves heart as well as mind – how they feel about early experiences with Rotary as an organization or Rotarians as people will influence their decision whether or not they want to get involved, and stay.

- The experience of Rotary starts before they actually make the decision to join – perception and first impressions are important.
- We need to understand each other's expectations – is what they signed up for what they get? Did we ask why they want to get involved and explain what we offer? Is the member experience your club is offering one you feel comfortable inviting someone else to come into?
- First impressions count - when a prospective member comes to visit a meeting or participate in a project how are they welcomed? Are they invited to participate or left to their own devices?
- Be mindful of the language you use, especially to be inclusive and avoid Rotary acronyms.
- Listen to what they say – a new perspective and fresh ideas can be very revealing and helpful. I know from personal experience that nothing will disengage more quickly than “we have always done it that way”.
- Here is a link to an excellent overview of Rotary - https://rotary5630.org/wp-content/uploads/2012/09/Rotary_Basics.pdf

Current Members Who Have Drifted Away or Disengaged

- The most important experience to members seems to revolve around a sense of belonging.
- In what ways can we re-engage these members?
- What role can member recognition play in engagement?
 - Member spotlights - Shine on one of your members each week. Have one member interview another and share back the story of their family, adventures, career, and hobbies.
 - Ask a different Rotarian each week to spotlight a global Rotary International project.
 - Ask Rotarians to share their favorite “Rotary Moment”
- Is there a creative way to utilize their history of service? Can we invite them to share their insights?
 - Chat and Chew as one example.

Section #3. Engagement Through Programming

- What programs are required for your club?
- What programs have been super successful in your club?

- Do you poll members as to what interests them?

Section #4. Engagement Through Service and Social Events

· Working shoulder to shoulder on a meaningful project is often one of the most effective ways to build connection. The power of shared purpose is not to be underestimated.

· What projects have been impactful in your club?

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Section #5 Defining Your Rotary Moment

What Inspires you to stay in Rotary?