

Rotary 

## Enhance Participant Engagement


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and  
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**Rotary**  
**PRESIDENT ELECT TRAINING SEMINAR**




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 **Leadership Isn't Easy**





There are many people who wanted to be matadors, who, when facing 2,000 pounds of bull charging at them realized, what they really wanted is to wear tight pants and hear the crowd roar.

Mike Pearce




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 **"Starting with Why"** 


Communicating why you want to be President will:

- Confidence As a President
- Confidence In Your Membership

"Those who do have a strong sense of why they are doing their work are more effective and more efficient in everything they do."  
Patrick Sweet




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## Discussion Question

Have you identified why you wanted to be president?



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Engagement can mean many things...

## Enhancing Engagement

By definition, engagement is a two-way street. It is vitally important that we aren't just talking to members but are listening as well.




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## Selecting New Members

A Heart for Service





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## From the Beginning


- 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.



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## Finding shared interests and purpose




Members will work toward their passion and interests. Don't just tell them about what you are doing, ask them about their passions, and ideas.


Is there a consensus about the needs of the community? Show them how Rotary can help make it happen.



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## Bring Your Own Project (BYOP)




“When people are financially invested, they want a return.

When people are emotionally invested, they want to contribute.”

Steve Sinek




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## One Takeaway Lesson

Find out what new Rotarians want to contribute, what drives them, rather than assigning them to something you think your club needs.




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## Onboarding New Members

- What is your process for new member orientation?
  - Are new members assigned a mentor?



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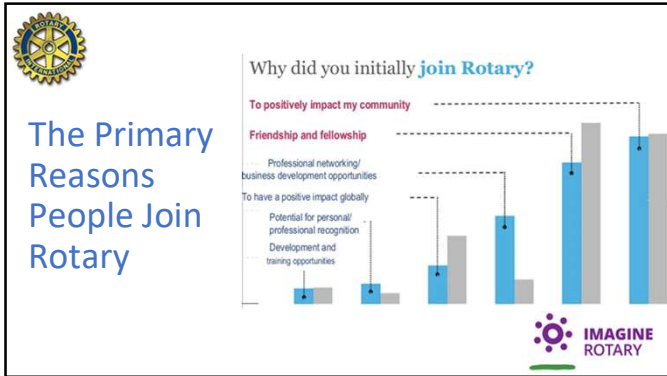
## Creative Strategies for New Member Orientations



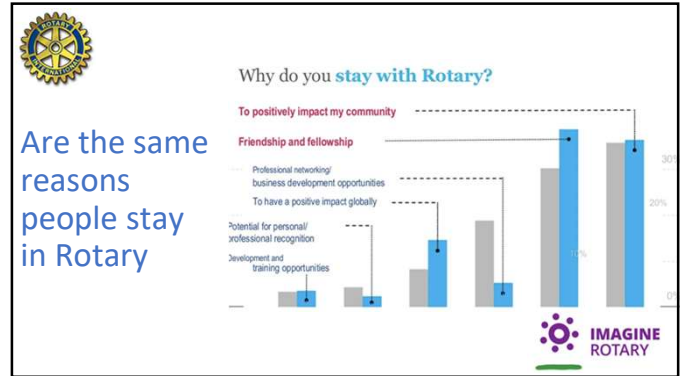
Share your best ideas!



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**THE "CLASSIC" ELEVATOR SPEECH**

We are 1.2 million men and women in over 200 countries and geographic areas with 34,000 clubs globally. We carry out humanitarian projects like PolioPlus our flagship program!

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**A BETTER ANSWER**

We're a **leadership** organization of local business, professional and civic **leaders**.

We meet regularly, get to know each other, form **friendships**, & through that, we're able to **get things done** in our **community**.

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Engagement is Reaching Out to Members

**How does your club re-engage members who are drifting away?**

Share your best ideas...

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**Engaging Experienced Rotarians:**

When I was President that would never have happened...

Things aren't what they used to be....

RE-ENGAGE

RE-INVEST

I wish someone would ask me how I can help?

I could really be part of the solution!

RETAIN


RE-ENERGIZE

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Connected in a united purpose

“A strong impulse in favor of connection simply produces better outcomes for survival.”

Loneliness is “an aversive state that motivates us to reconnect.”



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## Elements of Successful Clubs

- The creation of new and meaningful friendships
- Inspiring and informative programs
- Networking opportunities- business relationships
- Giving back, making a difference in your community
- Personal development
- Professional development



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Invite family members to attend Rotary meetings



**FAMILY OF ROTARY**

and to participate in club projects



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## The Power of Great Programs

Having access to excellent speakers is vitally important




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## Great Programs

- Provide Information
- Engage Conversation
- Create an Opportunity For Service
- Raise Awareness About the Organization
- Opportunity for Networking



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## Developing Program Themes

- Connection to Rotary International
- Connection to Club Goals
- Connection to Memberships
- Connection to the Community

How does your club develop programs and speakers for your Rotary Meetings?



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## Social Events

Share your best ideas. . .



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 Engagement is Putting your Members to Work!



## Invigorate and engage your club through service.



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