

# Great Lakes Rotary PEELS

March 20-22, 2025

## Participant Workbook

**Rotary International**

**Districts 6290, 6310, 6330, 6360, 6380, 6400, 6540**



## Message from the Chair of Great Lakes Rotary PELS 2025

Welcome and Congratulations to those who will be serving in leadership roles in your clubs and districts for the 2025-26 year!

The charge of Great Lakes Rotary PELS is to help prepare the Presidents-Elect as well as other leaders during our March 20-22, 2025 leadership sessions. Both the District Governors Elect and the Great Lakes Rotary PELS Committee strive to make your experience one that you will always remember.

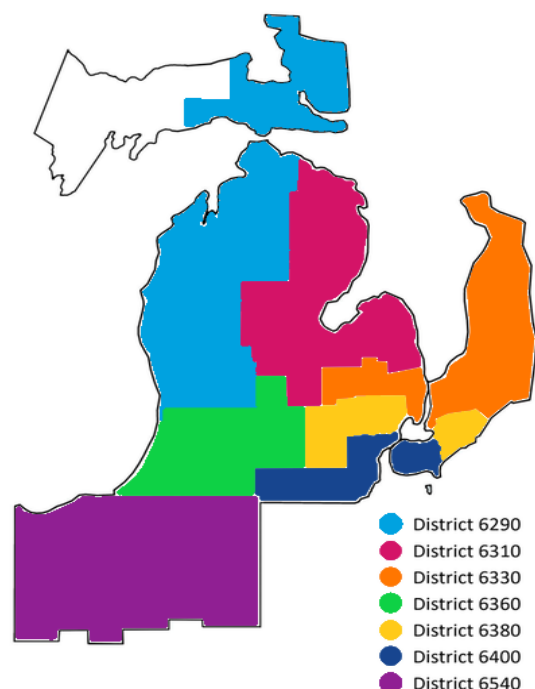
Being selected to lead your Club is an honor and Rotarians are known to get results. Our collective efforts can change lives for generations — like our work to protect billions of children against polio. Coming together with 450+ of your fellow Rotarian leaders inspires, excites, and makes the weekend a wonderfully fun way to prepare and plan for your year to accomplish those lofty goals.

Let us know how we can help during this event! The committee, our Ambassadors and the staff here at the Radisson want you to have a great experience.

Have a great time and prepare to be inspired!

*Donna*

Donna Schmidt  
Great Lakes Rotary PELS Chair  
Rotary Club of Allen Park  
District 6400



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• <b>Back Again? Encore Presidents</b>	<b>11</b>
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## **Friday Sessions - Each President Elect to attend all of these Learning Sessions**

• <b>Learning Session 1 Planning the Year Ahead/ Preparing to Lead</b>	<b>14</b>
• <b>Learning Session 2 Managing Your Club/Conducting Meetings</b>	<b>19</b>
• <b>Learning Session 3 Engaging Club Members/ Attracting New Members</b>	<b>22</b>

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## **Friday Breakout Sessions - Choose one each time period, two total**

• <b>Topic 1   The Rotary Foundation Doing Good in the World</b>	<b>26</b>
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# SCHEDULE OF EVENTS

## Thursday March 20, 2025

1 - 8 pm **Registration** | Upper Lobby Level

3 – 8 pm **Vendor Shops** | Lower Lobby Level

3:30 - 4:30 pm **Pre-conference Learning Opportunities**

**The Value of Social Media and Your Public Image Campaign** | Glens I,II

Reach members and potential members with Social Media! It could increase membership and help to explain the story of what Rotary does in your community.

**Successful Fundraising** | Prairies IV, V & VI

Need to raise money to do more good in your communities? Need some ideas of great things you can do in your community locally or globally? Then you won't want to miss this session.

**Back Again? Encore Presidents** | Kalamazoo II

Things change year to year in Rotary. Let's talk about what's new in Rotary and how you can help your club can grow and adapt to new ways of doing things.

**Revitalizing Your Club** | Great Lakes I, II, & III

Let's put energy back into your club, so that you members are excited to be at club meetings and events and so that you all stand ready to serve and most of all have fun!

**AGs! Let's Have a Chat! What's on Your Mind?** | Stone Theatre

4:30 - 5:50 pm **Reception** | Lower Lobby Level

6 pm **Dinner and Plenary Session 1** | Arcadia Ballroom

The kick-off dinner features opening ceremonies and an energizing keynote address by **Mário César Martins de Camargo, Rotary International President-Elect** "Membership Over the Last Twenty Years"

7:45 - 9:15 pm **District Session 1** | Report to your District Room.  
Meet with your district leaders and your class of club presidents.

### District Sessions Rooms:

D-6290 Kalamazoo II

D-6310 Glens III

D-6330 Great Lakes IV,V

D-6360 Glens I,II

D-6380 Great Lakes I,II,III

D-6400 Prairies IV,V,VI

D-6540 Meadows

## Friday March 21, 2025

7 am - 12 pm **Registration** | Upper Lobby Level

7 - 7:45 am **General Session 2** | Arcadia Ballroom  
Keynote Speaker | Jenny Stotts - Being Rotary Happy

8 am – 9 pm **Vendor Shops** | Lower Lobby Level

9am-Noon **PN Session** | Stone Theater

## Friday March 21, 2025 (Continued)

9:15 - 10:05 am **Learning Session 1** | Planning the Year / Preparing to Lead

10:15 - 11:05 am **Learning Session 2** | Managing your Club / Conducting Meetings

11:15 am - 12:05 pm **Learning Session 3** | Engaging Club Members / Attracting New Members

12:15 pm **Lunch and Plenary Session 2** | Arcadia Ballroom  
Keynote Speaker | Chris Singleton  
"Love Your Neighbor"

2:15 - 3 pm **Breakout Sessions - Round 1** | Select one learning opportunity

**The Rotary Foundation & How It Can Help Do More Good In The World** | Great Lakes IV, V  
Learn about the various ways members can donate to the foundation & then how the resources the foundation has can be applied for various great work & programs that the foundation has.

**Building Rotary Youth Programs** | Great Lakes I, II, & III  
Young leaders are the future of Rotary. Building Rotary youth programs.

**Promoting Rotary and Telling Your Rotary Story** | Meadows  
We do amazing things! What are some of the best practices for telling our Story? Let's not keep what we do a secret.

**Courageous Conversations** | Kalamazoo II  
Most people avoid uncomfortable situations and conversations. As a leader in your club, equipping yourself with the tools to have these conversations can be empowering! Get Prepared for and have Courageous Conversations.

**Becoming "Shift Disturbers" - Setting the Stage for Change** | Glens I & II

3:15 - 4 pm **Breakout Sessions - Round 2** | Select one learning opportunity

**The Rotary Foundation & How It Can Help Do More Good In The World** | Great Lakes IV, V

**Engaging Emerging Leaders** | Great Lakes I, II, & III  
Learn ways to identify and develop emerging leaders within your Rotary club, to prepare them for future leadership roles within the club and beyond.

**Promoting Rotary and Telling Your Rotary Story** | Meadows

**Courageous Conversations** | Kalamazoo II

**Becoming "Shift Disturbers" Setting the Stage for Change** | Glens I & II

5:30 - 7 pm **Reception** | Lower Lobby Level

7 pm **Dinner and Plenary Session 4** | Arcadia Ballroom  
Keynote Speakers | Louisa Horne - Rotary Coordinator Zone 28 & PDG Bruce Goldsen

8:30 - 9:30 pm **Karaoke For Polio**

### CHECK YOUR NAME BADGE FOR YOUR GROUP NUMBER

PE's Learning Session Rooms:

Group 1 Kalamazoo II

Group 2 Glens III

Group 3 Great Lakes IV/V

Group 4 Great Lakes I,II,III

Group 5 Glen I/II

Group 6 Prairies IV,V,VI

Group 7 Meadows

## Saturday March 22, 2025

- 7 - 9:30 am **Registration** | Upper Lobby Level
- 7 am – 11 am **Hotel Check-out** | Luggage can be stored at the Bell Stand
- 7:45 - 9 am **Breakfast and Plenary Session 5** | Arcadia Ballroom  
TRF Trustee Marty Helman - Making a difference in the world through our Rotary Foundation.
- 8 am to 12 pm **Vendor Shops** | Lower Lobby Level
- 9:15 - 12:15 am **District Session 3** | Report to your District Room
- 12:30 - 2 pm **Lunch and Plenary Session 6** | Arcadia Ballroom  
Keynote Speaker | RID Chris Etienne - The action plan and taking action in your club!  
Oath of Office | Swearing-in of 2025-2026 Club Presidents

**USE THIS QR CODE TO GET  
THE CONFERENCE APP!**



# PRE-CONFERENCE SESSIONS

## The Value of Social Media for Your Public Image Campaign

Presenters: PDG Keith Hodkinson, Rotary Public Image Coordinator Zone 30 and Devankar Muhki, ARPIC

Social media is how millions of people find information, get their news, communicate about what's important to them, and connect with others around the world and in their own area. It also offers a powerful way for your club to engage with your community.

Using social media effectively allows you to raise awareness about your club, expand your fundraising audience, find more volunteers for service projects, showcase your successes, and even attract new members.

### Basic social media terms

Social media is a world with its own vocabulary. Here are a few terms to start with:

- **Analytics** — Data that helps you track the performance of your social media accounts
- **Boosted post** — Content that you can show to a larger audience by paying a fee
- **Chat** — One-to-one communication using apps or functions within social media platforms
- **Engagement rate** — How many people interact with a post (through likes, shares, or comments)
- **Hashtag** — A word or phrase that begins with #, such as #PeopleOfAction or #RotaryResponds, used to categorize posts and make it easier to find them in a search
- **Reach** — The total number of people who have seen your post, a kind of analytic

### Social media for your club

Whether you're just starting or you've been handling social media for your club for a while, think about the social media content that catches your attention and holds your interest. Are those accounts doing anything you could apply to your club account? You can look at Rotary International's social media accounts and those of organizations in your community for inspiration. It's helpful to assess what works well as you start thinking about a social media plan for your club. Your plan will focus your communication and keep your messages consistent.

### The benefit of a plan

Social media can be an effective way to tell your Rotary story, and following a social media plan will let you communicate in an organized way with members, partner organizations, possible donors, community participants, and potential members. Communicating consistently and in a way that feels distinctively like Rotary also will help your posts get attention amid all the information in people's feeds.

### The 3-step social media plan

#### Step 1: Set goals

Decide what you want your club to achieve through social media and set targets so you can track your progress.

#### Step 2: Choose your platform

Your club doesn't need an account on every social media platform. Choose one platform to focus your efforts on and grow from there.

#### Step 3: Decide what to communicate

Think about the story you want your social media to tell. You can post a mix of original content focused on your area and your club as well as stories from Rotary.org and Rotary's social media accounts. Remember that much of what you post will be seen by people who aren't currently involved in Rotary!

## Activity | Let's put together a Social Plan:

### Scenario 1 | Legacy Member Video Series

**Project Overview:** Select long standing members of clubs and begin to record a series of short videos that can be shared on social media platforms. The members would key in on Why is Rotary Important to Me?

**Goals:** Utilize the videos to create awareness of our local clubs and the reasons why some members have been involved for decades. Tell the stories of a variety of service projects and why they were important to the community. Make them in a professional manner to show the quality of the club.

**Execution:**

- Select a video production company. Work with them to create the look of the series.
- Choose members to take part in the recording of the series.
- Create scripts or talking points for the recording sessions to hit the proper points.
- Edit the Series videos with a common open and close segment.
- Press Release/Social Media: Promote the series each week with the release of social media post on this week's Legacy Speaker series.

**Outcomes:** Current members become more aware and create more pride within the club from viewing the videos. The general public becomes more aware of Rotary and its impact on the community and the world.

### Scenario 2 | Club Centennial Project and Celebration

**Project Overview:** The Fairfield Rotary club will be celebrating it's 100th Anniversary on April 1, 2026. The club wishes to purchase a large 16' post clock for the downtown business district. The clock will chime the hour and play seasonal music at certain times of the year.

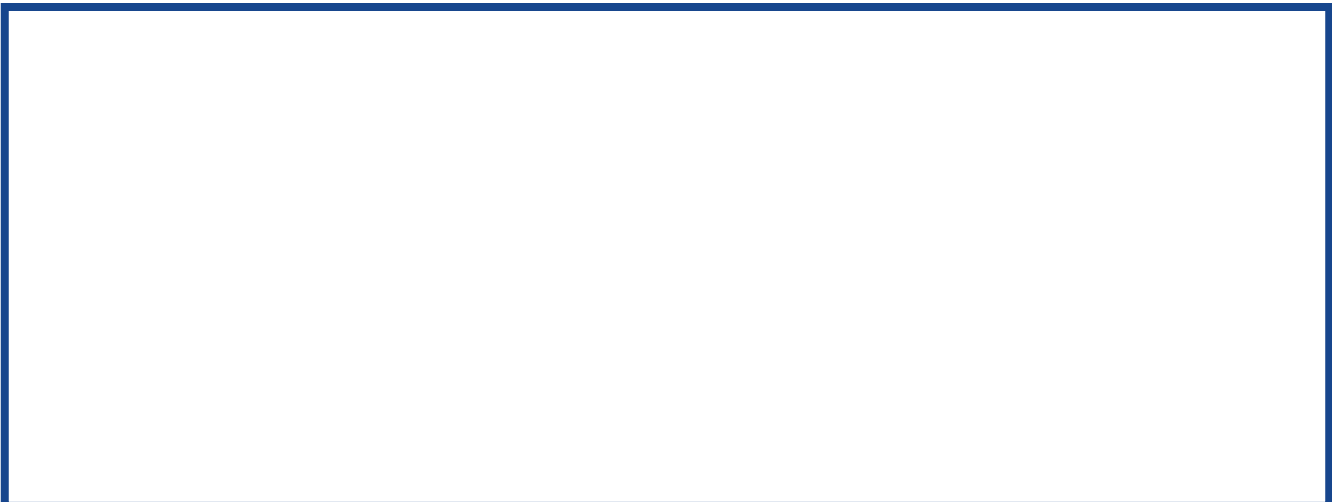
**Goals:** Raise awareness about Rotary and its importance to the Fairfield community. Make the downtown more "small town America" in feel. The cost of the project is \$50,000 USD. The club will use some endowment funds along with member gifts. No outside funds will be received. It is to be a gift to the city.

**Execution:**

- Confirm Approval with City Engineer and City Administrator as to location (prelim approval has been approved).
- Get contractor to pour pad for clock base and run 110v power to site.
- Press Release: Distribute formal press release through local media and Social Media with concept photos.
- Unveiling Ceremony: Upon installation, have a ceremony with Rotary leaders, civic leaders, and chamber of commerce to unveil the clock.

**Outcomes:** The project will bring an on-going awareness of Rotary in the community with the club logo, 4 Way Test plates etc. on the clock base. The clock reaffirms the town's commitment to it's "small town America" concept. Thousands of people drive/walk past the clock site each year.

## Discuss in Small group and come up with a Social Plan





## Successful Fundraising and Service Projects

Presenter DGE Mark Andresky. This is important for every club; it is how we support the service that we provide for our communities and beyond. Come share creative ways to keep the “Fun” in Fundraising, and pick up some great new ideas! Service projects and giving back to our Communities both Locally and Globally is why most of us became Rotarians. Let’s share some great Service project ideas!

### Key Outcomes

- Why Fundraising?
- Fundraising Challenges
- Proper Planning
- Discussion: Successful Fundraisers and Successful Service Projects

### Examples of Successful Fundraisers



### How do fundraisers benefit the club?



### How do fundraisers benefit the community?



**Activity: Planning a Fundraiser**

You will be divided into groups and assigned one of the following:

1. **Themed Basket Raffle** (golf, wine, coffee lovers, etc)– Members donate items, then sell tickets for the raffle
2. **Silent Auction** – Put on a dinner with a silent auction going on
3. **Pub Crawl with commemorative beer glasses** – participants walk the downtown with a taste at each pub
4. **Auction of Fully Decorated Christmas Trees** – Hold an event and auction off donated fully decorated Christmas Trees
5. **Duck Race** – Members sell Ducks, then numbered Rubber Ducks are dumped in the river and the top 10 finishers get prizes
6. **Rose Sale** – Members of the club sell Roses to be delivered on a certain day to the buyer’s special someone

**What Committee Chairs and/or Individuals Will You Need for Your Assigned Fundraiser?**

What role will they play?

Are there any other successful fundraisers you have been involved with you’d like to share.

Successful Service projects (Local and Global)

## Back Again? Encore President

Presenter PDG Bruce Goldsen. So, You're Back Again?? What a Great Opportunity! In this session, you will participate in interactive discussions as to how and why you became a multi-year president. You will explore and share resulting insights and discuss the numerous opportunities available with other returning club presidents. Discuss how you plan to do things differently this time around. Embrace change, encourage, prepare, and support club members.

### Key Outcomes

1. Explore the Value & Opportunity of YOUR Return
2. Discuss the Change Process
3. Your Experiences – Advance Club Planning

What are some reasons holding a club back from planning?

What are some of the “adjectives” associated with a Vibrant Club?

### Activity: Changing Club Culture

In your assigned group pick 3 of the above attributes of a Vibrant Club, discuss how you could help your club to attain these attributes.

## Is It Time to Revitalize your Club?

Presenters DGE Brent Sheppard and ARC Jenny Stotts. Have you thought about your club lately? I know that you may love your club, but will others? Can you honestly assess where your club is at today? Would you join your club today if you were a new member? Would you join your club if you were 25, 30, 35, or 40?

**List five things you like about your club.**

**List five things you do not like about your club.**

**What would you change about your club?**

### **Revitalizing Clubs**

Goal: Energize members to create a vibrant club of people who focus on engaging in service opportunities to do good, seek fellowship with similar-minded individuals, and connect to a network for business.

### **Reimagine Your Club**

As Rotary continues to evolve in an ever-changing world, “Reimagining Rotary Clubs” is a pivotal theme in shaping the organization’s future. This forward-thinking approach challenges traditional paradigms and encourages clubs to innovate, adapt, and thrive to ensure Rotarians continue to value their Rotary experiences by making it fun and memorable. Club leaders must focus on three areas to achieve a People of Action culture.

### **Enhance Rotary’s Appeal**

Rotary leaders should consistently highlight irresistible membership benefits through effective communication channels by sharing stories proving the difference Rotarians make in our communities and worldwide. These stories should quantify the impact of club members’ initiatives and activities that improve the lives of children throughout the world. Clubs should expand their outreach by partnering with other groups engaged in similar initiatives to increase the overall impact of our work. By welcoming friends and neighbors with servant hearts, Rotary offers them a meaningful opportunity to contribute to our collective efforts to do good.

## Questions To Ask About Your Club

- Is your club welcoming? Is your club Inclusive or Exclusive?
- What is your membership breakdown by age, ethnicity, color, and sex? Does it reflect your community?
- How is your meeting place atmosphere?
- Country Club or Dive Bar?
  - How does the atmosphere impact your club and attract new members?
  - Respectful or disrespectful?
  - Do you have the “do not sit here because it’s John’s spot” table?
- How are your meals?
- How many times a month do you have “Chicken”?
  - Do you have options: Vegetarian, gluten-free, or food allergies?
  - Is it affordable? What would a 25-year-old say about the cost?
- What do your members know about Rotary beyond your club or district?
- Do you have new member training?
- When was the last time you had a club assembly?
- What VALUE does your club bring to you, your members, your community, the world?
- Can you measure the impact?
- What would your community say about your club?
- Do your members know that Rotary is “International”?
- What has not changed in your club since you started?
- Does the club have social events?
- Will your club still exist in five or ten years?

**Do you know what a Secret Shopper is? Try it in your club! You may be surprised at what you will learn!**



**Learning objectives**

After this session, participants will be able to:

- Identify their club’s strengths and weaknesses
- Set goals that align with Rotary’s Action Plan
- Identify the skills needed to be an effective club leader
- Analyze challenges in leading the club and develop strategies for handling them

**Your Facilitators:**

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**OUR ACTION PLAN**

The four priorities of our Action Plan are:

**1. INCREASE OUR IMPACT**

How can we do more good in the world — good that changes lives?

**Activity #1**

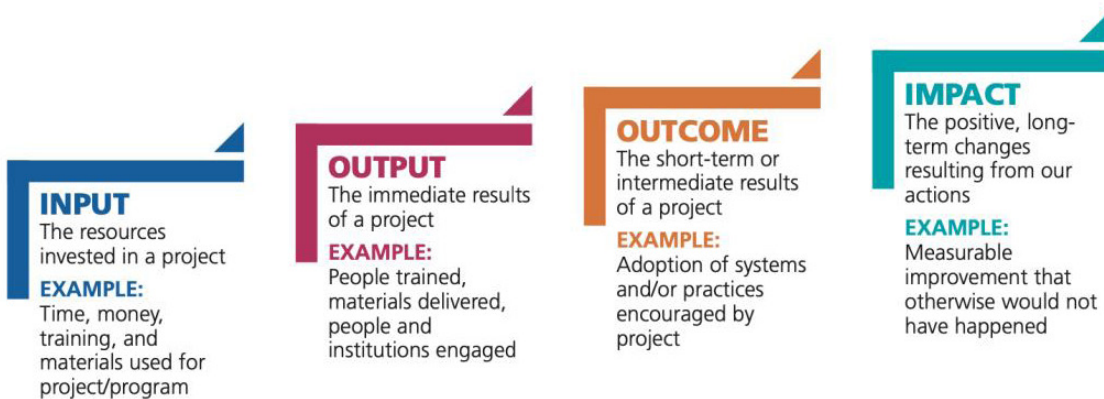
Select one of these

1. Raised garden beds at the Senior Center
2. Weekend snack packs for school age Children
3. Ramp into a Library
4. Planting new trees and pollinator gardens.



**Inputs / Outputs / Outcomes/ Impact:**

**ROTARY’S IMPACT BUILDING BLOCKS**



# The ROTARY ACTION PLAN



**TOGETHER** WE SEE A WORLD  
WHERE **PEOPLE** UNITE AND TAKE ACTION  
TO **CREATE** LASTING  
**CHANGE** ACROSS THE GLOBE  
IN OUR COMMUNITIES AND IN OURSELVES

As we stand on the cusp of eliminating polio, we find ourselves poised for our next challenge. **The time is right to move toward realizing a new vision that brings more people together, increases our impact, and creates lasting change around the world.** To achieve the vision of Rotary International and The Rotary Foundation, we have set four priorities that will direct our work over the coming years.

## INCREASE OUR IMPACT

- Eradicate polio and leverage the legacy
- Focus our programs and offerings
- Improve our ability to achieve and measure impact

## EXPAND OUR REACH

- Grow and diversify our membership and participation
- Create new channels into Rotary
- Increase Rotary's openness and appeal
- Build awareness of our impact and brand

## ENHANCE PARTICIPANT ENGAGEMENT

- Support clubs to better engage their members
- Develop a participant-centered approach to deliver value
- Offer new opportunities for personal and professional connection
- Provide leadership development and skills training

## INCREASE OUR ABILITY TO ADAPT

- Build a culture of research, innovation, and willingness to take risks
- Streamline governance, structure, and processes
- Review governance to foster more diverse perspectives in decision-making

## 2. EXPAND OUR REACH

How can we attract more people to Rotary? How can we involve those who are not yet working with us?

Question: Where in your community can you find partners that share your goals, match your needs and may be interested in what your club can offer? As you work with community partners, what is a Rotary "story" you will share?

## 3. ENHANCE PARTICIPANT ENGAGEMENT

How do we make our organization welcoming to all and worth people's time?  
As a president, what are two things that you can do to enhance participant engagement?/ How will you know if the changes helped?

## 4. INCREASE OUR ABILITY TO ADAPT

How can you help Rotary adapt more quickly to a changing world?  
How can you bring in new perspectives to strengthen Rotary and help prepare for change?



**PREPARING TO LEAD**

What kinds of tasks should you be taking care of now as you prepare to lead?

**Activity #1: Attributes of Successful Clubs**

In your assigned group discuss attributes of a successful Rotary Club. Make special note of the 3-5 most important attributes in your notes.

Does your club have a strategic plan? Clubs that follow a strategic plan report higher levels of member engagement, retention, and satisfaction.

<file:///Users/user/Downloads/strategic-planning-guide-en.pdf>

What are the Best practices for setting annual goals?

You're also responsible for overseeing the work of all club officers to help them reach their goals for the year. The following club committees are recommended:

**Rotary clubs**

- Administration
- Membership
- Public Image
- Rotary Foundation
- Service Projects

**Rotaract Clubs:**

- Club
- Community Service
- Finance
- Rotary Foundation
- International Service
- Professional development

**Selecting Club Officers:** Everyone has the ability to become a great leader. Here are some tips for selecting club officers:

1. **Understand your members interests.** Get to know your members and find out what their professional abilities are, personal interests, and talents are.
2. **Ensure Continuity.** Because committee activities may carry over from one year to next, you may choose to make multiyear appointments or reappoint some members.
3. **Mix it up!** Have a variety of members serve in leadership roles is important to you club's success.
4. **Be clear and open to ideas.** Be sure to explain the role and responsibilities, and provide space to hear how your members would envision this role.

### Preparing club officers

- Here are some ways to prepare club officers for their roles:
- Give them a job description for their position that clearly outlines their responsibilities
- Encourage them to take online training specific to their role on the Learning Center
- Encourage them to attend the district training assembly to learn more about their role and work together as a leadership team
- Recommend that they meet with their predecessor

### Your leadership strategy

What will your leadership strategy be? As a president, you may approach leadership differently depending on the situation. Consider the following when working with your team:

- Environment and culture
- Your approach to problem solving
- How decisions will be made
- Strategies for setting and carrying out goals
- Approaches to cultivating new leaders
- How you'll delegate responsibilities
- How you'll monitor progress toward goals
- How you'll keep your team motivated

As a Club President how will you set up your club structure and culture to be the most successful? How will you work to make sure the club is meeting the needs of your members? What do you need to plan for during your year as President? What will your club meetings look like? How will you make board meetings successful and fun?

## Friday Session 2 | Managing Your Club/Conducting Meetings

### Learning Objectives

- Describe the club president's responsibilities related to club administration, finances, and amending club bylaws. Rotary's requirements for a functioning club.
- Discuss ideas for meeting formats that will keep members engaged.
- Identify ways to improve the meeting experience for members

Your Facilitators:

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Resources | See page 38

Managing your Club Key things you do as a president:

### Activity #1

What is a Functioning Club? List the features of a functioning club.  
What are Rotary's Expectations and Requirements of a "Functioning" Club?

Work on your own, think about these items

- What are your personal goals for managing your club?
- What is one area of your club operations that you'd like to improve?
- How will you evaluate the success of your club's operations?

## Conducting Meetings

Why do you think having good meetings is important? List reasons.

**Take these questions back to your club and ask yourself/board/members and discuss**

- Has your club varied its meeting format and frequency?
- Are your meetings well attended? If not, why not?
- What would motivate members to attend more meetings?
- How does your club gather opinions about the format and content of your meetings?
- Do you consider diverse perspectives when you make decisions about the meeting experience?
- What practices can your club put into place to ensure that guests are welcomed and have a positive experience?
- Is your club welcoming and accessible to families with young children, people with disabilities, and people whose schedules don't allow them to attend regularly?
- What are other ways members could participate in club meetings?
- How could your meetings and board meetings be improved?

**Activity** | Work together in your group:

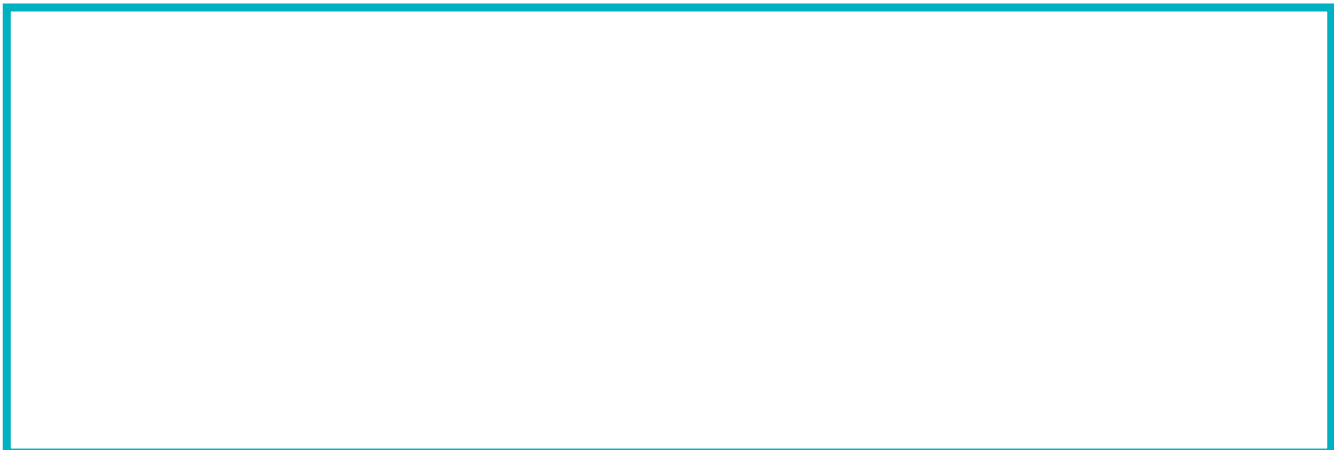
Consider how to make meeting formats or programming more engaging and accommodating for members. Let's generate ideas for different meeting formats or innovative meetings that you may know from your own club, other organizations, or workplaces. Be sure to keep in mind the needs of other members as you do this.



What will your Club meetings look like? Do on your own



Month-by-Month, what are some possible specific activities for your club? Add thoughts about who benefits and who needs to be involved.



### Learning Objectives

After this session, participants will be able to:

- Involve members in ways that make them feel valued for the unique skills they bring
- Create strategies to engage members
- Identify areas of their club they need to focus on to create an inclusive environment
- Develop strategies to attract new and diverse members

**Your Facilitators:**

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**Resources** | See page 38

### ENGAGING CLUB MEMBERS

Key things you do as a president:

### Questions to consider:

- Do you ask longtime and new members what they want from their club experience? What process could you implement to ensure this is done regularly?
- How do you keep your members informed and involved in decision making? Involving members in discussions and keeping them informed fosters a sense of belonging and inclusion.
- Do your club activities reflect the interests of your members, or merely what has been done for many years?
- How can your club be more flexible in order to accommodate members' needs?
- Are your meeting and event locations accessible to those with vision, hearing, cognitive, and physical impairments?
- Does your club offer opportunities for members to speak up if they see or experience something inappropriate?
- What does your club do to recognize members for their efforts?

**Activity** | Select one of these

### 1. Encourage member engagement

- Brainstorm ways to engage members
- How can you share these opportunities with members?
- What are some challenges to engagement, and how can you overcome them?



### 2. Improve your club's engagement efforts


The Rotary Club of Yula has 39 members. The club has a strong core group of 15 members who keep rotating through the leadership positions. Over the past year, the other club members have not participated much and have started to leave. The incoming club president noticed that many members are not attending meetings. After reviewing the membership reports, they found that the club had 54 members three years ago and has lost members each year. They know they need to address the declining membership.

- What's the first thing you would do to address this issue?
- What other steps would you take?
- What changes would you make after looking into this issue?
- What steps would you take to make these changes?
- How would you handle members who don't agree with the changes?
- How does this apply to changes needed in your own club?



## ATTRACTING NEW MEMBERS

What do you think the Key points are for attracting New members to your club?



### Questions to consider back at home in your club:

(maybe this is a board meeting exercise)

- What are the benefits of being a member?
- What attracts prospective members to your club?
- What groups are you not attracting to your club?
- How can you make your club more inclusive so that it appeals to new members?
- If you were joining Rotary today, would you join your club?
- How does your community's demographic information compare with the demographics of your club?
- Does your club consider prospective members from underrepresented groups for membership?
- How would you describe the diversity of your club based on gender, age, ethnicity, ability, and profession? How could you make it more diverse?
- Who should your club's membership include in three to five years?
- How can you bring in different types of people as members and as leaders so that your club reflects the community?
- How can you use direct marketing, print media, and social media to attract members?
- Has your club made significant changes to any traditional practices that were unattractive to guests and prospective members?
- What does your club do with its online membership leads?
- How do you evaluate prospective members?
- How do you recognize members who bring in new members?

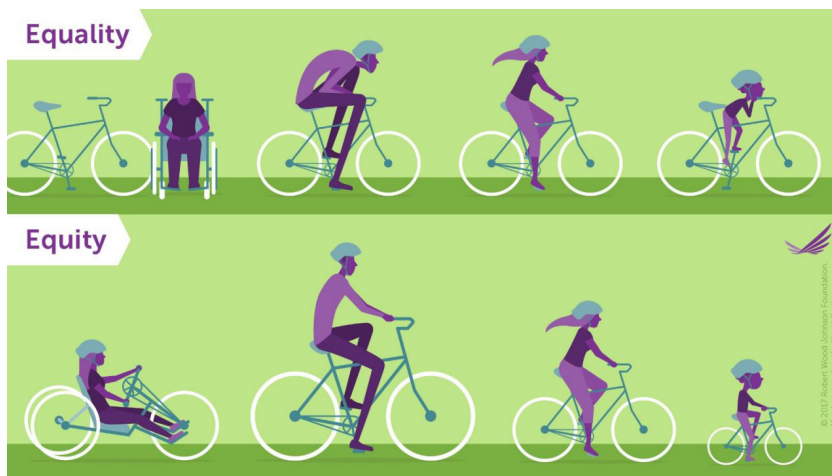


**Activity** | Assess your readiness to create a more diverse club

**DIVERSIFYING YOUR CLUB: A READINESS ASSESSMENT**

Clubs vary widely in their readiness to build connections with new people and create a culture of inclusion. Complete the table below, using the empty row to add your own ideas. Discuss the steps you would take as a group.

IS YOUR CLUB READY TO...	YES/NO	NEXT STEPS
Discuss the benefits of having its membership accurately represent your community?		
Dedicate time during a few meetings to conduct the Diversifying Your Club assessment and complete the Member Diversity Worksheet?		
Recognize the difference between equality and equity, and understand why equity is our goal?		
Understand and counteract the ways in which unconscious biases can shape how we perceive people?		
Build authentic relationships with diverse groups of people?		
Include members of underrepresented groups in any discussion of community needs and give them an active role in any initiative?		
Develop a culture of inclusion where everyone who engages with us feels respected and valued for their unique qualities?		



Rotary 

**WE ARE ALL WELCOME**

- All ages
- All sizes
- All races
- All abilities
- All religions
- All ethnicities
- All nationalities
- All sexual orientations
- All immigration statuses
- All socio-economic backgrounds
- All gender expressions & identities



## Breakout 1 | The Rotary Foundation Doing Good in the World

**Presenter Randy Ettema, ARFC and Edina Mehovic, Senior Annual Giving Officer**

**Overview:** Not simply a review of The Rotary Foundation and how it works, but rather a discussion of how you as the President can help your club understand the true value and impact of our Foundation. This includes both helping your members understand the purpose and options for donating to the foundation as well as helping your club take advantage of any opportunities for grants or other Foundation support.

Ways to give to The Rotary Foundation

What programs are available to help clubs Do Good in the World?

In your group compile a list of "tips" – best practices for your club to have a strong focus on The Rotary Foundation.

## Breakout 2A | Building Rotary Youth Programs

**Presenters:** Jackie Huie, Brian Campbell, Don Deibler and Margie Haas

**Learning Objectives**

- Understand the value of sponsoring all four Rotary Youth Programs - Interact Club, Rotary Student Program, RYLA and Rotary Youth Exchange.
- Identify strategies to communicate and work with students.
- Attract parents to participate and join the Rotary family.

**Resources** | See page 38

PROGRAM/ACTIVITY	DOES NOT PARTICIPATE	LOW PARTICIPATION	HIGH PARTICIPATION
<b>Interact Club</b> Rotary sponsored club that teaches leadership skills and provides opportunities for community and international service. Time: school year (ages 12-18, middle school and high school)			
<b>Rotary Student Program</b> Rotary sponsored program that aligns students with professionals in dream careers. In reverse interview settings, students confirm or redirect dreams before leaving high school. Time: 1 hour (ages 15-19, high school)			
<b>Rotary Youth Exchange</b> Rotary sponsored international immersion with travel year (ages 15-19, high school)			
<b>Rotary Youth Leadership Awards</b> Rotary sponsored camp for developing leadership skills, public speaking and team building. Time: 2-3 day weekend (middle school & High School, ages 14-19)			

What are the advantages of sponsoring Rotary Youth Programs?

What value do you see in investing in future leaders?

What impact would these programs have on parents?

## COMMUNICATING WITH STUDENTS

**INVOLVE SCHOOL LIAISONS**

When you communicate with students, either go through or involve the school liaison.

**INFORM PARENTS**

There is a saying that "if the parents don't know, the kids don't go." Keep parents informed of the opportunities you are offering students through school channels.

**FOLLOW RULES OF YOUTH PROTECTION**

Working through Central States, RI has strict youth protection requirements for all Rotarians and non-Rotarian adults engaged in Rotary Youth Programs.

**TEXT & WHATSAPP**

For high school students, texting is the most effective. A group WhatsApp is ideal for communicating to a wide audience. For younger students, it's best to communicate with the school liaison.

**EMAIL**

While students do not always see non-school emails, this channel is effective for communicating important information, as long as parents are included.

## TOP REASONS WHY STUDENTS SHOULD PARTICIPATE IN ROTARY YOUTH PROGRAMS

- Leadership-building
- Connect with community needs and give back
- Build a strong resume, achieving high school and state graduation requirements
- Achieve 10 extracurriculars of the College Common App (This section is how colleges can get to know more about the student.
- It can show what makes the student unique: pursuits, interests, and passions - activities that can best tell the story about the character of the applicant)
- Develop career skills and areas of interest
- Career mentoring by confirming or redirecting dreams before graduating from high school.

How can you promote youth programs within your schools?

How can you invite parents/guardians to participate (in youth programs and join Rotary)?

## Breakout 2B | Engaging Emerging Leaders

Presenters Jackie Huie and Elizabeth Roach, Executive Director for Ascension Rotaract Network

### Learning Objectives

1. Describe the value of engaging young adults in Rotary.
2. Identify strategies to communicate across generations.
3. Promote the value of a more inclusive organization.

### Resources

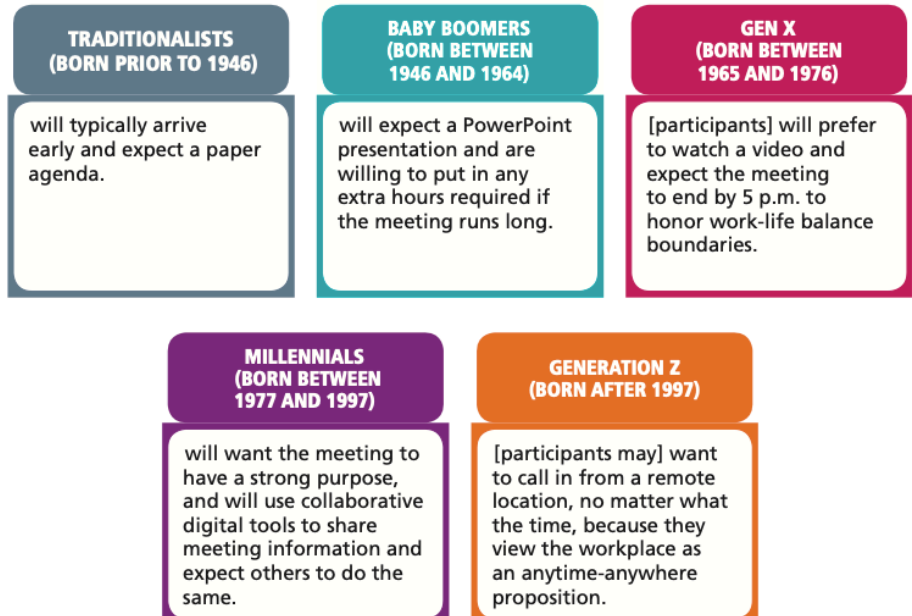
- Rotaract Handbook
- DEI Handbook
- Engaging Younger Professionals Toolkit
- Promoting programs to emerging leaders
- Ascension Rotaract Network MDIO (<https://www.ascensionrotaract.com/>)

What is the goal of engaging emerging leaders in Rotary and Rotaract?

How can Rotarians collaborate with emerging leaders to achieve shared goals?

What role can emerging leaders play in supporting the priorities of Rotary's strategic plan?

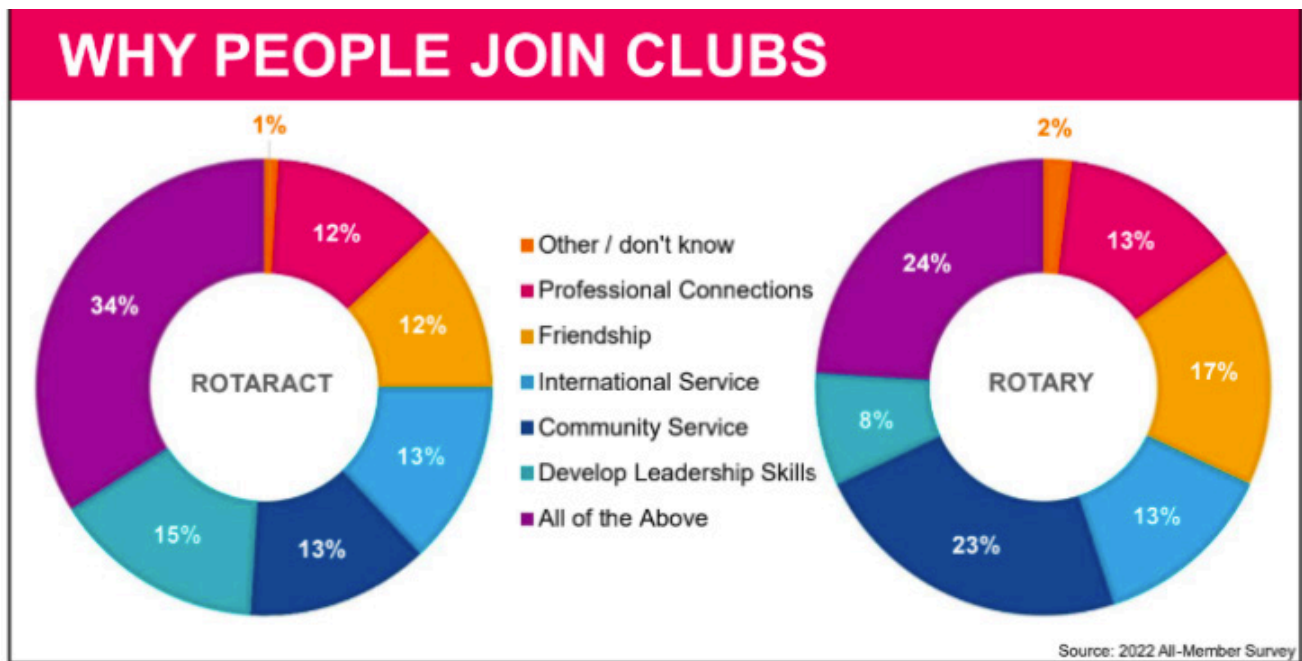
### COMMUNICATING ACROSS GENERATIONS



## Value Proposition & Club Differentiation

**Rotaract** clubs bring together people ages 18 and older who take action through community and international service while learning leadership skills and developing professionally. Rotaract clubs are great for younger professionals who want to become more effective leaders and have fun through service.

**Rotary** clubs bring together professionals and other leaders who meet regularly for service, connection, and personal growth. Rotary clubs are great for people looking for friendship, service and networking opportunities, across generations and industries.



How can you help improve intergenerational collaboration in your club?

How can intergenerational collaboration strengthen your club?

## Breakout 3 | Promoting Rotary and Telling Your Rotary/Rotaract Story

Presenters Keith Hodkinson and Devankar Muhki

Why is it important to improve Rotary's public image?

How can you help your club build a strong public image in your community:

### Elements of an engaging People of Action story

#### 1. Focus on relevant community challenges

Show how you got involved and worked on a challenge that people in your community care about — homelessness, for example. Use information from your community assessment and project evaluation to demonstrate how you helped your community.

#### 2. Describe the action you took

Explain the major ways in which your club or district intervened to address the issue. In this example, Rotary members constructed a cluster of very small houses to reduce homelessness in their community.

#### 3. Show Collaborations or partnerships

Demonstrate the strength of your club's connection to the community and its ability to achieve results by showing how you work with other local organizations.

#### 4. Include the beneficiaries

Show the people or organizations that are affected by what your club does in order to emphasize the life-changing results that Rotary projects can have.

#### 5. Illustrate the positive impact on the community

Describe the difference you made in the community to create an emotional connection to your story and to your club.



## ACTIVITY

**TELLING YOUR PEOPLE OF ACTION STORY** Imagine you've been contacted by a local news organization to explain Rotary's impact in the community. Consider the following questions to help you develop your People of Action story. Take notes in the space provided. Then share your story with a group.

### Scenario 1 | "Clean Water Initiative"

**Project Overview:** The Riverside Rotary Club launched a "Clean Water Initiative" to install water filtration systems in local schools to ensure students have access to clean drinking water.

**Goals:** Raise awareness about water quality issues in the community. - Engage local businesses and residents in supporting the project. Encourage volunteer participation.

**Execution:**

- **Social Media Campaign:** The club created a series of posts on Facebook and Instagram showcasing the problem of water contamination, using infographics and testimonials from affected families.
- **Kick-off Event:** They held a community event to launch the project, inviting local leaders and media. During this event, they shared stories from families impacted by poor water quality and emphasized the importance of the project.

**Partnerships:** The club partnered with local businesses for sponsorships and donations, creating a "Sponsor a Filtration System" initiative where businesses could contribute directly.

**Outcomes:** The project funded the installation of filtration systems in five local schools, benefiting over 1,000 students. The social media campaign increased engagement, with posts reaching over 5,000 users and generating significant community discussion. Local businesses reported increased foot traffic and positive community sentiment due to their involvement

### Scenario 2 | "Books for Kids" Literacy Program

**Project Overview:** The Downtown Rotary Club initiated the "Books for Kids" program, aimed at improving literacy rates among underserved children by providing free books and reading sessions.

**Goals:** Foster a love of reading among children in low-income neighborhoods. Increase volunteer engagement within the club. Establish partnerships with local schools and libraries.

**Execution:**

- **Storytelling Approach:** The club shared stories of children struggling with reading through video testimonials on their social media channels. These personal accounts emphasized the importance of the program.
- **Reading Events:** They organized monthly reading sessions at local libraries, inviting community members to participate as readers. These events were promoted through local schools and community centers.
- **Social Media Challenges:** The club launched a "Share Your Favorite Book" challenge, encouraging followers to post videos of themselves reading excerpts from their favorite books. This generated buzz and connected the community with the project.
- **Outcomes:** The program distributed over 2,000 books to children in its first year. - The monthly reading sessions saw participation from over 150 community members, creating a vibrant reading community. - The social media challenge garnered over 300 posts, significantly raising awareness of the program and engaging the community.

## Breakout 4 | Courageous Conversations

**Presenters PDG Sue Goldsen and DGE Linda Morrow**

### Overview

There can be times when our fellow Rotarians don't agree with each other on any number of issues, such as the best service project for the club to take on, or when and where the Club meets. Sometimes issues can be even more emotionally significant to those involved, and it is important that Club Leaders are as prepared as they can be to help mediate through these difficult issues.

### Key Outcomes

- Understand Conflict.
- Understand How Different People May Have Different Truths.
- Ways to Build Communication to Prevent Conflict.
- How to Prepare for, and Have, Courageous Conversations.

In its most basic form, what is conflict – and what are some causes?

What do you think of when somebody talks about “truth”?

What kind of information should the members be sharing with everyone else in the club, including club leaders?

## Activity: Finding Common Ground

### ...SOME MEMBERS WANT

Better lunches  
Small club size  
Unique programs  
Networking with different professionals  
Exclusivity

### OTHER MEMBERS WANT...

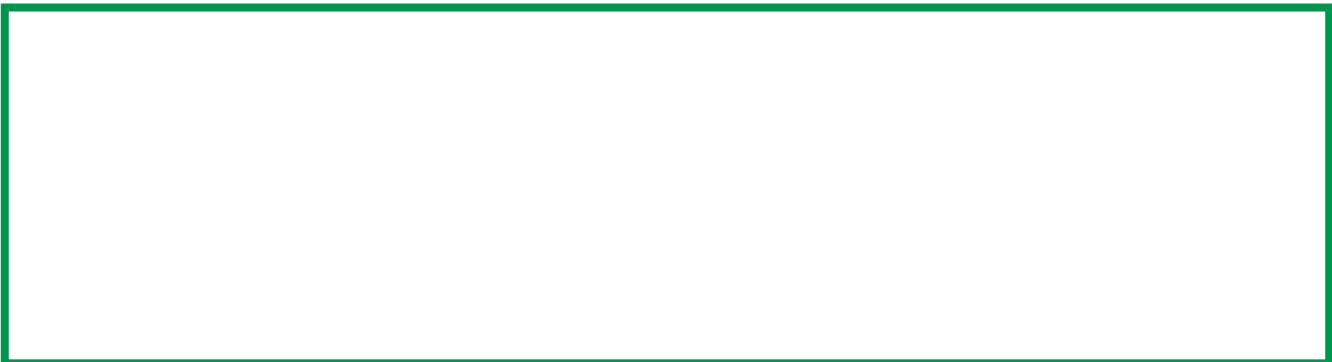
More service activities  
Younger members  
Larger Club  
Lower dues  
Inclusivity

How can we find areas of overlap? Are these concepts mutually exclusive?



### What Actions will help with Communication?

Make note of any action(s) you can take to help your club improve information sharing and developing common values. How can you help everybody feel listened to?



Resources see page 38

## Breakout 5 | Becoming “Shift Disturbers”... how can you set the stage for change?

Presenter PDG Bruce Goldsen

Does your committee, team or club need a shakeup to become more irresistible? Let’s look at a “Five I Approach” to igniting action to make it happen!

Irresistible



Imagine – your \_\_\_\_\_ is awesome. Everyone wants to be part of it...



In the mirror



Innovate



Ignite: I will...



**Learning Center:** go to [rotary.org/learn](https://rotary.org/learn), sign in to MyRotary, and accept the privacy policy to enable your access. Be sure to have a MyRotary Account. If you do not have one sign up here -> <https://my.rotary.org/en/signup>

### Social Media

#### Brand Center

<https://brandcenter.rotary.org/en-us/>

#### Rotary's social media accounts

<https://www.rotary.org/en/news-features/social-media>

<https://www.facebook.com/help>

<https://help.instagram.com/>

### Back Again? Encore Presidents

Strategic Planning Guide

How Can You Maintain a Positive Volunteer Culture During Change?

Cliff Dochterman: "If I Were Club President Again!"

### Successful Fundraising

Easy Fundraising Ideas (Web)

### Club Operations

Manual of Procedure

Recommended Rotary Club Bylaws

Rotary Code of Policies

Rotary International By-Laws

### Planning your year ahead

#### Learning Center courses:

Rotary's Action Plan and You

Rotary Club Central Resources

Action Plan page on My Rotary

Rotary Citation page on My Rotary

Club Health Check PDF

Get Ready: Club President

Working With Your Club Leadership Team

Vibrant Clubs in Action

Club Excellence Award page on My Rotary

Strategic Planning Guide

### Managing you Club and Conducting Meetings

Learning Center courses:

Managing Club Business

Rotary Club Central Resources

Best Practices for Engaging Members

Vibrant Clubs in Action

Manage page on My Rotary

Flexible options for clubs page on My Rotary

Recommended Rotary Club Bylaws and

Recommended Rotaract Club Bylaws  
Standard Rotary Club Constitution and  
Standard Rotaract Club Constitution

### Engaging Club Members/Attracting New Members

Learning Center courses:

Best Practices for Engaging Members

Creating an Inclusive Club Culture

Strategies for Attracting New Members

Diversify Your Club

Online Membership Leads

Resources:

Connect for Good PDF

Improving Your Member Retention PDF

Diversifying Your Club: Member Diversity  
Worksheet

Finding New Club Members: Identifying

Prospective Members Worksheet

Engaging Younger Professionals page on  
Rotary.org

Creating a Positive Experience for Prospective  
Members PDF

### Courageous Conversations

Learning Center course:

Essentials of Understanding Conflict

### TRF & My Club

The Learning Center (many courses)

Every Rotarian Every Year Brochure

The Rotary Foundation Reference Guide

Donor Recognition (Web)

Grants (Web)

The Rotary Foundation Showcase Video

Why Rotary? – Wheelchair Video

**Use this QR code to get this page  
with all the links!**



## Your Great Lakes PELS Leadership Team

<b>General Chair</b>	PDG Donna Schmidt D-6400
<b>Operations Director</b>	PDG Jeff Leipprandt D-6310
<b>Vice-Chair</b>	PDG Ed Van Wijk D-6540
<b>Lead Facilitator/Curriculum Chair</b>	PDG Sue Goldsen D-6400
<b>Curriculum Coordinator</b>	PDG Jon Catlin D-6310
<b>Secretary</b>	PDG Dee Brock D-6310
<b>Registrar/Webmaster</b>	PDG Karen Gabrys D-6380
<b>Assistant Registrar</b>	Roma Murthy D-6380
<b>Treasurer</b>	Joe Sawyer D-6310
<b>Sargeant at Arms</b>	PDG Melanie McCoy D-6310
<b>Audio Visual</b>	PDG Larry & Sarah Wright D-6400
<b>Marketing/App/ Photography Coordinators</b>	Carrie Strohkirch D-6310, Amy Jaster D-6310
<b>Vendors/Sponsorship</b>	PDG Nathan Triplett D-6360
<b>Stage Manager</b>	PDG Bruce Goldsen D-6400

### District 6290

DG Brianna Scott  
DGE Mark Andresky  
DGN Julie Schumaker  
Dale Horowski, Learning Facilitator

### District 6330

DG Katherine Hahn  
DGE Jeffrey Ferweda  
DGN Lorna Gunning-Fratschko  
DG Katherine Hahn, Learning Facilitator

### District 6380

DG Sharna Hatcher  
DGE Wendy Jones  
DGN Lee H. Halsted  
PDG Gerry Jackson, Learning Facilitator

### District 6540

DG Holli Seabury  
DGE Brent Sheppard  
DGN Terri Rickel  
PDG Ed van Wijk, Learning Facilitator

### District 6310

DG Rod Bieber  
DGE Paul Wiese  
DGN Jon Catlin  
Tara Welch, Learning Facilitator

### District 6360

DG Mark Odland  
DGE Jackie Huie  
DGN Tim Lee  
PDG Teresa Brandell, Learning Facilitator

### District 6400

DG Nick Krayacich  
DGE Linda Morrow  
DGN Kim Spirou  
Therese Maggioncalda, Learning Facilitator

Thanks to our AG and PN Facilitators!

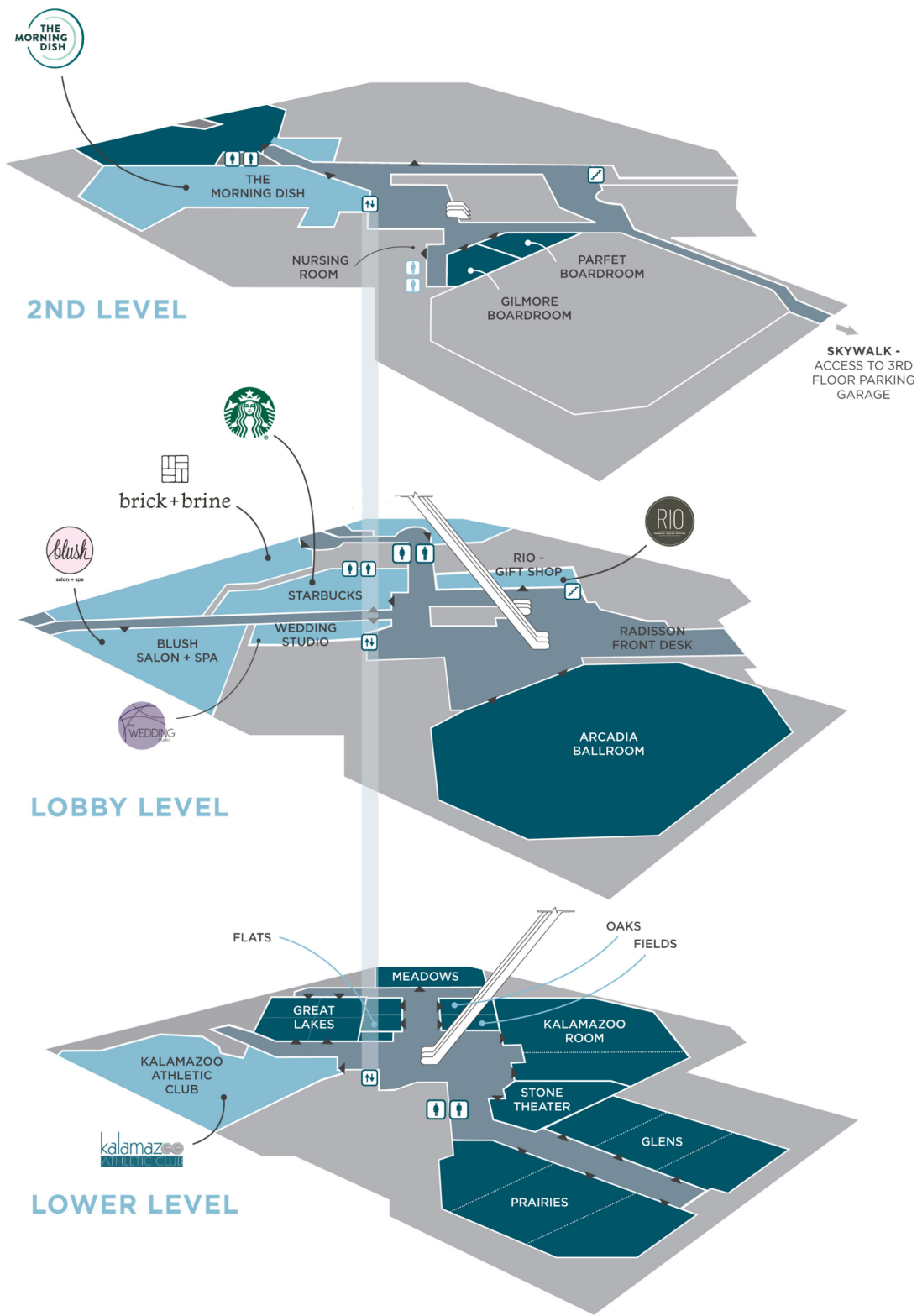
PDG Kathy Gallagher  
PDG Paul Sincock

With appreciation to the folks who helped to make this workbook possible with great guidance and assistance: PDG Peter Schulz D-5060 and PDG Liz Smith Yeats D-6400.



After the final Plenary Session, please take a few minutes to let us know how we did. The QR Code links to our Conference Survey and will be active from 2 pm on March 22 until April 5, 2025.





- STAIRS
- ELEVATOR
- BATHROOMS
- GENDER-NEUTRAL BATHROOMS