

FACULTY GUIDE
Part 1: Engaging Members (rev. 9/20)

Prior to the Session:

1. Collect materials needed for session – newsprint; markers; post-it notes; index cards
2. Prepare newsprints with Strong Club; High Impact Club; Older Club; Struggling Club; Fun Club; Other
3. Prepare fun, unique ways to create partners and groups

Begin the Session:

- Introduce yourself and session
- Orient participants to the materials
- Review Session Goals and where this course fits into the Membership curriculum of RLI
- Point out “Good to Know – EM-1” and where to find referenced materials

Note: *The participant manual contains some resources that are not directly used in this session but provide relevant resources for participants.*

Warm-up: Partner Up

- Instruct participants to form partners using a novel, fun method
- Direct the partners to conduct interviews with each other using the questions -
 - Why did you join Rotary?
 - What keeps you in Rotary?
 - Are Rotary Clubs member organizations that do service or service organizations that have members?

Prompt 1 – With your partner, answer these questions – 1) Why are you in YOUR Rotary Club? and 2) Are Rotary Clubs member organizations that do service or service organizations that have members? You have three (3) minutes.

- End the interviews after three (3) minutes and ask for two (2) or three (3) volunteers to share their thoughts.

“Phone It In” Personal Interview: Pair & Share

- Using personal cellphones and same pairs as in Warm-up Activity, have the partners take a selfie with their partner.
- Using the video feature have them interview each other on the following questions:
 - When were you inducted into Rotary? Was it a special event or an afterthought?
 - Why do you stay in Rotary?
 - When did you truly become a Rotarian?

Prompt 2 – With your same partner, take out your phones and each of you take a selfie with your partner. [PAUSE] Now that you have your camera out switch over to video mode and interview each other using these questions:

- 1. When were you inducted into Rotary? Was it a special event or an afterthought?**
- 2. Why do you stay in Rotary?**
- 3. When did you truly become a Rotarian?**

Follow-up

- Ask for two or three participants to share any thoughts that came up during their discussion

NOTE: Doing this with home clubs may be very illuminating and even reignite the passion in some as to when they truly became a Rotarian and why they continue to be a Rotarian.

Since up to this point the only facilitation techniques used have been partnering and discussion, the session will work as easily with small groups as larger ones.

Discussion

- Pose the following questions to the group
 - What does it mean to ENGAGE people?
 - Why is it important to ENGAGE MEMBERS?
- Brainstorm a list and record on newsprint or whiteboard

Prompt 3 – Let’s talk about ENGAGING MEMBERS. Think about what it means to you to ENGAGE people? Why is it important to ENGAGE your Rotary club members? I’ll collect your thoughts on the newsprint. [Allow 5-8 minutes for the group to offer their thoughts].

It has been found that ‘newer’ Rotarians (< 3 years) stay in Rotary to:

- 1. Serve their community**
- 2. Network**
- 3. Represent their vocation**
- 4. Develop leadership skills.**

Refer to Insert EM-2 Engagement Ideas and see if there is one that might work for your club.

- Pause for 1-2 minutes to give participants an opportunity to review the list.
- Ask for anyone to share any examples that popped out and/or might be useful in their clubs

Membership Satisfaction Exercise

- For this activity, you will need markers (large and small), post-it notes (medium to large if possible), index cards and prepared newsprint (Strong Club; High Impact Club; Older (age) Club; Struggling Club; Fun Club; Mediocre; Other) posted around the room,
- Direct participants to write their club name on a post-it and then choose one of the types of clubs listed on the posted newsprints and place their post-it on the appropriate newsprint

Prompt 4 – Write your club name on a post-it. Look around the room at the different characterizations of Rotary clubs. Decide which one best describes your club and post your note on that sheet. Why did you make the choice you made? [take one or two examples]

Group around the type of club with which you identified.

- Direct each group to talk among the members that also related with that club characterization.
- They will then choose one challenge that type of club encounters.
- Have groups arrange to sit together and discuss.

Prompt 5 – Discuss the challenges faced by your club ‘type’. Choose one to work on together and write on index card.

Prompt 6 - Pass your 'club situation/challenge' to the group on your left. It is the task of that group to come up with a possible solution to the challenge given. You will have five (5) minutes.

- Bring the whole group back together and share their small group findings
- Repeat Prompt 6 as time permits to develop a variety of ideas to address challenges face by clubs.
- Return cards to the original group

NOTE: For small groups and/or social distancing requirements there are a couple options –

- *Choose one (or two) club type which best describes the club types represented in the room and proceed through the activity. If only one club type, ask one individual to summarize a challenge and pass to the next person for a possible solution.*
- *Use a group discussion format instead of dividing into groups*
- *If there is only one person for a given club type, direct that person to go stand with the group at his/her 2nd choice.*

Prompt 7 – Sometimes it can be difficult to know if your club members are engaged. Rotary provides many kinds of resources to help figure out how your members feel about what is going on in the club. Take a moment and look at Insert EM-3: Membership Satisfaction Survey.

We will not take the time to fill it out now however it would be beneficial for you to take this back to your home club and administer it with club members. You can gain great insights into ways to pinpoint issues and discover possible solutions.

Summary:

Considering the discussions in which participants engaged during the session, pose the following question for their reflection. Have them take a minute to think about it and make a note of their thoughts in the participant book.

Given our discussions today and any insights you may have gained, what practical suggestion(s) do you want to take back to your club?