

Getting started!

Rotary Community Groups Establishment Meetings



Regionalisation
Pilot

M|rw#Jrvdubg#vqfh#53491



FACILITATORS' GUIDE

February/March 2024

Welcome and purpose

- Welcome
- Introductions
- Purpose

The purpose is to set the scene and prepare for the election of your Rotary Community Leader (RCL)

- Welcome everyone to the meeting
- Introduce yourself and ask everyone to introduce themselves (unless they already all know each other)
- Tell them: the purpose of the meeting is to set the scene for their group and to prepare for the election of their Rotary Community Leader (RCL)
- There are no binding decisions or anything being set in concrete at this meeting – this is just a starting point (we have to start somewhere!)
- Then proceed to the next slide

Background



■ First, we need to go back a step:

- What are the Rotary Community Groups for? Why did we change?
- How will they work?
- You may have other questions – there will be a chance to ask them

- Say that: before getting to the main part of the meeting, we need to go back a step and look at what the Rotary Community Groups are for, why we made this change, and how they will work
- Importantly, they may have other questions, and there will be a chance to ask them.
- Let them know that as you are running through the explanation, if they think of any questions, they should jot them down so they don't forget.

Why did we change to Rotary Community Groups?

■ Rotary in our Zone is in free fall

- Fewer clubs with fewer members – depleted in numbers and energy
- Not all clubs! But EVERY District in our Zone is declining



- Tell them that: the reason for the change was that Rotary in our Zone is declining dramatically – they are no doubt aware of this
- Every year, clubs were handing in their charters, quicker than new clubs were starting. New members were joining, but a much larger number of existing members were leaving. And the new ones weren't hanging around for long. A large proportion were leaving within the first two years
- This isn't the case for every club of course. But every single District in the Zone is declining and they are declining at an increasing rate

Why did we change to Rotary Community Groups?

■ We are not going to be the generation that stands by!

- We need an ‘energy boost’ and we need it fast
- Where does that come from?

1. Boosting numbers and energy through collaboration

2. Growing Rotary one RCG at a time:

- Increasing community impact
- Raising Rotary’s profile
- Attracting and engaging members

3. New clubs and satellite clubs



- Say that: some years ago now, the then District Governors of our Zone declared that this was not going to be the generation that stands by. They petitioned Rotary International to try new ways of being Rotary
- This coincided with Rotary International’s own investigations into alternative models. Due to Zone 8’s high level of initiative and drive, it was selected as one of only two Zones in the world to pilot a new model
- A core belief is that we need an energy boost and we need it fast, so how do we do that?
- Number 1: we can immediately boost numbers and energy through collaboration
- We can be purposeful in our RCGs – with a plan to increase community impact across the area our RCG covers, raise Rotary’s profile, and attract and engage members
- We can start new Rotary and Rotaract clubs and satellite clubs, where there are ‘Rotary gaps’ – areas that aren’t served by Rotary or where another Rotary option would grow total membership and member engagement, without ‘cannibalising’ existing clubs

How will they work?

- Each RCG creates its own growth plan/s (may be more than one)
- Facilitated by your Rotary Community Leader
- Clubs look at how they want and need to develop eg:
 - if your RCG is planning a major membership drive, how welcoming and attractive is your club?
 - if your RCG is planning a multi-club project, how engaged are your members?

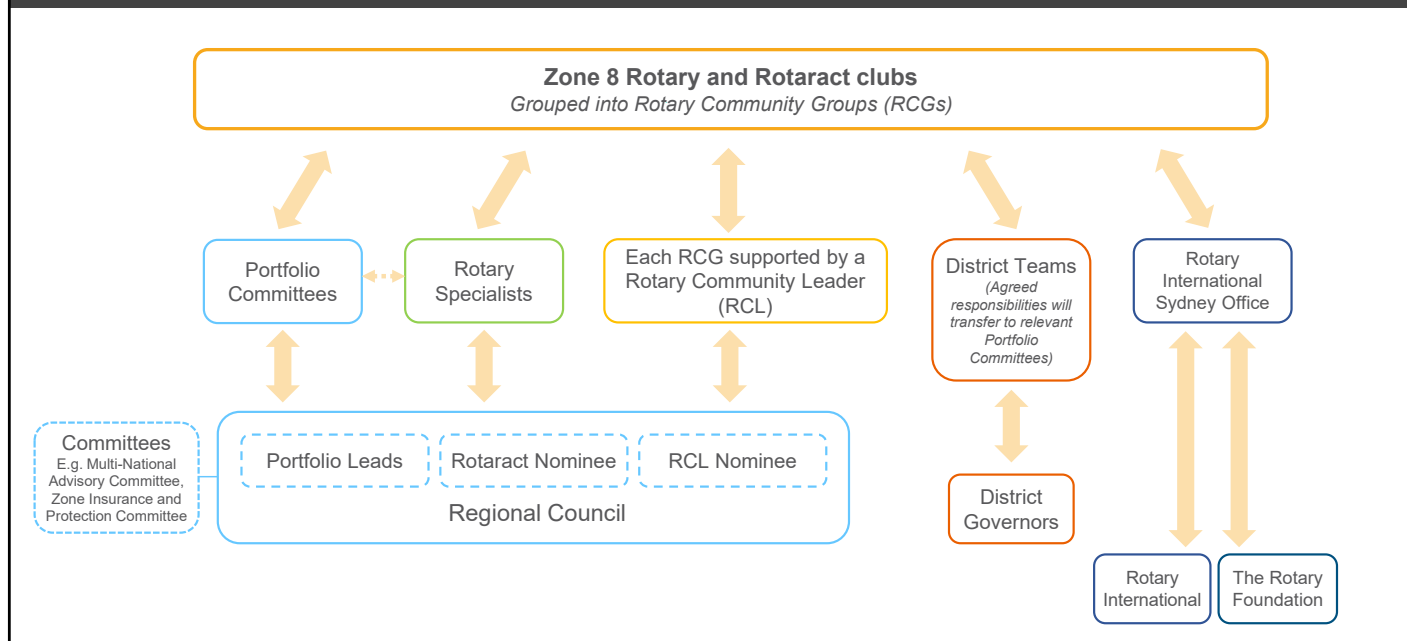
- Say: now we're going to look at how they will work
- Each RCG will create their own growth plan or plans, facilitated by your Rotary Community Leader
- *Facilitator: if the clubs in this RCG are in a group that is reasonably close together with a common community, they will have one growth plan. So only say the next bit if there are clearly distinctive sub-groups in the RCG, perhaps separated by some distance or a geographical feature and serving quite different communities, possibly also in different local government areas*
 - In your case, you may have two growth plans while still being in one RCG – that is perfectly fine – you will still have one RCL and be a peer support group for the common things you are working on
- Your RCL will also support you in your groups to look at how you want and need to develop. For example, your RCG may be planning a major membership drive, and some of your clubs, if they look honestly at themselves, may think they could do some work on making their clubs more welcoming and attractive. Or you may be looking at a multi-club project, but you haven't got a tradition of engaging your members in the strategic direction and priorities for your club. There may be several of you in this boat who want development in this area.

How will they work?

- The RCG and the clubs in the group will have a lot of support
 - peer support within the group
 - support from the Rotary Community Leader
 - support from Rotary Specialists
 - tools, resources and initiatives from the Membership Portfolio Committee
 - higher level partnerships
 - public image materials
 - more efficient, technology-enabled administration
- Let's look at that...

- Say: so where will that support come from?
- The new model has a lot more support for club development and revitalisation, including peer support within your RCG, support from the RCL, support from Rotary specialists, and tools, resources and initiatives from the Membership Portfolio Committee, higher level partnerships, public image materials, more efficient, technology-enabled administration etc
- Rotary Specialists are people the RCG and individual clubs can call on to give advice on things like marketing; event management; strategic planning; club finances; diversity, equity and inclusion; pretty much anything clubs you might need expert advice on
- Let's have a look at the way the support system is organised...

Club support network



- Say: here is a graphic of the support that the model has wrapped around Rotary and Rotaract clubs.
- I just want to point out a few things about this. First, District Governors are still in place for the period of the pilot. While a number of their responsibilities are transferring to the Regional Council and to Rotary Community Leaders, they retain an important role. Amongst other things, they will still be responsible for the Rotary Foundation at a District level. RCLs and District Governors will liaise collaboratively for the benefit of the clubs and members, but RCLs do not report to the District Governor.
- The Rotary Community Leaders will elect a person to the Regional Council. This person will be the one who deals with any issues or concerns regarding the performance or conduct of a Rotary Community Leader.
- Service projects and programs come under a Portfolio Committee. So youth programs such as RYLA etc will continue to be delivered locally, but will be overseen by a Zone-wide committee, which look at strategies to improve delivery and more importantly take up by clubs, working through the RCLs and RCGs

How will they work?

- What other questions do you have?

- Say: phew that was quite a lot to get through
- Now we have about 10-15 minutes for any questions you have. We will need to keep to time, so if we start going down any 'rabbit holes', is it ok if I move you on? They will say yes. Look at one person and say: even if it's you? They will say yes. Look at another person and say: or you? They will say yes.
- Q&A
- *Facilitator: keep to the time – they have given you permission to move them on if they get bogged down. It is possible that someone will ask about the way clubs were allocated to RCGs. Make sure you are familiar with the Q&A about this on the website. You may strike someone who is negative or even hostile. Look for the commitment behind their words. They love Rotary and they can't see how this is going to work. They may be worried it will make it worse. They may say they don't want to be part of it. The first thing to do is get their communication. Do not resist it. Make sure they can see that you understand their point of view. Repeat it back to them in your own words. "Ok Jack, I see what you're saying. This occurs for you like a bad idea that won't work. I get that. You are not alone by the way. All we are asking is can you put that aside and give it a go? And you don't have to. There is no compulsion in this model. Maybe keep listening and see if there is a way forward for you." Or something like that. You can also offer Jack a separate conversation – I will arrange someone to talk to every single Jack in the Zone if necessary, so get their number and email me at alison.dalziel@wearelocalise.com*



- Say: this is what your RCG journey will look like over the coming months
- This meeting is step one
- Step two is to elect your Rotary Community Leader – your facilitator and partner in growth
 - The RCL must be a club member in your RCG
 - There is one vote per club, on a preferential basis
- Step three is your first meeting with your RCL – that will happen in the new Rotary year, when the pilot has fully started. At that point you can:
 - Give your RCG a name – this will be your identity for branding and marketing RCG activities
 - Begin to create your growth plan – as it says, at every step, you need to bring your clubs with you – you will each need to engage your clubs in the possibilities that the leadership team of the RCG is considering
- Have a look at how you will make the most of the RCG for your club and consider your club’s development needs in that context
- For example, there might a sub-group of clubs wanting to improve their club member engagement, another sub-group may be developing club plans together, another sub-group may be modernising their club meetings etc

Step One: Set the scene and prepare to elect your community leader

■ Why are we doing this?

- Your responses will be added to the position description for the RCL
- Potential candidates will have a better idea of what the work will be like
- It will also give you a chance to start thinking about who you could encourage to apply!

- Say: now we are ready to embark on step one!
- We are going to ask you some questions in a minute and I want to explain why we are doing this and what will happen to your responses
- Your responses will be added to the position description of the RCL – why? Because each group will be unique and the candidates need to get a sense of what is involved in the role for that specific RCG
- It will also give you a chance to start thinking about who you could encourage to apply
- Please rest assured, your responses are non-binding – they are indicative at this stage

Step One: Set the scene and prepare to elect your community leader



BRAINSTORM

1. What do you want to work on together?
2. What sort of leadership and support would help you succeed?
3. What arrangements will work for you?

- *Facilitator: you will send them into a breakout room/s if on Zoom, or huddle if in person. Approximately 3-4 club reps per room/huddle. If there are two people from one club, they don't have to be in the same room/huddle.*
- *Get them to discuss the first question and report back. Run through the question before they begin and make sure they are clear.*

1. What areas would you like to work together on?

Eg ideas for a joint project. Reminder, this is a preliminary brainstorm on possible areas to increase community impact, Rotary's profile, and membership attraction/retention. Your ideas are not binding and you will do more work to create your growth plan with your RCL once elected.

Facilitator: get them to report back and agree on their responses. They can say more than one idea – they don't have to vote or anything - it is just indicative. Don't let them get too significant about it. Eg if half the people say they want to do a RCG-wide tree planting project, and half say they want to do a Rotary Expo, they don't have to choose, you can enter both as examples.

Send them back into their breakout room/s/huddes to discuss both 2 and 3, followed by report back and agreement on responses as for Q1.

2. What sort of leadership and support will help you succeed?

eg facilitation, project management, club modernisation - anything that would help you be successful

3. What arrangements would work for you

eg meet in person once or twice a year, then project teams work in between, possibly use online collaboration tool etc

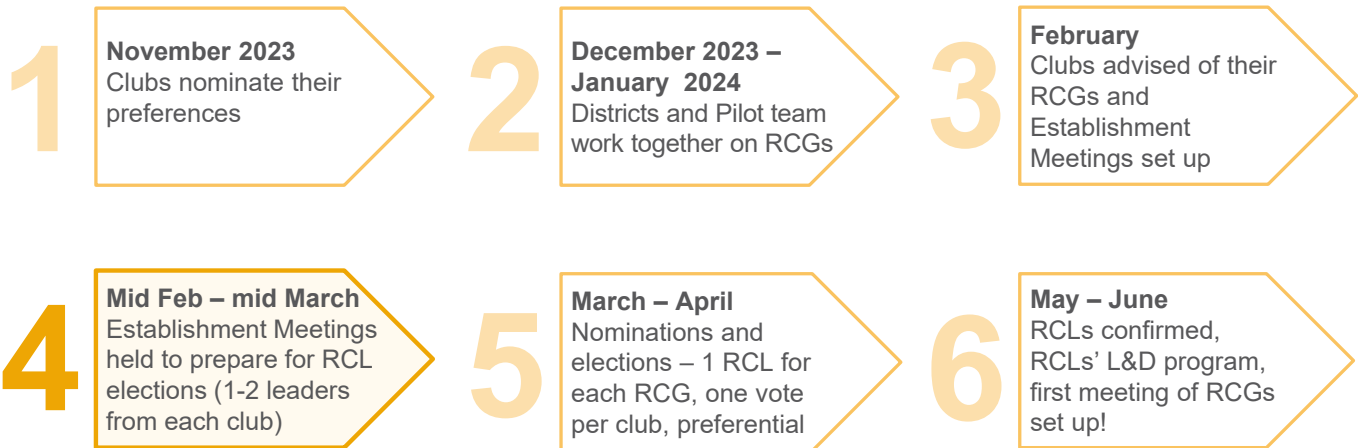
Where to from here?

- Your responses will be added to the position description for the RCL
- Go back to your clubs and inspire people to apply!
- Nominations will be called for
- Elections held where more than one candidate

- Say: the next steps are:

- Your responses will be added to the position description for the RCL
- Go back to your clubs and inspire people to apply!
- Nominations will be called for in the near future by our District Governor (or person assisting)
- Elections will be held if there is more than candidate

Timeline



- Say: here is the overall timeline, working towards the 1 July start date!

Where to from here?

- We are not going to be the generation that stands by!
- To your rockets!



- Say: that's it! Thank you so much for your attendance and participation!! Let's give this a go!

Learn more



CreatingTomorrowRotary.org



RotaryRegionalPilot@gmail.com



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