

DAY 1

Leading Beyond Your Year: Continuity Starts with Team

“The Membership Plateau” Scenario - 8mins

Read as a group – 1 minute

Your Rotary Club has had **the same membership number for five years**.

Each year:

- A few members leave
- A few new members join

But the total always stays around **32 members**.

Recently:

- A neighboring Rotary club grew from **28 to 55 members**.
- Your district leadership is encouraging clubs to **grow and diversify membership**.
- Some members in your club say, “We’re comfortable the way we are.”

At the same time, the average age of the club has increased, and **few members under 40 are joining**.

The board asks your group to **bring a strategy to the next meeting**.

Discussion - 5 minutes

1. Identify the Problem

What is the **real issue** behind the stagnant membership?

Agree on **one main problem statement**.

2. Create a Test Plan

Design a **small experiment** to try within the next 3–6 months.

Encourage ideas that are **testable**, not perfect.

3. Measure Impact

How will you evaluate success?

Choose **2 measurable indicators** (Guest attendance, applications, engagement)

Review your deliverable - 2 minutes

- Your **problem statement**

- One first action
- One metric you would track

Reflection Discussion - 8 mins

Use these prompts:

1. Leadership styles

- Who naturally took the lead?
- Did someone organize the discussion?
- Did someone push for quick decisions vs more discussion?

2. Decision approaches

- Did your group prioritize **speed or consensus**?
- Did anyone focus on **data/measurement** first?

3. President role

- As club president, when do you **decide to facilitate**?

4. Takeaway

- What leadership strengths showed up in your group?

Executing								Influencing								Relationship Building								Strategic Thinking									
Achiever	Arranger	Belief	Consistency	Deliberative	Discipline	Focus	Responsibility	Restorative	Activator	Command	Communication	Competition	Maximizer	Self-Assurance	Significance	Woo	Adaptability	Connectedness	Developer	Empathy	Harmony	Includer	Individualization	Positivity	Relator	Analytical	Context	Futuristic	Ideation	Input	Intellection	Learner	Strategic

(Source: Gallup CliftonStrengths)

Different leadership styles can all be effective, and a strong Rotary President learns then to use each.



DAY 2

From Challenge to Change -- Unlocking Opportunity

Scenario 1:

In the months before you begin your year as Rotary President, you have been approached by several members of your club. Their messages are anything but consistent ... Examples:

- Whatever you do, don't make any changes in our fundraising events!
- Why do we keep funding the same projects every year, when the emerging needs of our community are obvious?
- Our programs are boring, they need to be more varied and compelling!
- What are YOU going to do to get us inspired??

What next steps would you consider?

Scenario 2

As an incoming Club President, you are trying to determine who is best suited to serve as leads or chairs of each of your teams and their associated functions. In particular, you want to make sure your Club Board better represents the demographics of your Club. A potential roadblock is one 30-year member who serves in SEVERAL key roles. The current President has advised you, "Tread carefully in making changes. Since his wife died several years ago, his roles in Rotary are what gives his life meaning."

What ideas do you have about how to approach the situation?

DAY 3

The Art of Gathering

Scenario 1

As an incoming President, what specific, unique purpose will you define for your club's meetings that goes beyond a standard agenda, and how will you communicate it to your members?

Scenario 2

Considering the concepts of "Meaningful Structures" and "Authentic Connections," identify one specific element of your club's typical meeting (e.g., the opening, a transition between segments, or the closing) that you can redesign. How will this change encourage more genuine interaction between new and long-term members?

Nurturing a Sense of Belonging in Your Club

Lead a discussion about how to build on what they are doing well and any challenges.

Encourage participants in this breakout session to share their ideas about how to involve people at different stages of membership.

(4 minutes) Participant Reflection

Have each participant take time to answer each of these questions:

- What is your club good at?
- What could your club do better?
- What keeps your active members involved?
- How can you better engage those who aren't as involved in club activities?

(9 minutes) Participant Discussion

Capture input from each of the participants they use to better engage members.

(2 minutes) Wrap-up

Share Flyer – What makes up the club experience

Encourage participants to review club membership reports in Rotary Club Central. Two reports will help them understand club trends – *Member Viability and Growth* and *Membership Termination Profile*