



The Art of Gathering

Enhancing Rotary's Impact

Based on the book by Priya Parker



INTRODUCTION

A little about us...

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District 5580 Learning Facilitator Chair

Club President 2021 – 23

Molly Herrington

District 5580 Grant Chair

Club President 2017 – 18



THE ART OF GATHERING

- Transform ordinary meetings into meaningful, impactful experiences
- Focuses on human connection and purposeful design
- These principles can increase engagement, retention, and effectiveness of Rotary clubs
- Rotary's success relies on effective gatherings for networking, service projects, and community impact

WHY DOES *THE ART OF GATHERING* MATTER TO ROTARY?

Membership Across USA in Decline

- Cost and/or Time
- Club Environment
- Unmet Expectations

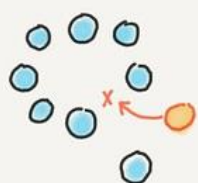
The Art of Gathering

How we meet and why it matters

PRIYA PARKER

MAGIC GROUP
NUMBERS
6 12
15 30
150

THE KINDNESS of EXCLUSION



Priya tells the story of a workout group where one member wanted to substitute a friend while she was on vacation. 36-41

"Conflict often means the purpose."



Being selective about who is right for an event is a kindness to the event because not every person is a fit for every event

"IF EVERYONE IS FAMILY, NO ONE IS FAMILY."

- BARACK OBAMA'S AVUNT

SAFE SPACE



SCARABEE STUDENT BAR IN GIESEN, GERMANY DENIES ACCESS TO ALL BUT STUDENTS WITH IDS



The enforcement grew the bar's reputation especially when declining the vice mayor.

Adding someone new to an established group/meeting can throw off dynamics of the meeting. Is the inclusion going to impact the magic?

HOW TO EXCLUDE WELL:

- Who not only fits but helps fulfill the gathering's purpose?
- Who threatens the purpose?
- Who, despite being IRRELEVANT to the purpose to you feel OBLIGATED to invite?

These people who aren't fulfilling purpose are DETRACTING from purpose of the event.

who are we being generous to?

TIME AND ATTENTION SPENT ON THEM TAKE AWAY FROM PURPOSE.

WHO IS THIS GATHERING FOR FIRST?

Over-including can keep connections shallow.

USE PURPOSE TO DECIDE - IT'S NOT PERSONAL, IT'S OUR PURPOSE.

1

Purposeful Planning: Every Rotary gathering should have a clear, meaningful purpose.

2

Inclusive Invitations: Craft invitations that engage and excite diverse members.

3

Meaningful Structures: Design meetings and events that support your goals.

4

Authentic Connections: Foster genuine interactions among members.

5

Memorable Endings: Conclude gatherings in ways that inspire and motivate.

A photograph of a large crowd of people gathered outdoors under a wooden pergola structure. String lights are draped across the top of the pergola, creating a warm, festive atmosphere. The people are seen from behind, looking towards the gathering.

“The **purpose** of your gathering is more than an inspiring concept. It is a tool, a filter that **helps you determine all the details.**”

— Priya Parker

PURPOSEFUL PLANNING

Define a clear purpose for each gathering.

PURPOSEFUL PLANNING: WHAT INSPIRED YOU TO JOIN ROTARY?

**How is your club
providing this to
your members?**

**Today, if you were
thinking of joining
a club, would
you join yours?**

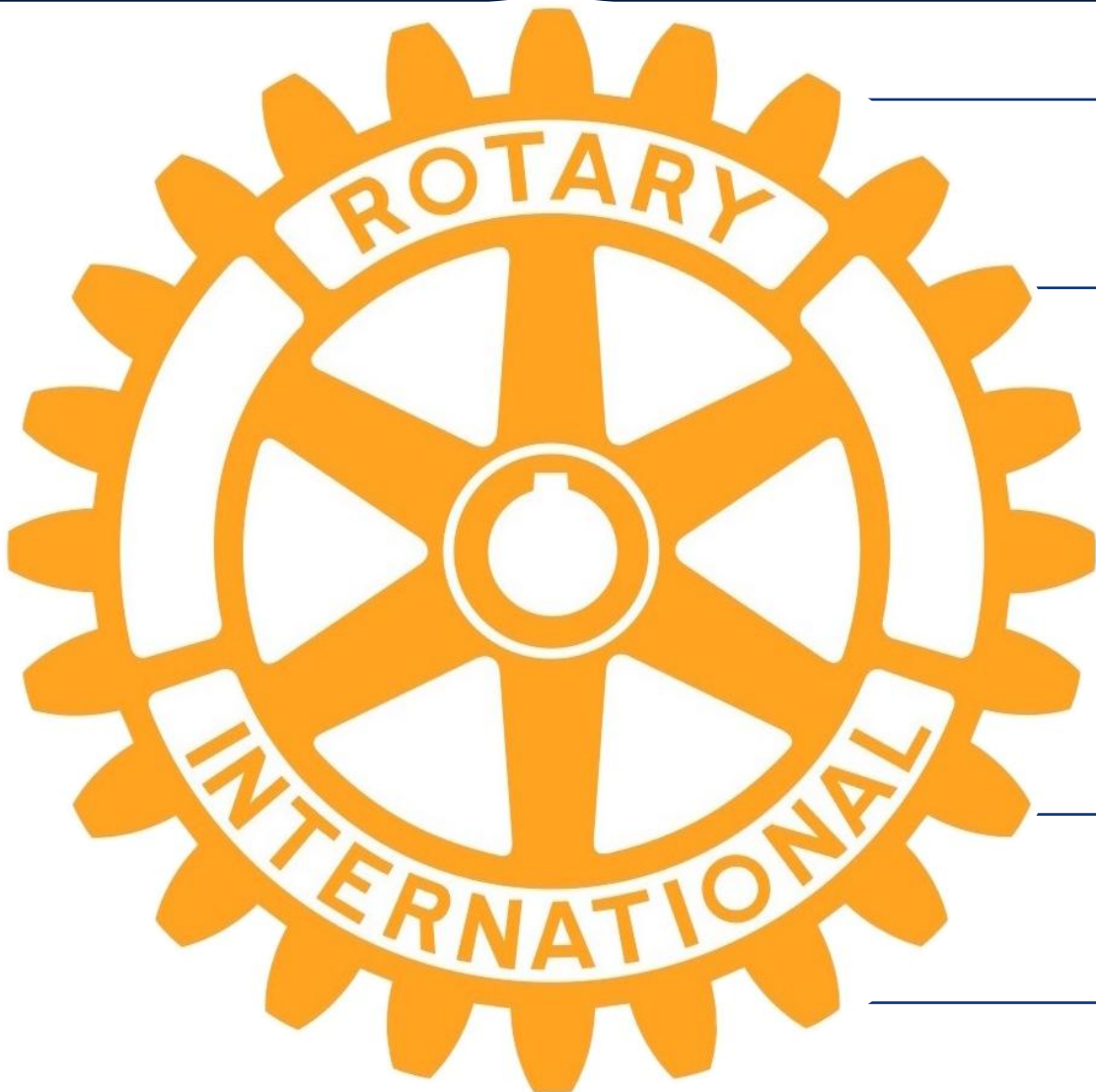
INCLUSIVE INVITATIONS

The invitation is the first touchpoint of the gathering

A group of approximately ten people are seated around a long wooden table in a bright, modern room with exposed brick walls and large windows. They appear to be engaged in a collaborative discussion or meeting. The room is well-lit by natural light from the windows and modern pendant lights. A large green plant is visible in the background.

Create invitations that clearly
communicate the purpose and set expectations.

MAXIMIZING MEMBER VALUE: ROTARY ROI



Time investment: Are meetings and activities worth members' time?



Financial investment: Do members feel their dues and contributions are well-utilized?



Personal growth: Are you providing opportunities for learning and development?



Networking: Are you facilitating meaningful connections?



Impact: Do members feel they're making a difference through Rotary?



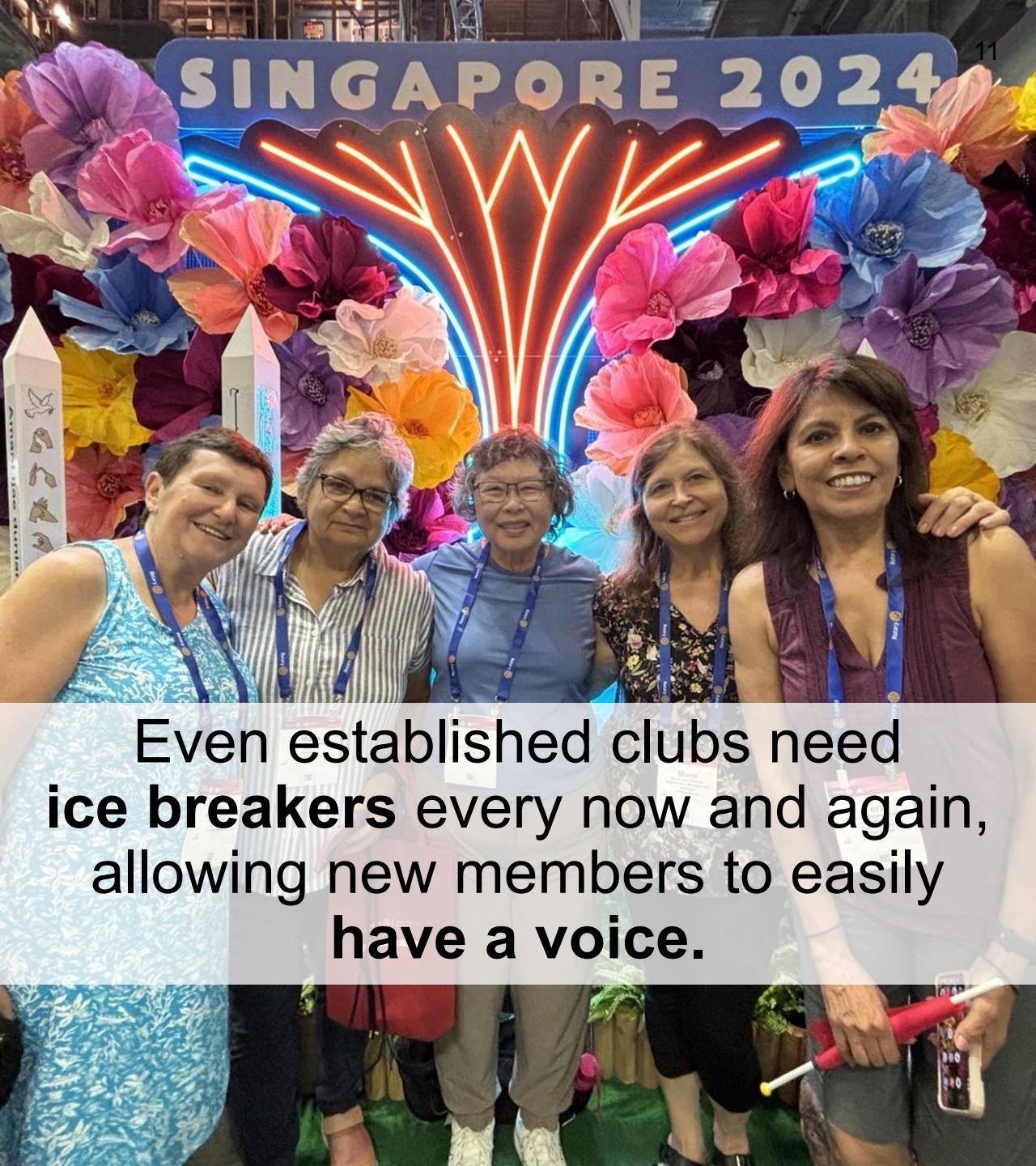
Ensure all your events account for the importance of beginnings, transitions, and flow to **create a cohesive experience.**

MEANINGFUL STRUCTURES

Design the flow of a gathering for maximum impact

AUTHENTIC CONNECTIONS

Ensure you create an environment where people feel safe to be themselves.



Even established clubs need **ice breakers** every now and again, allowing new members to easily **have a voice.**



MEMORABLE ENDINGS

People tend to **remember the last moments** of an experience **most vividly.**



TRANSFORMING ROTARY THROUGH THE ART OF GATHERING

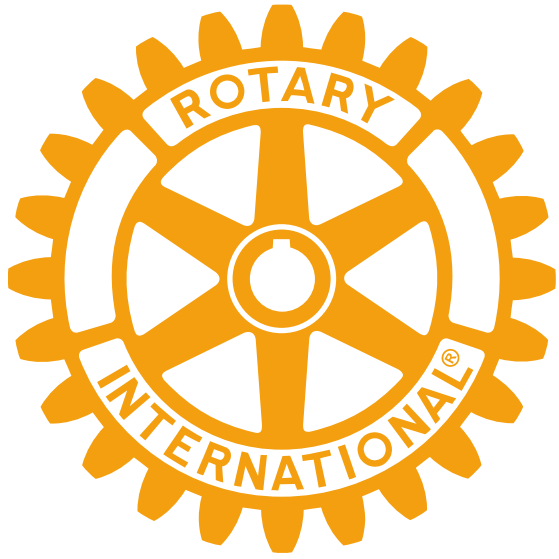
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THANK YOU!