

# Building A Stronger Club



*As I further my Rotary journey I can assist in delivering on Rotary's promise.*

## **Session Goals**

Examine the varying expectations of Rotary

Explore the consequences of met and unmet expectations

Know how I can assist in delivering on Rotary's promise

## **Materials**

◆ ● Insert BSC-1: Guiding Principles of Rotary

◆ □ Insert BSC-2: Expectation & Delivery Exercise

◆ ● Be a Vibrant Club 245-EN (111)

Key: ◆ attached insert    ● online    □ article

## **Things to Think About**

1) What is meant by Rotary's promise? Discuss?

*Does your Rotary club set expectations with its target audience about membership in the club? How? Does this differ for current members and prospective members? Does it differ based on age, position in the workforce or retirement status? Does it differ by constituencies or groups within and outside the club?*

2) What types of specific or general expectations are set, if any, in your club? discuss this issue for one of the groups identified in the prior question and complete the Expectation and Delivery Exercise.

3) Consider how your club might meet these expectations through each of the five Avenues of Service. What is my role in doing this?

4) Is there a disconnect between what is promised and what is delivered?

5) List three activities that my club can realistically do to meet the expectations of one group that is important for your club.

6) In light of this discussion, how can I make my club stronger?

## Insert BSC-1: Guiding Principles of Rotary

### Guiding principles

These principles have been developed over the years to provide Rotarians with a strong, common purpose and direction. They serve as a foundation for our relationships with each other and the action we take in the world.

### Object of Rotary

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

- **FIRST:** The development of acquaintance as an opportunity for service;
- **SECOND:** High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society;
- **THIRD:** The application of the ideal of service in each Rotarian's personal, business, and community life;
- **FOURTH:** The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

### The Four-Way Test

The Four-Way Test is a nonpartisan and nonsectarian ethical guide for Rotarians to use for their personal and professional relationships. The test has been translated into more than 100 languages, and Rotarians recite it at club meetings:

Of the things we think, say or do

Is it the TRUTH?  
Is it FAIR to all concerned?  
Will it build GOODWILL and BETTER FRIENDSHIPS?  
Will it be BENEFICIAL to all concerned?

### Avenues of Service

We channel our commitment to service at home and abroad through five Avenues of Service, which are the foundation of club activity.

- **Club Service** focuses on making clubs strong. A thriving club is anchored by strong relationships and an active membership development plan.
- **Vocational Service** calls on every Rotarian to work with integrity and contribute their expertise to the problems and needs of society. Learn more in *An Introduction to Vocational Service and the Code of Conduct*.
- **Community Service** encourages every Rotarian to find ways to improve the quality of life for people in their communities and to serve the public interest. Learn more in *Communities in Action: A Guide to Effective Projects*.
- **International Service** exemplifies our global reach in promoting peace and understanding. We support this service avenue by sponsoring or volunteering on international projects, seeking partners abroad, and more.
- **Youth Service** recognizes the importance of empowering youth and young professionals through leadership development programs such as Rotaract, Interact, Rotary Youth Leadership Awards, and Rotary Youth Exchange.

## Insert BSC-2: Expectation & Delivery Exercise

Considering one group of the following in relation to your club, complete the table, using specific examples:  
 1. Current members; 2. Potential members; 3. Community; 4. Businesses; 5. Youth; 6. RI Organization; 7. Others?

List specific activities	Avenue of Service	Promise, Do, and Do Well	Promise, Do Poorly (minimal effort)	Promise, Set Expectations, But Don't Do	No Promise, No Expectations, Do	No Promise, No Expectations, Don't Do