

**Workshop Session #3:**  
**{ Club President’s Manual...Chapters 5, 7, & 2b }**

**Session’s Topics: *Benefits of Club Projects, Effective Public Relations in Rotary, and  
Motivating Club Members & Recognizing Their Achievements***  
***Saturday Morning, March 20, 2010***

(Some of the following questions will be used **during the 3rd discussion session**...please be sure that you are familiar with all **3** topic areas.)

**I. Benefits of Rotary Club Projects...**

- What have you found to be some of the **benefits** of a club ‘**Service**’ project ? How about the **benefits** of a club ‘**Fund Raiser**’ project?  
\_\_\_\_\_  
\_\_\_\_\_
- As you think about it, why are **club projects** so important to the life of a Rotary club ?  
\_\_\_\_\_  
\_\_\_\_\_
- Both types of projects are needed, but are more of your club members “**check writers**” or project “**doers**”? How can you get more members involved in “**doing**” club projects?  
\_\_\_\_\_  
\_\_\_\_\_
- How does your club try to ‘**balance**’ its projects to address various needs of your club, your community, and throughout the world of Rotary as well ?  
\_\_\_\_\_  
\_\_\_\_\_
- Briefly describe to us a **successful** ‘Service Project’ or ‘Fund Raiser’ that you club has completed? What project has your club tried that **did not** go so well ?  
\_\_\_\_\_  
\_\_\_\_\_
- As incoming president, what ‘**new projects**’ are you considering for your club to undertake during your Rotary leadership year?  
\_\_\_\_\_  
\_\_\_\_\_

**NOTE:**

*At this point it may help you to realize that Public Relations in Rotary is a somewhat ‘newer’ topic. Previous Rotary PR philosophy seemed to focus on the idea that “Rotary does not ‘toot’ its own horn...” “Rotary just moves in, does its good work, and then just disappears...” Perhaps, through Rotary’s heroic efforts in PolioPlus, Rotary International has now realized that PR is not ‘bad’ and that, in fact, Rotary benefits greatly when its image is increased by using the various tools that are available to us to create effective Public Relations efforts...*

**II. Developing Effective Public Relations in Rotary...**

- What are the available **media resources** in your area for your club’s PR efforts?  
\_\_\_\_\_  
\_\_\_\_\_

- What types of club activities/projects **attracts** positive media attention for your club?  
\_\_\_\_\_
- What **successes** has your club had in promoting Rotary in your community?  
\_\_\_\_\_
- As club president, what is **your** role in your club's PR efforts? How can **club members** promote a better image of Rotary?  
\_\_\_\_\_
- What kinds of things can you do to make sure that **effective PR** related to your Rotary club is happening throughout your year?  
\_\_\_\_\_

### III. Creating Excitement in Your Rotary Club...

#### Club Activities That Are Enjoyable and Fulfilling...

- What are the **benefits** of having highly motivated and involved club members?  
\_\_\_\_\_
- What encourages club members to **'turn on'** to Rotary?  
\_\_\_\_\_
- What kinds of 'fun' things regularly happen in your club?  
\_\_\_\_\_
- Is Rotary consistently **enjoyable** for your members? What makes Rotary a **priority** for your members?  
\_\_\_\_\_

#### Awards and Recognitions That Motivate Members...

- What are some strategies that motivate your members to become **more deeply involved** in all that your club is trying to accomplish?  
\_\_\_\_\_
- How are **achievements** of your club members **recognized**?  
\_\_\_\_\_
- What **awards/recognitions methods** are used in your club that seem to be meaningful to your club members?  
\_\_\_\_\_
- Describe **recognition methods** that are really **special** to the one being recognized as well as **inspiring** to the total club membership...  
\_\_\_\_\_