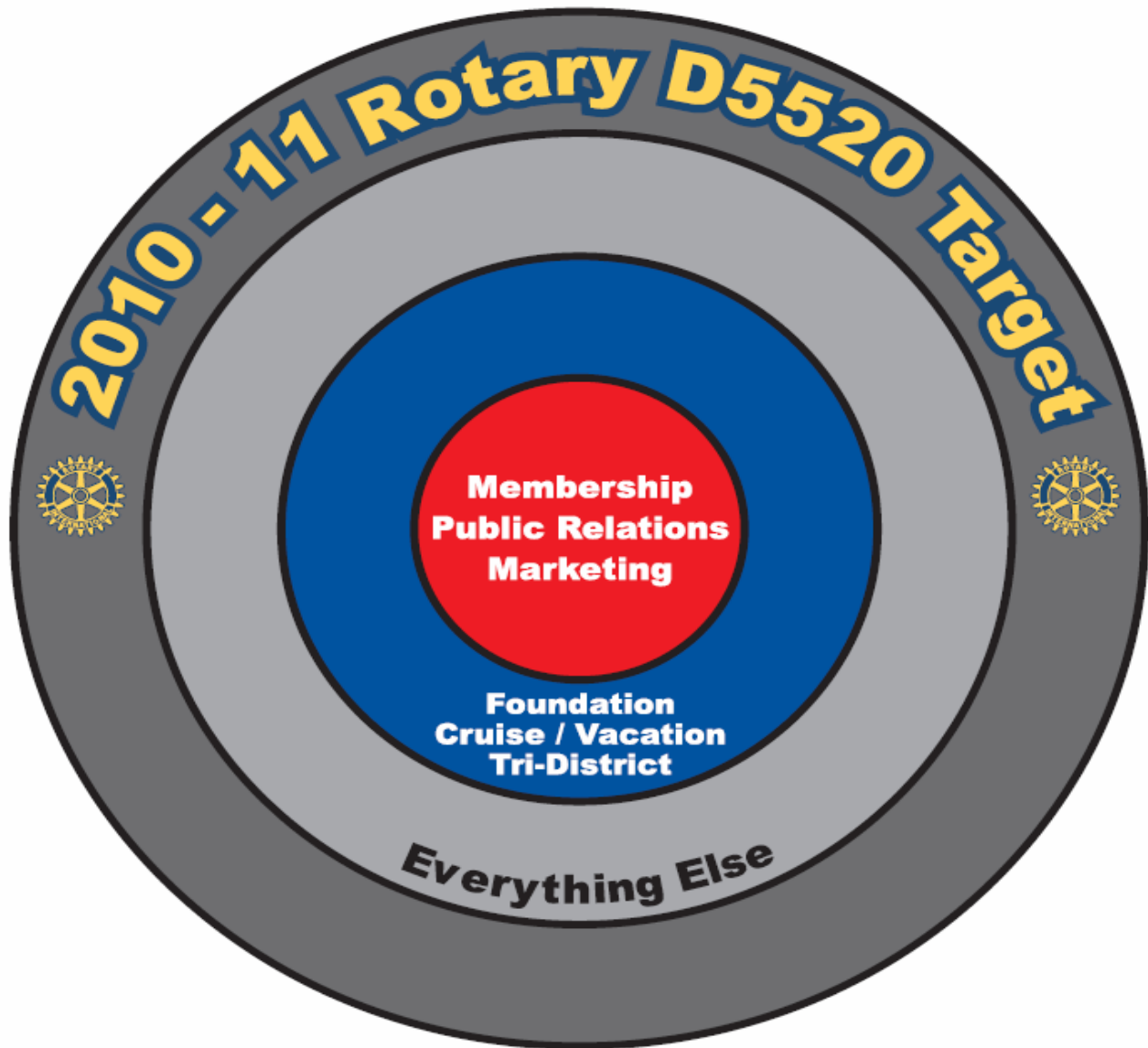
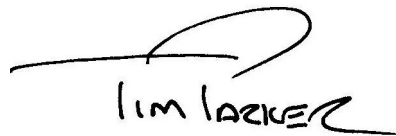


Expectations of the Club President

For those serving Rotary Year 2010-11
Rotary District 5520



Submitted respectfully to you by:



Timothy Parker
District Governor 2010-11
Rotary District 5520

To verbally describe our TARGET
The top 3 priorities for 2010-11 are:

Priority 1 - Membership / PR

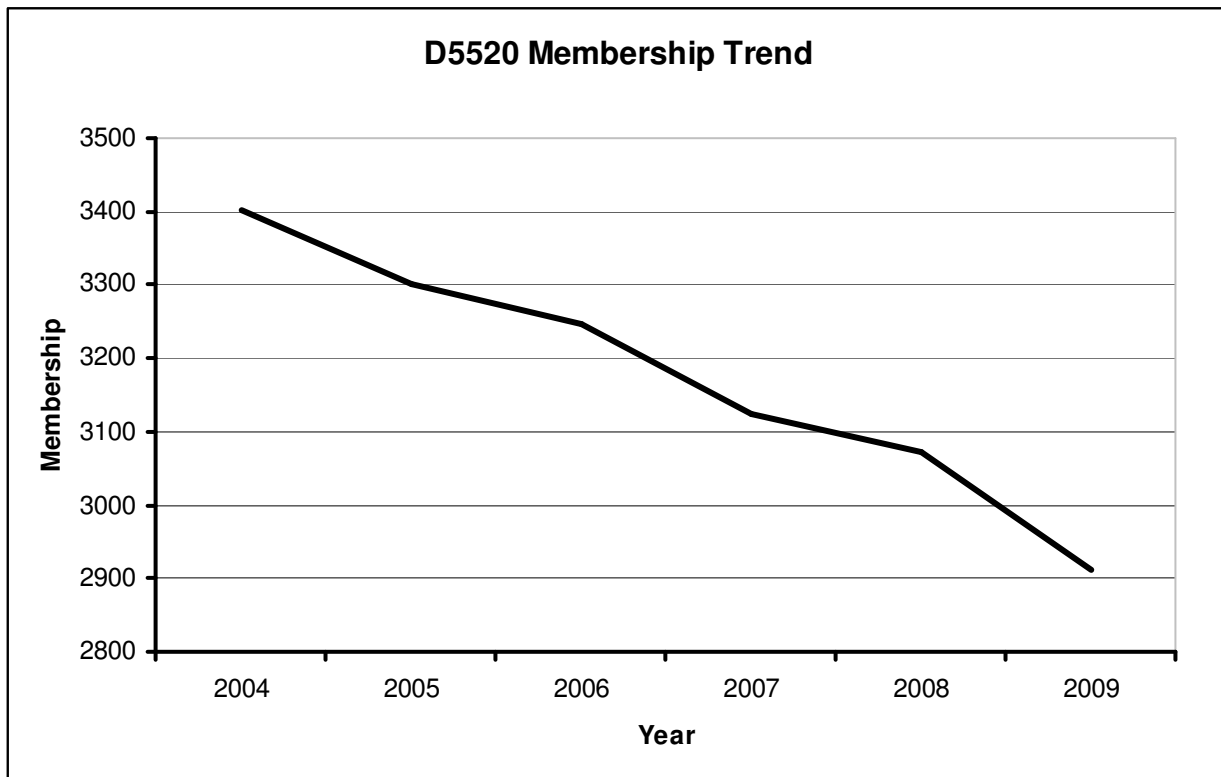
PRIORITY: Increase District membership and PR exposure by:
To be discussed at PETS and expectations next page

Priority 2 - Foundation

PRIORITY: Increase Tri-District and general international participation/matching AND District Cruise/Vacation in Rotary year 10-11 by:
To be discussed at PETS and expectations next page

Priority 3 - Leaders Beyond The Club Level

PRIORITY: Increase number of Rotarians involved at District level by:
To be discussed at PETS and expectations next page



Expectations for Presidents 2010-11

1. **Have fun and follow the Four Way Test!**

I have seen Rotarian friends wreck their families and businesses by not keeping their priorities in check. Keep first things first, THEN Rotary. Thus, you need to delegate, and have fun with all of this, because it really can be a fun year. There will be opportunities to conform, especially when it comes to club gossip and how we treat other Rotarians behind their back. It's OK for clubs to disagree on issues, but it is disrespectful to gossip about club members simply because they disagree. Maintain a high standard in this area, follow the Four Way Test, and expect the same from those around you.

"Extraordinary people talk about ideas, average people talk about events, and little people talk about other people."

2. **Create a public relations line item in your budget.**

As Rotary International shifts its focus to Membership and Public Relations, we must as a District, and so shall a successful club. Part of that will be that to have an effective PR strategy and campaign, we must be able to finance it (there aren't that many 'freebies' out there any more). I am requesting that you create a line item in the budget for your year and finance it by whatever means possible. I am sure that there are individuals in your club who own/run businesses or have to use PR/Marketing as a way they do business. Set a realistic budget, fund it, and then create a strategy to use it during your year (training at PETS). We are going to be doing the same thing on the District level as well.

3. **Accomplish all items as listed in the PE Letter dated 11-24-09 which contains seven attachments. Bring things to PETS that need to be brought completed to PETS.**

4. **Tri-District Participation.**

Whether you bring money, a project or both, I need you to strongly consider participating in a project at Tri-district. It benefits RI, the District, and the participating clubs in substantial ways. If you have a border line Rotarian or a new Rotarian, this would be a great way for them to see the extended Rotary world in action, helping people/saving lives. If your club already participates in an international project somewhere else in the world, and need funding, consider Tri-District as well. Put a poster board together, staff the booth, and make some deals. Two years ago we funded close to \$820k worth of projects. Last year was only \$420k or so.

Although Tri-District is the second weekend in June 2010, the project dates, signatures, etc. will be 2011, thus you, the PE need to attend and bring as many folks as you want. We are one decision away from an even larger impact in the world, and that decision is yours to participate in this!

5. **Be the first speaker of your Rotary year.**

You are expected to be the first program of your Rotary year (within the first two weeks of change over, whichever meeting will have the most attendance). YOU have to set

the tone for the year, YOU have to outline your expectations from the club as well as share your vision and passion for what you would like to accomplish. You will be expected to TRAIN on everything else I mention below. All of the below is required to be discussed. There will be training on this at PETS. I personally will be glad to talk to you and help prepare you to accomplish this.

6. Train on TARGET (as part of your 1st program of the year).

On the front of this document is the TARGET for our Rotary year. This isn't a goal, this is a priority. Goals can be set and missed, priorities aren't. Data will be given at PETS which should strongly motivate all of us to HIT the TARGET. We must train our clubs as to what the target is and why it is important.

7. Train on be my guest cards (as part of your 1st program of the year).

We will be training at PETS the 'be my guest' card concept and it is understood that you will take this information, print out cards from the district website and customize with your club's information, and pass out to all of your club members in multiples. These will be available for download on the district website April 22, 2010.

8. Train on commitment cards (as part of your 1st program of the year).

Statistics show that more than 60% of people who sign a commitment follow through on that commitment. We will be asking you to print out the commitment card from the District website, one for each member of your club. The top portion of the card is for me (via Loren) the bottom for that Rotarian to help remind them of the commitment they have made to make the effort to bring in a new Rotarian during our Rotary year. These will be available for download on the district website April 22, 2010.

9. Train on ERFANREY (as part of your 1st program of the year).

Trained concurrently with the commitment cards, we are not going to have a traditional 'membership goal' for 2010-11, we will have a priority of helping your club members to understand the philosophy that Every Rotarian Finds A New Rotarian Every Year.

This can also be looked at as:

$Re + Rn = M$ where Re = every member Rn = new member M = membership growth

Find a New Rotarian Every Year

Everyone Find a New Rotarian

Share Rotary = New Member

However one looks at the wording, our membership CRISIS can only change if we make a concerted / strategic effort now.

10. Train on the District Incentive Program for Membership (as part of your 1st program of the year).

2010-11 will begin the District Incentive Program for Membership. For any 5520 Rotarian who brings in (from July 1, 2010 through June 30, 2011):

one (1) new member – Bronze Level

- ◆ Basic Membership in 'Governor's Club'
- ◆ Certificate signed by District Governor
- ◆ Recognition at the District Convention

- two (2) new members – Silver Level
 - ◆ all items from Bronze Level plus
 - ◆ 2 Movie Passes
 - ◆ 1 special t-shirt (size xl)
 - ◆ Recognition at the District Convention
- three (3) new members – Gold Level
 - ◆ all items from Silver Level plus
 - ◆ a private dinner for 2 with the District Governor in your town (at the Governor's expense, within 12 calendar months from the 2011 Convention).
 - ◆ Recognition at the District Convention
 - ◆ Recognition in the District Convention Program and special overhead projector recognition
 - ◆ Special Seating at the District Convention.
 - ◆ waiver of 2 Primary Registration Fees for the 2011 District Convention.
- five (5) new members – Platinum Level
 - ◆ all items from Gold Level plus
 - ◆ entry in a drawing for 2 spots on the District Cruise or All-Inclusive Vacation (at the time of this writing I am deciding which it will be).
 - ◆ entry in a drawing for 2 spots on an undetermined airline, roundtrip, in the continental United States.

11. Help me lead by example.

As part of my club visit, I would like to introduce 'my guest' as a visitor and potential new member for your club. Being that I do not know individuals in your community, I would like the Club President to find a potential Rotarian for me to introduce as 'my guest' during my club visit. I think this would assist to reinforce what I will be discussing with your club.

12. Support the 2011 District Convention

There is a lot of research that shows a message should be repeated every 20-30 days or so to reinforce a message. I would like for you to mention at least once a month something about the District Convention, which will be April 21-24, 2011 in Ruidoso at The Lodge at Sierra Blanca and Ruidoso Convention Center. The program will be finalized late fall 2010. We need to have a better turn out than just the Club President. To find out what goes on at a Convention, if you have never been, go to Dick's this coming May to find out! It is hard to talk about / sell what you have never been too!

13. Attendance

Prior to PETS I would like for you to find your Club Constitution and Bylaws and read them thoroughly. Are they out of date based on the new Club Leadership Plan that RI enacted several years ago. What other adjustments need to be made to these documents. What is it going to take to actually get them changed?

Is your current membership out of compliance with your bylaws? From your perspective is it acceptable to keep 'members' on the membership roster, if they do not attend, but do pay their dues? Almost every club has at least one person like this, but I know of a couple clubs that have over 20 like this. This is at your discretion, but it is an ethical consideration as we try to turn our District into a more dynamic organization.

14. Rotary minute weekly

It shouldn't be surprising that the average Rotarian doesn't know Rotary history, how Rotary functions, or even more importantly, what all Rotary does! I would like to encourage you, that if your club doesn't already have it, to perform a Rotary minute every week to try to educate the 'fringe' of your club. The core is going to be there for a while, but we are finding that if we handle Retention better (i.e. turnover, members quitting), we would actually be growing! Retention is going to be part of our Membership Plan. As such, continued training of our membership must begin in that how can someone talk to someone about coming into Rotary if they don't know Rotary! Thanks for your help with making this happen.

15. Presidential Citation

Please use this as an assessment of your clubs existing health prior to PETS. I think it breaks things down nicely, is an appropriate 'check list', and there is a heavy PUSH from RI to use this during our year (which we will do).

It is fairly easy to get the Presidential Citation while at the same time helping the overall 'health' of your club. I would like for you to make the effort to achieve this status for your club during our year of service.