

District Assembly Discussion Questions

When considering these questions, talk to outgoing and incoming club leaders to compare thoughts.

What are the responsibilities of the club public relations committee, and what are your responsibilities as chair?

How will your committee support the club's strategic plan?

What can you do to promote Rotary to prospective members, and who can you work with in the community to promote your club?

What new media will your club use to promote your club?

How can you help committee members do their job?

What are your committee's long-range and annual goals?

The image shows a page from a notebook or a template. At the top, there is a purple header bar. On the left side of this bar is a circular logo featuring a gear-like outer ring and a cross-like inner shape. To the right of the logo, the word "Notes" is written in a large, white, sans-serif font. The background of the entire page, including the header, is a fine grid of small squares. The grid lines are light gray or white, creating a pattern of small squares across the entire surface.

Worksheet 2: Goals

Use this worksheet to draft a long-range goal and annual goals for three years to reach the long-range goal. Ensure that your goals are:

Shared. Those who participate in setting a goal and developing strategies to achieve that goal are committed to implementing it.

Measurable. A goal should provide a tangible point to pursue.

Challenging. A goal should be ambitious enough to go beyond what your club has accomplished in the past.

Achievable. Rotarians should be able to accomplish the goal with the resources available.

Time specific. A goal should have a deadline or timeline.

Long-range goal (goal for your club three years from now)

Year 1 annual goal

Year 2 annual goal

Year 3 annual goal

Worksheet 3: Action Plan

In the space below, write one annual goal from your goals worksheet. Then determine the action steps that need to be taken to meet this goal.

Annual goal

Action step	Who will be responsible?	How long will this step take?	How will progress be measured?	What resources are available?
1.				
2.				
3.				
4.				
5.				

Resources needed

Worksheet 4: Public Relations Committee Case Studies

Read the case study below and answer the questions. Create a plan using the case study action plan on page 22.

Case Study 1

You've just started your new term as the club public relations committee chair. Shortly after taking office, you contact the local news and invite them to the site where your club is building a school. The TV anchor interviews a member who gets some of the facts wrong.

What do you do?

Case Study 2

Your club president and membership committee chair agree that your club needs to have a stronger Internet presence. They suggest using more social media sites and developing networks with other club websites.

How can you use social media sites and other websites to strengthen your club's online presence?

Case Study 3

At a fundraising event for a local school, the organizers ask you to speak publicly about what your club is known for in the community.

What do you say?

Case Study 4

The community's perception of your club is that you only meet for lunch once a week. Your club is very involved in supporting the community.

How can you shift this perception of your club?

Case Study 5

Another Rotary club has sponsored a new Interact club. The Interactors are enthusiastic about several projects, particularly an international service project to support a new library. They contacted you to ask for your help in promoting their work. In addition to monetary donations, the Interactors would like community members to donate books.

How can you promote their efforts?

Who will you need to work with?

What media outlets will you contact?

What are some other ways of promoting the Interact club's project beyond reaching out to the media?

Case Study Action Plan

Action step	Who will be responsible?	How long will this step take?	How will progress be measured?	What resources are available?
1.				
2.				
3.				
4.				
5.				

What did you learn that you can apply to your club?

Resources needed

Worksheet 5: Problem-Solving Guide

Use the Planning Guide for Effective Rotary Clubs and the goals worksheet from session 2 to develop your problem-solving guide. Analyze your club's goals, and think about potential challenges to achieving them. Then, offer solutions to these challenges.

	Goal	Potential Challenge	What resources are available?
Administration			
Membership			
Public Relations			
Service Projects			
Rotary Foundation			
Other			