



**Rotary District 7750
Pre-PETS
February 1, 2020**

Name _____

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All Material Available Online at:
Rotary7750.org/2020Presidents

March 2020 – Water and Sanitation	
<p>Events:</p> <p>March 5 – 7, Carolinas PETS, Greensboro, NC</p>	<p>As President-Elect</p> <ul style="list-style-type: none"> • Attend Carolinas PETS (or another PETS) • Complete building your club leadership team. • Ask Committee Chairs to set goals for upcoming year. • Complete your Club Planning Guide. • Make sure that Rotary Foundation Grant reports have been submitted by the end of the month. • If you have not already done so, set up your My Rotary account.
April 2020 – Maternal and Child Health	
<p>Events:</p>	<p>As President-Elect</p> <ul style="list-style-type: none"> • Submit a District Grant Application by April 30 (Counts toward Governor's Excellence Award). • Meet with your officers and board and review Club Planning guide. • Set goals for contributions to the Rotary Foundation Annual Fund, Polio Plus, and CART. • Prepare a budget for your year as president.
May 2020 – Youth Service	
<p>Events:</p> <p>May 8 – 10, All Club Conference, Doubletree Asheville Biltmore Hotel, Asheville, N.C.</p>	<p>As President-Elect</p> <ul style="list-style-type: none"> • Name a Youth Exchange Officer (Counts toward Governor's Excellence Award). • Hold a joint meeting with the current board and your board. • Complete and submit 2020-2021 Club Planning Guide by May 15 (e-mail to admin@rotary7750.org) (Counts toward Governor's Excellence Award). • Have your Membership, Foundation, PI/PR Chair, Secretary and Treasurer participate in training (dates to be announced). • Ensure Membership Committee is in place and preparing for July 1

June 2020 – Rotary Fellowships	
<p>Events:</p> <p>June 6 – 10, Rotary International Convention, Honolulu, Hawaii</p> <p>June 19, District Awards and Governor's Installation, Larkin's Sawmill, Greenville (Registration required).</p>	<p>As President-Elect</p> <ul style="list-style-type: none"> • Enter Club Membership and Rotary Foundation Goals into Rotary Club Central by June 15th (Counts toward Governor's Excellence Award). • Enter Key Committee Chairs into Rotary Club Central by June 15th (Counts toward Governor's Excellence Award). • Update membership by the end of the month (determines RI dues for first half of your year and <i>per capita</i> contribution goals). • Meet with your Board.
July 2020 -	
<p>Events:</p>	<p>As President</p> <ul style="list-style-type: none"> • START STRONG! • Hold a Club Assembly to present goals for the 2020-2021 Club Year. • Induct a New Member or Members into the Club. • Complete a membership assessment and ask your Membership Chair to develop membership goals and intentional membership tactics. • Hold a monthly board meeting. • Pay District and RI dues. • Make sure your Club has a President Elect. If not, find one now. Ensure the PE knows the expectations of becoming Club President including required training of Pre-PETS and PETS.
August 2020 – Membership and Club Development	
<p>Events:</p> <p>TBD, District Membership Summits (dates and locations to be determined)</p>	<p>As President</p> <ul style="list-style-type: none"> • Attend the District Membership Summit with your Membership Chair. Please ask the President-Elect to join you. • Have a program devoted to membership. • Conduct a Membership Satisfaction Survey (Counts toward Governor's Excellence Award). • Have President-Elect attend Rotary Leadership Institute (Counts toward Governor's Excellence Award). • Induct a New Member or Members into the Club. • Hold a monthly board meeting.

September 2020 – Basic Education and Literacy	
Events:	<p>As President</p> <ul style="list-style-type: none"> • Have a program on literacy. • Conduct a literacy service project. • Remit RI Foundation Contributions to The Rotary Foundation not later than 15 September (Counts toward Governor's Excellence Award). • Review the "Rainbow Report" to assess progress toward membership and giving goals. • Hold a monthly board meeting.
October 2020 – Economic and Community Development	
<p>Events:</p> <p>Oct. 24, World Polio Day</p> <p>Oct. 29, District Foundation Celebration & Grants Training; Greenville Convention Center; Keynote Speaker: RI Director Stephanie Urchick</p>	<p>As President</p> <ul style="list-style-type: none"> • Conduct a fund-raising event for Polio-Plus; consider multiple-club event (Counts toward Governor's Excellence Award). • Hold a monthly board meeting. • Attend Foundation Celebration and encourage club leaders to attend; make sure President Elect and Foundation Chair attend Grants Training Seminar
November 2020 – The Rotary Foundation	
Events:	<p>As President</p> <ul style="list-style-type: none"> • Have a club program on The Rotary Foundation (Counts toward Governor's Excellence Award). • Hold a monthly board meeting.
December 2020 – Disease Prevention and Treatment	
Events:	<p>As President</p> <ul style="list-style-type: none"> • Remit Rotary Foundation contributions to The Rotary Foundation (Counts toward Governor's Excellence Award). • Hold elections and report 2021-2022 club officers to Rotary International no later than 31 December. • Review the "Rainbow Report" to assess progress toward membership and giving goals. • Update membership information by 31 December. • Hold a monthly board meeting. • Do a service project in your community. • Have a party! Have fun!

January 2021 – Vocational Service	
Events:	<p>As President</p> <ul style="list-style-type: none"> • Conduct a program or activity focused on vocational service (Counts toward Governor's Excellence Award). • Remit District and RI dues. • Have President Elect (2021-2022 President) register for Pre-PETS and PETS (Counts toward Governor's Excellence Award). Consider having President Nominee (President 2022-2023) register. • Review membership goals. • Hold a monthly board meeting.
February 2021 – Peace and Conflict Prevention and Resolution	
<p>Events:</p> <p>February 23, Rotary International Birthday.</p> <p>TBD, Pre-PETS, Piedmont Technical College, Greenwood (date to be announced, possibly late January).</p>	<p>As President</p> <ul style="list-style-type: none"> • Hold an event celebrating Rotary International's birthday. • Hold a program on Rotary Peace and Conflict Resolution activities. • Hold a monthly board meeting.
March 2021 – Water and Sanitation	
<p>Events:</p> <p>March 18 – 20, PETS, Greensboro, NC</p>	<p>As President</p> <ul style="list-style-type: none"> • Have a program on District 7750's water projects. • Submit Rotary Foundation Grant reports (must be submitted by 31 March). • Remit Rotary Foundation contributions to The Rotary Foundation (Counts toward Governor's Excellence Award). • Hold a board meeting.
April 2021 – Maternal and Child Health	
Events:	<p>As President</p> <ul style="list-style-type: none"> • Submit a District Grant Application by April 30th.. • Have a program on Rotary activities supporting maternity and child health. • Meet with President-elect to plan for upcoming Rotary year. • Hold a board meeting. • Make sure you're registered for All Club Conference in Greenville at the Hyatt Regency, May 14-16

May 2021 – Youth Service Month	
Events: May 14 – 16 , All Club Conference, Hyatt Regency Hotel, Greenville, SC (registration required).	As President <ul style="list-style-type: none"> • Schedule a program on Youth Activities. • Attend All Club Conference (Counts toward Governor’s Excellence Award). • Hold a joint meeting with the incoming board. • Focus on completing final initiatives for your year as Club President
June 2021 – Rotary Fellowships	
Events: June 6 – June 10 , Rotary International Convention, Taipei, Taiwan TBD , District Awards and Governor’s Installation (date and location to be determined).	As President <ul style="list-style-type: none"> • Update information on goals and achievements no later than 30 June to qualify for Rotary International Citation. • Update membership by the end of the month (determines RI dues for first half of your year and <i>per capita</i> contribution goals). • Have a program on Rotary Fellowships. • Attend District Awards and Governor’s Installation. Celebrate your successful year! • Remit Rotary Foundation contributions to The Rotary Foundation (Counts toward Governor’s Excellence Award). • Hold a joint board meeting. • FINISH STRONG!

**DG Official Visits
2020-21**

Club	Day	Time	Date
The Foothills, Travelers Rest	Tuesday	12:15	14-Jul-2020
Inman	Tuesday	12:30	21-Jul-2020
Indian Land	Tuesday	7:15	28-Jul-2020
Lake Wylie	Tuesday	12:00	28-Jul-2020
Aiken Sunrise	Thursday	7:00	30-Jul-2020
Fountain Inn	Monday	12:15	3-Aug-2020
Gaffney	Tuesday	12:00	4-Aug-2020
Lancaster Breakfast	Wednesday	7:00	5-Aug-2020
Fort Mill	Wednesday	12:30	5-Aug-2020
Greenville Breakfast	Friday	7:00	7-Aug-2020
Aiken	Monday	12:00	10-Aug-2020
Batesburg-Leesville	Tuesday	12:00	11-Aug-2020
Twin City of Batesburg Leesville	Wednesday	7:15	12-Aug-2020
Golden Strip Sunrise	Thursday	7:15	13-Aug-2020
Spartan West	Thursday	12:30	13-Aug-2020
Winnsboro	Tuesday	1:00	18-Aug-2020
Pickens	Wednesday	12:30	19-Aug-2020
North Augusta	Thursday	7:15	20-Aug-2020
Clemson-Calhoun	Friday	7:00	21-Aug-2020
Clemson	Monday	12:00	24-Aug-2020
Westminster	Tuesday	12:00	25-Aug-2020
Easley	Tuesday	12:30	8-Sep-2020
Emerald City	Wednesday	7:30	9-Sep-2020
Greater Anderson	Thursday	12:30	10-Sep-2020
Spartanburg	Tuesday	12:30	15-Sep-2020
Clover	Wednesday	12:00	16-Sep-2020
York	Thursday	12:30	17-Sep-2020
North Spartanburg	Monday	12:15	21-Sep-2020
Anderson	Tuesday	12:00	22-Sep-2020
Seneca Golden Corner	Wednesday	7:30	23-Sep-2020
Seneca	Wednesday	1:00	23-Sep-2020
Rock Hill	Thursday	12:00	24-Sep-2020
Walhalla	Monday	12:00	28-Sep-2020
E-Club of the Carolinas	Tuesday	6:00	29-Sep-2020
Lancaster	Thursday	12:30	1-Oct-2020
Clinton	Tuesday	12:00	6-Oct-2020
Simpsonville	Wednesday	12:15	7-Oct-2020
Pleasantburg	Thursday	12:30	8-Oct-2020
Mauldin	Tuesday	12:15	13-Oct-2020
The Reedy River Greenville	Tuesday	5:15	13-Oct-2020
Laurens	Thursday	1:00	15-Oct-2020
Greenville City Center	Friday	12:30	16-Oct-2020
Union	Tuesday	12:30	20-Oct-2020
Abbeville	Thursday	1:00	22-Oct-2020
Greenwood	Tuesday	12:30	27-Oct-2020
Newberry	Friday	12:15	6-Nov-2020
Blacksburg	Tuesday	17:30	10-Nov-2020
Indian Land Lunch	Tuesday	12:00	10-Nov-2020
Chester	Tuesday	1:00	17-Nov-2020
Greenville	Tuesday	12:00	24-Nov-2020



MEMBERSHIP

- ❖ **If your club is over 25 members:**
 - **Grow your club by 10 members or 10%**
- ❖ **If your club is below 25 members:**
 - **Grow to 25 members**
- ❖ **If you're below 15 members:**
 - **Close the gap between where you are and 25 members by HALF**
- ❖ **Maintain or achieve an attrition rate below 14% (Zone average)**
- ❖ **End your year with more members than were in the club when you were inducted**

THE ROTARY FOUNDATION ANNUAL FUND

- ❖ **If your club isn't close to the District Goal of \$175 per capita:**
 - **Close the gap between where you are and \$175 by half**
- ❖ **If your club is over \$175 per capita:**
 - **Take the best of your past 5 years and increase it by \$1/capita**
- ❖ **End your year with at least a 10% increase in giving to the Rotary Foundation (over 2019-20)**

PolioPlus

- ❖ **If your club isn't close to the District Goal of \$50 per capita**
 - **Close the gap between where you are and \$50 by half**
- ❖ **If your club is over \$50 per capita**
 - **End your year with at least a 10% increase in giving to PolioPlus (over 2019-20)**

CART (Coins for Alzheimer's Research Trust)

- ❖ **Average gift of \$1 per member per club meeting**
- ❖ **Consider a special fundraiser for CART**
- ❖ **Leadership gift from your club by a Rotarian with special interest in finding a cure for Alzheimer's and/or decreasing impact on families affected by the disease**
- ❖ **End your year with at least a 10% increase in giving to CART (over 2019-20)**

10 Million Meal Challenge (100,000 Meals in District 7750)

- ❖ **Help Zones 33-34 in Fight to End Hunger**
- ❖ **Consider Multiple-Club Meal Packing Event**
- ❖ **Support a local food bank**
- ❖ **Provide weekend backpacks for students in lower-income areas**
- ❖ **Take pride in what your club has done to fight hunger!**

Back-to-School Boosters

- ❖ **Support a Local School in a lower-income community by providing:**
 - **Books for the school library**
 - **Dictionaries for students**
 - **Happy Feet — (shoes for students starting new school year)**
 - **Backpacks with school supplies.**
- ❖ **Finish your year knowing you have helped students in lower-income areas in your own backyard!**

Back to School Boosters

Each of our communities has schools that struggle because students come from lower-income homes, their parents can't devote time to after-school activities, and the school lacks the resources available to students in wealthier neighborhoods. Many Rotarians already provide assistance to students in these schools. Let's continue that good work and look for more ways to open opportunities to students in need in our communities.

Need Some Ideas?

- **Books for the school library.** Check with local teachers or librarians about books needed in the school. Purchase the books and make sure you put a Rotary Bookplate on the front inside cover.
- **Dictionaries for students.** Determine if personal dictionaries are needed in a local school. If so, purchase dictionaries for students (most often those starting the third grade).
- **Backpacks with school supplies.** Partner with a local school or United Way or another community organization. Buy backpacks with school supplies for a particular grade.
- **Happy Feet.** It's hard to believe that some students don't get new shoes for the start of school – or ever! Rotary Clubs work with a local school in a disadvantaged area to provide new shoes for students.

Rotary Happy Feet

Want to see a smile on a student's face? Want to provide one of the most necessary items for students headed back to school? Want to have a lot of fun with your fellow Rotarians?

Join Rotary Clubs across the country in participating in Happy Feet. Many Rotary Clubs in District 7770 (the eastern part of South Carolina) and many other states have a vigorous Happy Feet program for children who need new shoes. A couple of Rotary Clubs in 7750 have adopted the Happy Feet project. Rotary Clubs often have slightly different rules but the essence of the program is the same: The Rotary Club will partner with a local school where many of the students are poor and often

do not have new shoes. Teachers and guidance counselors can help confidentially provide the names of students who need new shoes.



The Rotary Clubs find a partner in their community that will offer quality shoes at a reasonable price. Often the club will get a discount. Some Rotary Clubs deliver the shoes to the school. Others opt for more hands-on

involvement where the students and a parent come to the store during a special Happy Feet Day. The student will get a pair or two of socks, too.

One District 7770 Rotarian said, "It is a gratifying and rewarding program to provide shoes to these wonderful students. Sometimes we notice that we are replacing shoes that we distributed the previous year. The students are happy, grateful and excited – and so are we."

Want to join the Happy Feet project? Lou Mello, a member of the Rotary Club of Mt. Pleasant and a Past District Governor from District 7770, will be glad to answer questions. He can be reached at LouMello1@LouMello.onmicrosoft.com or 843-437-9084. Just tell him you want to talk about Happy Feet and were referred by DGE Beth Padgett.



District 7750 – 2020-2021 - Foundation Team

Beth Padgett, District Governor
Lorraine Angelino, District Chair
TBD, Polio Chair
Bill Harley, Grants Chair
Ben Ficklen, Stewardship Chair
Rita Yarbrough, Paul Harris Society Chair
Frank Cox, Annual Fund Chair
Joyce Morin, Endowment Fund Chair
Lorraine Angelino, Peace Fellowship Chair

Planning for the 2020-2021 Rotary Year

Rotary District 7750 has a culture of giving to The Rotary Foundation. Why do we give to The Rotary Foundation? Rotary's motto is "Service Above Self" and The Rotary Foundation's motto is "Doing Good in the World". By giving to The Rotary Foundation we can fulfill both ideals. The Rotary Foundation allows us to pool our resources of time, money, and/or talents with the opportunity of "Doing Good in the World".

Planning for the 2020-2021 Rotary Year starts now for The Rotary Foundation.

What can you do now to make sure your year is successful?

1. Goal Setting – Determining club's giving based on past contributions and anticipating new contributions.
 - a. Major Gifts – Contributions of \$10,000 or more to AF-SHARE or Polio
 - i. If you have club members that make Major Gifts you may want to thank them for their contribution and ask if they plan on making a similar contribution next year.
 - b. Paul Harris Society Member – \$1,000 contribution on annual basis. Can combine AF-SHARE, Polio, and/or qualified Grant.
 - i. Find out how many PHS members are in your club.
 - ii. Consider becoming a PHS member during your year.
 - iii. Easiest way is to sign up for Rotary Direct at \$85 per month to AF-SHARE. Also, I like to recommend contributing \$15 per month to Polio.
 - c. Sustaining Members - \$100 per Rotary year to AF-SHARE.
 - i. Find out how many members are Sustaining Members.
 - ii. Consider contributing \$100 in July or sign up for Rotary Direct.
 - iii. Encourage members to make quarterly or annual contributions through dues invoicing.
 - iv. Encourage members sign up for Rotary Direct at \$10 per month, \$25 per quarterly, or \$100 annually in a specific month to AF-SHARE. Also, I like to recommend contributing \$10 per month to Polio.

- d. 100% Paul Harris Fellow Club – Are you a 100% PHF club? (see attached 100% PHF list)
 - i. If yes, then you will always be a 100% PHF club. Your club may make as a goal to keep your club at 100% PHFs by getting newer members to become PHF in their first year or two as club members.
 - ii. If no, determine what it will take to become a 100% PHF club and put a plan together. If you need help, ask the District Rotary Foundation Chair.
- e. Benefactors – Leaving \$1,000 in your will, beneficiary of Life Insurance or Retirement account, or other method.
 - i. Look at the number of current Benefactors
 - ii. Try to increase number by at least 3 members
 - iii. If you are not a Benefactor consider signing up
 - iv. Ask members to sign up before the District Governor’s visit and present to DG.
- f. Bequest Society – Leaving \$10,000 or more in your will, beneficiary of Life Insurance or Retirement account, or other method.
 - i. Look at the number of current Bequest Society members
 - ii. Try to increase number by at least 1 member
 - iii. If you are not a Bequest Society member consider signing up
 - iv. If you have a member interested in the Bequest Society, please let the District Rotary Foundation Chair (DRFC) know and please give the member contact information for the DRFC.

The favorite part of The Rotary Foundation is being able to do a District Grant and Global Grants every year. Seeing all the great projects that are done throughout District 7750 is truly a blessing. “Rotary Opens Opportunities for Doing Good in the World”.”

- 2. District Grant – Doing Good in our Communities
 - a. Attend District Grant webinar
 - b. Reports for 2019-2020 due March 31, 2020 (see attached District Grant list)
 - c. Applications for 2020-2021 due April 30, 2020 (see attached Eligibility list)
 - i. Determine what you want to do.
 - 1. Look at the Eligibility Report to determine Max. Grant Eligibility.
 - 2. Look at last year’s grant and determine if you want to reapply for the same thing.
 - 3. If you want something different keep in mind the District Governor’s request to do something that is school oriented such as Weekend Backpacks, Dictionaries, School Supplies, Happy Feet, etc.
 - 4. Find something needed in your community with a hands-on opportunity. Make sure club members agree to the project.
 - 5. Be sure to Brand the project in some way.
- 3. Global Grants – Doing Good in the World
 - a. Haiti – Goat Project – Part II
 - b. Honduras – Water Project – Village to be determined

Have fun with The Rotary Foundation and get everyone, in your club and community, involved in your projects. Remember “Rotary Opens Opportunities for Doing Good in the World”.



District 7750
100% Paul Harris Fellow Clubs



Batesburg-Leesville	2014-2015
Clemson-Calhoun	2008-2009
E-Club of the Carolinas	2014-2015
Emerald City	2011-2012
Greenville Breakfast	2019-2020
Laurens	2014-2015
Pleasantburg	2014-2015
The Reedy River Greenville	2006-2007
York	2018-2019

District Grant 2019-2020		
District 7750		
Club	Project	Grant
Abbeville	Families First	1,000.00
Aiken	AED Coverage	1,152.00
Aiken Sunrise	Dictionary	2,500.00
Anderson	Pop Up Clinic	5,000.00
Blacksburg	Backpack Buddy	660.00
Clemson	Opeation School Supply	2,500.00
Clemson Calhoun	Reading is Fundamental	1,000.00
Clinton	Backpack CC4Y	2,500.00
Clover	Therapeutic Riding	1,000.00
Emerald City	Bleachers for Soccer	5,886.00
Emerald City	Inspire Love of Reading	2,542.00
Emerald City	Connie Maxwell Playground	1,570.00
Foothills	Swamp Rabbit Trail - Trees	500.00
Fort Mill Rotary	Happy Feet	3,500.00
Fort Mill Rotary	Literacy Picnic	3,200.00
Greater Anderson	Dictionary	2,418.00
Greater Anderson	AED	2,020.00
Greater Anderson	Interact Scholarship	1,500.00
Greater Anderson	Rural Literacy	1,800.00
Greenville	EAFK	3,000.00
Greenville	Literacy GED	5,000.00
Greenville Breakfast	4 Way Test	1,000.00
Greenville City Center	Safe Harbor	5,000.00
Greenwood	Feed the Hungry	2,500.00
Inman Rotary Club	Rise Against Hunger	1,250.00
Lake Wylie	Josh the Otter	2,500.00
Lancaster Breakfast	Reading Room	2,000.00
Laurens	Backpack Program	2,500.00
Newberry	AED	4,984.00
Newberry	YMCA Seniors	1,750.00
Newberry	Free Medical Clinic	1,100.00
North Augusta	Jackets for Jackets	2,400.00
North Spartanburg	Inquiry in Growth	2,053.44
Pickens	Doodle Trail	2,500.00
Pleasantburg	Summer Reading	3,125.00
Reedy River	Girls on the Run	1,990.00
Reedy River	EAFK	4,200.00
Rock Hill	Book Giveaway	1,000.00
Seneca	Leadership Camp	2,500.00
Seneca Goldern Cor	GED Scholarships	2,000.00
Simpsonville	Rotary Christmas	500.00
Simpsonville	Dictionary	2,000.00
Spartan West	Swith Freedom Bag	2,500.00
Twin Cities	Summer Literacy	1,500.00
Union	Reading w/Rotarians	2,500.00
Westminster	Guitar Lab	2,350.00
Winnsboro	Books & Buddies	400.00
District 7750	Ropes Course at Erskin	20,000.00
	Totat District Grant	128,350.44

District Grant Eligibility 2020-2021

Club	Members 7/1/18	Annual Fund	AF Per Capita	Max. Grant Eligibility
Abbeville	45	\$5,460	\$121.33	\$2,500
Aiken	180	\$25,370	\$140.94	\$2,500
Aiken Sunrise	39	\$8,385	\$215.00	\$5,000
Anderson	74	\$24,372	\$329.34	\$5,000
Batesburg-Leesville	17	\$2,934	\$172.59	\$2,500
Blacksburg	15	\$775	\$51.67	\$775
Chester	53	\$3,015	\$56.89	\$1,000
Clemson	94	\$17,479	\$185.95	\$5,000
Clemson-Calhoun	28	\$5,861	\$209.32	\$5,000
Clinton	26	\$2,430	\$93.46	\$1,000
Clover	17	\$2,625	\$154.41	\$2,500
Easley	51	\$5,575	\$109.31	\$2,500
E-Club of The Carolinas	27	\$12,015	\$445.00	\$5,000
Emerald City (Greenwood)	65	\$33,000	\$507.69	\$9,000
Fort Mill	82	\$15,092	\$184.04	\$5,000
Fountain Inn	27	\$4,040	\$149.63	\$2,500
Gaffney	72	\$7,336	\$101.90	\$2,500
Golden Strip Sunrise	15	\$2,800	\$186.67	\$2,800
Greater Anderson	75	\$42,665	\$568.87	\$10,000
Greenville	266	\$55,497	\$208.63	\$5,000
Greenville Breakfast	14	\$1,920	\$137.14	\$1,920
Greenville City Center	37	\$4,874	\$131.74	\$2,500
Greenwood	113	\$47,410	\$419.56	\$9,000
Indian Land	24	\$4,995	\$208.13	\$4,995
Indian Land Lunch	0	\$50	\$0.00	\$1,000
Inman	22	\$2,300	\$104.55	\$2,300
Lake Wylie	23	\$3,616	\$157.22	\$2,500
Lancaster	64	\$4,217	\$65.89	\$1,000
Lancaster Breakfast	56	\$5,125	\$91.52	\$1,000
Laurens	49	\$5,875	\$119.90	\$2,500
Mauldin	30	\$225	\$7.50	\$0
Newberry	77	\$33,410	\$433.90	\$7,000
North Augusta	21	\$1,900	\$90.48	\$1,000
North Spartanburg	36	\$5,138	\$142.71	\$2,500
Pickens	43	\$4,405	\$102.44	\$2,500
Pleasantburg (Greenville)	47	\$11,419	\$242.96	\$5,000
Rock Hill	86	\$3,627	\$42.17	\$0
Seneca	46	\$7,480	\$162.60	\$2,500
Seneca Golden Corner	23	\$1,490	\$64.78	\$1,000
Simpsonville	48	\$6,471	\$134.82	\$2,500
Spartan West (Spartanburg)	32	\$6,911	\$215.97	\$5,000
Spartanburg	199	\$1,170	\$5.88	\$0
The Foothills, Travelers Rest	19	\$2,950	\$155.26	\$2,500
the Reedy River Greenville	36	\$19,420	\$539.44	\$6,000
Twin City of Batesburg-Leesville	21	\$3,416	\$162.67	\$2,500
Union	46	\$6,608	\$143.65	\$2,500
Walhalla	34	\$3,200	\$94.12	\$1,000
Westminster	35	\$4,568	\$130.51	\$2,500
Winnsboro	25	\$1,450	\$58.00	\$1,000
York	36	\$9,879	\$274.42	\$5,000



Recipe for Changing Club Culture

Rotary clubs are as resistant to change as any organization - perhaps more than most. That's because the club inherits a culture over time and that culture is propagated by the self-selection of members. Those who like it stay, and those who don't leave. Leaders come out of that same culture and reinforce it.

Yes, your club has a culture, whether it's one you like or not. Long term, that culture embraces the status quo and becomes greatly resistant to change, which is natural. It's a "status quo" mentality.

With respect, for example, to membership, a club's culture can be oriented toward growth and vitality, which is the case with 25%-30% of Rotary clubs. The remainder of clubs are content with rocking along at about the same size, while dropping an average of 2 members per year. That seems to be within the threshold of pain for most clubs. It's also how your 40 member club gets to 30 over 5 years, and to 20 over the next 5.

What if you're in a failing club and want to turn that trend around? You'll be bucking a culture of mediocrity or decline that's probably taken decades to mature. That change won't happen by itself. You'll need an intentional strategy to change that culture - otherwise it will push back **hard** against the change you're trying to make, in this case putting the club on a consistent, moderate growth path.

The Situation

Most of your members are completely happy with the way things are.

The Problem

Here's what you're probably facing:

- Everyone's happy with the status quo –
 - Expectations are low
 - Everyone's OK with a net decline of a couple of members a year
 - Nobody sees a problem
- **I'm all by myself** -- nobody else "gets it". You now understand that chronic membership decline spells an eventual collapse of the club.
- **They'll be pushing back**, defending the status quo, making excuses -- It's the nature of humans to want to keep things as they are - comfortable. The members don't understand that if a change is not made the club is doomed to failure.

You have to decide if you're going to become a "Change Agent". If so, you recognize that "Doing more of what we're doing will get us more of what we've got". The status quo will continue unless you act.

Club culture cannot be taken "head-on". Culture can't be changed directly. You have to:

- First: **Change Strategies** to those likely to get the results we want. Decide upon intentional strategies that are known to work and promote those.
- Second: **Change Behaviors** to support the new Strategies and accomplish some **short-term "wins"**. This is the "secret sauce" of your change management strategy. You need to get people doing different things than the ones that haven't worked before.
- Third: **Reinforce** the new Strategies and Behaviors and **Culture will follow**. Short-term "wins", along with recognition of those members who are doing what you want will get others onboard.

The Implication

If your club has embraced a culture of decline, it's only a matter of time until someone has to decide on who's turning out the lights. Chronic membership decline is a cultural disease that will kill your club long term.

Checklist for Changing Club Culture

Effecting change in an organization is not accidental. It requires a very intentional, "checklist" approach. Here's a "can't fail" checklist borrowed from John Kotter, a Harvard Business School professor and arguably the world's thought leader in organizational change management. Like any recipe if you skip steps you can expect that the result may not be what you wanted:

- ☐ Reset the bar - **Redefine what "good" is** - consistent, moderate membership growth. If necessary, create a crisis -- "If we keep doing what we're doing...." Make it an **urgent** priority.
- ☐ **Assessment** -- Use the **Club Health Check** to spot areas that need to be fixed for improvements in both attraction and retention. Members vote with their checkbooks to join and with their feet to leave when their expectations are not met. Take a "Man from Mars" look - from an external perspective.
- ☐ **Create a Coalition** - Enlist people who see things the way you do. **Include** them in developing your strategy.
- ☐ **Create a Vision** -- a future different from the past. Give your members something to believe in. Include your Coalition.
- ☐ **Build a Script** -- **SPIN** -- See *SPIN Script outline below*
- ☐ **Teach** your members how to do what you visualize. They don't know HOW to grow a Rotary club. You do (now). Work on the **club experience** (see Assessment below). In parallel, work on strategies to **attract** more members to your club.
 - o **Different Strategies** (intentional, to get the different results you want)
 - o **Different Behaviors** that support the new strategies
 - o **Reinforce** the new Behaviors and Culture will follow
- ☐ **Communicate, Communicate, Communicate** -- Keep membership top-of-mind (step up your initial instinct by a factor of **10**)
 - o Face to Face
 - o Phone (live conversation vs. voicemail)
 - o Email
 - o Print - bulletins, handouts
 - o Meetings (use your **SPIN** Script)
- ☐ **Confront** those in the way -- win them over or neutralize them.
- ☐ Set up some **short-term "wins"** -- Prove that what you're promoting works. **Recognize and praise** the members who are doing what you want.

Keep your **Long-Term Goal** in mind – to **create a growth culture** in your club. We're not running membership drives or campaigns.

Your script for "Why" the club needs to make some changes:

Situation -- Here are the facts.....

Problem -- The **problem** with that is.....

Implication -- If we keep doing what we're doing.....

Need -- What we need to do is.....¹⁷

Vision Examples:

Works best starting with "I see". What does success look like? What does "good" look like? Inspiring, compelling, and a purpose that's worth the time and energy of those you'd like to have follow you.

- I see our club growing steadily - by 10% or more per year. Those new members will bring energy, service hours and financial contributions that will help us more effectively serve our community. They will also be a steady supply of leaders of the future, so we can have future presidents identified 3 or 4 years in advance.
- I see our club meaningfully contributing to The Rotary Foundation, helping our members understand that there's more to Rotary than our own club. We need to be averaging at least \$100/year per member, which would qualify us for District Grants from the Foundation for projects in our own community. More awareness of Rotary beyond our club's boundaries will help attract new members and retain existing members who want to make a bigger impact than our local club can do on its own.
- I see our club becoming far more visible in our community, attracting new members who hear about us and want to become Rotarians. We would have at least one "signature" project a year, highly publicized, and prominently displaying the Rotary brand. Press releases would keep us visible in our local media, and an active social media campaign would keep us visible on the web. We will become **the most-recognized** community service club in our area.
- I see our club reinventing itself, finding ways to attract members and getting back to a sustainable critical mass of at least 25 members. With more members, we can create and fund some new projects that will not only attract new members but also re-energize our long-time members, reminding them of what Rotary is really about. Our meeting will exude energy and include speakers that our members find interesting, informational and inspirational.



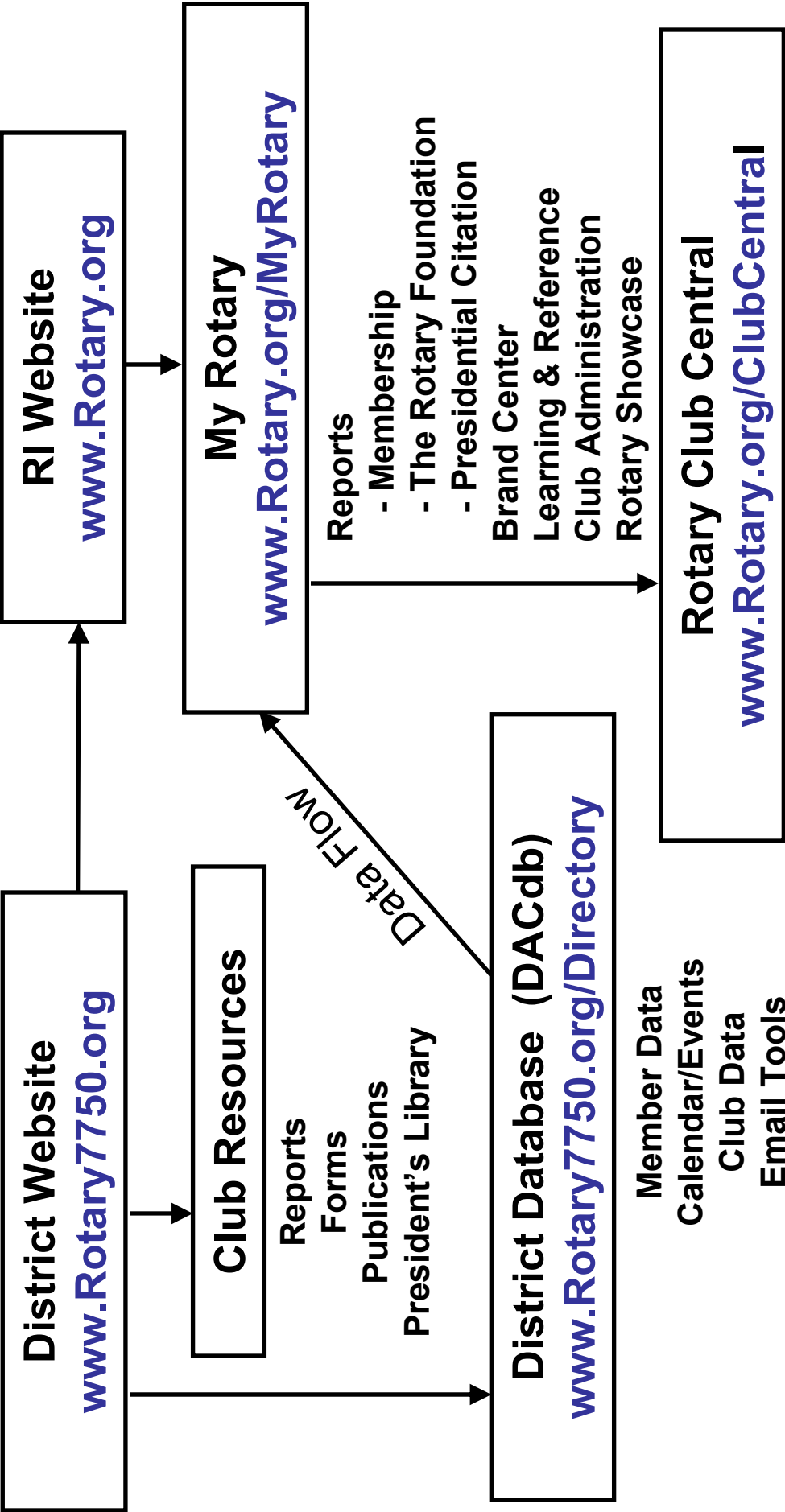
Rotary Club of _____ Expectations of _____ Committee Chair

1. Attendance at all club events -- Visible leadership and engagement in club activities is part of the role of all officers, board members and committee chairs
2. Vision -- The _____ Committee is expected to:
 - [What is the Committee expected to accomplish?]
 - [What will success look like?]
3. Strategies/Activities -- The Committee is expected to:
 - [What is the Committee expected to do?]
 - [How is the Committee expected to do that?]
 - [What, if any, constraints?]
4. Metrics -- We will measure success by:
 - [Numerical results]
 - ["soft" results/observations]
 - [Interim progress milestones]
5. Support -- What resources (people, money, etc.) are available to help?
6. Sustainability -- Bringing along a vice-chair as a future replacement

Interview questions:

- How does this role sound to you?
- Is this something you can get passionate about?
- Can you see yourself leading this for me?
- Can I count on you to lead this part of my team?

Web Roadmap



Carolinas' PETS -- What to Expect

Carolinas' PETS is a premier training event for Rotary leaders that provides information, inspiration, and fellowship. In most cases, Carolinas' PETS will be the largest Rotary gathering that any Rotarian will have the pleasure of attending. Come prepared to learn, plan have some fun and meets lots of Rotarians from different clubs in our District and in North Carolina.

First, PETS represents Presidents-Elect Training Seminar. Second, it is Carolinas' because it serves all of the Rotary Clubs in North Carolina and those in the western half of South Carolina — more than 360 clubs. Including the other club and district officers coming together for this training and fellowship opportunity, there are 600 participants. Training sessions are structured to meet the needs of incoming Club Presidents and President Nominees, incoming Governor Nominees and Assistant Governors.

Using inspiring speakers and experienced discussion leaders, this 35-year-old event is designed to encourage participation. An intensive training seminar, Carolinas' PETS is structured to enable the participants to extract maximum benefits from the materials presented as well as from each other.

For selected topics, we utilize group sessions based on club size whenever possible. Typically, these are organized into smaller groups of twenty to thirty participants. We feel that this size is conducive to candid discussion of the materials being presented.

Also, there are opportunities for the individual districts to meet as groups. These are times when the district leadership is presenting district specific goals and objectives for the upcoming Rotary year. This setting is a great opportunity to enhance the relationships among the district and club leaders.

The entire program is designed with a focus on learning, inspiration and fellowship.

MEALS: All meals and breaks are included with event registration. There are four meals: Friday lunch, Friday dinner, Saturday breakfast, Saturday lunch.

PREPARATION: Beginning in January, every known President-Elect will receive a weekly email message covering a group of topics. Review these materials and you will arrive at Carolinas' PETS prepared for a higher level of discussion. The materials are also available to you as an Adobe Acrobat PDF document on one of this site's [Resource pages](#). In addition to these resources, your district leadership has been encouraged to provide for you a Pre-PETS seminar to help you become engaged in this process as early as January.

DRESS: Appropriate dress is business casual. It's a business meeting conducted in a professional manner. Suits are not necessary but shorts and warm-ups are not appropriate. Just find yourself a happy medium. This is a networking opportunity as much as it is educational. Make a positive impression.

LAPTOP OR TABLET NEEDED?: Only if you are registering to participate in the DACdb or My Rotary/Club Central electives on Thursday. Otherwise no electronics are needed at Carolinas' PETS. In fact, we actually discourage PCs (even tablets) being brought to the sessions. Our training model is based on discussion, participant interaction, and the sharing of ideas. We are almost technology-free at this event. We want your focus to be on Rotary during the sessions. There are plenty of breaks that can be used for returning messages.

SESSIONS START ON TIME: Please be in your room and ready to participate before each session starts!