

***The Secrets of Effective Club  
Programming – Finally Revealed  
April 13, 2013***



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With Significant Contribution by Maureen Hall, Past  
Pres Fairport

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**Effective Club Programming**

- Importance of Program Strength
- Successful Program Elements
- Advanced Planning
- Determining Member Interest & Club Needs
- Program Development
- Speaker / Presenter Resources
- Program Assessment



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**Importance of Program Strength**

- Increases attendance
- Retains existing members
- Attracts new members
- Informed members are an asset to your club and the community
- Provides public relations opportunities
- A series of poorly selected program topics and bad speakers can kill your club



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### Successful Program Elements

- Fun, Relevant, Interesting, Educational
- Meets members needs and expectations
- Includes opportunities for family, friends & neighbor participation
- Relates programs to current club goals, projects and activities
- Meets the Four Way Test
- Presents topics of interest that shifts ... member *satisfaction* to member *delight*
- A successful program . . . “Scratches the members itch!”



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### Advanced Program Planning

- Strategic Planning should occur 3-4 months before the new club year begins (March/April)
- Tactical planning should occur with a 2-3 month rolling horizon



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### Advanced Program Planning

Jul Aug **Sep** Oct Nov Dec

Enjoying July  
Verifying August  
Planning & Confirming September

Enjoying August  
Verifying September  
Planning & Confirming October

Enjoying September  
Verifying October  
Planning & Confirming November



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### Advanced Program Planning

- Strategic Planning should occur 3-4 months before the new club year begins (March/April)
- Tactical planning should occur with a 2-3 month rolling horizon
- The current program chair should work with the incoming chair to insure a smooth transition
- Be flexible - Keep one meeting a month flexible enough to address unforeseen issues
- By now you're probably thinking . . .



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**“OK, I understand the need for early planning. But, how do I select appropriate programs?”**



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### Member Interests & Club Needs



**And the answer is . . .**



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### Member Interests & Club Needs



Community  
(International to Local)



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### Member Interests & Club Needs

- Community (International to Local)
  - Water Projects
  - Wheelchair Project
  - Sun Oven Project
  - Rotary Camps – Haccamo & Sunshine
  - Greece Little League “Challenger Division”
  - BOCES Summer Picnic and Christmas Party
  - Fundraisers - Ziti Dinner, Taste of Pittsford, etc.



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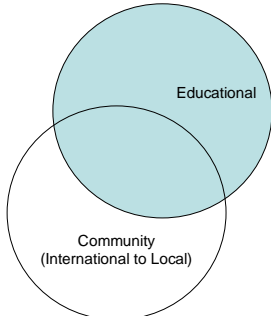
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### Member Interests & Club Needs



Educational

Community  
(International to Local)



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## Member Interests & Club Needs

- Educational
  - Rotary Info @ Club Level (Assembly)
  - Rotary Info @ District & Area Level (Visits by Local District Governor & Asst. Governor)
  - Rotary Info @ National & International Level (Visits by District Coordinators of International Programs)
  - Medical and Financial Trends & Self-help
  - Scientific Advances and Breakthroughs
  - Educational Institutions Progress/Issues
  - Vocational Service (Education for Members AND the Community)



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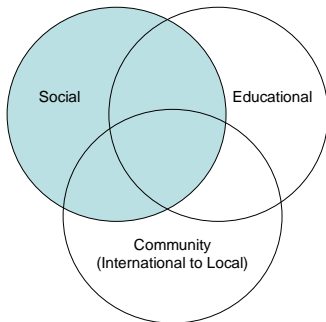
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## Member Interests & Club Needs



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## Member Interests & Club Needs

- Social (Fellowship experience with opportunity to invite spouse, significant other, family, friends, neighbors and business associates)
  - Entertainment (GEVA Comedy Improv, Harbor Belle Casino Night, etc.)
  - Movie Night (Rent theatre w/pre-show party for Rotary family, friends & prospective members)
  - Sports (Baseball, Soccer, Hockey)
  - Theatre (School Shows, Chorus, Band)
  - Museums/Art Galleries
  - Rotilla (Rotary Flotilla – Boats tied in circle)



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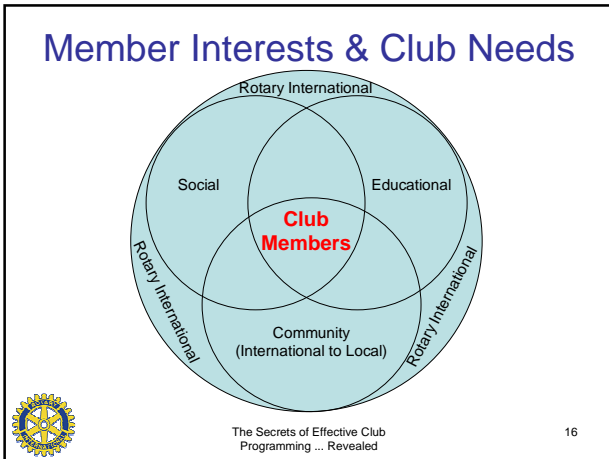
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- ### Member Interests & Club Needs
- VOC (Voice of the Customer)
  - What's "HOT" in YOUR member's minds?
    - Establish program committee (3-5 members)
      - Program Chair
      - Past President
      - Current President
      - Newer Member (In second year)
      - Established Member (Over 5 years)
    - You could ... Schedule a program planning meeting open to all club members to attend
    - OR ... Create a Program Survey tool (Survey Monkey)
- The Secrets of Effective Club Programming ... Revealed 17

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### Member Interests & Club Needs

**Greece Rotary Luncheon Programs Survey**

I need your help. I want to provide the programming you would like to have this coming club year. Today, please talk as a table group about the luncheon programs (speakers and content) you would like to have.

List any and all ideas that come to mind. Please include your name so I can follow-up with you for more detail if needed. Thanks, Bill Gormont

Speaker and/or Topic	Your Name
_____ / _____	
_____ / _____	
_____ / _____	
_____ / _____	

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## Member Interests & Club Needs

### Greece Rotary Luncheon Programs Survey

- Interact
- Rotary International Foundation
- International Friendship Council (Friendships for foreign students in U.S.)
- Cultural (Music / Art)
- Rotary Project Updates
- Sports Guests (Bills, Redwings, Rhinos, Sabers, etc.)
- Golf Pro (How to improve your game and enjoy the sport)



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## Member Interests & Club Needs

### Greece Rotary Luncheon Programs Survey

- Sips and Trips (Wine tasting and international foods)
- Wines by Design (How to make wine)
- Mt. Hope Cemetery (History and Significance to the Community)
- Family Medicine (Prevention and Care)
- Workman's Compensation
- Retirement (How to prepare for "The Change" and successfully manage after)
- Barber Shop Quartet



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## Member Interests & Club Needs

### Greece Rotary Luncheon Programs Survey

- Travel Experiences
- Liver Foundation
- Mt. Everest Experience
- Exercises to help strengthen muscles and avoid injury
- State of the Town of Greece
- State of Monroe County
- Paint Ball Program
- Fishing Program



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## Member Interests & Club Needs

### Greece Rotary Luncheon Programs Survey

- State of the School Districts (Greece and Hilton – New Budget AND progress at mid-year)
- Greece Police (Programs aimed at safety around The Mall Greece Ridge Center and Identity Theft)

**Yea!**  
**We have NEW, FRESH ideas.**



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## Program Development

- Determine a theme structure for the year and each month, THAT WORKS FOR YOUR CLUB, based on suggestions and input from...
  - Club Membership at Large
  - Club President
  - Club Board of Directors
  - Local Rotary District
  - Rotary International



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## Program Development

- Jul – Rotary Team Month (Building Teams for the Year)
- Aug – Fellowship Month (Summer Celebrations)
- Sep – Literacy in Schools Month (Dictionary Project)
- Oct – Rotary Friends Month (Eastern Cities, Clam Bake)
- Nov – Giving & Thanks Month (Food Shelf, Gift Baskets)
- Dec – Sharing Wealth Month (Toy Fund, BOCES Party)
- Jan – Rotary Awareness / Fundraising Month (Ziti \$\$\$)
- Feb – Meet Neighbor Month (Travel to New Businesses)
- Mar – Community Literacy Month (Adult/Vocational Ed)
- Apr – Education Month (School Issues/Budgets)
- May – Spring Clean-up Month (Camp Haccamo RR)
- Jun – Rotary Awareness / Golf Month (Golf \$\$\$)



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## Program Development

- Map areas of community/social interest and educational opportunities to the monthly theme structure
  - Electronic Spreadsheet or Database
  - Pen and Paper, 3"x5" Cards




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		A B C D E F G H I J K L M N O P Q R S T														
1		Rotary Programs 2007-2008 Club Year														
2		Proposed programs located at bottom of form														
3		Color Key: Program planning complete, Prog. development														
4		Date	Program	Speaker and Position Title	Team	Membership	Dictionary	Fellowship	Thanks	Christmas	26 (Evening)	Rotary	Literacy	Education	Sixty Above	Govt
50	51	Family Medicine (Prevention and Care)							X		X			X		
51	52	International Friendship Council (Friendships for foreign students in US)						X	X				X		X	
52	53	Member occupations (Retired or not)	X	X	X	X	X	X	X	X	X	X	X	X	X	X
53	54	MC Hope Chesters						X						X		
54	55	Retirement (How to prepare and manage assets)						X						X	X	X
55	56	State of Monroe County						X					X	X		
56	57	Workman's Compensation						X			X			X		
57	58	This is a program about the Shelter Box for my club.						X					X		X	X
58	59	This is a history of the development along the Genesee River in Rochester. For years of presentation, RIOC and its forefathers have been producing electricity from water power since the mid 1800s. Since renewable energy resources seem to be...						X		X		X		X		

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## Program Development

- Map areas of community/social interest and educational opportunities to the monthly theme structure
  - Electronic Spreadsheet or Database
  - Pen and Paper, 3"x5" Cards
- Remember ...
  - Club size may influence the style, topic and content of a speaker choice or social activity
  - Include events appealing to a variety of interests, ages and business occupations




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### Program Development

- Consider multiple methods of program communication (Auditory, Visual, Kinesthetic)
- Check local school vacation calendars and religious calendars for conflicts
- Risk Assessment (What could go wrong?)
- Plan a calendar of events that will not overtax the leadership or the membership
- Work to make your program titles descriptive, interesting and honest . . . yet enticing



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### Program Development

- Delegate two members responsible for overseeing each week's program.
  - Primary and a Backup
- Keep meetings moving
  - Start speaker on time / Keep speaker on time



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<b>HALF WAY</b>	<b>2 MINUTES</b>
<b>1 MINUTE</b>	<b>TIME'S UP!</b>

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## Program Development

- Delegate two members responsible for overseeing each week's program.
  - Primary and a Backup
- Keep meetings moving
  - Start speaker on time / Keep speaker on time
- Choose the best method to communicate upcoming programs
  - (Web site, email, bulletin, newsletters, phone)
- Advertise early! (4 to 6 weeks prior to event)
- Public Relations at event (Newspapers & TV)



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## Speaker/Presenter Resources

- Experts within your club and/or district
- Community
- Newspaper / Radio / TV
- District Website Speaker Listings  
[www.rotary7120.org](http://www.rotary7120.org)



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Rotary District 7120 New York

Home About Us Foundation New Generation Membership PR News RI Partners Calendar Facebook Contact US Login

**District Info**  
Organization Chart  
Photo Organization Chart  
Where/Where Clubs Meet  
Club Directory & Contact  
Map of all district clubs

**District Committees Links**  
District Activities  
District Assembly  
District Baseball Game  
District Conference  
District Friendship Exchange  
District Hockey Game  
District Library  
District 7120 Monthly Newsletter  
District 7120 Bulletin & Website Award  
District Photo Album  
Dow Elect Honoree  
**Guest Speakers**  
District yourfanto website

**Stories**  
Welcome to District 7120  
Posted by Willem Reinken on Mar 13, 2011

District Governor Gaven and spouse Kathy Hurley welcome you to the District 7120 website. We hope you will take a few minutes to look over this site to learn what Rotary and the Rotarians in our District are involved in.

**District & Club Events**  
Jul 2012  
S M T W T F S  
01 02 03 04 05 06 07  
08 09 10 11 12 13 14  
15 16 17 18 19 20 21  
22 23 24 25 26 27 28  
29 30 31 01 02 03 04

Progress for the US\$200 Million Challenge for polio eradication  
\$200 million by 30 June 2012  
\$100 million by 30 June 2012  
\$100 million by 30 June 2012

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## District Website Speaker Listings

68 Clubs

1 Program / Month  
Over 12 Months

68 x 1 x 12 = 812 Programs / Year

Website has 4 Listings over 2 Yrs



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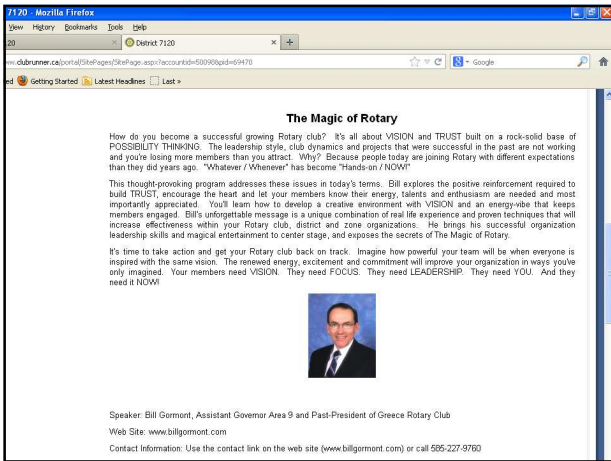
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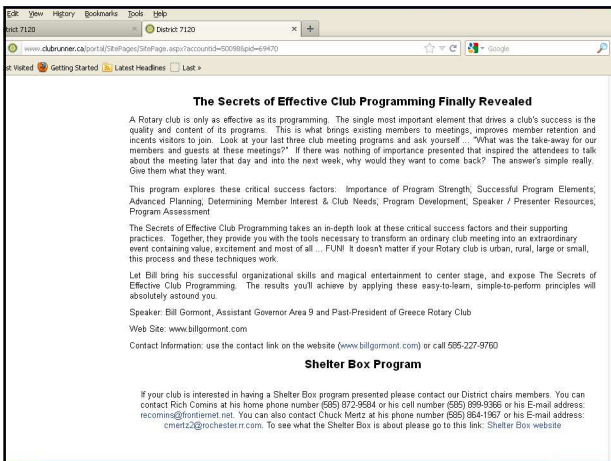
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### Speaker Selection

- Determine what the proposed speaker requires
  - Physical space requirements
  - How many people are coming with him?
- Is your meeting location suitable for the prospective program?
  - Noise
  - Privacy
  - Audio / Visual Capabilities



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### Speaker/Presenter Agreement

- Recommend Communicating with the Speaker Three Times
  - At Time of Booking (The Confirmation)
  - Three Weeks Before (The Verification)
  - One Week Before (The Reminder)



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### Speaker/Presenter Agreement

- At Time of Booking (The Confirmation)
  - “Thanks for agreeing to speak about (*Name of Topic*)”
  - Logistics (Date, Meeting Time, Location w/ZIP, Map, Contact Person, When to arrive for set-up, Size of Audience, Presentation start time, Allotted presentation time)
  - Determine Audio/Visual support needs
  - Compensation (Meal, Token Gift of Appreciation, etc.)



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### Speaker/Presenter Agreement

- Three Weeks Before (The Verification)
  - “Thanks again for agreeing to speak on *(Name of Topic)*.”
  - Repeat of Logistics and Verification of Audio/Visual needs
- One Week Before (The Reminder)
  - “Our club is anxious to hear you speak on *(mm/dd/yy)* about *(Name of Topic)*.”
  - “*(Name of Contact Person)*” will meet you at the door at *(xx:xx am/pm)*.”



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“What if the speaker doesn’t show up?”



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### Speaker/Presenter Back-up Plan

- Club member(s) previously arranged speaking on a pre-determined subject
- Cameo focus on a club member(s) identified in advance
- In advance, ask three members to share with the group in a discussion panel style format...
  - When they really felt they were a Rotarian
  - What it means to them to be a Rotarian
- Musical artist(s) from local school
- Fellowship



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## Program Assessment

### Greece Rotary Club Quarterly Program Quality Feedback

1. What I like BEST about this year's program format, speaker selection and subject matter so far is: \_\_\_\_\_
2. What I like LEAST about this year's program format, speaker selection and subject matter so far is: \_\_\_\_\_



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## Program Assessment

3. Overall, I think, this year's program format, speaker selection and content so far has been:

- ] Awesome - "The programs are GREAT! I wouldn't have wanted to miss them!"
- ] Very Good - "I've enjoyed the programs a lot and have taken away some very good ideas."
- ] OK - "I'm glad I've been coming to the meetings."
- ] Fair - "I have found little to get excited about."
- ] Terrible - "The programs have been a total waste of my time!"



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Programming ... Revealed

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## Program Assessment

4. Please identify any additional ideas for future programs: \_\_\_\_\_

Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

Thanks for your help!

*Bill*



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## Closing

- Please complete the feedback survey before you leave
- If this workshop was valuable, please let others know
- Questions after you leave? Please contact . . .

**Bill Gormont (585) 227-9760**  
**bill@billgormont.com**

***Thanks for attending!***



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