

# Leveraging Club Meetings for Engagement & Attraction



A Guide for Rotary District 6690

*Throughout the pandemic, Rotary Clubs in District 6690 have gotten creative with alternative meeting formats such as virtual, hybrid and socially distanced meetings. Included in this guide are suggestions, tips and ideas for making the most of your club meeting as a tool for engagement and attraction. Many of these tips can be adapted and implemented regardless of meeting format.*

*While Club Presidents typically lead club meetings, it shouldn't be their responsibility alone to plan them. Create a small task force or team of club leaders, such as committee chairs or members, to help plan meetings in advance. Check out the guide on [Increasing Engagement during the Pandemic](#) for more resources and tips.*

## Meeting Rituals & Traditions

- If your club includes a moment of inspiration or a quote during the meeting, consider farming that task out and invite various members to participate. It may be helpful to pre-assign weeks to specific members or ask a handful of members to rotate through the weeks.
- Assign a different member each month to welcome meeting attendees as they arrive. This can be done during in-person or virtual meetings. This adds a personal touch, engages the greeter in a club leadership activity and helps ensure you don't miss any guests.
- Consider using slideshows. Some clubs use a powerpoint template to keep the meeting on track and even display a flag or the Four-Way Test for members to reference. Consider using this tool at least once in a while to add variety to your meetings. Try adding some fun slides in as well such as fun facts about Rotary or your members. Bonus points if you use the Rotary Brand Center for graphics, logos and templates.
- Mix up your meeting agenda once in a while. Consider adding a game or an activity to offer variety.
- Consider using the [breakout feature](#) to replicate "table talk" during zoom meetings. For clubs that typically meet over a meal, members may be missing out on the informal chatter that occurs during the downtime of the meal. Consider randomly assigning members and guests to small breakout groups to provide a chance for personal connections.

## Take Programming to the Next Level

- Take advantage of virtual connectivity. Join Rotary Member driven facebook groups such as those listed below to learn of interesting speakers and meeting topics. Invite those speakers to join your meeting from afar. Additionally, many Rotary Action Groups and Rotary Fellowships have Facebook pages. Be sure to follow those pages and invite representatives from those groups to present.
  - [Hybrid Rotary](#)
  - [Rotary Membership Ideas](#)

- [Rotary Zones 30-31](#)
- [Rotary Connecting the World](#)
- Consider teaming up with a club from another part of the world that meets at the same time as your club to host a joint meeting. Check out this [guide](#) for organizing and hosting joint meetings.
- Mix it up by showing a video of a high profile speaker during your club meeting. Rotary International has curated a listing of popular videos on [Vimeo](#).
- Ask your members to present! Your members are more than just Rotarians. They are people with interesting personal and professional stories to tell! Have a member with an interesting vocation? Ask them to share! Have a member with a specific expertise? Ask them to train your members! Have a member who spent a year abroad? Ask them to share their favorite experiences with their peers!

### **Promote Your Meetings**

- Promotion of your meetings begins with internal communication. Consider appointing a member of your club to send a weekly email or update letting members know of upcoming program plans. Encourage your members to share meeting details when you have a speaker or program that may be of interest to others.
  - Utilize the “board buddies” model to create personal connections with members who have been less engaged with club activities.
  - Check out this helpful guide on “[Engaging the Member Who Disappears Pixel by Pixel](#)” for additional ideas to re-engage members during virtual club activities.
- Promote your upcoming speakers to the public through traditional news media, website updates, social media and community forums.
  - **Traditional Media:** Send 3-4 sentence PSAs to radio stations. Most stations will air these at no cost for charity organizations during gaps in air time. Most traditional newspapers have community calendars and organizations can add upcoming events for free. For more high-profile or unique speakers, consider drafting a short single paragraph media advisory in advance of the meeting. Be sure to invite your local editors and journalists to attend your Rotary meetings, so your activities will remain on their radar. (Pro Tip: Ask a member of the media to present to your club about local news processes!)
  - **Website:** Consider using a widget or other easy-to-update app for your website to make quick changes. One great idea is to link your social media stream to your website to reflect daily updates.
  - **Social Media:** Promote your speakers and programs through social media. Canva is a great, free tool that can help you quickly create social media posts. Be sure to tag your speaker in your posts so your meeting is reflected within their social networks, too. Remind your members to share and interact with your social media posts to boost their visibility.

### **Follow Up for Follow Through**

- Ask a member of your Membership Committee to send a follow up email to the speaker and invite them back to your club.
- Ask a member of your Membership Committee to reach out to guests within 1-2 days to guests and thank them for joining, while inviting them back the following week.