



West Des Moines, IA - September 22, 2016 Shive-Hattery, Inc.

TENTATIVE as of 9-15-16

5:00-5:45 Registration

5:30-6:00 Dinner by Hy-Vee

6:00-6:05 Welcome, Housekeeping, Introduction of DG Chris Knapp – AG Chris Nelson

6:05-6:10 Introduction of Leadership and PDG's and District Welcome/message – DG Chris Knapp

6:10-6:20 Introduction of Program, 3 Pillars and Youth programs – DG Chris Knapp

6:20-6:30 Introduction of Membership – DGE Mike Ruby

6:30-6:50 Round Table on Membership Development

1. How does your club approach membership engagement and development?
2. What concepts work best to attract new member and is this pool diverse?
3. What does your club "look" like and what could your club "look" like?
4. What tools does your club have/use to develop membership?
5. What are some struggles your club has with membership?
6. What are some successes your club has with membership?
7. How do your program alums and their parents tie into your membership?

6:50-7:00 Membership concept sharing with group

7:00-7:10 **BREAK**

7:10-7:20 Foundation Overview – PDG Terry Geiger

7:20-7:40 Round Table on Foundation

1. Does your club give to The Rotary Foundation?
2. How does your club use The Rotary Foundation?
3. Does your club participate in District Grants? If so, what projects have you done?
4. What is exciting about District Grants for your club, what are the challenges?
5. Have you or your club worked on a Global Grant? If so, what projects have you participated in?
6. What are the benefits and challenges of a Global Grant?
7. What is your club doing to celebrate the centennial of The Rotary Foundation?
8. How is fundraising managed in your club either for club projects or The Rotary Foundation?
9. How do your youth program alums and their parents tie into your foundation activities?

7:40-7:50 Foundation concept sharing with group

7:50-8:00 Public Image Overview – Public Image Chair, Peggy Geiger

8:10-8:30 Round Table on Public Image

1. What is Public Image?
2. How does your club promote the Rotary brand to Rotarians?
3. How does your club promote the Rotary brand to non-Rotarians?
4. How do you brand your service and projects?
5. What is the relationship to branding and membership?
6. How have your projects from the past been branded, how is that brand maintained over time?
7. Do you have a Rotary.org account? How do you do that? Why?
8. How do you use social media and traditional media to promote your club and projects?
9. How do youth program alums and their parents tie into your Public Image strategy?

8:30-8:40 Foundation concept sharing with group

8:40-8:50 Other Opportunities for Service

1. Youth Programs – PDG Loring Miller
2. Rotary Leadership Institute - PDG Terry Geiger
3. Special District Programs - DGN Tom Narak

8:50-8:55 Ah Ha Moments and final group sharing – DG Chris Knapp

8:55-9:00 Closing Comments – DG Chris Knapp