



POETS 2020 - 2021

The 2020-2021 Rotary Year

The Rotary Year 2020-2021 is not my year, neither your year; it is **"our"** year; **it will be different**, but I have no doubts that it will be a good one, albeit the challenges we will face during and after the Covid-19 pandemic. **My message to you:** Take care of your club and its members and don't forget: make your year fun!

The slides I am going to show you now entail Holger's **four key messages** (see Rotary slide show 1-5).

The question is: Does our District's strategy fit with RI's and Holger's key messages?

We want to focus on the following: **read Goal one (slide 6)**

Holger wants us to think Rotary afresh and so we: The world is changing rapidly and so must Rotary. **The catch word is: FLEXIBILITY and change:** Whatever you want to try or change in your club – do it, as there is no Rotary police (**but listen to Lynette's talk on club bylaws**).

Here are some examples:

- Consider to try a new combination of personal and online meetings to accommodate your young and/or older members and to reduce the costs of going to meetings.
- Give members "leave of absence" when they have to rebuild their business after the Covid-pandemic.
- Focus on participation, rather than attendance, which can bring positive results.
- See, whether you can subsidize the membership-dues by working for them (HSRC); or you think of **new club models**, especially satellite, clubs which can revive your club (**example Franschhoek**).
- Do a **member satisfaction survey** which you can find on the RI-website under **"Health check"** to find out what your members want. You can also use it as a platform for your strategic meeting.

Through ongoing District support and training in IT and social media systems, we will assist you to become more effective. You will hear more about it in the second session from Shaun Oberholzer.

We also want to... **read (slide 7 and 8)** I trust you will agree with me when I say "Rotary is the world's best kept secret", as we do great work but don't talk about it in the media. According the Johns Hopkins University in the US,

Rotarians are donating on average each year 45 million hours to community service; the created economic value in these communities comprises of 850 million USD. But nobody knows about it – **this has to change!**

The easiest way to **expand our reach** is to increase our membership. The more Rotarians or friends of Rotary we have the more we can do in our communities. Under the leadership of June Webber who chairs our membership committee, we developed a growth campaign. The Rotary Club of Atlantis has been chartered in February and you might have heard that RC Hermanus chartered a satellite club in Greyton. We have another 10-15 projects on the cards, mostly in form of satellite clubs. I will elaborate more on the support structure under agenda point 3. how we plan to expand our reach in Angola, Namibia and the Southern Cape.

The second pillar in this context is the **retention of members**, as we are losing too many members due to conflict in clubs. Lynette and Siham will deal with it in session 2 under the “**District Facilitation Support Team**” topic.

We also want ... read slide 9: We can “enhance the participant engagement” by providing learning opportunities for you and each Rotarian in the “**RI-Learning Centre**”. Let’s implement youth programmes for individual personal development: Our RYLA- and environmental camps, the “Adventure into citizenship” create further opportunities for young people, Interactors and Rotaractors. We should take advantage of the new status of Rotaract to ensure better interaction with Rotaract. I want to highlight one point: Please meet Rotaractors at eye-level and don’t treat them as children, for they are young professionals and we can learn from one another.

The next two slides (**10 and 11**) deal with your role as president. Bear in mind: **It isn’t a one-person-show**. You should lead your club hence delegate as much as you can, for example, let your treasurer do the budget. **Succession planning is also crucial**, not only for board positions but also to run projects!

In conclusion: Our District strategy fits perfectly with RI’s and Holger’s key points. One of his key messages was: “**There is no wrong age to become a Rotarian**”. Let me add: “... **and to be a Rotarian**” hence my motto for our year is: “**Each and every Rotarian matters**” as I want to show you in the last two slides (**12 and 13**).

So please, look after your experienced (old) and young members in the same way.