



# 2023-24 GOVERNORS-ELECT TRAINING SEMINAR (GETS) WORKBOOK

Congratulations on being chosen to lead your district! Your preparation for becoming a district governor begins with learning about Rotary policy and about your district's structure and its strengths and weaknesses. Next, you'll plan for your term as governor by assembling an effective team that can help you develop and achieve district goals. As a governor, you'll bring Rotary's core values to life, support our vision statement, and motivate your district to take action.

During your training, we encourage you to share ideas and tips, take notes, and consider innovative ways to inspire members and participants in your district. Throughout this training, think about how your district goals align with Rotary's Action Plan and how you and your team can support clubs in increasing their impact, expanding their reach, enhancing participant engagement, and increasing their ability to adapt.

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\*Joint session with governors-nominee

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# OPENING SESSION

One specific goal that I have for my year as governor is:

## ACTIVITY: WORKING WITH THE ACTION PLAN

Answer the questions below. After the seminar, share these questions and answers with your district team and discuss how your district can communicate the value of the Action Plan to clubs.

**How does the Action Plan encourage you to think about Rotary in a different way?**

**Which aspects of the plan are you most excited about? Which will excite club members?**

**How can these priorities and objectives help you achieve the specific goal you wrote for yourself at the top of the page?**

# MOTIVATING YOUR DISTRICT

## LEARNING OBJECTIVES

At the end of this session, you will be able to:

1. Describe how you will motivate club and district leaders
2. Develop specific strategies to make your learning events engaging, innovative, and inclusive

## ACTIVITY: EFFECTIVE EVENTS

Choose one event from column 1 and one event from column 2 and write them at the top of the table below. Then read the questions and write answers for each of your events.

COLUMN 1	COLUMN 2
Presidents-elect training seminar (PETS)	District conference
District training assembly	Club visit
District Vibrant Club Workshop	District or local fundraising event (please specify)
Rotaract district leadership training	District or local service project (please specify)

	Event from column 1:	Event from column 2:
How can we make this event <b>ENGAGING</b> ?		
How can we make this event <b>INNOVATIVE</b> ?		
How can we make this event <b>INCLUSIVE</b> ?		

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# REFLECTION

What motivates you to support and develop leaders in your district?



As you think about your district leadership team, consider potential leaders from among new members and underrepresented groups, and from as many clubs as possible. Diverse perspectives in decision making can revitalize clubs and engage more members. Review [Rotary's Commitment to Diversity, Equity, and Inclusion](#).

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# ENGAGING WITH CLUBS

## LEARNING OBJECTIVES

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At the end of this session, you will be able to:

1. Define and explain the importance of positive club experiences
2. Plan club visits that make an impact

## ACTIVITY: INSPIRING ACTION WITH YOUR CLUB VISIT

What are one or two goals of your club visit speech?

What story will you tell to motivate and inspire club members to action?

Practice a portion of your speech and receive feedback from your partner. Your partner's feedback:

What was effective?



The Rate Clubs feature in [Rotary Club Central](#) gives you last year's report on each club, which can help you tailor your speech to each club's interests, strengths, and areas for improvement. You can also use Rate Clubs to track your club visits during your term.

What could improve this story?

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## R E F L E C T I O N

What strategies for engagement is your district already using?

How can you enhance what is working? How can you improve what is not working?

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# WORKING WITH CLUB AND DISTRICT SUPPORT STAFF: YOUR REGIONAL EXPERTS — GETS SESSION

## LEARNING OBJECTIVES

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At the end of this session, you will be able to:

1. Understand your governor funding timeline
2. Apply best practices for district responsibilities and operations
3. Address issues specific to your region and your role

A Club and District Support (CDS) staff member will conduct this session. Use the space below to take notes.

NOTES

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# PREPARING FOR THE INTERNATIONAL ASSEMBLY

## LEARNING OBJECTIVES

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At the end of this session, you will be able to:

1. Understand the program and goals of the International Assembly
2. Start preparing for the International Assembly

NOTES



Find up-to-date information on the [International Assembly](#) page of My Rotary.

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## REFLECTION

What is something you want to learn before the International Assembly? What is something you want to ask at the assembly?



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# MANAGING YOUR DISTRICT

## LEARNING OBJECTIVES

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At the end of this session, you will be able to:

1. Create or refine your district financial management plan
2. Develop a plan for leadership continuity
3. Apply conflict management strategies

## MANAGING DISTRICT FINANCES

NOTES

## PLANNING FOR CONTINUITY

NOTES

## MANAGING CONFLICT



### NOTES

Courses in Rotary's [Learning Center](#) that relate to these topics include Managing District Finances, Essentials of Understanding Conflict, and Leading Change.

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## REFLECTION

Which of the topics discussed during this session do you feel most knowledgeable about? Which will you need to learn more about?

What questions do you have about these topics? Will you discuss these questions with your governor or past governors after the seminar?

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# COMMUNICATING FOR SUCCESS

## LEARNING OBJECTIVES

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At the end of this session, you will be able to:

1. Determine a strategy for your monthly communications
2. Distinguish between messaging for Rotary club members, Rotaract club members, and the public

## ACTIVITY: COMMUNICATING WITH YOUR DISTRICT

After choosing one of the questions below, use the grid to develop a message that inspires action. Share the message with a partner and ask for feedback.

1. What is one thing your district has accomplished in the last year that makes you proud?
2. What is one way your district has demonstrated its commitment to diversity, equity, and inclusion?
3. What is one innovative idea that you believe will help your district increase its impact, expand its reach, or enhance engagement?

## DEVELOP YOUR MESSAGE HERE

**Beginning** (catch someone's attention)

**Middle** (provide 2-3 important or compelling details)

**End** (provide motivation or a call to action)

## ACTIVITY: BUILDING A ROTARY COMMUNITY

Thinking about the message you started developing, consider how you will create a communication that both Rotary members and the public can appreciate.

What would you emphasize in order to appeal to members of your clubs?

What would you emphasize in order to appeal to people who are not members of Rotary or Rotaract?



Rotary's magazines are a great way to stay informed. You can read about how Rotary is responding to needs around the world. You'll also find messages from the RI president, articles you can use in your own communications, and advice that can help you create consistent and compelling messages.

## REFLECTION

What part of your district's internal communication plan (the plan for communicating with members) is most effective? What part needs more development?

What part of your district's external communication plan (the plan for communicating with your community) is most effective? What part needs more development?

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# PROMOTING OUR BRAND AND OUR STORY

## LEARNING OBJECTIVES

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At the end of this session, you will be able to:

1. Communicate the importance of promoting the Rotary brand
2. Use storytelling to expand our reach

## ACTIVITY: PROMOTING OUR BRAND AND OUR STORY

Choose a service project from the last year that you believe shows a Rotary or Rotaract club in your district making a big impact locally – a project that could inspire the public to engage with Rotary.

**PROJECT:** \_\_\_\_\_

Imagine you've been contacted by a local news organization to explain Rotary's impact in the community. Consider these questions to help you develop your story. Take notes in the space provided.

**What problem or challenge in your community was this project designed to solve?**

**How did the club take action to solve the problem?**

**What was the impact of this project? How did the club improve the lives of people in your community? Try to provide at least two key outcomes or statistics to support your answer.**



OUTPUT refers to the programs, training, or materials created to benefit a community. OUTCOMES are the difference we make in a community because of our output. Outcomes might include increased access to health services, better harvests, or higher enrollment in school. IMPACT is the long-term change in well-being (such as health, income, or learning) that community members experience as a result of our work — the lasting change we've made in the world.

**Who do you want to hear this story, and what do you want those people to do as a result of hearing it?**

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## R E F L E C T I O N

What about your Rotary experience inspires you?

What opportunities do you have to talk about your experience in a way that engages community members and makes them want to learn more?

# SUPPORTING THE ROTARY FOUNDATION

## LEARNING OBJECTIVES

At the end of this session, you will be able to:

1. Build support for district and global grants
2. Support and recognize giving to The Rotary Foundation

### NOTES



Rotary provides many resources, including reports, publications, and courses, to help you with grant questions. Staff members can also offer assistance. Find more information on the [Apply for Grants](#) page of My Rotary or write to [grants@rotary.org](mailto:grants@rotary.org).

## REFLECTION

Are there any opportunities to use DDF or Foundation grant funds that your district isn't taking advantage of?



Find resources on the [Fundraising](#) page of My Rotary, and share your fundraising successes with Rotary by writing to [annualfund@rotary.org](mailto:annualfund@rotary.org).

How will you raise awareness of, or take action on, these opportunities?

# SUPPORTING AND DEVELOPING CLUBS

## LEARNING OBJECTIVES

At the end of this session, you will be able to:

1. Address membership challenges in existing clubs
2. Develop a plan to support new club development in your district

## ACTIVITY: SUPPORTING AND DEVELOPING CLUBS

After reviewing **one** of the scenarios determine whether you would suggest making changes to the club or developing a new club, and list how your leadership team could support the club or participants.

### Scenario 1

One of your clubs that meet in the evenings consistently connects with the community and regularly inducts 5-10 members each year. Unfortunately, it loses the same number each year because members have conflicting work and family obligations. The club's new president asks for your advice on how her club can keep members from leaving because of other obligations and grow its membership.

### Scenario 2

A club membership chair notices that a number of small businesses in the area are owned by people from an ethnic group that is underrepresented in his club. He believes his club is open to inducting more people from this group, but he worries that the current imbalance and some members' attitudes and comments may deter potential candidates from joining.

### Scenario 3

A club in your district has approximately 50 members. About 15 of them have led an annual literacy project for several years. The other club members, including the board, now want to do something different, and they plan to end the project. Your assistant governor has told you that the 15 members are not happy with this and say that they might leave Rotary.

### Scenario 4

A new cybersecurity firm has opened in your district. You have met several of its employees, and you think they would be great Rotary members. However, they frequently travel for work, and some have young children, which could make it difficult for them to join the clubs in your area, most of which meet on weekday evenings.

**SCENARIO:** \_\_\_\_\_

**Based on the scenario, would you focus on making changes to the club or developing a new club? Why?**



As you address the issue, how would your district support the members that are involved – both now and over the next 2-3 years?



Tell Rotary about your membership successes by writing to [membershipdevelopment@rotary.org](mailto:membershipdevelopment@rotary.org).

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## REFLECTION

How will you know whether a club has tried your suggestions? How will you measure its progress?

What do you think will make more of an impact on membership in your district — improving the experience in existing clubs, or developing new clubs? Why?

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# FROM PLAN TO ACTION

## LEARNING OBJECTIVES

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At the end of this session, you will be able to:

1. Understand how to support clubs in their strategic planning process
2. Align your district strategic plan with Rotary's Action Plan

## ACTIVITY: FROM PLAN TO ACTION

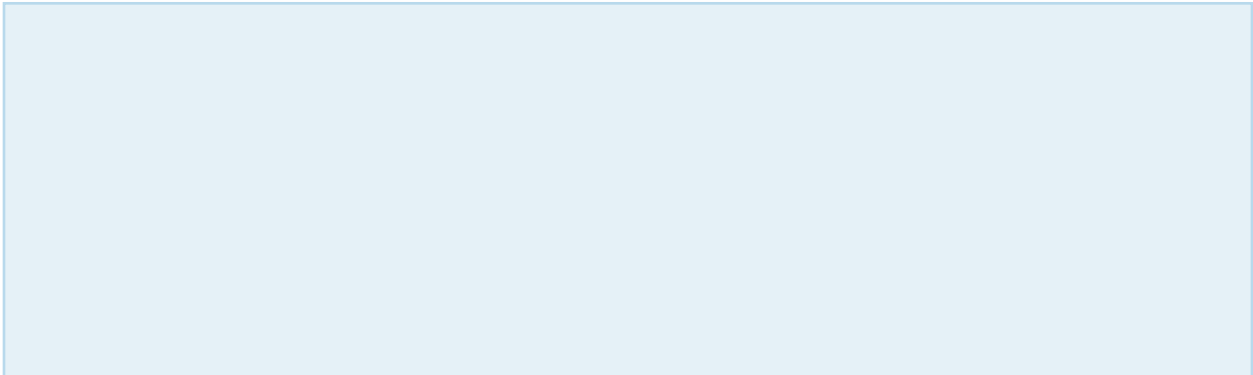
Discuss the following questions. Then share your responses with other participants to gather ideas and tips to take back to your district.

**Based on what you have learned and discussed during this seminar, what changes do you want to make to your district's goals or strategic plan?**

**Who will help you make these changes? Why?**

**How will you begin to communicate these changes to your clubs?**

**Do you think you will encounter resistance to these changes? How can you overcome that resistance?**



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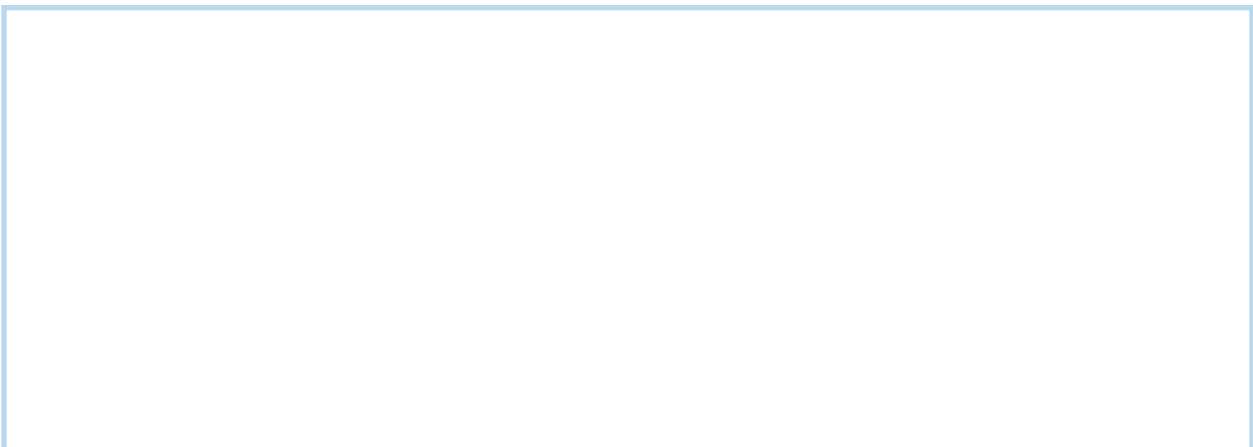
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## REFLECTION

What is the next thing you will do to prepare for your year as governor?



What is one thing you need to learn more about before your next training meeting (either GETS or the International Assembly)?



# *The* ROTARY ACTION PLAN



**TOGETHER** WE SEE A WORLD  
WHERE **PEOPLE** UNITE AND TAKE ACTION  
TO **CREATE** LASTING  
**CHANGE** ACROSS THE GLOBE  
IN OUR COMMUNITIES AND IN OURSELVES

As we stand on the cusp of eliminating polio, we find ourselves poised for our next challenge. **The time is right to move toward realizing a new vision that brings more people together, increases our impact, and creates lasting change around the world.** To achieve the vision of Rotary International and The Rotary Foundation, we have set four priorities that will direct our work over the coming years.



## CLUB TYPES, FORMATS, AND MODELS



All Rotary and Rotaract clubs share similar values and a passion for service, but each offers a unique experience. When you start a club, you'll need to choose a club type, a meeting format, and a club model. Look at the needs of your community and the club's prospective members to decide which kind of club would be best.

**CLUB TYPE:** First, determine whether your new club will be a Rotary club, a Rotaract club, or a satellite Rotary or Rotaract club.

Club type	Description	Appeals to	Charter member minimum
<b>Rotary club</b>	Professionals and other leaders who meet regularly for service, connection, and personal growth <a href="#">Read about a successful Rotary club.</a>	People who are looking for friendship and service opportunities  Learn more in the <a href="#">Starting a Club</a> online course.	20 required
<b>Rotaract club</b>	Adults who take action through community and international service, learn leadership skills, and develop professionally <a href="#">Read about a successful Rotaract club.</a>	People, especially younger professionals and university students who want to develop leadership skills, find innovative solutions to pressing issues, and have fun through service  Learn more in the <a href="#">Rotaract Handbook</a> .	12 recommended
<b>Satellite club</b>	A section of a Rotary or Rotaract club that has its own meetings, projects, bylaws, and board, run in collaboration with its sponsor club <a href="#">Read about a successful satellite club.</a>	Those who want a club experience or a meeting format or time other than what's offered by other clubs in the area but also appreciate the support and partnership of another club  Learn more in the <a href="#">Guide to Satellite Clubs</a> .	8 for a satellite Rotary club; no minimum for a satellite Rotaract club

**MEETING FORMAT:** Next, determine whether your club will meet in person, online, or both.

Meeting format	Description	Appeals to
<b>In person</b>	A club that meets in person	Those who consider face-to-face interactions an important part of the meeting experience or who aren't comfortable with or don't enjoy online meetings
<b>Online</b>	A club that meets primarily online <a href="#">Read about a successful club that meets online.</a>	People who travel frequently, have circumstances that make it difficult to meet in person, or prefer an online experience  Learn more about <a href="#">online club meetings</a> .
<b>In person and online</b>	A club that holds some meetings in person and others online, or one that holds in-person meetings that some members attend virtually <a href="#">Read about a successful club that meets in person and online.</a>	Those who have various needs or who want a mix of experiences

## CLUB TYPES, FORMATS, AND MODELS



**CLUB MODEL:** Finally, determine the approach or elements your club will offer. You can choose a model below or design your own.

Club model	Description	Appeals to
<b>Traditional</b>	The traditional club experience includes having a meal, hosting a speaker, and practicing traditions that members value; traditional clubs often have higher dues because of venue and meal costs  <a href="#">Read about a successful traditional club.</a>	People who want to socialize over a meal while learning about a new topic or an opportunity to serve the community
<b>Passport</b>	A club that allows members to attend other club meetings frequently as long as they attend a specified number of its own meetings each year  <a href="#">Read about a successful passport club.</a>	People who travel frequently or who enjoy trying a variety of club experiences and meeting lots of people  Learn more in the <a href="#">Guide to Passport Clubs</a> .
<b>Corporate</b>	A club whose members (or most of them) work for the same employer  <a href="#">Read about a successful corporate club.</a>	Employees of one organization who want to do good in their community
<b>Cause-based</b>	A club whose members are passionate about a particular cause and focus their service efforts in that area  <a href="#">Read about a successful cause-based club.</a>	People who want to connect with others while addressing a particular set of problems
<b>Alumni-based</b>	A club in which a majority of members (or a majority of charter members) are former Rotary program participants, or former Rotaractors or Rotarians  <a href="#">Read about a successful alumni-based club.</a>	People who have participated in Rotary
<b>Interest-based</b>	A club that focuses on a particular interest or hobby  <a href="#">Read about a successful interest-based club.</a>	People who want to enjoy Rotary in a specific way or focus on a shared interest or activity, such as professional development for members
<b>International</b>	A club whose members are expatriates or who speak a common language other than the primary language of their district, or an online club whose members are from different countries  <a href="#">Read about a successful international club.</a>	Expatriates who want to connect with each other using a common language, or those who want to connect with people from all over the world or want other international experiences from their club meetings

## RESOURCES

### District Governor Learning Plans

Rotary's [Learning Center](#) has three learning plans for district governors that you should complete at various stages of your preparation. Sign in to your My Rotary account to access the following plans:

- [District Governor Basics](#) — to be completed before GNTS
- [District Governor Intermediate](#) — to be completed before GETS
- [District Governor Advanced](#) — to be completed before the start of your term as governor

### General Reference

- [Action Plan](#) page
- [Club and District Administration](#) page
- [District Planning Guide](#) (Word doc)
- [Rotary's Commitment to Diversity, Equity, and Inclusion](#) page
- [Manual of Procedure](#) (zip file)
- [My Rotary](#)
- [Rotary Club Central](#)
- [Strategic Planning Guide](#) (PDF)

### Leadership and Training

- [Five Steps to a Successful District Conference](#) (PDF)
- [International Assembly Images and Videos](#) page
- [Rotary Learning Center Course Catalog](#) (PDF)
- [Learning in Action](#) newsletter (formerly Training Talk)
- [Trainers](#) page

### Membership

- [Flexible Options for Clubs](#) page
- [Club Planning Assistant](#)
- [Enhancing the Club Experience](#) member satisfaction survey (PDF)
- [Membership](#) page
- [Recent Rotaract policy updates](#)
- [Club Health Check](#) (PDF)
- [Starting a Rotary Club](#) (PDF)
- [Strengthening Your Membership](#) (PDF)
- [Understanding Membership Reports: Getting Started](#) (PDF)

### Programs for Young Leaders

- [Interact Clubs](#) page
- [Interact Guide for Rotary Club Sponsors and Advisers](#) (PDF)
- [New Generations Service Exchange](#) page
- [Rotary Youth Exchange](#) page
- [Youth Exchange Handbook](#) (PDF)
- [Rotary Youth Leadership Awards \(RYLA\)](#) page
- [RYLA handbook](#) (PDF)
- [Youth Programs](#) page

### Public Image

- [Brand Center](#)
- [Press Center](#)
- [Rotary Voices](#) blog, newsletters, and social media
- [Your region's Rotary magazine](#)

### The Rotary Foundation

- [Apply for Grants](#)
- [End Polio Now](#)
- [Foundation reports](#) in My Rotary
- [Grant Management Seminar Leader's Guide](#) (zip file)
- [A Guide to Global Grants](#) (PDF)
- [Lead Your District: Rotary Foundation Committee](#) (PDF)
- [Our Foundation](#) page
- [The Rotary Foundation Reference Guide](#) (PDF)

### Service and Engagement

- [Developing Effective Projects](#)
- [Rotary Service and Engagement overview](#) (PDF)
- [Rotary Showcase](#)