



2020-21 GOVERNORS-NOMINEE TRAINING SEMINAR (GNTS) 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 trade ideas and tips, take notes, and consider innovative ways to inspire 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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**Session is held with governors-nominee and governors-elect together.*

OPENING SESSION

One specific goal that I have for my governor year:

ACTIVITY: WORKING WITH THE ACTION PLAN

Answer the questions below. Share these questions and answers with your district team. Use them to consider how your district can best promote and communicate the value of the Action Plan to clubs.

How does the new 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?

PREPARING TO LEAD

LEARNING OBJECTIVES

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

1. Explain the roles and responsibilities of your district team members
2. Use your own approach to leadership to manage your district team effectively

ACTIVITY: PREPARING TO LEAD

Answer the questions below for the role you were assigned. Then, in your groups, discuss your answers and write the ideas and tips you want to consider implementing.

CHECK THE ROLE YOUR GROUP WAS ASSIGNED:

- | | |
|---|--|
| <input type="checkbox"/> Assistant governor | <input type="checkbox"/> Public image committee chair |
| <input type="checkbox"/> Finance committee chair | <input type="checkbox"/> Rotary Foundation committee chair |
| <input type="checkbox"/> Membership committee chair | <input type="checkbox"/> Training committee chair |

Appointments:

- For assistant governors:
How many new assistant governors will you select in your governor-elect year? _____
How many will you reappoint? _____
- For committee chairs:
Will you need to select a new chair to serve during your term or will the current chair remain?

What skills does a Rotarian need to succeed in this role?

What specific activities would you like that team member to focus on during your governor year?



Consider people from underrepresented groups for potential district leaders, from as many clubs as possible. Diverse perspectives in decision-making can revitalize clubs and engage more members. Review [Rotary's Diversity, Equity, and Inclusion Statement](#) on Rotary.org.

How often and in what way will you communicate with the people in this role?

R E F L E C T I O N

Can you think of a situation in which you'll need to adjust your leadership style? How will you do that?

Which ideas discussed during this activity are you excited to share with your governor-elect?

UNDERSTANDING YOUR DISTRICT

LEARNING OBJECTIVES

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

1. Analyze your district's membership, fundraising, and grant participation trends based on data
2. Develop specific strategies to address opportunities and challenges in the district

ACTIVITY: UNDERSTANDING YOUR DISTRICT

Based on your examination of district reports and your discussion of service, philanthropy, and engagement opportunities in your district, use the chart below to list 2-3 items for each of your district's strengths, weaknesses, opportunities, and challenges.

District strengths (such as diverse membership or strong philanthropy)	District weaknesses (such as a poor public image or understanding of Foundation funding)
Opportunities for the district (such as new businesses in the area or a growing population)	Challenges for the district (such as an economic decline in the area or other activities that compete for members' time)

Based on your analysis and Rotary’s strategic priorities and objectives in appendix 1, answer the questions below.

Which strategic priority is your district working toward or fulfilling based on your strengths or opportunities? How can your district enhance its work related to that priority?

Which strategic priority is your district not meeting because of its weaknesses or challenges? How can your district address that?



Would you like to learn more about some of the opportunities for service and engagement that Rotary offers? Review ways to make the most of your membership through networking, project planning and service, and online communication tools at the [Project Lifecycle Resources](#) page of My Rotary.

REFLECTION

What opportunity for service or engagement is your district excelling in?

How can your success there help you address areas that are more challenging?

ROTARY PRIORITIES

LEARNING OBJECTIVES

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

1. Explain how you can work with regional leaders to meet goals
2. Identify at least three ideas you can use to help your district meet a strategic priority or objective

WORKING WITH YOUR RRFC

My RRFC is/will be (if that information is known):

NOTES

WORKING WITH YOUR RC

My RC is/will be (if that information is known):

NOTES

WORKING WITH YOUR RPIC

My RPIC is/will be (if that information is known):

NOTES

REFLECTION

Which ideas from this session do you want to pursue during your governor year?



Ready to learn more? Explore more about The Rotary Foundation, membership, and public image by taking courses in Rotary's [Learning Center](#). Choose from courses such as the Grant Management Seminar, Leading Change, Online Membership Leads, and Practicing Flexibility and Innovation.

MANAGE YOUR DISTRICT

LEARNING OBJECTIVES

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. Manage conflict effectively

MANAGING DISTRICT FINANCES

NOTES

PLANNING FOR CONTINUITY

NOTES

MANAGING CONFLICT



NOTES

Other courses in Rotary's Learning Center that may interest you include District Governor Funding Test Resources, Essentials of Understanding Conflict, and Leading Change.

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 training?

COMMUNICATE FOR SUCCESS

LEARNING OBJECTIVES

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 members and participants and the general public

ACTIVITY: COMMUNICATING WITH YOUR DISTRICT

Choose one of the questions below. Then use the grid to begin developing a message that answers the question in a way that inspires action. Share more details about your message with a partner.

1. What is one thing your district has accomplished in the last year that makes you proud?
2. What is one thing you've learned about at this training that you are excited to communicate to Rotary members and program participants?
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 details)

End (provide motivation or a call to action)

ACTIVITY: BUILDING A ROTARY COMMUNITY

Thinking of the message you started developing, consider how you will create a communication that both Rotarians and the general 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 non-Rotarians?



Visit Rotary's Learning Center to complete courses like The Rotary Brand and Building Rotary's Public Image.

REFLECTION

What part of your district's communication plan is most effective?

What part needs more development?

PLANNING YOUR EVENTS

LEARNING OBJECTIVE

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

1. Plan and implement innovative ideas for your training seminars and district conference

ACTIVITY: PLANNING YOUR EVENTS

Choose **one** training event from the first row and **one** training event from the second row. Then write a goal and a question you have for each event and discuss them with your partner. Write a suggestion from your partner that addresses your question and offer a suggestion to address your partner's question.

Training events convened during your governor-elect year	District team training seminar	Presidents-elect training seminar (PETS)	District training assembly
Training events convened during your governor year	Vibrant Club Workshop	Grant management seminar	Rotaract club officer training

TRAINING EVENT:

One goal I have for this event

One question I have about this event

One suggestion from my partner

TRAINING EVENT:

One goal I have for
this event

One question I have
about this event

One suggestion
from my partner



Are you ready to strengthen your training sessions? Ask your trainers to review these courses in the Learning Center: An Introduction to Adult Learning, Becoming an Effective Facilitator, and Managing a Training Session.

REFLECTION

What new idea do you want to introduce to a district event?

How will you and your team implement it?

YOUR SUPPORT FROM ROTARY

LEARNING OBJECTIVES

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

1. Identify your leadership and support structure
2. Use general funding information to start to plan your club visits and training meetings
3. Address questions and issues specific to your region

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

NOTES

WORKING WITH YOUNG LEADERS

LEARNING OBJECTIVE

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

1. Develop strategies to engage current and former youth program participants

WORKING WITH YOUNG LEADERS

Complete the chart for your district. Share ideas and your best practices with others.

	Interact	Rotary Youth Leadership Awards (RYLA)	Rotary Youth Exchange	New Generations Service Exchange
Do clubs in our district support this program?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
Does our district have a committee to support this program?	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/> Yes <input type="checkbox"/> No
What is a success story in my district about this program?				
How is this program an opportunity for growth in my district?				

	Interact	Rotary Youth Leadership Awards (RYLA)	Rotary Youth Exchange	New Generations Service Exchange
What do I need or want to learn about this program?				

REFLECTION

Which opportunity to engage young leaders would you like to focus on in your governor year?



You will discuss Rotary's policies on youth protection during the International Assembly. You can prepare for that discussion by completing the course Protecting Youth Program Participants in the Learning Center.

ADDRESSING CHALLENGES IN YOUR DISTRICT

LEARNING OBJECTIVE

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

1. Address challenges and opportunities that may arise during your year as governor

ACTIVITY: ADDRESSING CHALLENGES IN YOUR DISTRICT

Discuss at least one scenario, using the questions below to guide the conversation. You can also role-play the scenario. Consider what other challenges could arise as you try to solve the problem. Be prepared to share a summary of your findings with the group.

Scenario 1

It's halfway through the year and one of your first-year committee chairs, who was recommended by a respected past district governor, isn't meeting your expectations. He doesn't communicate with committee members and hasn't made progress on any of the committee's goals. The committee members are frustrated and are talking about stepping down.

Scenario 2

About 10 clubs in your district support university-based Rotaract clubs, but there are no community-based Rotaract clubs in your district. Your Rotary clubs have been having difficulty attracting younger professionals. You would like to explore the opportunities presented by recent changes to Rotaract.

Scenario 3

One of your clubs has made an effort to invite underrepresented members of the community to its meetings. However, it has not seen a lasting change to its membership numbers in the past five years. The people the club invites either don't join, or they join but leave after one or two years. Club leaders don't know where else to look for prospective members, and the club's board has contacted your team for help.

Scenario 4

Clubs in your district consistently fundraise and complete local service projects that impact the community, but they have been hesitant about participating in global grants. You believe some of your clubs would be very successful at carrying out global grants.

Scenario 5

Your public image team follows your clubs' websites and social media postings. They have alerted you that one club uses old logos, has a website that's difficult to navigate, and posts pictures mostly of club meetings, meals, and people holding checks. You're surprised because, in person, you think this is an engaging club — but their online presence doesn't give that impression.

QUESTIONS

- What is the issue or concern that you want to address in this scenario?
- What information do you need before you take any action on this issue?
- Who from your district team or on Rotary staff can help you strategize about how to best address the issue?
- After gathering additional information and consulting with your resources, what's your next step to address the issue?
- What outcome do you expect?

NOTES



Continue developing your leadership skills with courses in Rotary's Learning Center such as Leading Change and Essentials of Understanding Conflict.

REFLECTION

Which of the scenarios discussed during this session will you be able to address confidently?

Which scenarios will you need to practice or learn more about?

FROM PLAN TO ACTION

LEARNING OBJECTIVES

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

1. Understand how to support clubs in their strategic planning process
2. Create a strategic plan for your district

ACTIVITY: STRATEGIC PLANNING

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 training, what changes do you want to make to your district's plans or goals?

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?

R E F L E C T I O N

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

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



ROTARY'S VISION STATEMENT

TOGETHER WE SEE A WORLD
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 next five years.

ROTARY'S STRATEGIC PRIORITIES AND OBJECTIVES

INCREASE OUR IMPACT

- Eradicate polio and leverage the legacy
- Focus our programs and offerings
- Improve our ability to achieve and measure impact

EXPAND OUR REACH

- Grow and diversify our membership and participation
- Create new channels into Rotary
- Increase Rotary's openness and appeal
- Build awareness of our impact and brand

ENHANCE PARTICIPANT ENGAGEMENT

- Support clubs to better engage their members
- Develop a participant-centered approach to deliver value
- Offer new opportunities for personal and professional connection
- Provide leadership development and skills training

INCREASE OUR ABILITY TO ADAPT

- Build a culture of research, innovation, and willingness to take risks
- Streamline governance, structure, and processes
- Review governance to foster more diverse perspectives in decision-making

ROTARY'S CORE VALUES

The world today is not the same as it was when Rotary was founded in 1905. Demographics have shifted, the pace of change has accelerated, and technology has created new opportunities for connection and service. What hasn't changed is a need for the values that define Rotary:

FELLOWSHIP
INTEGRITY
DIVERSITY
SERVICE
LEADERSHIP

By honoring our past and embracing our future, we can evolve and keep Rotary not only relevant, but thriving.



rotary.org/strategicplan

CLUB MODELS



Rotary is a global network of 1.2 million neighbors, friends, leaders, and problem-solvers who see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves. The criteria for membership are simple. For Rotary clubs, a member needs to be an adult — or for Rotaract clubs, a person age 18-30 — who demonstrates good character, integrity, and leadership; has a good reputation within their business or profession and community; and willing to serve in the community or have an impact elsewhere in the world. All clubs share similar values and a passion for service, but no two clubs are the same because each community has its own unique needs.

Club Model	Description	Appeals to	Minimum number of charter members
<u>Traditional Rotary Club</u>	Professionals and aspiring leaders who meet regularly for service, connections, and personal growth	People looking for connections, service opportunities, and traditions Learn more at Start a Club .	20
<u>Satellite Club</u>	A Rotary club sponsored by a traditional club but with its own meetings, projects, bylaws, and board	Those who want a club experience or meeting format or time other than what's offered by the traditional clubs in the area Learn more in the Guide to Satellite Clubs .	8
<u>E-Club</u>	A Rotary club that meets primarily online	People who travel frequently, whose schedules make it difficult to meet in person, or who prefer an online experience Learn more about online club meetings .	20
<u>Passport Club</u>	A Rotary club that allows members to attend other Rotary club meetings as long as they attend a specified number of meetings in their own club each year	People who travel frequently, or those who enjoy trying a variety of club experiences and meeting lots of new people Learn more in the Guide to Passport Clubs .	20
<u>Corporate Club</u>	A club whose members (or most of them) work for the same employer	Employees of an organization who want to come together to do good in their community	20
<u>Cause-Based Club</u>	A club whose members are passionate about a particular cause and focus their service efforts in that area	People who want to connect with others while addressing a particular set of problems.	20
<u>Alumni-based Club</u>	A club whose members (or most of them) are former Rotary or Rotary Foundation program participants	People who have participated in Rotary outside of a club	20
<u>Rotaract Club</u>	A club of members ages 18-30 that is sponsored by a Rotary club and often works with that club on projects	Younger people who want to serve their communities, develop leadership and professional skills, and have fun through service. Learn more in the Rotaract Handbook .	n/a

All club models meet at least twice each month. With exception of Rotaract clubs, all active members pay US\$68.00 in annual dues, are counted in Rotary International's database, and have voting privileges.

EN-719

RESOURCES

District Governor Learning Plans

Rotary's [Learning Center](#) has three learning plans for district governors that we recommend you complete at various stages of your preparation:

- [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](#) (PDF)
- [Diversity, Equity, and Inclusion](#) page
- [Manual of Procedure](#) (ZIP)
- [My Rotary](#)
- [Rotary Club Central](#)
- [Strategic Planning Guide](#) (PDF)

Leadership and Training

- [District Team Training Seminar Leader's Guide](#) (ZIP)
- [Five Steps to a Successful District Conference](#) (PDF)
- [International Assembly Images and Videos](#) page
- [Lead Your District: Training](#) (PDF)
- [Leadership in Action Leader's Guide](#) (ZIP)
- [Rotary Learning Center Course Catalog](#) (PDF)
- [Rotary Training Talk](#) newsletter

Membership

- [Club flexibility](#) page
- [Club Planning Assistant](#)
- [Managing Membership Leads](#) (PPT)
- Member Satisfaction Survey in [Enhancing the Club Experience](#) (PDF)
- [Membership](#) page
- [Recent Rotaract policy updates](#) page
- [Rotary 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](#)
- Rotary [blogs](#), [newsletters](#), and [social media](#)
- [Rotary Press Center](#)
- [Your region's Rotary magazine](#)

The Rotary Foundation

- [Apply for Grants](#) page
- [End Polio Now](#) page
- [Foundation reports](#) found in My Rotary
- [Grant Management Seminar Leader's Guide](#) (ZIP)
- [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

- [Discussion Groups](#)
- [Project Lifecycle Resources](#)
- [Rotary Service and Engagement overview](#) (PDF)
- [Rotary Showcase](#)