

UNITE FOR GOOD

Rotary 
Club of Medan Talenta

BUILDING AN
EFFECTIVE CLUB

PREPARING FOR ROTARY YEAR 2025-26

SESSION 01: PLANNING & MANAGING



ROTALENT LEARNING SESSIONS

Introduction

In managing and running a Rotary club effectively, there are two critical aspects to consider.

First, the importance of planning and governance/managing cannot be overstated.

A well-structured plan ensures that the club's activities align with its mission and objectives, while good governance promotes transparency and accountability among members.

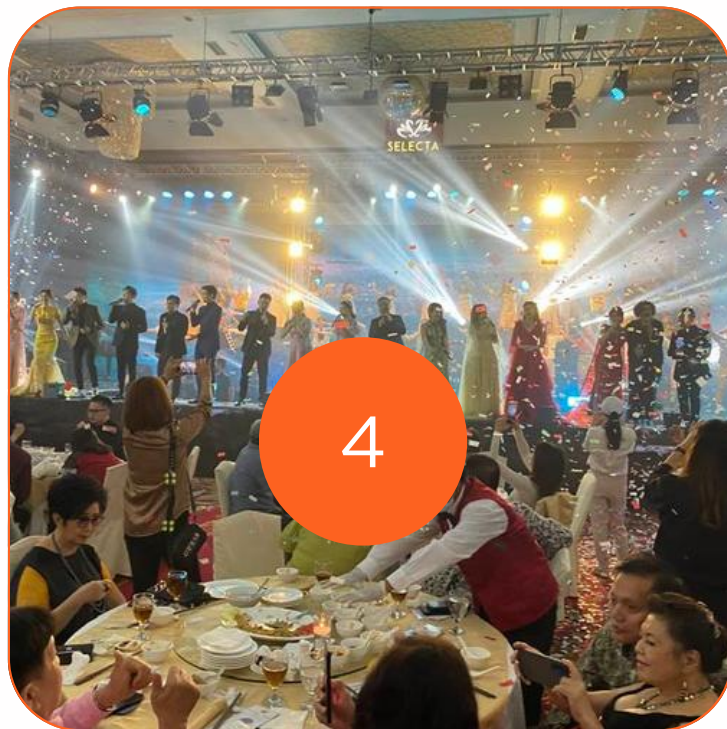
Second, maintaining the stability of the "triangle of sustainability" is vital.

This triangle consists of three interconnected elements: **membership, service, and public image**. A solid membership base provides the manpower and resources needed to execute service projects, while effective service enhances the club's reputation and public image. Conversely, a positive public image attracts new members and fosters community support. By focusing on these elements, Rotary clubs can create a thriving environment that benefits both their members and the communities they serve.





SESSION 01
PLANNING &
MANAGING



SESSION 04
PUBLIC IMAGE &
ROTARY BRAND



The Triangle of Sustainability



SESSION 02
ATTRACTING &
ENGAGING MEMBERS



SESSION 03
SERVICE PROJECTS &
THE ROTARY FOUNDATION



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SESSION 01

Planning and managing

Planning's Steps

Rotary's Vision Statement

"**Together**, we see a world where **people** unite and take action to **create** lasting **change**"

Rotary's Action Plan

Increase our Impact

How can we do more good in the world

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

Expand our Reach

How can we attract more people to Rotary

- 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

How do we make our organization welcoming to all and worth people's time

- 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

How do we stay relevant in a rapidly changing world

- 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

Annual Message

Unite for Good, In a world often divided, Rotary stands as a beacon of unity and hope. three essential pillars: Innovation, Continuity, Partnership

Club's Action Plan

Planning's Tool



Rotary Club Central

is a tool provided by Rotary International to help clubs plan goals that align with Rotary's action plan. This tool is designed to make it easier for clubs to manage and track the progress of their projects and initiatives. By using Rotary Club Central, clubs can set clear goals, identify the necessary resources, and engage members in achieving those goals. This is an important step to ensure that clubs can effectively contribute to Rotary's mission of serving the community.

Increase our Impact	
Goal	Description
Service Projects	How many service projects will your club complete during the Rotary year?
Inbound Youth Exchange students	How many Rotary Youth Exchange students will your club host virtually or in person during the Rotary year?
Outbound Youth Exchange students	How many Rotary Youth Exchange students will your club sponsor virtually or in person during the Rotary year? ¹
Annual Fund contributions	How much money will be contributed to The Rotary Foundation Annual Fund by your club and its members during the Rotary year?
PolioPlus Fund contributions	How much money will be contributed to The Rotary Foundation PolioPlus Fund by your club and its members during the Rotary year?
Major gifts	How many single outright donations of US\$10,000 or more will be made by individuals associated with your club during the Rotary year?
Bequest Society members	How many individuals or couples will inform The Rotary Foundation of their plans to leave US\$10,000 or more to The Rotary Foundation through their estate?
Benefactors	How many individuals or couples will inform The Rotary Foundation of their estate plans to include the Endowment Fund as a beneficiary or will make an outright gift of US\$1,000 or more to the Endowment Fund?

Expand our Reach	
Goal	Description
Club membership	How many total members does your club want by the end of the Rotary year?
New member sponsorship	How many members will sponsor a new club member during the Rotary year?
Rotaract clubs	How many new and existing Rotaract clubs will your club sponsor during the Rotary year?
Interact clubs	How many new and existing Interact clubs will your club sponsor during the Rotary year?
RYLA participation	How many individuals will your club sponsor to participate in Rotary Youth Leadership Awards (RYLA) events during the Rotary year either in person or virtual?
Media stories about club projects	How many media stories will cover your club's projects during the Rotary year?



Enhance Participant Engagement

Goal	Description
Service participation	How many members will participate in club service activities during the Rotary year?
Rotary Action Group participation	How many club members will be members of at least one Rotarian Action Group (RAG) during the Rotary year?
Rotary Fellowship participation	How many club members will be members of a Rotary Fellowship during the Rotary year?
District conference attendance	How many members will attend your district conference?

District training participation	How many of your club's leaders will attend a learning event to prepare for their role
Leadership development participation	How many members will participate in leadership development programs or activities during the Rotary year?
Social activities	How many social activities will your club hold outside of regular meetings during the Rotary year?
Use of official Rotary promotional materials	Did your club use Rotary International's advertising and public service materials, such as broadcast videos, print ads, and other official materials available in the Brand Center, to promote Rotary in your community during the Rotary year?

Increase Our Ability to Adapt

Goal	Description
Strategic plan	Does your club have an up-to-date strategic plan?
Review club bylaws	Do your club bylaws reflect your members and other participants needs?
Online presence	Does your club's online presence accurately reflect its current activities?
Update website and social media	During the Rotary year, how many times per month will your club's website or social media accounts be updated?

Indicator of success

The Rotary Club Excellence Award

recognizes the hard work clubs do throughout the year. Taking action toward achieving the required number of goals helps clubs engage their members, stay relevant in their communities, and run more efficiently. A welcoming and engaging club also reflects the values of Rotary. When clubs work to achieve these goals, they also contribute to the overall health and culture of Rotary for generations to come.

To be eligible for the Club Excellence Award, clubs need to be active clubs in good standing – or having paid each invoice balance in full upon receipt.

Rotary club leaders can go into Rotary Club Central and select the goals they wish to apply toward the club excellence achievement. This flexibility allows clubs to choose the goals that are most relevant and achievable. In addition, many goals will be self-reported by marking “achieved” in Rotary Club Central. Clubs must achieve at least half of the goals by 30 June to be eligible.

To achieve the Club Excellence Award:

1. **Go to Rotary Club Central**
2. **Review the available goals**
3. **Set at least half of the available goals**
4. **Achieve those goals**
5. **Report achievement in Rotary Club Central by 30 June.**
6. **Pay club invoices in full upon receipt**

Managing the Club

Managing a Rotary club involves several key areas to ensure its smooth operation and success:

1

Members

- Focus on recruitment and retention by creating **a welcoming environment**. Engage with current members to understand their interests and needs.
- Organize regular meetings and social events to **foster camaraderie and strengthen relationships** among members.
- **Provide opportunities** for leadership development and participation in committees to encourage active involvement.



2

activities

- Plan and execute **service projects that align with Rotary's mission** and the interests of your members. This could include community service, international projects, or fundraising events.
- **Promote participation in Rotary events** such as conferences, workshops, and training sessions to enhance skills and network with other clubs.
- Ensure **activities are well-publicized** and that members understand how they contribute to the club's goals and the community.



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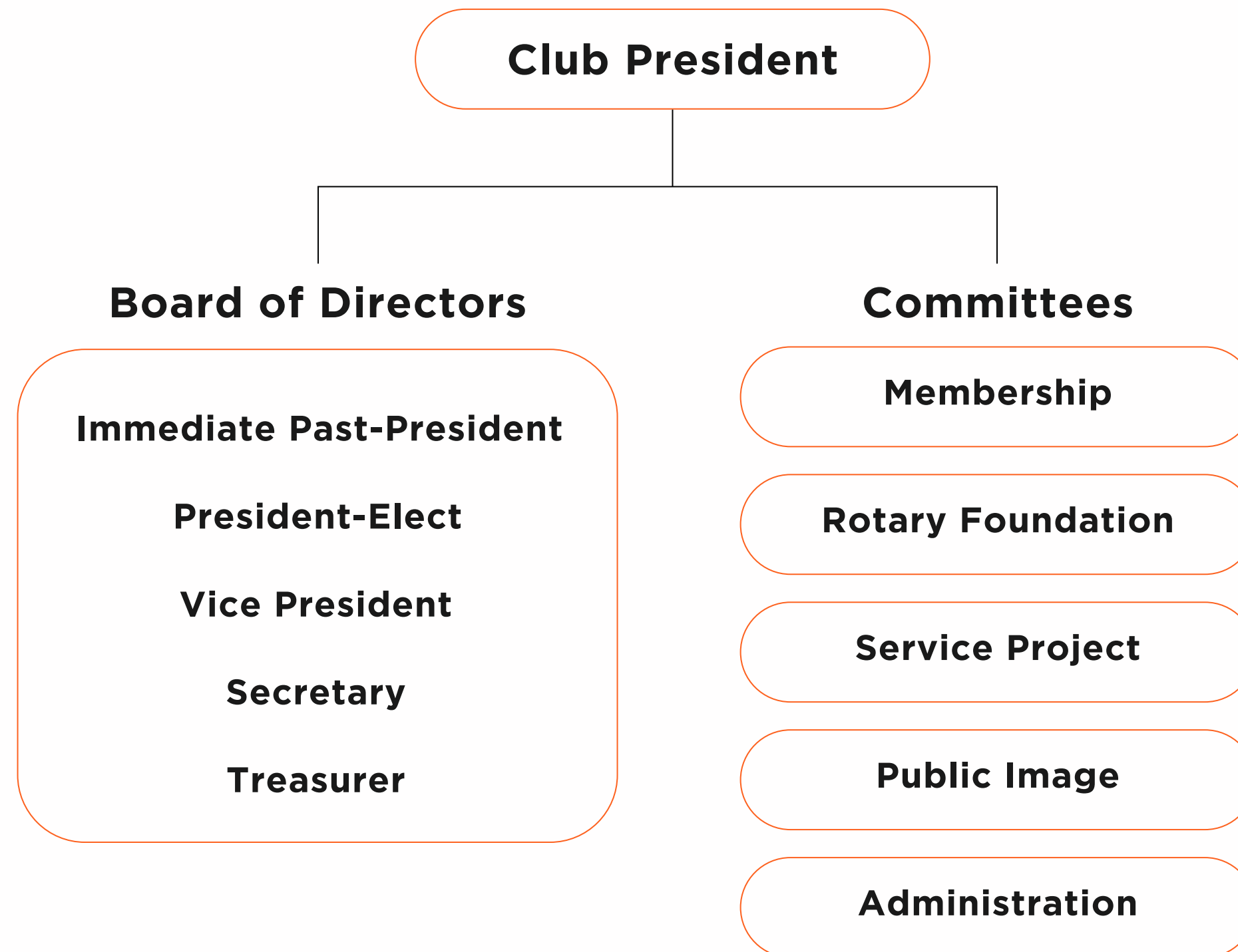
Finance

- Maintain a **transparent budget** that reflects the club's priorities and activities. Regularly review **financial reports** to track income and expenses.
- Implement **fundraising strategies** to support the club's projects and initiatives, ensuring a sustainable financial model.
- Keep accurate records and comply with Rotary International's financial guidelines to **maintain accountability** and trust among members.



Club Leadership Team

In managing the club, we need club leadership team that work together to organize activities, engage and educate members, and set and achieve goals. The leadership team includes:



Task Distribution

1

Planning & managing

planning, managing the club's activities, and ensuring good governance, setting strategic goals, overseeing club operations, managing finances, and maintaining accountability, promote transparency, and adapt to changes

Board of Directors

Administration

2

Membership

recruiting, engaging, and retaining members, fostering member involvement, and strengthen club diversity and growth while upholding Rotary's values

Membership

3

Service Activities

planning and executing community service initiatives, ensures impactful project implementation, oversees fundraising, promotes contributions to TRF, and educates members on available grants.

Service Project

Rotary Foundation

4

Public Image

to carry out good planning and governance, ensure accountability, and be adaptable to changes.

Public Image

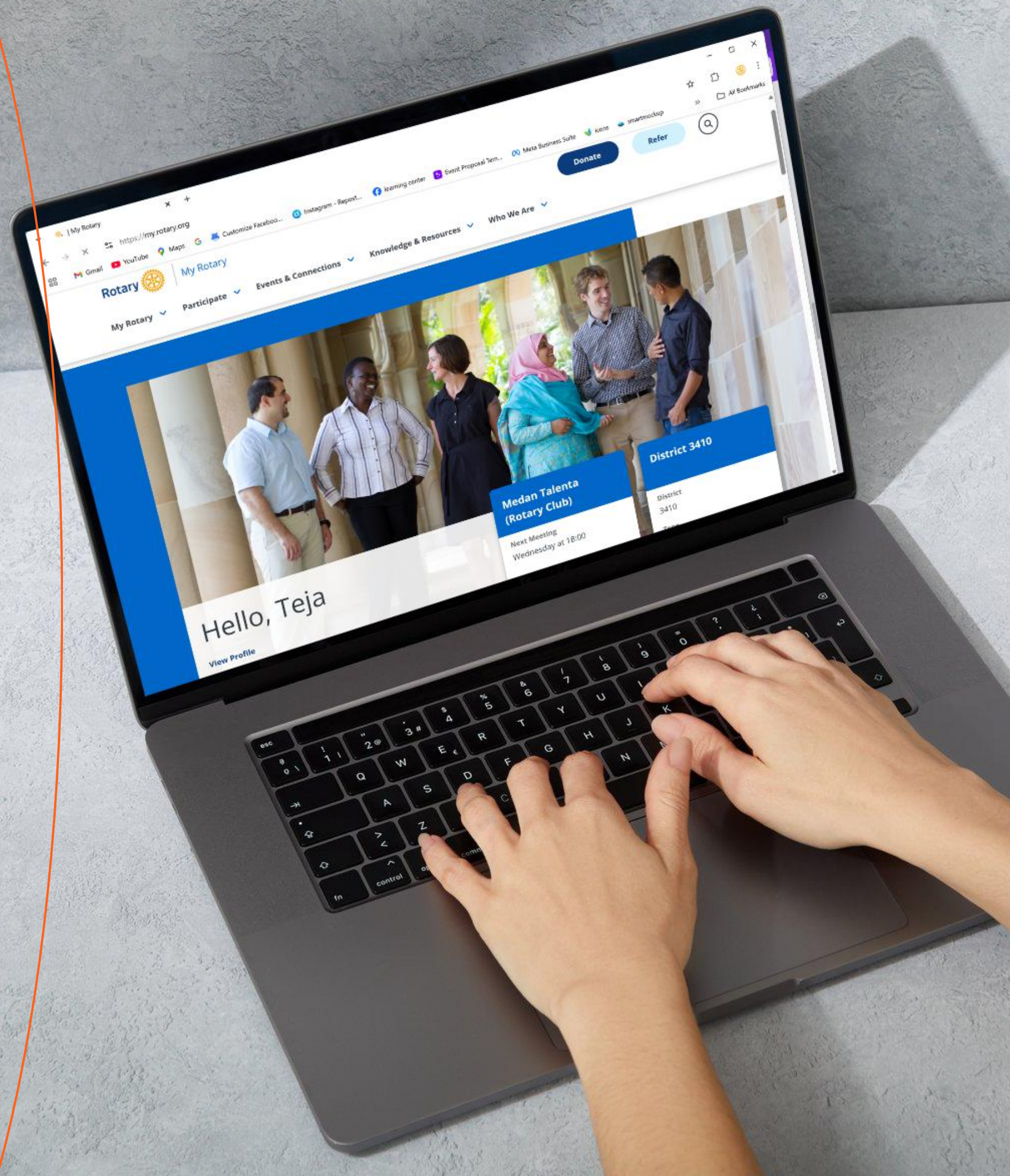




Managing's Tool

My Rotary

is an online platform for Rotary International members, providing resources, tools, and information to support their service and leadership efforts. It allows members to connect, manage club activities, track donations, access training materials, and stay updated on global initiatives. The site serves as a hub for collaboration, enabling users to find grants, register for events, and engage with Rotary's mission of humanitarian service worldwide.



Sample of Action Plan

NO.	CLUB'S GOAL	DESCRIPTION	TARGET	ACTION PLAN	OFFICER IN CHARGE
	INCREASE OUR IMPACT				
1	Service Projects	How many service projects will your club complete during the Rotary year?	5	Continuing ongoing projects from the previous year and consistently assessing community needs to develop new service projects.	Service Project Committee
2	Annual Fund Contributions	How much money will be contributed to The Rotary Foundation Annual Fund by your club and its members during the Rotary year?	USD 1000	Educating members on the importance of supporting Rotary through donations to The Rotary Foundation, highlighting the benefits for members, the club, and the community, while encouraging awareness and interest in contributing to The Rotary Foundation.	Rotary Foundation Committee
3	PolioPlus Contributions	How much money will be contributed to The Rotary Foundation PolioPlus Fund by your club and its members during the Rotary year?	USD 500	Educating members on the importance of polio eradication efforts and how they can support this cause through donations to The Rotary Foundation, while organizing fundraising events to support polio eradication.	Rotary Foundation Committee
	EXPAND OUR REACH				
4	Club Membership	How many total members does your club want by the end of the Rotary year?	5	Ensuring that every club activity invites non-members to participate, introducing them to Rotary values to increase their interest in joining, and maintaining consistent and regular communication about club activities across all social media channels.	Membership Committee
5	New Member sponsorship	How many members will sponsor a new club member during the Rotary year?	5	Ensuring that every newly inducted member registered on My Rotary has a sponsor and receives continuous guidance and opportunities to be actively involved in the club.	Membership Committee
6	Rotary Youth Leadership Award	How many individuals will your club sponsor to participate in Rotary Youth Leadership Awards (RYLA) events during the Rotary year either in person or virtual?	2	Coordinating with the RYLA committee to provide an explanation to club members about the event and the benefits of sponsoring RYLA for the club and the younger generation.	Club Young Leaders Coordinator
7	Media Stories about club projects	How many media stories will cover your club's projects during the Rotary year?	5	Collaborating with local and national media to cover the club's humanitarian projects in 2025-26.	Public Image Committee
	ENHANCE PARTICIPANT ENGAGEMENT				
8	Service Participation	How many members will participate in club service activities during the Rotary year?	25	Providing clear and detailed information to all club members about planned service projects, including budget requirements, human resources, necessary expertise, and implementation plans, allowing members to choose which projects they want to participate in.	Service Project Committee

ACTION PLAN 2025-26

NO.	CLUB'S GOAL	DESCRIPTION	TARGET	ACTION PLAN	OFFICER IN CHARGE
9	District Conference Attendance	How many members will attend your district conference?	2	Coordinating with the District Conference committee to provide information about the event and the benefits of participating in the 2025-26 District Conference, as well as organizing a savings program and proposing financial assistance from the club for members interested in attending.	Administration Committee
10	Leadership Development Participation	How many members will participate in leadership development programs or activities during the Rotary year?	25	Providing all members with the opportunity to expand their knowledge about Rotary through various discussion topics held monthly.	Club Learning Facilitator
11	Social Activities	How many social activities will your club hold outside of regular meetings during the Rotary year?	5	Planning activities every two months to strengthen connections among members and enhance their sense of belonging to the club.	Membership Committee
12	Use of official Rotary Promotional materials	Did your club use Rotary International's advertising and public service materials, such as broadcast videos, print ads, and other official materials available in the Brand Center, to promote Rotary in your community during the Rotary year?	YES	Studying Rotary branding materials and logo usage at the Rotary Learning Center, consistently using the Rotary Brand Center as the primary source for Rotary promotional materials, and ensuring all promotional and publication materials comply with Rotary International guidelines.	Public Image Committee
	INCREASE OUR ABILITY TO ADAPT				
13	Strategic Plan	Does your club have an up-to-date strategic plan?	YES	Forming a dedicated team to develop the club's long-term goals for the next three years and ensuring the strategic plan is implemented in the second semester of 2025-26.	Board of Directors
14	Review Club ByLaws	Do your club bylaws reflect your members and other participants needs?	YES	Forming a dedicated team to draft the club's bylaws and guidelines as a framework for its activities.	Board of Directors
15	Online Presence	Does your club's online presence accurately reflect its current activities?	YES	Ensuring that all content on social media, YouTube, and the website uses valid data that accurately reflects the club's current conditions.	Administration Committee
16	Update website and social media	During the Rotary year, how many times per month will your club's website or social media accounts be updated?	8	Creating a one-year content plan with a target of two Instagram posts per week and reactivating the club's website.	Public Image Committee

ACTION PLAN 2025-26

CLUB'S GOAL	TARGET	ACTION PLAN	OFFICER IN CHARGE	2025						2026					
				Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Social Activities	5	Planning activities every two months to strengthen connections among members and enhance their sense of belonging to the club.	Membership Committee												
Media Stories about club projects	5	Collaborating with local and national media to cover the club's humanitarian projects in 2025-26.	Public Image Committee												
Use of official Rotary Promotional materials	YES	Studying Rotary branding materials and logo usage at the Rotary Learning Center, consistently using the Rotary Brand Center as the primary source for Rotary promotional materials, and ensuring all promotional and publication materials comply with Rotary International guidelines.	Public Image Committee												
Update website and social media	8	Creating a one-year content plan with a target of two Instagram posts per week and reactivating the club's website.	Public Image Committee												
Annual Fund Contributions	USD 1000	Educating members on the importance of supporting Rotary through donations to The Rotary Foundation, highlighting the benefits for members, the club, and the community, while encouraging awareness and interest in contributing to The Rotary Foundation.	Rotary Foundation Committee												
PolioPlus Contributions	USD 500	Educating members on the importance of polio eradication efforts and how they can support this cause through donations to The Rotary Foundation, while organizing fundraising events to support polio eradication.	Rotary Foundation Committee												
Service Projects	5	Continuing ongoing projects from the previous year and consistently assessing community needs to develop new service projects.	Service Project Committee												

Resume

Ensure the club has an annual action plan aligned with Rotary's vision and action plan, and hold a meeting with the board before June 30 to discuss it. Each committee must prepare an activity schedule, implement effective management strategies, and present the club's plan to all members at the beginning of July.



Thank You

Thank you for participating in our learning session!
Stay connected with us for upcoming sessions.