2024-25 GOVERNORS-NOMINEE LEARNING SEMINAR (GNLS)
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.

While you are learning, we encourage you to trade ideas and tips, take notes, and consider innovative ways to inspire members and participants in your district. Throughout this seminar, 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.

CONTENTS

OPENING SESSION

Write one goal you have for your year as governor:

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?

PREPARING TO LEAD

LEARNING OBJECTIVES

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

1. Understand your responsibility in appointing and leading your district leadership team
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 you want to consider implementing.

CHECK THE ROLE YOUR GROUP WAS ASSIGNED:

☐ Assistant governor   ☐ Public image committee chair

☐ Finance committee chair   ☐ Rotary Foundation committee chair

☐ Membership committee chair   ☐ Learning 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 continue?

What skills does someone need to succeed in this role?

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

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

REFLECTION

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

Which of the ideas that were 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 data about your district's membership, grant participation, and giving trends
2. Determine how to measure the service and engagement activities in your district
3. Develop specific strategies to address opportunities and challenges in your district

ACTIVITY: UNDERSTANDING YOUR DISTRICT

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

District strengths (such as diverse membership or interests and skill sets)	**District weaknesses** (such as a poor public image or poor understanding of community priorities and how they align with member interests)
Opportunities for the district (such as new programming or partnership opportunities in the area)	**Challenges for the district** (such as member experiences that aren't engaging or other activities that compete for members' time)

Which strategic priority of Rotary's Action Plan is your district working toward or fulfilling based on its 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?

REFLECTION

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

How can that success 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 that can help your district meet a strategic priority or objective

WORKING WITH YOUR RC

My RC will be:

_____

> **NOTES**

WORKING WITH YOUR RPIC

My RPIC will be:

_____

> **NOTES**

My RRFC will be:

_____

> **NOTES**

REFLECTION

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

Ready to learn more? Increase your knowledge about membership, public image, and The Rotary Foundation by taking courses in Rotary's Learning Center. Choose from courses such as Starting a Club, Building Rotary's Public Image, and Grant Management Overview.

MANAGING 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. Apply conflict management strategies

MANAGING DISTRICT FINANCES

> **NOTES**

PLANNING FOR CONTINUITY

> **NOTES**

MANAGING CONFLICT

NOTES

As you prepare to manage your district, you'll find relevant courses in Rotary's Learning Center, such as Managing District Finances, Essentials of Understanding Conflict, and Rotary's Change Model.

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?

COMMUNICATING 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 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 AN INVITING AND INCLUSIVE 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 will help you create consistent and compelling messages.

R E F L E C T I O N

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?

PLANNING YOUR EVENTS

LEARNING OBJECTIVE

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

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

ACTIVITY: PLANNING YOUR EVENTS

Choose **one** learning event from the first row and **one** from the second row. For each of those events, write a goal and a question you have about the 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.

LEARNING EVENTS IN YOUR GOVERNOR-ELECT YEAR	District team learning seminar	Presidents-elect training seminar (PETS)	District training assembly
LEARNING EVENTS IN YOUR GOVERNOR YEAR	District vibrant club workshop	Grant management seminar	Rotaract club officer training

LEARNING EVENT:

One goal I have for this event	
One question I have about this event	
One suggestion from my partner	

LEARNING 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 learning sessions? Review these courses in the Learning Center: An Introduction to Adult Learning, Becoming an Effective Facilitator, Managing a Learning Session, and Conducting Online Learning Events. Use the information about adult learning and our facilitation model to guide your planning.

REFLECTION

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

How will you and your team implement this idea?

How will you make the district conference a positive experience for participants?

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

LEARNING OBJECTIVES

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

1. Identify your leadership and support structure

2. Understand the governor funding process

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**

WORKING WITH YOUNG LEADERS

LEARNING OBJECTIVE

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

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

ACTIVITY: WORKING WITH YOUNG LEADERS

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

	Interact	Rotary Youth Leadership Awards (RYLA)	Rotary Youth Exchange
Do clubs in our district support this program?	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
Does our district have a committee to support this program?	☐ Yes ☐ No	☐ Yes ☐ No	☐ Yes ☐ No
What is a success story about this program in my district?			
How is this program an opportunity for growth in my district?			

	Interact	Rotary Youth Leadership Awards (RYLA)	Rotary Youth Exchange
What do I need to learn about this program?			
How can I engage alumni from this program?			

REFLECTION

How would you like to engage young leaders and alumni in your year as governor?

Understanding and implementing Rotary's youth protection policies is an important part of your role as governor. Governors-elect are required to complete the Protecting Youth Program Participants course in the Learning Center before the start of their term as governor.

ADDRESSING CHALLENGES IN YOUR DISTRICT

LEARNING OBJECTIVE

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

1. Address difficult conversations and challenges 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. This person 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
Since Rotaract became a type of Rotary membership in 2021, Rotaract has grown in your district. On 1 July 2022, Rotaractors began paying dues and became eligible to sponsor global grants. Your Rotary clubs have been having difficulty attracting younger professionals, and some are resistant to working with Rotaract clubs and their members as equal partners. You want to help the Rotary clubs overcome their resistance to working with Rotaract.

Scenario 3
One of your clubs has made an effort to involve more participants from the community in its service projects. However, it has not had a sustained increase in its membership numbers in the past five years. Either the people the club invites don't join or they join but leave after one or two years. You've heard from your assistant governor that the club doesn't provide a welcoming environment to new members, especially those from groups that are not currently represented in the club.

Scenario 4
On the first day of your presidents-elect training seminar, one of your presidents-elect consistently speaks over other participants and takes every opportunity to express a contrary opinion about the priorities of Rotary's Action Plan. You can see that this behavior is having a negative effect on the experience of other presidents-elect.

Scenario 5
Your public image team regularly visits your clubs' websites and follows their social media postings. The team has alerted you that one club is using old logos, has a website that's difficult to navigate, and posts pictures mostly of club meetings, meals, and people holding checks. You think that, in person, this is an engaging club — but its online presence doesn't give that impression to the community.

Scenario 6
A club in your district consistently fundraises and carries out service projects that help the local community, but its leaders refuse to work with other clubs on projects or activities. You believe that by isolating itself from the other clubs in the district, this club is missing opportunities to take part in bigger projects — including global grant projects.

QUESTIONS

- What is the issue 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 team, what's your next step? If you anticipate a difficult conversation, what strategies will you use to handle that conversation?
- What outcome do you expect?

NOTES

REFLECTION

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

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. 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.

Identify a current goal of your district strategic plan:

What tactics are you using to achieve this goal? How do you measure the success of these tactics?

What are two new tactics you could use to make progress toward this goal? How will you measure their success?

REFLECTION

What is one thing you need to learn more about before GELS?

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

The ROTARY ACTION PLAN

Rotary ⚙

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.

INCREASE OUR IMPACT

EXPAND OUR REACH

ENHANCE PARTICIPANT ENGAGEMENT

INCREASE OUR ABILITY TO ADAPT

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

- 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

- 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

- 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

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. Consider 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 of a Rotary or Rotaract club.

Club type	Description	Appeals to	Member minimum for new clubs
Rotary club	Professionals and other leaders who meet regularly for service, connection, and personal growth Learn about a successful Rotary club.	People who are looking for friendship, service, and networking opportunities Learn more with the Starting a Club online course.	20 required
Rotaract club	Adults who take action through community and international service while learning leadership skills and developing professionally Learn about a successful Rotaract club.	Younger professionals and university students who want to become more effective leaders, find innovative solutions to community issues, and have fun through service Learn how to start a club.	12 recommended
Satellite club	A part of a Rotary or Rotaract club that has its own meetings, projects, bylaws, and board, managed in collaboration with its sponsor club Learn about a successful satellite club.	Those who want a club experience, meeting format, or meeting time other than what local clubs offer and who appreciate the support and partnership of another club. Some satellite clubs eventually form standalone clubs, while others, sometimes called companion clubs, do not. Learn more in the Guide to Satellite Clubs.	8 for a satellite Rotary club 4 for a satellite Rotaract club

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

Meeting format	Description	Appeals to
In person	A club that meets in person at a designated location Learn about a successful club that meets in person.	Those who consider face-to-face interactions an important part of the meeting experience or who don't enjoy online meetings
Online	A club that meets primarily online and offers in-person service opportunities Learn about a successful club that meets online.	Frequent travelers, people who have difficulty attending in-person meetings, or those who prefer an online experience Learn more about online club meetings.
In person and online	A club that holds some meetings in person and others online, or one that holds in-person meetings that some members attend virtually Learn about a successful club that meets in person and online.	People who have various needs and enjoy a flexible schedule and those who want many attendance options or a mix of experiences Learn more about clubs that meet online and in person.

CLUB TYPES, FORMATS, AND MODELS

Rotary

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

Club model	Description	Appeals to
Traditional	The 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. Learn about a successful traditional club.	People who want to socialize over a meal while learning about a new topic or an opportunity to serve the community
Passport	A club that allows members to attend other clubs' meetings frequently if they attend a specified number of home club meetings each year. Learn about a successful passport club.	People who travel frequently or who enjoy trying a variety of club experiences and meeting lots of people Learn more in the Guide to Passport Clubs.
Cause-based	A club whose members are passionate about a specific cause and focus their service efforts on that topic. Learn about a successful cause-based club.	People who want to connect with others while addressing a particular issue
Interest-based	A club that focuses on a particular interest or hobby. Learn about a successful interest-based club.	People who want to enjoy Rotary by focusing on a shared interest or activity, such as professional development
Corporate	A club whose members (all or most of them) work for the same employer. Learn about a successful corporate club.	Employees of one organization who want to do good in their community
Alumni-based	A club in which most members (or a majority of charter members) are former Rotary program participants or former Rotaractors or Rotarians. Learn about a successful alumni-based club.	People who have previously participated in Rotary International or Rotary Foundation programs, or are former members
Service-based	A club that meets at least twice monthly for service projects and meets occasionally for social events or fundraisers. Learn about a successful service-based club.	People who join Rotary to participate in service but who don't want to or can't attend meetings, or those who want a club with lower dues
Language-based	A club whose members speak a common language other than the primary language of their district. Learn about a successful language-based club.	People, such as expatriates, who want to connect with each other using a common language, or people who prefer to connect through that language
International	A club whose members are from different countries than the district where they reside. Learn about a successful international club..	People who want to connect with others from all over the world or want a more international club experience
Districtwide online	A club whose members are from anywhere in the district rather than a specific locality, and who meet online. These clubs can function as a temporary club for members exploring different Rotary experiences or a permanent club for those who prefer this format. Learn about a successful districtwide virtual club.	People who want to connect online with others from a larger geographical area, and those who want to volunteer and meet others but may not be able to attend regular meetings in person and fulfill other club membership commitments. This model works well to engage prospective members or re-engage former members and program participants who may want to explore various projects and clubs.

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 GNLS
- District Governor Intermediate —
  to be completed before GELS
- 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 Learning

- Five Steps to a Successful District Conference
  (PDF)
- Rotary Learning Center Course Catalog (PDF)
- Learning in Action newsletter
- Learning Facilitators page

Membership

- Flexible Options for Clubs page
- Club Experience Concierge
- 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
- Rotary Youth Exchange page
- Rotary Youth Leadership Awards (RYLA) page
- 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 page
- End Polio Now
- Foundation reports in My Rotary
- Grant Management Seminar Learning Plan
- Our Foundation page

Service and Engagement

- Developing Effective Projects page
- Rotary Service and Engagement overview
  (PDF)
- Rotary Showcase