



2021-22 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 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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**Joint session with governors-nominee*

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 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 training events engaging, innovative, and inclusive

ACTIVITY: EFFECTIVE EVENTS

Write your event from column 1 and your event from column 2 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:	Column 2:
How can we make this event ENGAGING?		
How can we make this event INNOVATIVE?		
How can we make this event INCLUSIVE?		

REFLECTION

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



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

ENGAGING WITH CLUBS

LEARNING OBJECTIVES

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 my club visit speech?

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

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

- What was effective?

- What could improve this story or moment?



The Rate Clubs feature in [Rotary Club Central](#) lets you keep track of your club visits and report on each club's practices, accomplishments, and challenges. View ratings and comments during your governor-elect year, then use the feature during your governor year after each club visit.

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?

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

LEARNING OBJECTIVES

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

1. Identify your leadership and support structure
2. Understand your governor funding
3. Apply best practices for district responsibilities and operations
4. Address questions and 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 as needed.

NOTES

PREPARING FOR THE INTERNATIONAL ASSEMBLY

LEARNING OBJECTIVES

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

The International Assembly is your opportunity to meet and share ideas with a representative from every district in the Rotary world. It's also a chance to learn from and be inspired by our organization's leaders. During the event, you and your partner will learn about and discuss Rotary's strategic priorities and goals, and determine how to incorporate them into your own plans for the year.

NOTES



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

R E F L E C T I O N

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

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. Apply conflict management strategies

MANAGING DISTRICT FINANCES

NOTES

PLANNING FOR CONTINUITY

NOTES

MANAGING CONFLICT



NOTES

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 participants and the general public

ACTIVITY: COMMUNICATING WITH YOUR DISTRICT

After choosing one of the questions below, use the grid to develop a message that inspires action. Share 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 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?



Licensed Rotary magazines are an easy and engaging way to stay informed about Rotary. Learn how Rotary is responding to needs locally and around the world, and read news from the RI president. Rotary magazines can also help you communicate consistent and compelling messages.

REFLECTION

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

What part needs more development?

PROMOTING OUR BRAND AND OUR STORY

LEARNING OBJECTIVES

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 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.

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



Tell Rotary about your successes in using People of Action resources to strengthen our public image. Write to pr@rotary.org.

R E F L E C T I O N

What about your Rotary experience inspires you?

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

MAKING AN IMPACT WITH THE ROTARY FOUNDATION

LEARNING OBJECTIVES

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

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

NOTES



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

REFLECTION

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

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



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

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

Review **one** of the following scenarios. Then determine whether you would suggest making changes to the club or developing a new club, and decide how you and your team could support the club or participants.

Scenario 1

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

Scenario 2

A club membership chair notices that a number of small businesses in the area are owned and operated by people from groups that have traditionally been underrepresented in his club. He believes his club is open to inducting more people from these groups, but he worries that the current imbalance and some members' attitudes and comments may put off potential candidates.

Scenario 3

A club in your district has approximately 50 members. Fifteen 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 may be likely to leave Rotary at the end of the year.

Scenario 4

A new cybersecurity firm has opened in your district. You have met several of its employees and think they would be great Rotarians. However, they travel frequently for work and many 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 participants involved – both now and for the next two to three years?

How and when would you follow up with the club to determine whether it tried your suggestions and made any progress?



Tell Rotary about your membership successes. Write to membershipdevelopment@rotary.org.

REFLECTION

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

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 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 training, 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?

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/actionplan

APPENDIX 2

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
Rotary club	Professionals and other leaders who meet regularly for service, connection, and personal growth Read about a successful Rotary club.	People who are looking for friendship and service opportunities Learn more in the Starting a Club online course.	20 required
Rotaract club	Adults who take action through community and international service, learn leadership skills, and develop professionally Read about a successful Rotaract club.	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 Rotaract Handbook .	12 recommended
Satellite club	A section of a Rotary or Rotaract club that has its own meetings, projects, bylaws, and board, run in collaboration with its sponsor club Read about a successful satellite club.	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 Guide to Satellite Clubs .	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
In person	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
Online	A club that meets primarily online Read about a successful club that meets online.	People who travel frequently, have circumstances that make it difficult to meet in person, or 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 Read about a successful club that meets in person and online.	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
Traditional	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 Read 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 club meetings frequently as long as they attend a specified number of its own meetings each year Read 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 .
Corporate	A club whose members (or most of them) work for the same employer Read about a successful corporate club.	Employees of one organization who want to do good in their community
Cause-based	A club whose members are passionate about a particular cause and focus their service efforts in that area Read about a successful cause-based club.	People who want to connect with others while addressing a particular set of problems
Alumni-based	A club in which a majority of members (or a majority of charter members) are former Rotary program participants, or former Rotaractors or Rotarians Read about a successful alumni-based club.	People who have participated in Rotary
Interest-based	A club that focuses on a particular interest or hobby Read about a successful interest-based club.	People who want to enjoy Rotary in a specific way or focus on a shared interest or activity, such as professional development for members
International	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 Read about a successful international club.	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](#) (PDF)
- [Diversity, Equity, and Inclusion](#) page
- [Manual of Procedure](#) (ZIP)
- [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
- [Leadership in Action Leader's Guide](#) (ZIP)
- [Rotary Learning Center Course Catalog](#) (PDF)
- [Rotary Training Talk](#) newsletter
- [Trainers](#) page

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](#)
- [Press Center](#)
- Rotary [blogs](#), [newsletters](#), and [social media](#)
- [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](#)