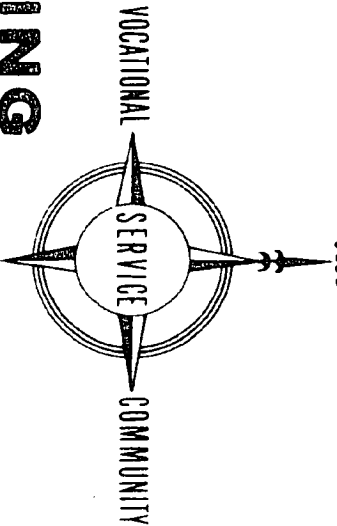


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CLUB



GUIDING
the
new
ROTARY CLUB



A CHECK LIST

FOR GUIDING THE NEW ROTARY CLUB

(This pamphlet is for the use of the Special Representative to assist him in his responsibility of guiding the new club to all-round success.)

1. Assist the new club president in organizing club administrative procedures.
2. Assist in club committee organization.
3. Assist the board of directors to understand their responsibilities.
4. Assist the club secretary in setting up a good system for keeping records.
5. Assist the new club in planning, and selecting the editor for, a club bulletin.
6. Assist officers and members in gaining an appreciation of Rotary reference literature.
7. Assist club members in realizing their responsibilities in making the club a success.
8. Assist in arranging and conducting the new club's first club assembly.
9. Assist club officers in understanding the "mechanics" of a good Rotary meeting and furnish practical program suggestions.
10. Assist the new club in working out a plan for steady, but controlled, membership growth.

GUIDING THE NEW ROTARY CLUB

The officers of a newly-organized Rotary club will frequently be in need of assistance and advice from the special representative of the sponsoring club. The development and progress of the new club will depend to a great extent upon how well it is organized at the beginning as well as how effectively it functions during the first few months. As the new club's sponsor, you have a challenging responsibility to see that a good start is made, and maintained!

The New Club President

Encourage the president to set up his committee organization so he can be an administrator. He should delegate responsibilities and follow up to see that the job is done. The president's job entails many responsibilities. He must first make a careful study of club members in order to make judicious assignments to committees. Even though it may be more difficult to delegate responsibilities than to accept them himself, it must be done. The president will not have time to play the piano, lead the singing, plan and make arrangements for programs and the many other calls for service.

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You should help him to think of himself as the club officer who sees to it that every member of the young club fits into the program of activities. It is the president's responsibility to develop a smooth-functioning organization -- not a one-man show.

Committee Organization

) The new club will need close attention while committees are being appointed. Emphasize the importance of early, and careful, selection of committees. Selection of the right chairman is vital. Encourage the appointment of aggressive and forward-looking committee members.

Refer to the suggested committee plan in The Club President's Workbook or the committee organization chart and explanation of the club committee plan which you receive with this pamphlet. Most of the committees included on the chart are those listed in the recommended club by-laws. See that the new club president understands this chart and give him any assistance needed in appointing committees in accordance with the club committee plan. Encourage him to write in the names of his committeemen.

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Make certain that the president recognizes his responsibility to encourage each committee chairman personally. Remind him to inform his committees that he expects them to meet immediately after being appointed, to become familiar with their duties and to plan their activities in line with the respective leaflets from The Club President's Workbook.

) Help him also to get over to his committees that each one is responsible for reporting its plans and progress to him -- that he expects each committee chairman to hand him written reports outlining WHAT it is going to do and HOW it is going to do it.

Encourage Active Committees

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The new club must function through regular standing committees. Experience has proven that a young club functions best by the appointment and organization of committees at the very beginning, each committee being encouraged to meet at once to study its job. Although the membership is small, it is important that the club begin immediately to function under a committee set-up -- that each member be on a committee and that he understand his responsibility.

Details should be worked out for initial club projects and chairmen should be ready, as the result of committee meeting and planning, to report plans and objectives to the board of directors at an early meeting.

Another way to help is to arrange for a committee chairman in the sponsor club to meet some evening with the corresponding chairman in the new club to discuss practical ways and means of activating committee work. A committee of a sponsor club sometimes invites the corresponding committee of a new club to sit in on one of its regular meetings. These meetings give the committee members of the new club an opportunity to see an experienced committee at work. One sponsor club invited the entire membership of the new club to attend one of their meetings. It was arranged for each member of the new club to sit with his counterpart in the sponsor club to "talk shop" during the meal.

Urge a Complete Committee Set-Up

Sometimes there is a tendency, on the part of a new club, to feel that it will not be necessary or advisable to appoint certain club committees during its first year. This should be discouraged! It is important that the new club obtain, as soon

as possible, a well-rounded picture of its opportunities in Rotary service. Even if some of the committees consist of only one man, it is important that some member of the club should be giving attention to the functions of that committee so that he can interpret that phase of Rotary work to the other members.

The Board of Directors

Does the new Rotary club fully understand that in Rotary the board of directors is the governing body of the club? The special representative should encourage the president of the new club to call a meeting of his board within a week after its organization. At this meeting the organizational details should be completed, the committee appointments submitted to the board for approval, programs planned for the first six weeks and members of the board informed as to their responsibilities.

The special representative should be present at the meeting. It should be held in the evening at a time and place which will permit full opportunity for discussion. All members of the board should be present.

You should urge the board at this meeting to: -- transact all business of the club, thus

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eliminating all or practically all business discussion from the regular weekly meeting of the club.

-- conduct its meetings in a businesslike, friendly manner.

-- encourage each of its members to have special reports prepared and in order so the board may take action.

-- begin meetings on time and close promptly.

-- keep membership of the club fully informed as to all action taken by the board.

The New Club Secretary

Early club records are important. Be careful that the secretary understands what records should be preserved. Too often they are incomplete because the new secretary is slow in setting up a permanent records-keeping system. You will be doing the club a lasting favor by conferring with the secretary or by having your own club secretary meet with him immediately after the organization meeting. Help him establish a complete, but simple, records system.

Suggest that he begin his records now by gathering information about the organization meeting. Encourage him to keep a record of the club's charter membership list -- of membership changes and terminations -- see that he has a copy of Pamphlet No. 12, with Articles I and II of

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the club's constitution and the by-law provisions, as they were adopted by the club, properly filled in -- insist that he keep that copy in the club records -- help him set up a simple and practical means of keeping a record of attendance -- and encourage him to make a record of a few significant anecdotes or situations that will be of interest in later years.

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Confer with the secretary, too, about his preparation of the club's monthly attendance report so it will reach the district governor by midnight of the tenth of the month following that on which he is reporting (immediately following the last meeting of each month).

The Club Bulletin

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Assist the new club in getting an early start on plans for publishing a club bulletin. Point out that the principal function of a club bulletin is to stimulate interest and improve attendance, announce the program of the forthcoming meeting, and to report interesting information regarding the club and its members and the worldwide Rotary program. A good club publication is of inestimable value in promoting the program of Rotary -- it will not only create increased pride in the club but it will make better Rotarians.

After the new club has selected an editor for its club bulletin, arrange for him to meet with the editor of your own club bulletin to get ideas for editorial content and tips on the mechanics of production.

Use of Reference Literature

A complete supply of Rotary literature and materials is sent to both the club president and secretary. Most important for the president, and the item he will receive first, will be The Club President's Workbook. This is his guide for club organization. Encourage him to become familiar with it just as soon as it arrives. Brief him on using it. The extra set of leaflets in the front of the Workbook should be handed to his committee chairmen as soon as they are appointed.

The First Club Assembly

After the board of directors has been elected and committees have been appointed and announced, encourage the president to call his first club assembly. This is a planning session that officers and committee chairmen like. Here the chairmen discuss their committee plans. The president makes certain that each has an opportunity to outline the duties and plans of his committee. When

committee chairmen learn how valuable the club assembly is to them, they soon depend upon it for crystallization of plans and for dovetailing their committee activities into the broad club program.

The Weekly Club Program

Make certain that the new club has carefully-planned programs for the first eight or ten weeks. This does not mean you and your club should provide each program. But, work closely with the program chairman and the president to see that they know the techniques of planning, obtaining, and presenting good programs. Give them the kind of information that is acquired only through experience.

Give them PRACTICAL program suggestions, adapted to their present needs. Encourage them to plan programs that will be interesting to their particular club in its present stage of development. Do not help them to the extent that they will begin to rely upon your club and others to supply all of their programs. Help them to help themselves -- they'll like it. Help them work out a schedule for the first few months with balance between programs presented to them and those provided by their own members.

Profiting by the techniques you demonstrate

in planning these early programs, the program chairman can begin to plan programs starting with the ninth week. Encourage him to keep his programs planned at least eight weeks ahead. Show him how much easier it is to get programs by planning them well in advance.

Explain the mechanics of a good Rotary meeting. Emphasize:

- 1 - Promptness in opening and closing the meeting.
- 2 - A quiet, private place for the meeting.
- 3 - Quick and efficient luncheon service.
- 4 - A proper amount of club singing.
- 5 - Cordiality to Rotary visitors and guests.
- 6 - Adequate, but brief, introduction of speakers.
- 7 - Notification of speaker in advance as to the exact amount of time he will have.
- 8 - Budgeting of program time so the speaker will have the full time allotted -- and SEE that he gets it!
- 9 - Thanking the speaker orally and (if he is from out-of-town) reimbursing him for expenses.
- 10 - Writing a letter to the speaker after the meeting, conveying to him the appreciation of the club. (Many clubs include with their letter a copy of the club bulletin which comments on his talk as well as newspaper clippings telling about his visit.)

For the first few meetings plans for scheduling programs will depend somewhat on the number of preliminary information meetings which were held prior to organization, the presence of former Rotarians in the charter membership of the club, the familiarity of members with the Object, and program of Rotary and their awareness of service possibilities. Sufficient Rotary information programs should be included during the first three months to help each member gain an expanded understanding of Rotary and how it functions.

Demonstrate how to build club programs that are balanced between club service, vocational service, community service and international service. Demonstrate, too, how to obtain programs -- and make certain the program chairman knows that men are available for programs even though the club is young and small. Be sure the president gives the program chairman the program leaflet from The Club President's Workbook.

Direct the president's attention to the first section of his Workbook, "Your Year," which discusses the personal planning he will need to do before each Rotary meeting. A list of things he will need to check before the club meetings, and a suggested meeting schedule, are presented in this booklet.

Every new Rotarian should be encouraged to read Rotary's popular book, "Adventure in Service." A gratis copy for each charter member is sent to your district governor for presentation. You will doubtless be conferring with him about the time for this presentation. The special representative frequently arranges for his sponsor club to present a special program designed to stimulate the reading of "Adventure in Service" by each new Rotarian. This program is usually presented soon after the club receives notification that it has been admitted to membership in Rotary International.

A Plan for Club Growth

You are the one to emphasize to the officers of the new Rotary club the importance of adopting a plan for club growth. To keep and build club morale, it is important that a carefully-planned program of steady membership growth be provided. It is important that all officers and members understand the plan and accept their mutual responsibility in making it effective.

The classification committee will, of course, be encouraged to make a classification survey of the community -- and to prepare a roster of filled and unfilled classifications -- representing the

total business and professional life as it actually exists in the community. Arrange an early club meeting on the subject of classifications.

It is highly important that every member be familiar with the procedure of proposing and electing members. Even though the 14 recommended steps are outlined in Article XI of the new club's by-laws, the club members will likely not know about them. See that they are informed at the club meeting and through the club's weekly bulletin. Members will benefit by having copies of the membership proposal card and membership application card during the club program so they can actually see these cards while their function is being discussed. Arrange with the district governor an early showing of the film strip, "THE MAKING OF A ROTARIAN."

The board of directors of the new club should review each month the roster of filled and unfilled classifications. From this list it selects one or two classifications that it feels should be filled. Club members are then requested to propose men to fill these particular classifications. A continuous growth through a mutually-accepted plan gives each member additional pride in his Rotary club membership.

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After Six Months

After the club has been organized for six months and is functioning smoothly with:

- good, well-planned weekly programs
- each committee meeting, planning and sponsoring activities
- the board of directors meeting regularly
- the club having adopted a plan that will result in a gradual membership growth
- the attendance average improving

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the sponsor club might well:

1. Plan an intercity meeting with the new club, perhaps providing the program.
2. Make certain there are frequent visitors at the regular weekly meetings of the new club.
3. Encourage the new club members to attend meetings of neighboring clubs, and particularly of your own club. Make it easy for them to visit your club. Phone an invitation for them to attend meetings of your club when you have an especially interesting program.
4. Make certain that members of the new club who travel have a copy of Rotary's Official Directory in their traveling bags or in the glove compartment of their cars.
5. Present another Rotary information program--one which demonstrates how to develop some phase of the new club's program that needs to be expanded and improved.