



WORKING WITH YOUR DISTRICT TEAM

Course online from [Rotary.org](https://www.rotary.org)

Working with Your District Team

The goal of the district team is to help clubs succeed. Whether you're a returning member of the team or a new one, this course will help you learn what the district team does and how you can work together to support clubs.

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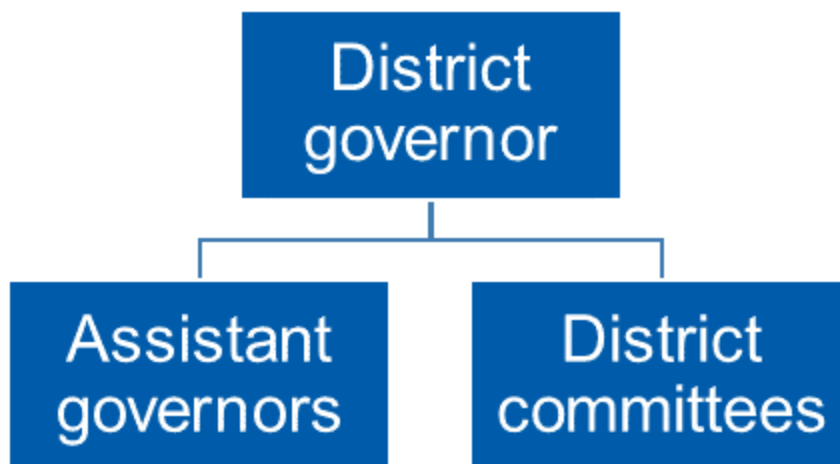
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OVERVIEW OF THE DISTRICT TEAM



The district leadership team includes the governor, assistant governors, committees, and incoming and past governors.



This structure is intended to help the district team give clubs the support and guidance they need to succeed. But districts should adjust it as needed.

Your district leadership plan should include:

- Responsibilities for each role
- Required and optional committees
- A process for helping clubs implement the club leadership plan

Let's take a closer look at the district leadership team's responsibilities.

SHARED RESPONSIBILITIES



All members of the district leadership team are expected to:

- Work with the governor, governor-elect, governor-nominee, assistant governors, and district committee chairs to set strategies for achieving goals
- Promote and attend district training meetings and the district conference
- Relay information between Rotary International, the district, and club members
- Work closely with club leaders to offer support and guidance
- Collaborate with their regional leaders: regional Rotary Foundation coordinators, Rotary coordinators, Rotary public image coordinators, and endowment/major gifts advisers

REQUIRED ROLES AND COMMITTEES



Rotary policy requires some district roles. Let's take a look at the responsibilities the people in these roles have.

Read the tabs below to learn more about the roles of the district governor and assistant governors.

District Governor

During your term, clubs will look to you for leadership, support, and motivation as they carry out service projects and participate in Rotary programs. You also:

- Strengthen clubs, organize new clubs, and increase membership
- Encourage contributions and other support for The Rotary Foundation
- Improve Rotary's public image and serve as a spokesperson for the district



Assistant Governors

As assistant governor, you're the connection between the clubs assigned to you and the district. The relationships you build with club leaders make Rotary stronger. You also:

- Visit each club regularly to discuss its activities, resources, and opportunities
- Support clubs in setting and achieving goals, finding solutions to challenges, resolving conflicts, and meeting their district and RI administrative requirements
- Serve as a liaison between clubs and district committees



Required committees

Membership

Develops, markets, and implements club and district strategies to increase membership

Public image

Helps Rotarians understand that effective external publicity, alignment with Rotary's brand, and a positive public image help Rotary grow

Finance

Supervises district funds by reviewing and recommending the amounts of the district fees per person and overseeing all district expenditures and income

Training

Supports the governor and governor-elect in training club and district leaders and overseeing the district's overall training plan

Rotary Foundation

Helps the governor educate, motivate, and inspire Rotarians to participate in Foundation programs and fundraising; oversees five subcommittees: fundraising, grants, PolioPlus, Rotary Peace Fellowships, and stewardship

Rotary Foundation committee required subcommittees

Click on the cards below to learn about the subcommittees.

Fundraising

Coordinates the district's fundraising goals for the Annual Fund, PolioPlus Fund, and Rotary's Endowment, soliciting gifts and educating Rotarians about their gift options

Grants

Helps clubs apply for Rotary grants and encourages participation in district grants and global grants

PolioPlus

Supports Rotary's commitment to eradicate polio and encourages participation in PolioPlus activities

Rotary Peace Fellowships

Encourages clubs to participate in the Rotary Peace Centers program and manages clubs' applications

Stewardship

Oversees the qualification of clubs to participate in grants and has responsibility both for ensuring the careful management of Rotary grant funds and for educating Rotarians on how to manage grants properly and effectively

Find details about the qualifications and responsibilities for each of these required committees in District Leadership Team Responsibilities, which is in the materials for this course.

OPTIONAL COMMITTEES



Learn about optional committees.

Alumni

Finds ways that clubs and the district can engage alumni in Rotary's fundraising, membership, and service efforts

Community service

Promotes programs, activities, and resources related to community and vocational service and offers additional support for Rotaract and Interact clubs

Convention promotion

Promotes attendance at the annual Rotary Convention to Rotary members throughout the district

District conference

Plans and promotes the district conference and helps achieve maximum attendance

District programs

Promotes district groups, programs, and activities — often with a committee for each program or group they support — which could include Interact, Rotaract, Rotary Friendship Exchange, Rotary Youth Exchange, and Rotary Youth Leadership Awards (RYLA)

International service

Motivates clubs to get involved in international service and connects them to resources and mentors

Nominating

Nominates the most qualified Rotarian available to serve as governor

Rotaract

Assists the governor in publicizing Rotaract, promoting the establishment of new Rotaract clubs, and administering Rotaract within the district

Find details about the qualifications and responsibilities for each of these optional committees in District Leadership Team Responsibilities, which is in the materials for this course.

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WORKING WITH EACH OTHER AND WITH CLUBS

Now that you know more about the roles of the district team, think about how you can work with the team members and your regional leaders to:

- Give clubs the support they need
- Relay information between clubs and the district

How you work with clubs



The district team is a key resource for clubs, especially those that are struggling. Here are some tips to get you started.

Tip 1



Talk with other district team members and past leaders to learn how clubs have worked with others in your role.

Tip 2



Review information in Rotary Club Central to determine which clubs you want to work with and what kind of support would benefit them most.

Tip 3



Don't forget to ask clubs what they need most. A successful partnership depends on open communication.

Tip 4



Encourage clubs to look at the suggestions in [Be a Vibrant Club: Your Club Leadership Plan](#). They'll find tips for revitalizing their clubs and engaging new and continuing members.

How you work with each other

How you work together as a team will determine your effectiveness in supporting clubs. Learn each other's roles, areas of expertise, and goals to maximize the support you offer.

Determine which projects and activities your team can take on to have the most impact.

Review your processes for planning district activities and supporting clubs. Ask yourself whether clubs are getting what they need from the team.

Put the team members' skills to use supporting district projects and activities.

What are some opportunities for collaboration in your district? Start by looking at your district's goals and considering these questions:

- What other areas does this goal affect? Membership? Public image? Any others?
- Who else on my team can help work toward this goal?
- What project can we collaborate on to achieve this goal?

Lesson 6 of 9

WORKING WITH REGIONAL LEADERS



Regional leaders and their teams have expertise in membership, The Rotary Foundation, public image, and fundraising. They each support multiple districts and can offer the best practices, report on trends, and suggest detailed action steps. Work with them to achieve your district's goals.

Do you know how each regional leader can help you succeed? Drag the tasks below to the right regional leaders.

	RRFC	RC	RPIC	E/MGA
Increasing participation in the Annual Fund, grants, and programs				
Recognizing membership trends and challenges in your district				
Identifying and soliciting Major Donors				
Promoting strategies for encouraging major gifts				
Finding and telling compelling People of Action stories				
Finding opportunities to start new Rotary and Rotaract clubs				
Developing public image campaign materials				
Applying for a grant				

RRFC - Regional Rotary Foundation coordinators
 RC - Rotary coordinators
 RPIC - Rotary public image coordinators
 E/MGA - Endowment/major gifts advisers

Answers

1) – RRFC	5) – RPIC
2) – RC	6) – RC
3) – E/MGA	7) – RPIC
4) – E/MGA	8) – RRFC

YOUR COMMUNICATION PLAN



Consider the types of information you want to communicate, how you want to deliver it, and how often. Here are some ways you can make sure your district has the information it needs:

- Assistant governors can relay information among the governor, district committees, and clubs
- District committees can communicate directly with club committees

How is information shared in your district?

Use this checklist to decide how updates should be communicated among clubs, the district, and Rotary International.

Updates from Rotary International

- Who on the team should the governor tell first?
- How quickly should the message be given to clubs? How will you determine a message's priority?
- How will the message be communicated — in person, by phone or email, in a newsletter?
- Will different members of the team be responsible for relaying certain types of information?
- Who will communicate which information?

Communication among clubs, the district, and the zone

- What type of information does your district want to receive from clubs?
- How will you give this information to the governor?
- How should the governor communicate information to you?
- Under what circumstances will governors work directly with clubs?
- How will information from regional leaders be shared with clubs?
- Under what circumstances will regional leaders work directly with clubs?

Let's look at how a district team can work together.

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SCENARIO

What are some opportunities for collaboration in your district? Start by looking at your district's goals and considering these questions:

- What other areas does this goal affect? Membership? Public image? Any others?
- Who else on my team can help work toward this goal?
- What project can we collaborate on to achieve this goal?

To increase awareness of Rotary and boost membership, District 8000 decided to implement a People of Action campaign. The public image committee was in charge of the initiative. The committee, working with other members of the district team, decided to have clubs request funds from the district to help pay for ads and promotional materials.

Which members of the district team were involved, and how did they work together? Click the + signs to find out.



1 Public Image committee

Worked with the governor to shape the vision for the campaign

Facilitated the project by giving each person clear guidelines about their role, leading them through exercises to develop goals, and getting the group's input on how to involve clubs

2 Governor

Provided the vision and direction for the campaign

3 Assistant Governors

Reported on their clubs' public image goals so others would know what their promotional interests were

4 Finance committee

Worked with the team to create a budget and a process for disbursing the money to clubs

5 Membership committee

Reviewed reports in Rotary Club Central to learn about membership trends in the district

Used information about retention rates, gender, and why members leave in order to target the message

Their plan detailed how they would work with clubs. Click the + signs to learn how they did it.



1 Public Image committee

Updated the district website to include information about the People of Action campaign, how to use the assets in Rotary's Brand Center, and tips for updating club websites

2 Governor

Sent a message to all clubs that emphasized the importance and benefits of the initiative and talked about it at club visits

Encouraged clubs to set their public image goals in Rotary Club Central

3 Assistant Governors

Emphasized the governor's message

Worked with clubs on their plans for using the grant money

Connected clubs with the public image committee for help implementing the campaign

4 Finance committee

Worked with club treasurers to send them the grant funds

5 Membership committee

Helped clubs understand their membership trends

Encouraged club membership and public image chairs to work together on their campaigns

Suggested ways clubs' People of Action messages could show the benefits of joining Rotary

REVIEW



Let’s review what you’ve learned about working with your district team. Match the district team member on the left with the responsibility or opportunity for collaboration with the district team member on the right.

1) International service committee	A) Finds ways clubs and local service organizations can collaborate
2) Finance committee	B) Works with other district committees to engage alumni in club and district activities
3) Membership, Rotary Foundation, and public image committees	C) Connects clubs with project resources to help them apply for global grants
4) Community service committee	D) Plans and conducts a Vibrant Club workshop
5) Governor	E) Works with the Rotary Foundation chair to disburse grant funds
6) Alumni committee	F) Fosters continuity by working with past, current, and incoming district leaders
7) Assistant governor	G) Assesses clubs’ ability to thrive and mentors club leaders

Answers

1) – C

2) – E

3) – D

4) – A

5) – F

6) – B

7) – G

Thank you for taking this course. By building relationships with each other, fostering collaboration, and communicating effectively, you'll be able to give clubs the support they need to succeed.