



Rotary Advocacy



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Rotary Club of Lowestoft East Point



Do we need to change?



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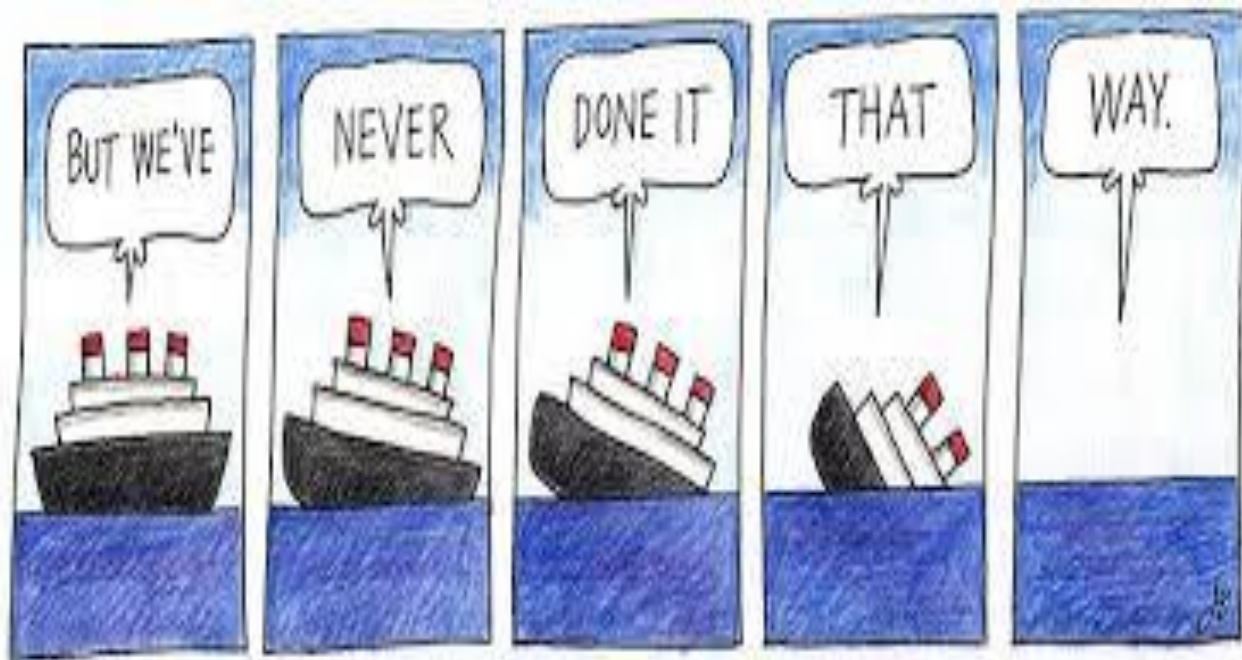


"What if we don't change at all ...
and something magical just happens?"



"I've seen this before: Combustion due to extreme resistance to change."





Sometimes there has to be an acceptance
change is necessary!



Is it about change or

A & E?

Intensive Care?



The morgue!!

Just advertising what we have?



We don't need to change!

**“Focus on Getting Better Before
Trying to Get Bigger!”**

Joe Cala

Internet Sales  Group  #IS20G **TRUECar**

Rotary Club of Lowestoft East Point

A Beacon Club?



A Club in a good place!



We all have History!

We are NOT perfect



“We need some newer history.”

At times it has been a bumpy ride!!

So I joined Rotary – What did I find?

The war against
Polio



...and my own Club?

What did I find?

Rotary wasn't every Tuesday
It was as much as I wanted/could give.

Service opportunities to support young people,
A lot of different projects,
Fellowship, meet like minded people,
Interesting speakers, visits, Club
away trips, challenging myself
A warm welcome, honesty and a HISTORY.

My Rotary Club – 5 Years ago....

Meet every week at 6.30 for a meal

Dual gender

High % attendance expected.

Collar and tie – expected

Strong Characters

43 members – at our maximum

Club – about 13 years old

A good sense of **Fellowship**

BUT – HISTORY – DIVISION - CHALLENGE

Challenge and Change 1

Dual Gender



Satellite



Challenge and Change 2

Strong Characters



Head to Head



Challenge and Change 3

Club Structure – **ever considered change?**



"FREE WILL? -- I THINK THEY NEED MORE STRUCTURE THAN THAT."

Copyright Rex May.

Custom and Practice



"I think Charlie is taking Casual Fridays a bit too far!"

Challenge and Change 4

Recruitment

Who?



Recruitment

What are you selling?



Challenge and Change 5

Member begets member?



Challenge and Change 6

Keeping what you've got?



Are we attractive?



Challenge & Change 7

RI & the VSL

RIBI & The Top Table

DISTRICT & The Clique



Challenge & Change 8



"But before we move on, allow me to belabor the point even further..."



MEETINGS?

Challenge & Change 9

What are the barriers to Rotary?





Know Thyself

Our Club Context

A good place to start



Two Aspects

1. Club specific
2. Your catchment area

1. Club Specific



What makes our Rotary Club special?

Others will call it your
Unique Selling Point
USP

2. Your Catchment Area Lowestoft

It is a divided town - both geographically by Lake Lothing, and economically. The [2010 Index of Multiple Deprivation](#) (IMD) shows that parts of Lowestoft are in the 20% least deprived areas in the country, whilst just a few streets away, are areas amongst the 20% most deprived. The level of child poverty in some parts of the town is significant - with over 30% of children living in poverty, compared to the Suffolk average of 14.7%.

Lowestoft

The level of deprivation remains highest in Suffolk's large towns. A neighbourhood in Kirkley, Lowestoft, just south of the bridge is the 10th most deprived neighbourhood in England – out of more than 32,000.

While most deprivation is found in large towns, 28% of income-deprived people live in rural areas.

“Within a few years we will find that 25% of the population of Suffolk is aged over 65

More people are likely to work beyond their normal retirement date – and the retirement age is going up.

In the original report Suffolk was one of the worst counties for five-year-olds reaching a “good” level of development before starting school.

If you carry on teaching in the same way,
doing what you`ve always done –
You`ll get the same outcomes!

Where do you want to go?

Understand, once you open pandora`s box – you might lose control

Priorities?

Find New members?

Where from? Who?

Retain Current members?

Conflict of Interest?



My Dad



The day after Father's Day.

My Boys



How do we change?



"I don't want to change. I want all of you to change!"

The Leadership & Management of Change

“If you treat people as they are, you will be
instrumental in
keeping them as they are, if you treat them
as they could be,
You will help them become what they
might be”

Goethe

Leaders don't force people to follow them. They invite them on a journey

Someone in the Club needs to lead the change
Find the right person/team



What did I find out later?

I met comments
“job`s too onerous”
“It`s difficult”!
“It`s hard work”



From other Club Presidents!!

PS Our President doesn`t pay subs!!!!!!!!!!

Why join a Rotary Club?



Now we know ourselves

How do we get the message out there?

Radio interviews, adverts in Lowestoft Bugle, Corton News, take a desk at local employers, Waveney Advertiser, Posters & A5 cards – (free from District), Lowestoft Journal, write to local employers, network at Chamber of Commerce, go to a big local event. And of course.....

Social Media

A Club Website

Facebook

Twitter

What is the message
you want to get out there?

Who are we competing against?



Who are we competing against?





