

Member Tips

Growing Rotary Membership



Membership
Newsletter of
Zones 27/28

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Volunteering To Be a Better Manager

From strategy+business enews article by Richard Pound and Karl Moore

It is ironic that the most sought after new members are young movers and shakers on their way up, the very people who are the hardest to attract. These young professionals often professes to have little time to devote to Rotary due to the time that their budding careers demand. They have made a value judgment that puts career advancement ahead of volunteerism.

To attract this sought after human asset, Rotary has to offer them something that compliments their career goals rather than competing with them. In an excellent article by Richard Pound and Karl Moore (attached to the end of this newsletter), the authors point out that being a volunteer leader is the best training one can receive for being a business leader. Volunteerism fills a gap often void in business of making a difference in the world. Volunteer leaders succeed by practicing "permission leadership" where progress is made through agreement and mutual respect. And further, the authors point out that volunteering provides networking opportunities which can have direct benefit to business career advancement.

When talking to this segment of our prospective membership pool we need to emphasize these points. We also need to share these ideas with existing Rotarians who are in positions of authority in business and can encourage their young leaders of the future to become involved in Rotary. This is truly a win-win-win situation: the young member benefits, the employer benefits and Rotary benefits.

New member sponsor pins

From The Rotary Membership Minute

RI President Wilf Wilkinson is encouraging all Rotarians to help strengthen Rotary's membership by bringing at least one new member into Rotary. Members of his leadership team who met this challenge have been recognized with a new member sponsor pin.

President Wilf encourages clubs to adopt the same recognition incentive for their members. For Rotarians who sponsor more than one new member, additional recognition can be displayed with a numbered tab that attaches to the pin. Pins and tabs can be ordered from [Rotary official licensees](#).

PowerPoints That Sizzle – or Fizzle!

Dennis Dinsmore, PDG District 6330 - Michigan, USA & Ontario, Canada

Sometime during our tenure as Rotary leaders we will all be called upon to do a PowerPoint presentation, whether that be a membership speech, a Foundation presentation or any other Rotary topic. PowerPoint can be a great teaching tool or it can be the source of a total speaking disaster depending upon how it is used.

Think of PowerPoint as being like the Rotary bell – both are useful tools for getting attention but are not the main attraction. Use video props sparingly and keep the focus where it belongs: on you and your message. Before starting to develop a presentation ask yourself this key question, "What will I do if I arrive to give the presentation and my equipment fails?" If you can get your message across anyway, then *you really don't need the PowerPoint slides*.

PowerPoint, like any technological advance, has its place. Inherently visual items like photos and graphs are easier to show than to describe which means that presentations intended to educate are

prime candidates for PowerPoint assistance. If you find yourself doing that kind of presentation, here are some essential tips for making a good presentation better.

Tip 1 – Never read your slides to the audience. There is absolutely nothing more boring than a presenter who stands with his back to the audience and reads his slides aloud. Assume that your audience has a minimal education and can read without moving their lips.

Tip 2 – Keep slides simple. Slides with lots of arrows, words and boxes are both distracting and confusing. If you have to explain what the slide means – it is too complicated. Every PowerPoint slide should be easily digestible with a 2 second glimpse by the audience.

Tip 3 – Limit bullet points to no more than 5 per slide. More points make the slide look cluttered, are not read by the audience and distract from you...and your message.

Tip 4 – Keep the number of slides in a presentation to a minimum. A good rule of thumb is to use not more than 1 slide per 2 minutes. A typical 20 minute Rotary presentation should therefore contain no more than 10 slides.

Tip 5 – Lay off the glitz. The PowerPoint program comes with dozens of slide transition options, spinning words, flashes, colors, and more. All this eye candy adds nothing to a presentation and only serves to distract the audience eyes and minds from what you are saying. Remember, PowerPoint is a support tool and should not take away from the audience understanding of your message.

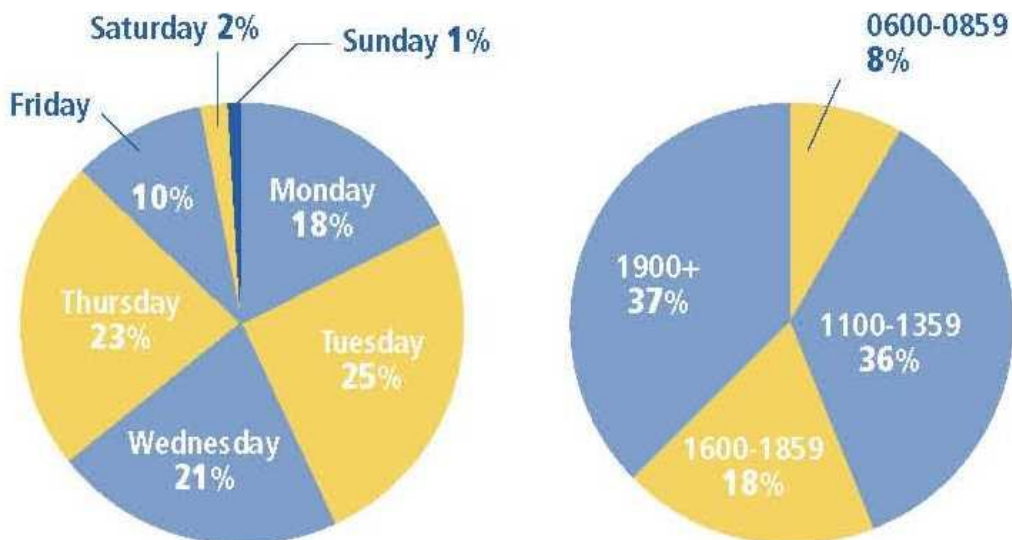
The point of this article can be summed up in one word: **Simplify**. The technological advances that are available to us as presenters can be either a blessing or a curse. Keep your visual support simple and you will get your message across more clearly. Both you and your audience will be happier with the result.

Interesting Facts

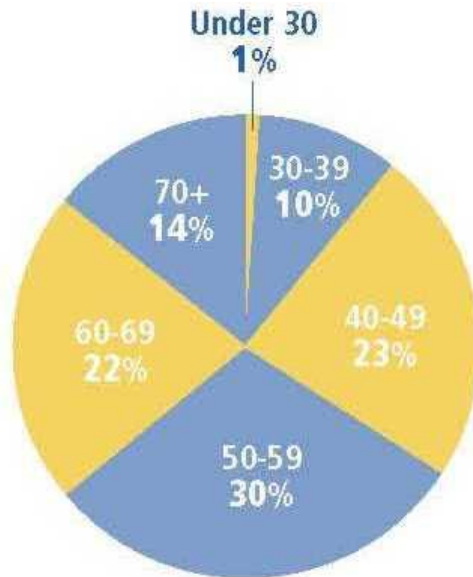
From RI's New Member Bulletin

We have extracted some interesting facts from a bulletin put out by RI intended for educating new members. This is a great piece which should be [downloaded](#) and given to all new club members. For we experienced Rotarians there are also a few surprises in the statistics presented in this bulletin.

What is the most common meeting day for Rotary clubs worldwide? *Tuesday*. What is the most common meeting time? Surprisingly, *7:00 pm and later*.



What is the age distribution of Rotarians?



Nothing surprising here but if our goal is to recruit more young members, we have some work to do. By the way, "young" is a relative term, a third of our members are under 50 so we must be doing something right!

Bear in mind that these are global figures taken from the 2006 annual reports. The picture in North America looks somewhat different. In US and Canada we are not doing a good job of attracting young members. There are two primary reasons why this is true, 1) we do not know how to market ourselves to young professionals and 2) Rotary culture has traditionally discouraged young people from joining.

We will examine each of these barriers in upcoming issues, stay tuned...

Council on Legislation changes affecting membership

From 2007 Council on Legislation Report of Action

The 2007 Council on Legislation adopted 97 items, 59 of which were enactments that change the RI constitutional documents. All policy changes take effect on 1 July. Some of the changes that affect membership administration are summarized below. (Each adopted enactment is identified by number so you can easily locate it in the Report of Action.)

ATTENDANCE

- 07-11: The club board can cancel a club meeting for commonly recognized holidays.
- 07-14: Club members are required to attend or make up 50 percent rather than 60 percent of regular meetings in each half of the Rotary year.
- 07-334: Assistant governors are excused from the requirement of attending at least 30 percent of their own club's regular meetings in each half of the Rotary year.

CLUB MEMBERSHIP

- 07-42: Rotaractors who have ended their Rotaract membership within the preceding two years and have been accepted into a Rotary club are exempt from paying a club admission fee.
- 07-57 and 07-330: Clubs can elect Rotary Foundation alumni into active membership, even if the classification of the alumnus is filled.
- 07-329: Clubs can elect into active membership people with good reputations in the community who have demonstrated a commitment to service and the Object of Rotary through personal involvement in local affairs.

DUES

- 07-283: RI per capita dues will be US\$23.50 per half year in 2007-08, \$24.00 per half year in 2008 09, \$24.50 per half year in 2009-10, and \$25.00 per half year in 2010-11. Dues will remain at \$25.00 per half year until changed by the Council on Legislation.
- 07-287: For each new member, clubs will pay prorated per capita dues until the beginning of the next semiannual period for which dues are payable. The amount payable for each full month of membership will be one-twelfth of the per capita dues.

The Manual of Procedure will be updated with all revised constitutional documents and mailed to all clubs and districts. The English version should be available by the end of October, and versions in other languages should be available by March. In the meantime, you can download the complete [Report of Action](#) at www.rotary.org.

Your Membership Support Team

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Volunteering to Be a Better Manager

Volunteering in nonprofits isn't just a charitable act; it's a way for executives to hone their management and leadership skills.

by Richard Pound and Karl Moore

It's an irony of modern corporate life, but one of the greatest challenges in motivating employees to sustain strong business performance is to make them feel there's a larger purpose to their lives than just meeting financial goals. Although business success and the raises, bonuses, and perks that come with it are intrinsic motivators, money and corporate extras aren't everything for most people.

Corporate programs that encourage employees to work as volunteers for organizations in their community are one way to offer an extracorporate benefit that makes employees feel pride and satisfaction, and makes them happier and more productive workers. Marc Benioff, CEO of Salesforce.com, promotes what he calls "the 1 percent solution": 1 percent of the company's equity, 1 percent of its profits, and 1 percent of its employees' paid work hours are devoted to philanthropy. U.S. software maker SAS, which for six years has been among the Top 20 in *Fortune's* annual list of the 100 best companies to work for, offers a volunteer initiative that lets employees use flexible schedules to take paid time off for projects in the community, or even work in teams

with their managers on a volunteer effort during business hours.

To our minds, though, volunteer work isn't just an outlet for employees in search of more meaning in their work lives; it provides an excellent way to prepare for a senior executive position. By volunteering for projects in nonprofit organizations, experienced executives can hone their supervisory and leadership skills, and

all the same management issues they face in their corporations: setting objectives, developing strategies, raising and allocating funds, motivating and guiding people, and complying with regulatory structures.

Because corporate managers volunteering in nonprofits don't have titles to define their positions, they have to practice what some call "permission leadership." That is, they

For younger managers, nonprofits offer rare chances to learn intangible leadership skills, such as persuasion and mediation.

aspiring executives can gain the experience and networking opportunities that could lead to plum positions in the company.

Permission Leadership

The management environment in volunteer organizations is often extremely challenging. Without the compensation and organizational authority to keep their teams productive and working toward shared goals, volunteer managers must be adept leaders and persuaders as they tackle

have to earn the trust and respect of the people they are supervising.

Executive awareness of social issues, and of the needs and characteristics of different socioeconomic groups, is also sharpened through volunteer experiences. This is important for corporate managers who must increasingly reconcile the various, and often conflicting, demands of a multitude of stakeholders and special interests, many of which they may not completely understand.

Working in civic, cultural,

recreational, religious, political, or social organizations, a manager also has the opportunity to meet and establish friendships with people from a variety of backgrounds and vocations. For younger managers, a stint in a nonprofit organization provides rare chances to socialize with senior executives and work closely with them to learn intangible leadership skills — such as persuading others to follow your vision, mediating between conflicting parties, addressing workers' concerns and insights, and knowing when to

that they don't have the time to volunteer and do their "day jobs." Or they say volunteering is not appreciated at their companies, and it certainly is not viewed as a way to climb the corporate ladder. In fact, some employees feel that by volunteering, they are potentially derailing their chances for a promotion because of the time they'll spend out of the office.

Because of these attitudes, there is a growing recognition in both the public and the private sectors that corporations need to be more proac-

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Karl Moore

(karl.moore@mcgill.ca) is an associate professor at McGill University's Faculty of Management. He is coauthor of *Foundations of Corporate Empire: Is History Repeating Itself?* (Financial Times Prentice Hall, 2000). Professor Moore has been a volunteer for more than 20 years.

Companies must promote employee volunteerism by providing time off, rewarding efforts, and setting up mentoring programs.

spur a team to action and when to let the team relax. Senior, financially secure executives who donate their time and energy with enthusiasm are role models for younger executives.

Incentives and Support

If helping others and the community is undertaken purely for the opportunity to network, the full and lasting meaning of volunteerism is missed. Some people who approach it with this attitude will surely lose interest. Still, many of those who start out as volunteers to merely add a credit to their CV begin, in time, to grasp the bigger picture.

Even with all of the advantages of volunteerism — it's good for society, companies, and employees — many employees still resist getting involved. Their main objection is

tive in promoting employee volunteerism. To do this, companies must freely provide time off for participation in volunteer programs; publicly acknowledge, either with promotions or awards, employees who volunteer the most and do it successfully; and set up mentoring programs in which senior executives work with employees in one-on-one sessions to help them navigate obstacles that arise during volunteerism.

Only when these approaches and others are used to demonstrate the corporation's full approval of and engagement in volunteerism will these companies inspire reluctant employees and give them productive volunteer experiences that are good for them, for the company, and for the community. +

Resources

Klaus-Peter Gushurst, "The New Leadership — Sober, Spirited, and Spiritual," *s+b news*, 1/08/04. www.strategy-business.com/enewsarticle/enews010804

Randall Rothenberg, "Noel M. Tichy: The Thought Leader Interview," *s+b*, Spring 2003. www.strategy-business.com/article/8458

Victoria Griffith, "Emergent Leadership: Bringing Free-market Risks and Rewards to Command-and-Control Corporations," *s+b*, Fourth Quarter 1998. www.strategy-business.com/article/13395

Jay Conger, "Can We Really Train Leadership?," *s+b*, First Quarter 1996. www.strategy-business.com/article/8714