



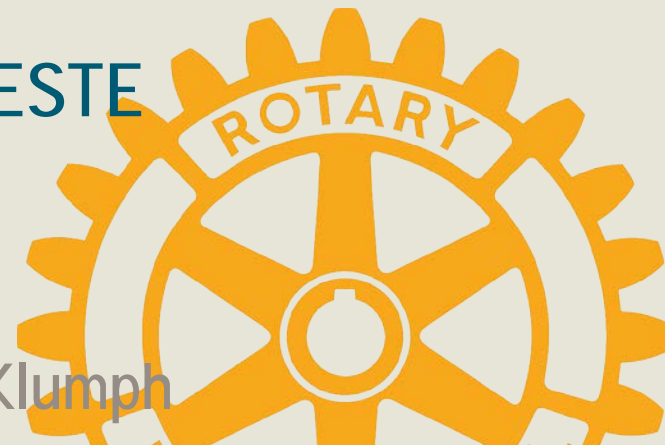
**ROTARY:  
MAKING A  
DIFFERENCE**

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DIFFERENCE**

STIG ASMUSSEN

Guvernør Distrikt 2310  
2017/18

# NETTVERK OG HUMANITÆR TJENESTE



Paul Harris

Arch Klumph



# ROTARY: MAKING A DIFFERENCE



## VÅRT ÅR I LEDERSKAP –, HVOR RETNINGEN GIS I VÅRE STRATEGISKE PRIORITERINGER

- Støtte og styrke klubbene
- Fokus på og øke humanitær tjeneste
- Forsterke profil, PR og omdømme

# HVORDAN GIR VI SUPPORT OG STYRKER VÅRE KLUBBER

Rotary 

## People of Action

where neighbors, friends, and problem-solvers share ideas  
and take action to create lasting change.



# MEMBERSHIP: RESOURCES & REFERENCE

## Membership



### A Fresh Approach

Give your members a meaningful Rotary experience by offering them opportunities to make a positive difference and connect with others. They'll make valuable friendships and feel good about Rotary and the work we're doing to make the world a better place.

Find ideas to help your club take a fresh approach with these resources:

- [Rotary Club Health Check](#) — Identify your club's problem areas and make changes to help it stay relevant for members and the community.
- [Strengthening Your Membership](#) — Develop a long-term strategy for strengthening your club's membership.
- [Introducing New Members to Rotary: An Orientation Guide](#) — Find ideas for engaging new members, getting them involved, and giving them a meaningful Rotary experience.
- [Membership Assessment Tools](#) — Analyze your member profile to identify prospective members and diversify your membership.
- [Connect for Good](#) — Encourage members to get involved for a more meaningful Rotary experience.
- [Connect to Membership Leads](#) — Find prospective members who want to get involved.
- [Rotary Basics](#) — Give this comprehensive overview to new members or order for club reference.

### How strong is your club?

Assess your club regularly to learn what works and what doesn't. Do your members reflect the range of professions and cultures in your community? Are you achieving your club's goals? What qualities make your club attractive to new members?

Use the [Membership Satisfaction Survey](#) to identify your members' needs. Find more ideas for evaluating your club in [Strengthening Your Membership: Creating Your Membership Development Plan](#).

### Engage current members

Work hard to deliver an experience that will keep members excited about Rotary. Successful strategies include:

- Regularly recognizing members for their achievements
- Keeping members involved in club projects and activities
- Encouraging members to take on leadership roles

### What do you want to do?



### Featured Resource

#### Club flexibility

Discover how the new flexible club options can help keep your club relevant and meet members' needs. [Learn more >](#)

- Subscribe to [Membership Minute](#)
- Swap [membership best practices](#)

### Join Us!

Tell us why you're interested in Rotary and we'll help you get started.

I'm interested in:

### Refer a new member

Refer a potential member and we'll help connect them to the right club. Only current members can refer new members. To refer someone to your own club, contact your club secretary.

[REFER A MEMBER](#)

### Rejoin or change clubs

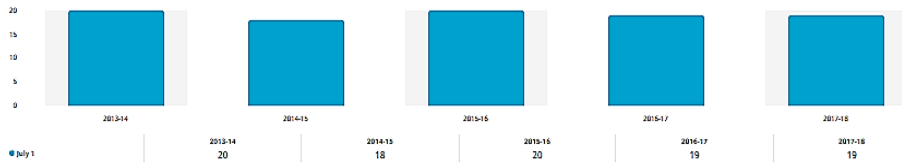
Did you move, or have your schedule and obligations changed? We can help you rejoin or find a new club.

[CONNECT WITH A CLUB](#)

# VELKOMMEN TIL ROTARY CLUB CENTRAL

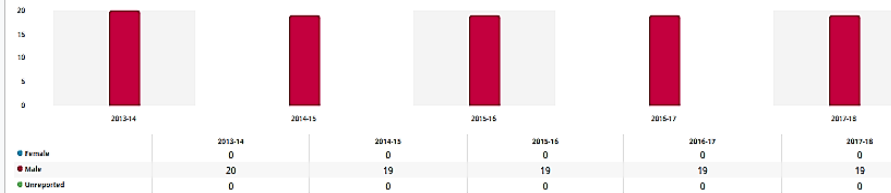
## Rotary Club of Røyken

### Membership Trends



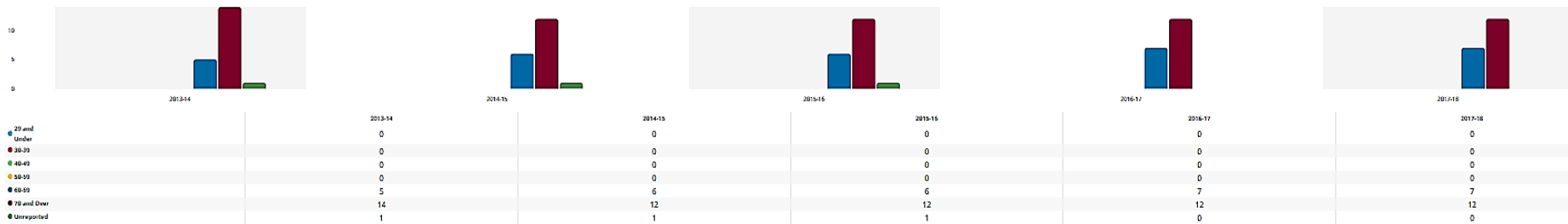
as of: 12-Nov-2017

### Gender Trends



as of: 12-Nov-2017

### Age Trends



# UTFORDRINGER I KLUBBENE SOM **MÅ** ADRESSERES

To peker seg særlig ut


- Kjønnsbalansen
- Alderssammensetningen
  
- samt relevans som yrkesnettverk



*When someone suggests that no-one in their 30s would be interested in Rotary...*



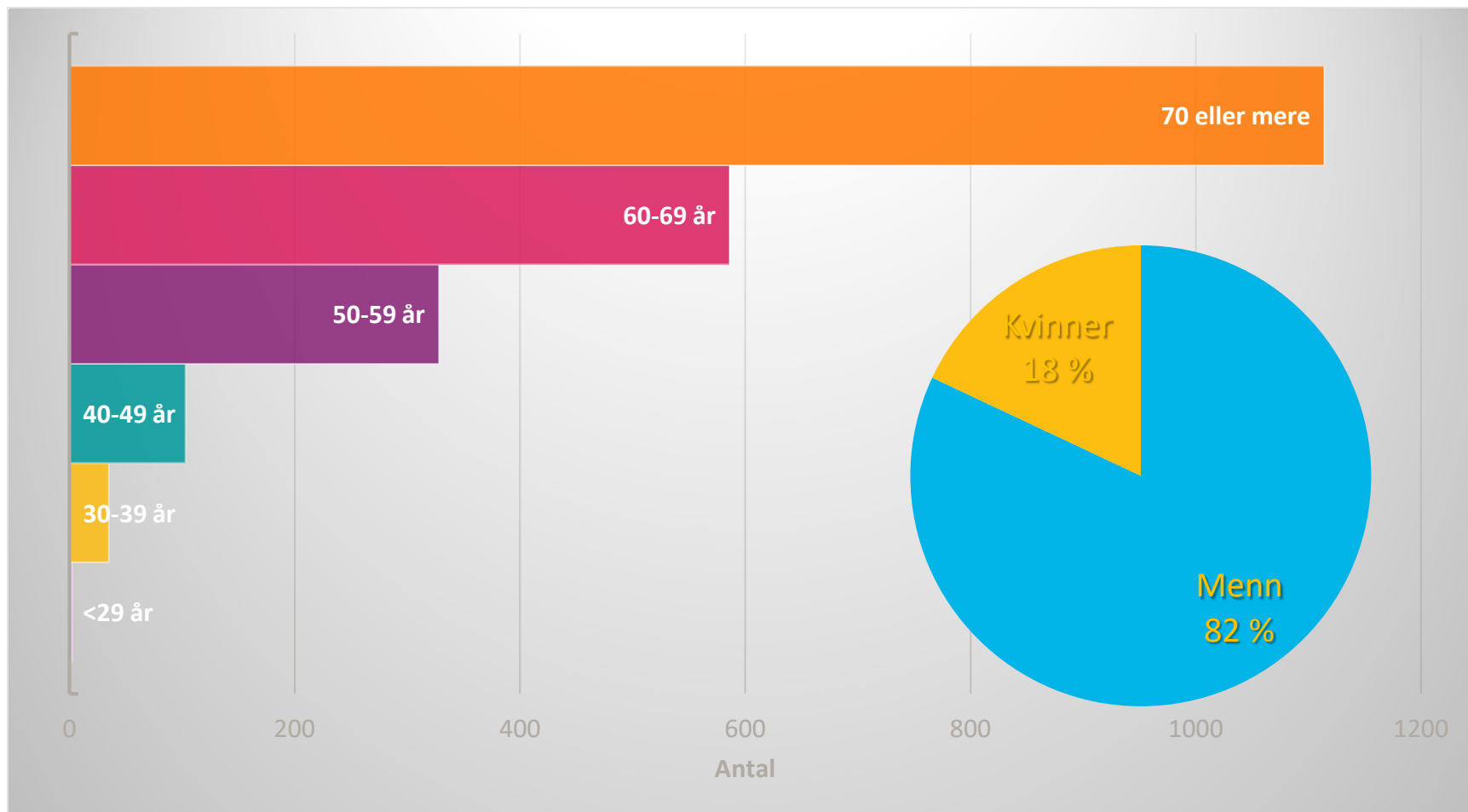
*... the average age of the first four Rotarians  
when they started Rotary in 1905*

Rotary 

# Rotary Internationals Styrelse...



# DISTRIKT 2310 - ALDER



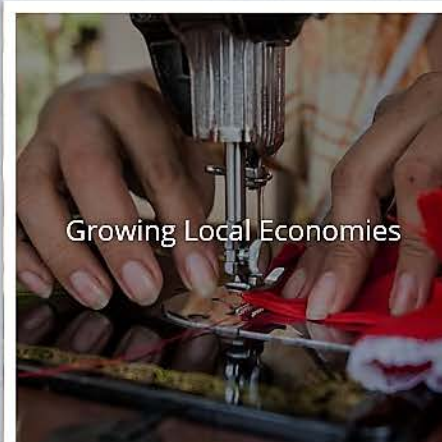
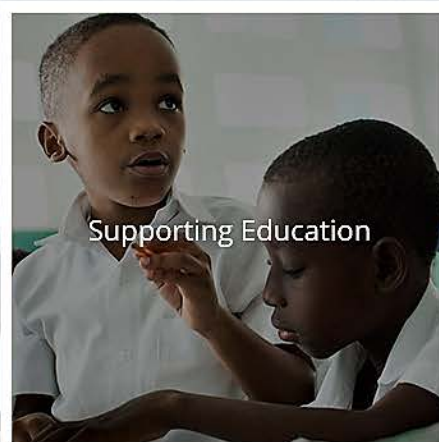
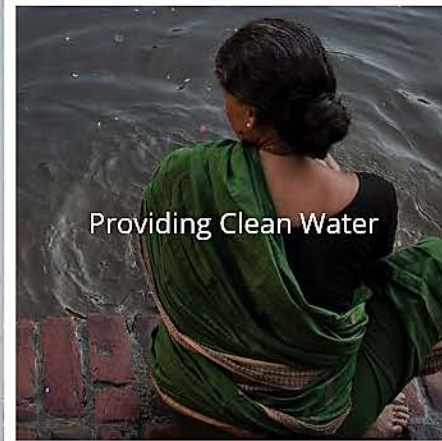
# ENGASJER DE UNGE – DE ER VÅR FREMTID



FRA  
FREMMØTEPROSENT  
TIL ENGASJEMENT

Som guvernør vil jeg fokusere på medlemmenes engasjement og deltakelse i klubbens indre liv, i yrkesnettverk, i humanitære prosjekter, i et av de mange Rotary Fellowships, eller deltakelse på årets lokale høydepunkt og treffsted – Distriktskonferansen 2017. Det er også dette vi nå vil forsøke å måle.


# Our Causes



\$



**I WANT TO END POLIO**



endpolionow.org | #worldpolioday

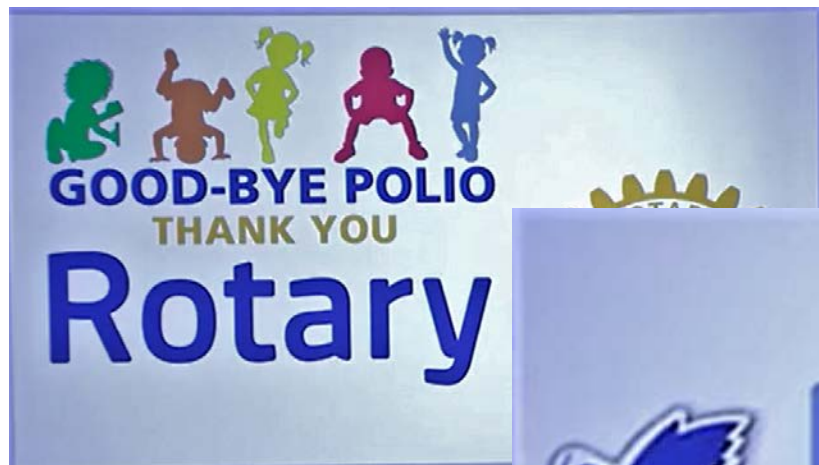


# SEKS FOKUSOMRÅDER – OG ...





# NY STRATEGISK PLAN - PREFERANSE «DOING GOOD IN THE WORLD»





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# FORSTERKE PROFIL, PR OG OMDØMME

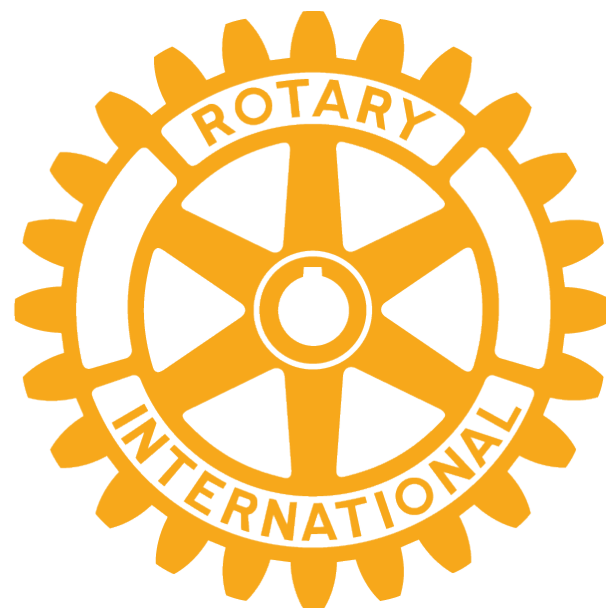


2011:

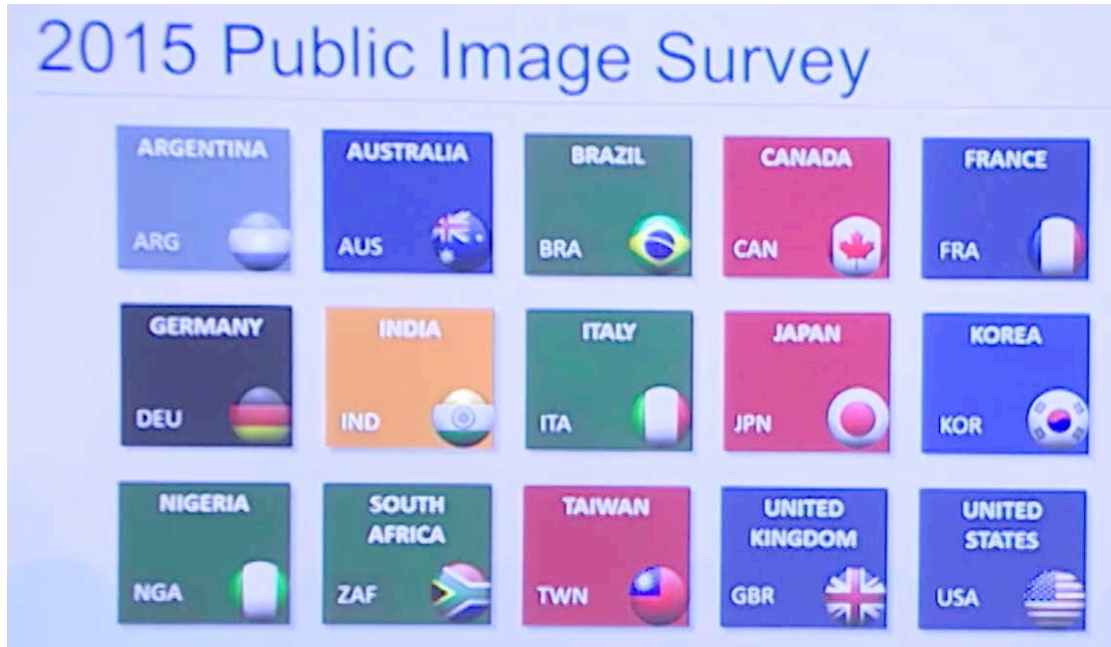
Rotary kontaktet Siegel+Gale og ba om hjelp til å forenkle og forsterke merkevaren

2013:

**Rotary**



# 2015 – NY UNDERSØKELSE – KJENNSKAP TIL ROTARY



2013: **60%**

2015: **75%**

**Together, we see a world where  
people unite and take action to create  
lasting change – across  
the globe, in our communities  
and in ourselves**

**Together, We  
are People of  
Action**

**Lasting Change  
Globe  
Communities  
Ourselves**



TOGETHER, WE

CONNECT

Rotary  PEOPLE OF ACTION





TOGETHER, WE

INSPIRE

Rotary  PEOPLE OF ACTION



TOGETHER, WE

TRANSFORM

Rotary  PEOPLE OF ACTION



# Rotary har sin beste tid foran seg

