

ROTARY DISTRICT 7390 CENTERED RMB MODEL ACTION PLAN & ROAD MAP

Here are the steps used in District 7390 to develop a District centered RMB model:

- Find a Champion and eventually additional Champions to run RMB in different main geographic areas of the district.
- Convince the district leadership to support the project (see the “Why RMB is Important” information paper on the District RMB website link at www.rotary7390.org).
- Focus on the Champion’s area of the district first and find additional Champions over time that can manage RMB in their areas of the district.
- Champion also needs to convince his or her club to support RMB because it is from the club that initial RMB Steering Committee members can be drawn.
- Establish a RMB sub account tied to the District Treasury or if that is initially difficult tied to his or her club treasury and provide it with some level of seed money (\$250 to \$500) probably provided by the Champion.
- Create a district RMB website using the seed money if necessary. See the RMB website above for an example of a website and its uses. If the district has a technology committee, they may be able to create a basic website at no cost. If not perhaps a district Rotarian with a website design company might donate his or her services. Expand the website as RMB is expanded to other areas of the district over time. If district is on Club Runner develop a RMB link on the district website’s home page with all the functionality of the separate website (home page, about page, events page, RSVP page and Pics & Docs page for all major areas of the district).
- Early in the process find a professional company that can update the website, help develop an email list of area Rotarians, and preferably using Club Runner or if that is not available MailChimp or some other mass emailing company distribute RMB newsletters to promote RMB networking events and disseminate other information. If the district is on Club Runner and has an Executive Secretary, he or she can distribute event promotional newsletters to all Rotarians on Club Runner.
- Create an email list of area Rotarians by asking clubs or getting the list from the district office with club permission. If the district is on Club Runner, you have a large list already at your disposal.
- Have a demonstration event hosted by the Champion’s club. See the “Why RMB is Important” information paper regarding how an event may be run. Invite all clubs from the Champion’s area of the district getting help from the district leaders and Assistant Governors and club presidents so that as many clubs as possible have two or three members attending. This same approach can be used as RMB expands to other area of the district.
- After the demonstration event reach out to key attendees to get them to agree to convince their club to host an event.
- Cost is covered by attendees; there should be no cost to the hosting clubs. See Hosting Club Guidelines on the Pics & Docs Page of the website referred to above. Sponsor can lower event costs.
- Additional clubs can be convinced to participate by the Champion going to the club and explaining why RMB is important and how it works.
- RMB can expand throughout the district by giving talks to clubs bordering the Champion’s area and holding a demonstration event there if the club likes RMB. Convincing bordering area Assistant Governors to advocate for clubs to attend the demonstration event can result in a new area starting RMB and area Champion being found. **Contact PDG Alden Cunningham at amccjc2@gmail.com for details.**
- Conduct after the first year a short two-minute survey using Survey Monkey to determine what Rotarians think and how to make RMB better.
- See RMB Photo Essay on RMB website’s Northern Tier Pics & Docs Page for event phases and purposes. Here you can see a RMB networking event in action!!