



The Art of Gathering

Enhancing Rotary's Impact

Based on the book by Priya Parker



INTRODUCTION

A little about us...

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THE ART OF GATHERING

- Transform ordinary meetings into **meaningful, impactful experiences**
- Focuses on **human connection** and **purposeful design**
- These principles can **increase engagement, retention, and effectiveness** of Rotary clubs
- Rotary's **success relies on effective gatherings** for networking, service projects, and community impact

WHY DOES *THE ART OF GATHERING* MATTER TO ROTARY?

Membership Across USA in Decline

- Cost and/or Time
- Club Environment
- Unmet Expectations

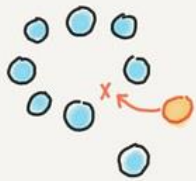
The Art of Gathering

How we meet and why it matters

PRIYA PARKER

MAGIC GROUP NUMBERS
6 12
15 30
150

THE KINDNESS of EXCLUSION



Priya tells the story of a workout group where one member wanted to substitute a friend while she was on vacation. [36-41]

"Conflict often unearths purpose."



Being selective about who is right for an event is a kindness to the event because not every person is a fit for every event

"IF EVERYONE IS FAMILY, NO ONE IS FAMILY."

- BARACK OBAMA'S AVUNT

SAFE SPACE

Adding someone new to an established group/meeting can throw off dynamics of the meeting. Is the inclusion going to impact the magic?



SCARABEE STUDENT BAR IN GIESEN, GERMANY DENIES ACCESS TO ALL BUT STUDENTS WITH IDs



The enforcement grew the bar's reputation especially when declining the vice mayor.

WHO IS THIS GATHERING FOR FIRST?

Over-including can keep connections shallow.

USE PURPOSE TO DECIDE - IT'S NOT PERSONAL, IT'S OUR PURPOSE.

HOW TO EXCLUDE WELL:

- Who not only fits but helps fulfill the gathering's purpose?
- Who threatens the purpose?
- Who, despite being IRRELEVANT to the purpose to you feel OBLIGATED to invite?

TIME AND ATTENTION SPENT ON THEM TAKE AWAY FROM PURPOSE.

These people who aren't fulfilling purpose are DETRACTING from purpose of the event.
who are we being generous to?

- 1 Purposeful Planning:** Every Rotary gathering should have a clear, meaningful purpose.
- 2 Inclusive Invitations:** Craft invitations that engage and excite diverse members.
- 3 Meaningful Structures:** Design meetings and events that support your goals.
- 4 Authentic Connections:** Foster genuine interactions among members.
- 5 Memorable Endings:** Conclude gatherings in ways that inspire and motivate.



“The **purpose** of your gathering is more than an inspiring concept. It is a tool, a filter that **helps you determine all the details.**”

— Priya Parker

PURPOSEFUL PLANNING

Define a clear purpose for each gathering.

PURPOSEFUL PLANNING: THINK OF WHAT INSPIRED YOU TO JOIN ROTARY

How **is your club providing this** to your members?


Today, if you were thinking of joining a club, **would you join yours?**

INCLUSIVE INVITATIONS

The invitation is the first touchpoint of the gathering

A group of approximately ten people are seated around a dark wooden table in a meeting room. The room has light-colored brick walls and a large window with a wooden frame. A modern light fixture with several spherical bulbs hangs from the ceiling. A large green plant is visible in the background. The people are engaged in conversation, with some looking at documents on the table. The scene is brightly lit, suggesting a daytime meeting.

Create invitations that clearly **communicate the purpose and set expectations.**



Ensure all your events account for the importance of beginnings, transitions, and flow to **create a cohesive experience.**

MEANINGFUL STRUCTURES

Design the flow of a gathering for maximum impact

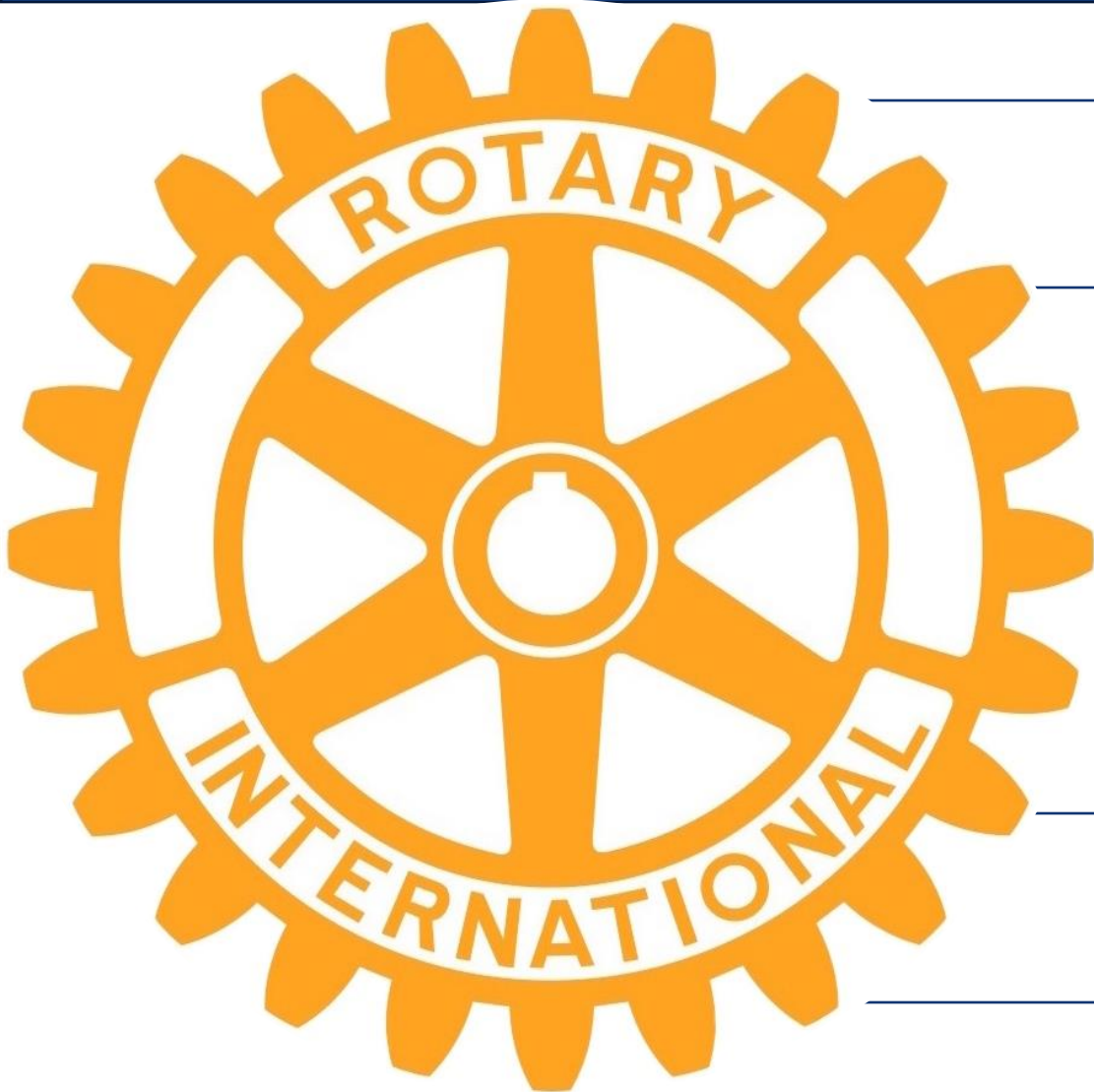
AUTHENTIC CONNECTIONS

Ensure you create an environment where people feel safe to be themselves.

Even established clubs need **ice breakers** every now and again, allowing new members to easily **have a voice.**



MAXIMIZING MEMBER VALUE: ROTARY ROI



Time investment: Are meetings and activities worth members' time?



Financial investment: Do members feel their dues and contributions are well-utilized?



Personal growth: Are you providing opportunities for learning and development?



Networking: Are you facilitating meaningful connections?



Impact: Do members feel they're making a difference through Rotary?



MEMORABLE ENDINGS

People tend to **remember the last moments** of an experience **most vividly**.



TRANSFORMING ROTARY THROUGH THE ART OF GATHERING

Purposeful Planning: Every Rotary gathering should have a clear, meaningful purpose.

Inclusive Invitations: Craft invitations that engage and excite diverse members.

Meaningful Structures: Design meetings and events that support your goals.

Authentic Connections: Foster genuine interactions among members.

Memorable Endings: Conclude gatherings in ways that inspire and motivate.



QUESTIONS