

### **Generating opportunities with...Rotary Clubs, Probus, Inner Wheel and Lions**

To date (October 2019) Shared Interest volunteers and staff have delivered talks to fourteen Rotary Clubs across the UK and to four Probus Clubs. One talk has been given to a joint meeting between a Rotary Club and Inner Wheel. We are not aware of any talks given to Lions.

A summary to each of these groups can be found below. Double clicking on any blue, underlined text will take you to the relevant webpage if you are connected to the internet.



Rotary - 'We are People of Action, ready to turn our ideas and vision into lasting change, by creating opportunities, supporting those who need it most and transforming their lives'

<https://www.rotarygbi.org>



Probus – a local, national and international association of retired people who come together in non-political, non-sectarian, non-profit, autonomous clubs, which provide regular opportunities for members to meet others in similar circumstances, with similar levels of interest, make new friends, and maintain and expand their interests. Originated from retired Rotarians.

<https://probusclub.net/>



Inner Wheel – An all-female organisation with three objectives: To promote true friendship. To encourage the ideals of personal service. To foster international understanding. Originated from the wives of Rotarians.

<https://www.internationalinnerwheel.org/>



Lions – Their mission is ‘To empower volunteers to serve their communities, meet humanitarian needs, encourage peace and promote international understanding through Lions Clubs.’

<https://www.lionsclubs.org/en>

### **Speaker lists**

Generally, Rotary Clubs have regular meetings for their members. These often involve a meal, a speaker and Rotary business. Some clubs have daytime meetings while others have evening meetings, this will vary depending on the groups you look at. Frequency of meetings of Rotary Clubs varies across the country.

These groups may find speakers through personal referral from their members or other Rotary Clubs. Some groups may also have a speaker list, such as this one from the [North East Rotary District](#). Please be mindful if you ask to be added to a speakers list, these lists will likely be widely available online so only share your personal details if you are happy to be contacted.

### **Contacting your local Rotary Club (or other group)**

Rotary Clubs are supported by district administration (the UK is divided up into nearly 30 Rotary districts), which in turn is supported by a national organisation. Websites at the District, or more local, level should include contact details for those who manage speaker bookings. Many Rotary Clubs have a named speaker organiser with contact details on their club website. If these details are publicly available (on the clubs website) then you may contact them to offer to deliver a talk.

You may be involved, or know someone else who is involved, in a local Rotary Club, Probus, Inner Wheel or Lions group and can refer you to the group speaker organiser. If their contact details are not publicly available, under GDPR, you will need explicit written permission to contact them to offer to give a talk about Shared Interest.

Probus groups may be less visible online as not all groups are registered with the main Probus website. You may find securing speaking opportunities with these groups easier if you have a personal contact with someone involved in your local Probus group. Different groups appear to have different methods of securing speakers so you may need to explore how speakers are booked in your area.

### **Ways to approach the groups**

- Do you have any contacts who are involved in Rotary Clubs, Probus, Inner Wheel or Lions – personal referral has been the way most of you who have spoken to these groups have secured opportunities
- Do you know anyone else who has contacts or who are involved in these groups who you could speak to

- Once you have identified your contact person, and ideally spoken to them about your interest in talking to their group about Shared Interest, you will want to follow up with them. You can use the template letter in the resource pack (on the Resource Library) or adapt this yourself. Remember to let them know where they can find out more about Shared Interest, to help them decide if it is a topic they are interested in, this could be by sharing our website with them or including one of our leaflets.
- Include one of your Shared Interest business cards so they can get in touch with you.
- Approach your local groups individually as they are independent from each other and may not necessarily share information about potential speakers
- If you have given talks previously it might be useful to reference these
- Keep in touch with us and your fellow volunteers in your area to minimise cross over in approaches to the same groups

### Things to remember

- Be prepared to plan ahead. These groups tend to book speakers **12 months** ahead of time so be aware of this when approaching them. You may wish to indicate if you are available at short notice if they have a cancellation from another speaker
- Remember, groups can open share accounts as well as individuals so make sure you are up to date with how a group would open an account. You can find more in our 'Did You Know' feature on Membership (available in the Resource Library) or get in touch with Alan if you'd like to know more about this. You will also find a short case study of Maidenhead Rotary Club, which has a group share account, in the Resource Library.

### If you do get an invitation to deliver a talk – tips from volunteers

- Consider linking your content with the Rotary Club motto:
  - Is it the truth?
  - Is it fair to all concerned?
  - Will it build goodwill and better friendships?
  - Will it be beneficial to all concerned?
- Make use of case studies of Shared Interest customers, it brings your presentation alive, especially our short films if there are facilities available to you to show these. You can find case studies on our Resource Library and on our [website](#)
- You may want to highlight that our customers are businesses which are working to support their local communities. 'Growing local economies' is one of the causes of Rotary International - <https://www.rotary.org/en/our-causes/growing-local-economies>
- Keep it light. While it can be tempting to give lots of details, facts and figures, your audience will want to ask their own questions. You can always include some facts and figures in your answers
- Although, sharing some key headline figures can help give an understanding of the impact of Shared Interest
- Find out what you can about the group before you go along. Ask your contact if they can share any information about the group which could help you plan your talk. For example, if there's an interest in Latin America you may want to choose a case study from this region, if the group are mainly retired business owners you may want to use a case study which highlights the story of the business such as Pink Foods

- The group may benefit from a brief introduction to fair trade, or another 'scene setting' topic, this will also help you ensure there is a basic level of knowledge of fair trade before you begin
- Set the scene with a short quiz or a similar starter activity, see the Resource Library for some ideas if you need. This is a good way to engage the audience at the start of your talk
- Take along Shared Interest literature so you can refer to this and make it available after your talk
- The meeting may also be a social occasion and you may get the opportunity to chat over a cuppa or a meal while there
- If you are given any flexibility on dates, consider if there is an event or occasion you can hook the talk into, i.e. Fairtrade Fortnight, Good Money Week and you can then use that to add context to your talk
- Some groups produce a regular e-newsletter to members and may be willing to include information about external organisations in that. Remember to get in touch with us if you do have an opportunity to include information on Shared Interest
- Having a personal connection can be very helpful and may encourage a response from the group. Some groups contacted 'cold' may simply not respond which can make it difficult to know why
- Make yourself known as a speaker locally – you never know who is involved in which groups and who has what connections
- Your local groups may attend local events to promote membership, this may be an opportunity for you to find out more about the group and ask how to go about delivering a talk or running a stall
- Groups may not have the sort of facilities (projector etc) you are familiar. Be prepared for the unexpected, be patient and be flexible

#### **Don't forget**

- Some groups may offer a fee which should be made as a donation to Shared Interest Foundation as per our Volunteer Policy – please refer to this for more information on handling any such donations or get in touch with Sally if you are unsure
- Keep in touch with each other, especially others in your local area, and us about your contact with any of these groups. This will help you share experiences with each other, offer advice to others and minimise crossover of effort so you are not approaching the same groups
- Consider how you are making contact and refer to GDPR guidance before doing so