



Welcome questions during the presentation

Is a Membership development initiative

Established, effective and gaining momentum

Fulfil Corporate Social Responsibility objectives by engaging in projects benefitting the local community. Rotary acts as a facilitator having local knowledge and able to provide guidance and mentoring services. It will also enable clubs to identify prospective new members from the working age groups whilst alongside volunteers.

BPI Background

Initiative conceived in District 1220

Joint co-operation between the Membership and Marketing Teams

Conceived in D1220 about 4 years ago.

Brings together Membership and Marketing.

Joint co-operation between committees at club level is worthy of consideration.

Get away from operating in silos.

Particularly marketing and membership but also community, vocational and youth.

This initiative crosses all those boundaries.

Objectives

Raise the profile of Rotary in the business community

- Active participation in mutually beneficial projects

Enable the business community fulfil Corporate Social Responsibility (CSR) objectives

Develop Membership

- Establish effective and sustainable contact with companies and organisations
- Recruit new members from the working population

The objectives are to raise the profile of Rotary in the business and local communities through beneficial projects.

It enables the business community fulfil CSR objectives.

Companies engaged in Government contract work are obliged to fulfil CSR.

The premium for clubs is that they are able to engage with management, volunteers and also local community leaders.

The perfect opportunity to identify prospective new members from the working age group.

Historically Rotary has recruited from the business and professional community but has found it increasingly difficult to do this because of the widening age gap.

We have the opportunity to show Rotary in action and some volunteers will be able to recognise that we offer them an opportunity to continue with their service to the community ambitions.

It may also help with Retention of members because it offers an opportunity to re-engage with the business community and make use of members' skills.

What is CSR?

“a concept whereby companies integrate social and environmental concerns in their business operations and in their interactions with stakeholders on a voluntary basis.”

This is a formal statement written in Euro speak

What does it really mean.

The business community giving back something to the local community in which they are located.

Not just a feel good factor.

An integral part of a business strategy demonstrating how they view the future of the planet, the impact on communities and doing something tangible to improve the environment

Where do we fit in?

Close ties with the local community

We can offer a brokerage service that will enable companies fulfil CSR goals and much more.....

- Identify suitable projects that companies can support
- Provide a liaison service
- Provide overall project monitoring
- Help with employee personal development

Rotary clubs may maintain close ties with the community giving an opportunity to identify local projects.

Finding projects is a problem area for companies as they are unlikely to have the time to develop community relations leading to project opportunities.

We can assess projects, scope them for suitability then offer a brokerage service between the parties.

Continue a watching brief on a project and monitor progress.

Feed back issues and volunteer development to the business leaders.

Developing skills for life

- ✓ Project planning and management
- ✓ Leadership
- ✓ Team working
- ✓ Networking
- ✓ Broadening horizons
- ✓ Personal development
- ✓ Civic responsibility

Companies pay considerable sums for employees to develop these skills; we can offer this without such costs, benefitting the employer, employees, the local community and Rotary.

Companies outlay large amounts of money on employee development including sending them on core management skills training. This may be simulated projects such as designing and building rafts to cross rivers.

The same personal development can be achieved through the BPI projects but without the price tag attached. Its free.

The work could involve project planning, resourcing and management which could extend to raising funds or material acquisition.

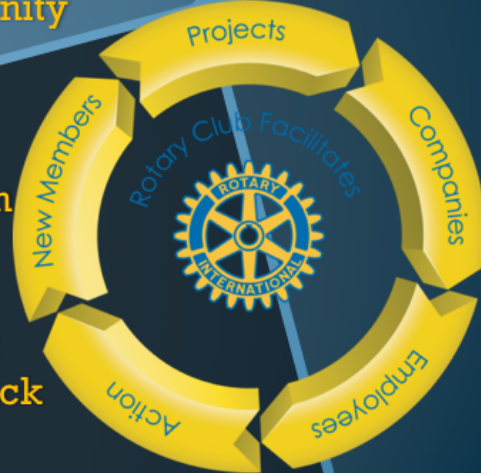
Leadership and team building skills will be developed and opportunities to broaden their horizons through networking and community activity.

Working with the Business Community

Identify challenging community projects

Link volunteers up with Rotary to form an action plan

Rotary will maintain a monitoring brief throughout the project and offer feedback



Rotary identifies suitable projects

Rotary looks for business partners

We are looking for companies to release employees to undertake project work

Rotary will act as an intermediary to help form an action plan to fulfil the project.

Rotary will keep a watching brief to monitor progress and provide feedback to the employers.

The premium for Rotary is that prospective new members looking to fulfil personal social responsibility objectives and friendship may be identified.

Where does it begin?

With a Rotary Club that.....

- Recognises its membership development objectives
- Wishes to recruit from the working population
- Fulfil hands on projects in the community
- Develop long term relationships with....
 - ✓ The business community
 - ✓ The local community

Embarking on a BPI project should not be a daunting undertaking for a club.

It just requires a small group of members who have a little time to spare and recognise the need to use this as a vehicle to develop membership.

For many clubs this continuing on what they are already doing but with a greater emphasis on identifying prospective new members

The club will be able to undertake hands on projects without the physical element.

It opens opportunities to establish long term relationships with the business and local communities and continue the new member recruitment drive.

Where does the resource come from?

Local businesses and organisations who.....

- Wish to fulfil CSR objectives
- Commit employees to projects as a means of.....
 - ✓ Developing business skills
 - ✓ Developing life skills

Companies that support the idea will be ready to release volunteers for periods of time. Many companies already have a volunteer scheme and will release employees for set periods of time.

Companies may well wish to contribute to the costs of a project.

This could be for one day, a block of days or for set times over a period of time.

This a negotiated element depending on the scope of the project.



The following few slides show some projects already completed.

The first is at Attenborough Nature Centre where volunteers from the NHS Nottingham Health Trust and a small group of young people from Nottingham City Councils iWorks project removed a rotting dipping platform, used by children to dip for pond life, and replaced it with a new plastic platform. In this instance volunteers raised £1,700 to help purchase the new equipment and worked over a 12 week period to complete the work during the winter months.





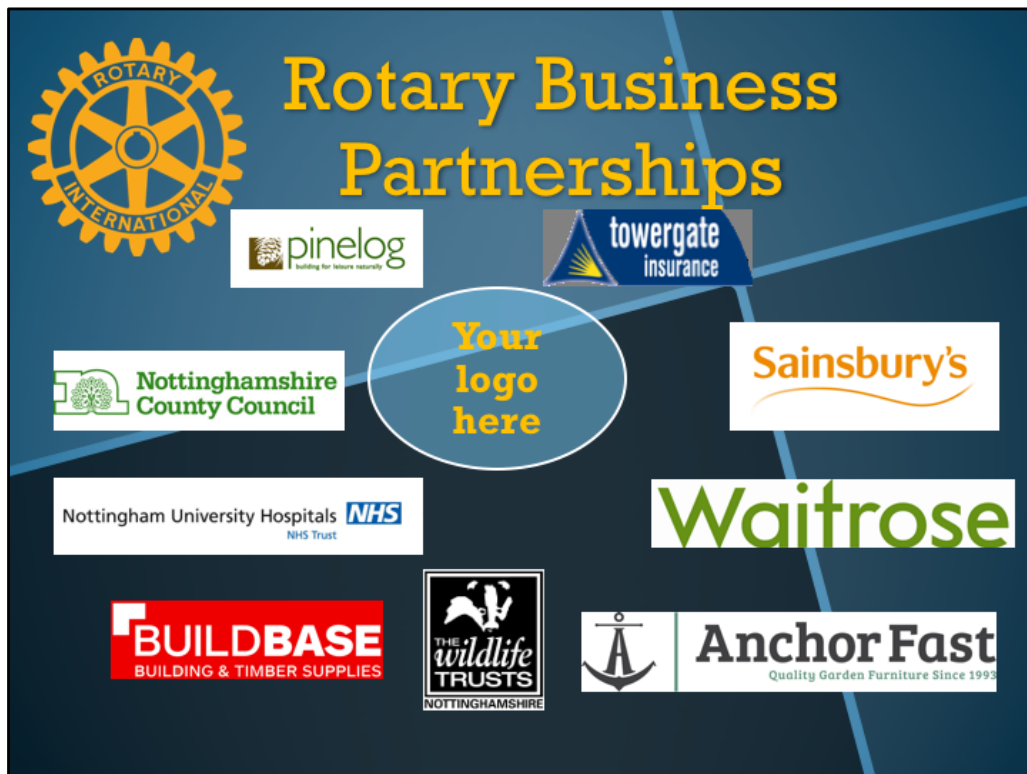
This project was organised by a Rotary Club in Newark . They obtained volunteers and the resources from Nottingham Trent University and some small local firms. It was a Notts Wildlife Project to create a new path to a watch hut.





This was a project to refurbish the Princess Diana Rooftop Garden at QMC Hospital. Sainsbury's employees provided 100 man-hours of their time to break the back of this ongoing project.





These are some of the business partners that have already been engaged on projects.

We have identified supermarkets as eager business partners.

They already undertake community projects but we offer a perfect partnership arrangement for them.

Many have a community liaison officer who is very willing to speak to us.

We are pushing at opens doors providing we take a professional approach when engaging with them.

A recent addition to that list is Rolls Royce Derby who are about to work on a project in Long Eaton.

A New Initiative

- Engage with local business to build an eco-bottle greenhouse for a local school



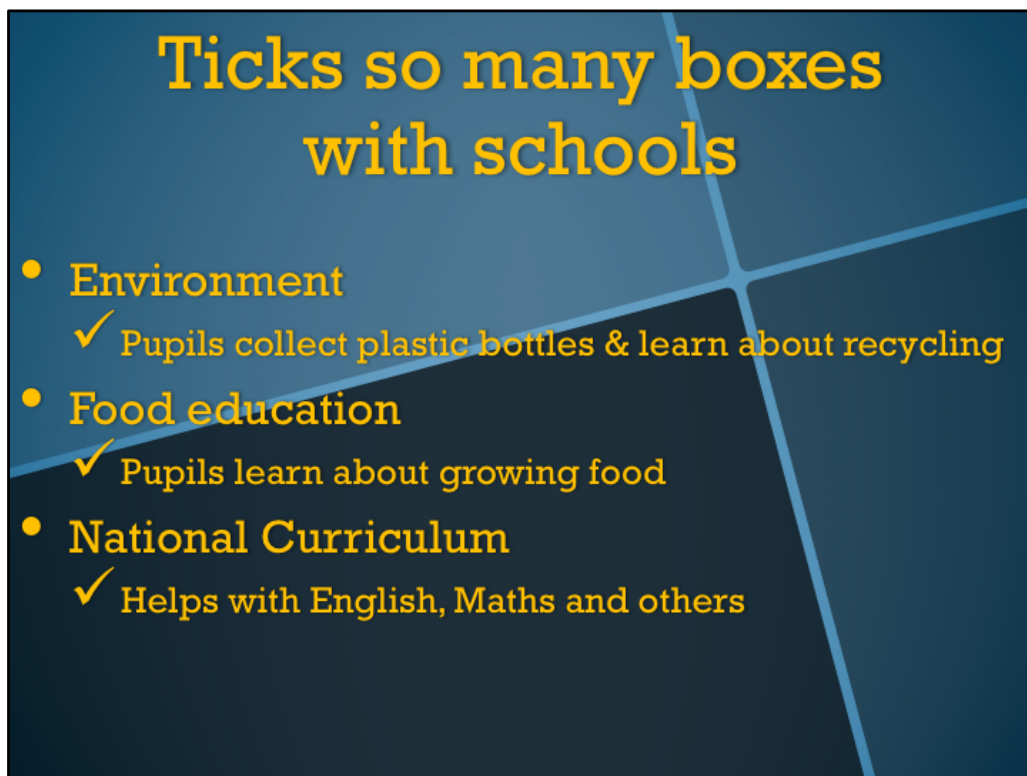
Our new initiative is very simple.

Build eco-bottle greenhouses for schools.

We have sourced a manufacturer, Anchor Fast Doncaster, who will supply a complete kit of parts delivered to locations on the UK mainland for a price of £185 +VAT. The VAT is exempt if the orders are placed by the schools.

We have the order forms ready to go.





It ticks so many boxes for schools.

Pupils will be expected to collect plastic bottles and learn about recycling.

They can get involved with simple aspects of the construction.

We fulfil some important areas of the Year 6 National Curriculum. Maths (measuring, counting etc.) English (words, writing etc.)

There is a strong drive to show where our food comes from and this includes growing their own.

We built a pilot greenhouse at Middleton Primary School, Wollaton

The business partner, who was Waitrose, have offered to help them by holding a summer fare and allowing them to sell the food they have grown.

Waitrose wanted to establish themselves in the community.

Rotary created that relationship.

Ready to go

- Nationwide supplier
- Cost £185 + VAT
- Construction video
- Guidance notes
- Rotary Business Partnership Facebook page

Easy BP Project

- Ideal first BP project for a Rotary Club
- Ideal for any sized business:
 - ✓ Low cost project
 - ✓ 4 people a maximum of 2 days to erect
 - ✓ Delivers their CSR objectives
 - ✓ Engages with local schools

We do not believe there can be many easier projects for a club to cut their BP teeth on. The project only requires 4 volunteers from the business community for a maximum of 2 days to build the greenhouse. Most Rotary clubs have some links with local schools but if not it is an easy sell, particularly to the Primary Schools, and will help to establish goods links.

Teachers and Rotary

- Our experience with teachers to date:
 - ✓ Interested in joining Rotary but:
 - Limited meeting time and no formalities
 - ✓ Teaching profession network
 - ✓ Recognise that Rotary can help schools

We have been very encouraged by teachers positive comments about Rotary. This extends to becoming members for the good of promoting their eco and other project ambitions. They cannot afford the time for meetings and Rotary formalities. They just want to get on with doing things. There is a strong network within the teaching profession and they see that Rotary could be a significant factor in helping their children's education.

Recruiting Teachers

- **Form a Satellite Group with a nucleus of teachers**
 - membership of an existing club
 - focus on projects/actions/tasks
 - communicating by a chosen means such as social media
 - support available from existing club members
- **Associate membership**
- **E-clubs**

Teachers are an ideal source of new members. Socially minded, caring and aware of the needs of the community.

We just need to find the right solution to recruit them.

No time for regular meetings and formality. Just want to get on with project in their schools and locally.

One option is to start Satellite clubs using a group of teachers from varying schools within a given area to form the nucleus of a new club.

As members of a Satellite club they do not need to meet regularly, they can communicate by social media if they wish and they can just get on with identifying projects and seeing them through.

Associate membership or forming e-clubs could also be considered and the District Membership team will help any club find the right solution.



Increased contact with the public through Business Partnership projects opens up new possibilities.

The Business Community people involved are potential candidates for Corporate Membership

Others are candidate for membership of a Rotary Club whether it a traditional style club or the newer style offered by a Satellite or e-Club.

It's a win-win opportunity

Business Community fulfil CSR objectives

Local schools benefit

Rotary identify prospective new members

Hopefully you will now be able to recognise that this is a genuine win-win opportunity.

The business community will be able to meet CSR objectives without the problem of finding suitable projects.

Local community projects will be completed

Enables a club to show its value in the community and be able to recruit from younger age groups.

Finally

The BP District 1220 team has the experience
We have many guidance documents for clubs
We offer total support to get a club started
BPI is a professional approach to recruitment
Please do not go-it alone
Endorsed by RIBI President

The Business Partnership Initiative has been created by experienced Rotarian's who have taken a professional approach to an opportunity which engages with the business community.

It is important to maintain that professional approach as mistakes can be very costly.

Please use the BPI team to help you get started.

We will undertake the initial presentations to companies, help scope potential projects, offer guidance throughout the project and ensure that items such as Health and Safety, insurance, Risk Assessments, acceptance criteria and highlight the other small details that come with experience.

We have endorsements from the RIBI President an RI Representative and yesterday we appeared in the Nottingham Post having been nominated by a school for an Environmental award.

The Rotary Business partnership is working effectively in some clubs already.

Its building ties with the local business community, schools local community leaders and is attracting new members.

This is a practical solution to reverse the declining membership by taking Rotary back to its roots.