

CLA 2026 – Themed Learning Session Frameworks

The Power of Purpose

At our best, Rotary is not a meeting—it’s a mission. *The Power of Purpose* reflects the idea that the strongest clubs aren’t the ones that work hardest to “recruit,” but the ones that work hardest to **matter**.

When a club is clearly solving a real problem in the community, three things happen: members feel proud of what they’re part of, the public understands why Rotary is worth supporting, and prospective members can picture themselves contributing. Purpose turns “*we need members*” into “*we’re doing important work—come be part of it.*”

This mindset helps clubs make better choices: choosing service that meets real needs, telling the story in ways people understand, and engaging guests with genuine curiosity. In doing so, we connect people to the right projects, the right relationships, and the right Rotary experience.

When we lead with purpose, membership becomes a result—not the goal. Clubs grow healthier, members feel more connected, and communities experience deeper, more lasting impact.

Designing Your Learning Sessions

As your team designs your session, we encourage slightly less focus on the **what** (roles, programs, and processes) and more emphasis on the **why**, outcomes, and overall experience.

Helpful questions to consider include:

- **Relevance:** Why does this area of Rotary matter right now?
- **Member value:** Why would a new or prospective member find this work meaningful and worth their time?
- **Community impact:** How does this work create meaningful community impact?
- **Club success:** How will this session help clubs succeed?

In short, focus on impact, outcomes, and relationships—not just activities. When members understand *the why* and feel connected, engagement and retention naturally follow.

Sessions are 50 minutes long, and interactive discussion is encouraged. With this short format, a mix of facilitation and teaching works best—please make it engaging, practical, and interactive.

How to Use These Session Frameworks

The following learning session subjects are each followed by three concept-based session titles. These themed learning session frameworks are provided as **starting points, not prescriptions**.

Each facilitator team is encouraged to:

- Work together to shape a session that best reflects your experience, perspective, and passion
- Adapt, refine, or combine titles as needed to align with your learning objectives and audience
- Keep the *Power of Purpose* theme in mind—how what we do in Rotary creates meaning, impact, and connection

The goal is not uniformity, but alignment. These frameworks are intended as idea generators to help you creatively shape your learning session direction and title in ways that support the theme.

CLA 2026 Themed Learning Session Frameworks - The Power of Purpose

1 New Club Officers / Leaders

1. Lead With Purpose: A Practical Toolkit for New Club Officers
2. Your First 100 Days: Setting a Culture of Service and Curiosity
3. The Purpose-Driven Leader: Inspiring Engagement From Day One

2 Leadership

1. The Purpose-Centered Leader: Motivating Members Through Meaning
2. Curiosity Over Comfort: Leadership That Moves People Forward
3. From Managing to Mobilizing: Leading for Sustainable Impact

3 Membership

1. Growing Membership Through Purpose-Driven Service
2. From Friendly to Curious: The New Membership Mindset
3. Designing a Club Where People Want to Belong

4 New Member Opportunities in Rotary

1. Opening the Rotary World: Pathways for New Members
2. From "Join Us" to "Be Part of This": Creating Meaningful Entry Points
3. Helping New Members Find Their Place, Purpose, and People

5 Club Service / Administration

1. Building a Club That Works: Systems That Support Purpose
2. Running the Club So Members Can Run With Impact
3. Administration That Inspires: Creating a Seamless Member Experience

6 Public Image

1. Tell the Story Right: Turning Service Into Visibility
2. Beyond Social Media: Public Image That Actually Works
3. Sharing Impact With Purpose: The Rotary Story People Remember

7 Community Service

1. Purposeful Projects: Serving With Community Need in Mind
2. From Good Intentions to Great Impact: Re-Designing Service
3. Community-Led Service: Asking, Listening, and Acting

8 Youth Experience

1. Engaging the Next Generation Through Purposeful Programs
2. Connecting Youth to Impact: Building Future Rotarians
3. Youth Service That Builds Community and Grows Clubs

9 International Service in Rotary

1. Global Purpose, Local Impact: Bringing International Service Home
2. Telling Your Global Story: Inspiring Members Through International Work
3. Engaging Members Through Meaningful International Service

10 Rotary Foundation

1. Fueling Purpose: The Foundation's Role in Vibrant Clubs
2. From Giving to Doing: Tying the Rotary Foundation to Your Story
3. Impact You Can See: How the Foundation Strengthens Membership

11 Club Experience

1. Designing a Club Experience People Want to Come Back To
2. From Meetings to Meaning: Creating a Purposeful Member Journey
3. The Experience Factor: Why People Stay and Why They Leave

12 Fundraising

1. Fundraising Through Purpose: The Impact-First Approach
2. Telling the Why: How Stories Turn Into Support
3. Raising Resources by Raising Awareness of Your Impact

13 Rethink Club Websites to Attract New Members

1. Your Website Is Your Front Door: Make It Member-Ready
2. Fix the Basics First: A Practical Guide to High-Impact Rotary Websites
3. From Confusing to Compelling: Purpose-Driven Website Design

14 Peace and Conflict Resolution

1. Peace With Purpose: Rotary's Role in Preventing and Resolving Conflict
2. From Tension to Trust: Practical Conflict Resolution Skills for Clubs and Communities
3. Building Peace Where We Live: Turning Dialogue Into Community Impact