

Find Your Passion in Rotary



Lone Star Division RLI

A Joint Project of over 410 of Rotary's 535 Districts worldwide

2019-2020 Participant Materials

PART I



Lone Star Division RLI

Greetings RLI Participants!

I am so happy you have decided to pursue leadership training to empower your ability to provide “Service Above Self” within the Rotary environment. This is your opportunity to “Find Your Passion in Rotary” and hone your leadership skills in your club and in your career.

RLI is grassroots, multidistrict leadership development program whose mission is to strengthen Rotary clubs through quality leadership education. Established in 1992, RLI has become a worldwide organization with divisions in every continent of the Rotary world. While it is an unofficial program of Rotary International, it has substantial support of many past Rotary International Presidents and current, past and incoming RI Directors. The RI Board has adopted a resolution recommending RLI or similar programs to the districts and the Council on Legislation has twice recommended RLI to the Board.

RLI recommends a curriculum and provides outlines and faculty materials to all its divisions. The curriculum has been continually revised and upgraded over the years. With annual updates and full review and upgrades at least every three years, RLI remains a vibrant up-to-date program filled with current information.

RLI is designed to provide an educational opportunity for Rotarians who are current and potential leaders. Participants receive a quality education in Rotary knowledge and leadership skills so important in voluntary organizations. And in the process, together we have a fun, engaging experience while building relationships that last far beyond the end of each course!

The RLI courses typically are scheduled as three full-day sessions, with each session approximately 6 – 8 weeks apart. Today’s Lone Star Division course is ground-breaking, as it is offered online in four 2-hour sessions via Zoom. After working with the facilitators, I hope you will enjoy this new format, and the ability to interact with other Rotarians virtually.

I certainly hope you enjoy Part I and find the program valuable in developing your skills to pursue a leadership role within Rotary and other organizations you may be involved with, be it at your club, district, or any other Rotarian service you may take on.

Looking forward to “seeing” you all online as together we travel “the road ahead”!

Best regards,

Best regards,

Sherrí C Muníz

Division Chair, Lone Star Division RLI

RLI Part I – THE ROTARIAN

TABLE OF CONTENTS

RLI is a multi-district leadership and Rotary development program using facilitation in small groups to engage Rotarians and strengthen clubs.

RLI is a recommended program of Rotary International but is not an official program of Rotary International.

Our Mission: RLI is a grassroots, multi-district leadership development program whose mission is to strengthen Rotary clubs through quality leadership education.



My Leadership In Rotary

4

As a Rotarian, I am, by definition, a leader. Join us as we explore the characteristics of leadership, motivational techniques, and leadership styles. How do I best lead?



My Rotary World

6

As a Rotarian, I am part of a worldwide organization of like-minded people. Take some time to truly understand the purpose and structure of Rotary. Can these resources help me?



Ethics and Vocational Service

13

I am ethical, recognize and promote ethics in others, and seek opportunities to serve through my vocation. You can see that I am a Rotarian.



Foundation I: Our Foundation

17

I am "doing good" in my local community and around the world. Learn about the basic goals and programs of our Foundation. I am a force for good in the world!



Engaging Members

28

I make my club and Rotary stronger by my active participation. Engaged club members have fun, make friends, and effectively serve. This is why I joined Rotary!



Creating Service Projects

34

I am a vital part of a worldwide service organization of business, professional and community leaders meeting needs in communities. I can build, run and promote service.

Course Evaluation

Handout

My Leadership In Rotary

As a Rotarian, I am, by definition, a leader.



Session Goals

Explore the Characteristics of Leadership

Discuss what Motivates People in a Volunteer or Civic Organization

Examine Your Own Leadership Style

Inserts & Online Materials

● □ The Basics for Effective Leadership Are Really Pretty Basic
http://rlifiles.com/files/resource/Basics_of_Leadership_1.pdf

● □ 12 Leadership Essentials for the 21st Century
http://rlifiles.com/files/resource/12_Leadership_Essentials.pdf

Key: ◆ attached insert ● online □ article

All session materials are also available at www.rlifiles.com

Session Topics

- 1) What is the difference between leadership in a business and leadership in Rotary? What is the role of a “leader” in Rotary?
- 2) List the characteristics of good leaders. Discuss which characteristics you think are most important.
- 3) Leadership styles may differ by culture and generation. Which leadership style do you feel best represents you?
 - **Participative:** seeks to involve other people;
 - **Situational:** changes leadership style according to situational factors;
 - **Transactional:** works through hierarchical structures and systems of reward;
 - **Transformational:** leads through inspiration, sharing energy and enthusiasm;
 - **Servant:** serves others rather than being served;

- 4) Are good leaders born or can leadership be taught?

- 5) What motivates someone to excel in the workplace? What motivates someone to excel in your Rotary club?

- 6) Think about presidents of your club and select who you think was the best leader (without naming names). Tell the group why that leader was the best. What seem to be the most significant differences between strong and weak Rotary club leaders?

Summary: Good leadership requires thought, planning, preparation, a willingness to try something new, not being bound by the past, and the confidence to take risks.

My Rotary World



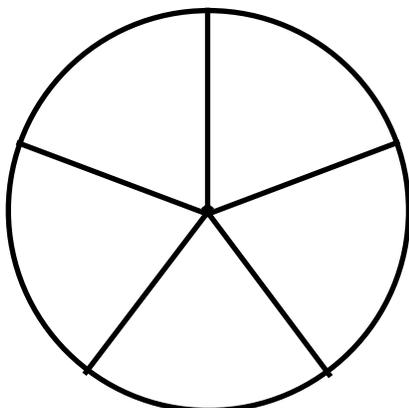
I am part of a worldwide organization of like-minded people.

<p>Session Goals</p> <p>Discuss the Purpose of Rotary</p> <p>Understand the Organization Structure</p> <p>Describe how the structure helps me as a Rotarian</p>	<p>Materials</p> <ul style="list-style-type: none"> ◆ MRW-1: My Rotary World Organizational Chart ◆ □ MRW-2: RI Strategic Plan ◆ □ MRW-3: The Object of Rotary ● □ Connect For Good https://www.rotary.org/myrotary/en/document/576 ● □ Rotary Basics https://my.rotary.org/en/document/rotary-basics ● □ Rotary History by Region by the Rotary Global History Fellowship (RGHF) https://www.rghfhome.org/first100/global/regions/ ● Contact RI Staff https://my.rotary.org/en/contact <p>Key: ◆ attached insert ● online □ article</p>
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Session Topics

Your Club

- 1) Why did you join your Rotary Club?
- 2) What benefits have you gained from your Rotary Club?
- 3) Has anyone ever asked you what Rotary is all about? What do you tell them?
- 4) What is our mission—what is Rotary?
- 5) What are the Five Avenues of Service?
- 6) How is Rotary structured?



The Rotary District

- 1) Why do we have Districts?
- 2) What does the District Governor do... Assistant Governor ?
- 3) Why is the District important to the club?
- 4) How would a Club learn about and contact the district?

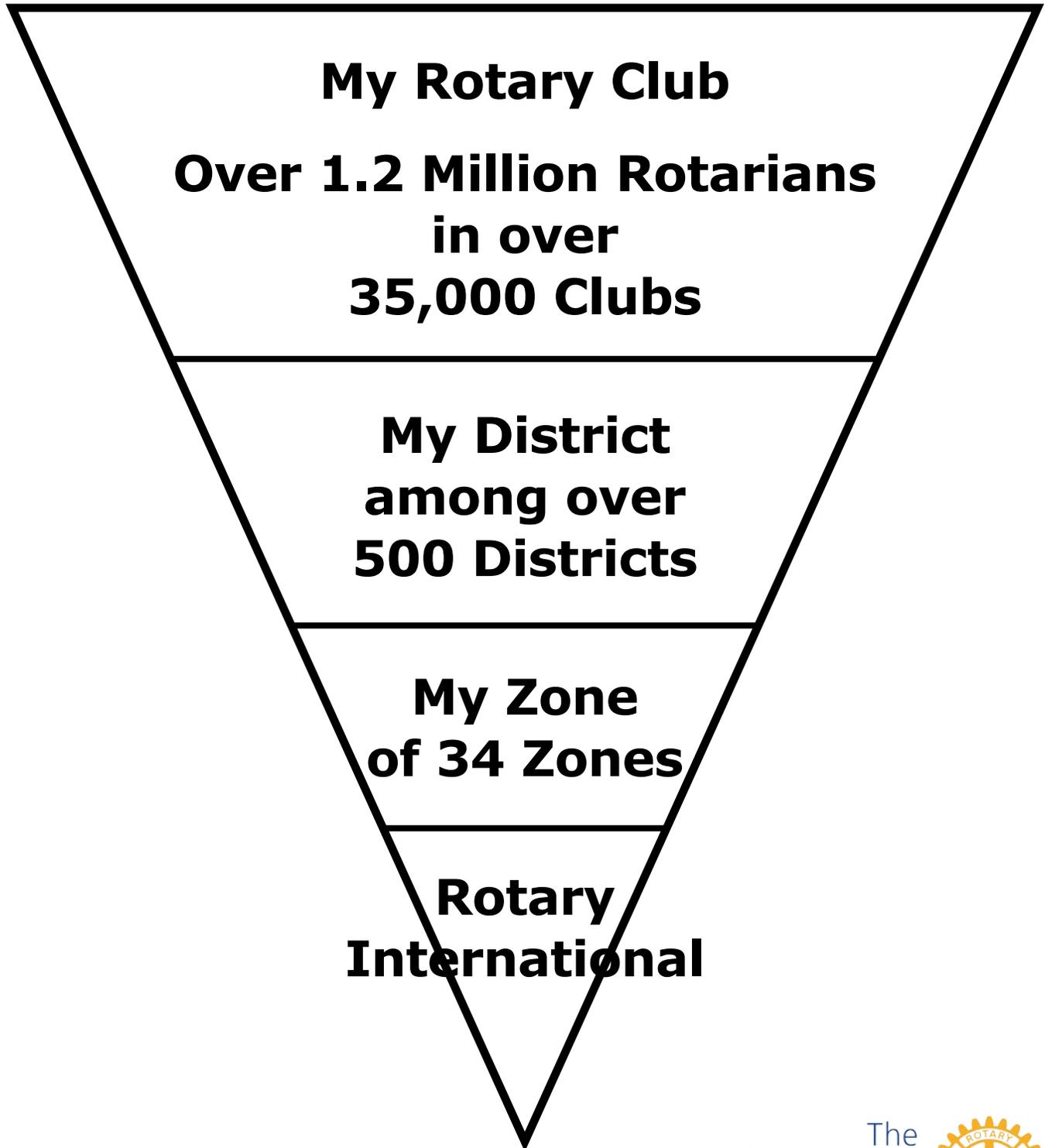
The Rotary Zone

- 1) What is a Zone and why do we have them?
- 2) What is the role of : the RI Director, Rotary Coordinator, Regional Rotary Foundation Coordinator and Rotary Public Image Coordinator?
- 3) Is the Zone important to the club? Why or why not?

Rotary International (R.I.)

- 1) Why is R.I. necessary? Why can't we just have clubs and not worry about these other entities?Wouldn't it be cheaper if we didn't have to pay dues to R.I. and the district?
- 2) Are there any advantages in being an international organization?
- 3) Does R.I. control/rule the clubs? Is my club autonomous? What is my club required to do? Is there a strategic plan for Rotary? Does Rotary's strategic plan apply to my club?
- 4) How do we contact R.I.? Where can we get information and help?
 - The Rotary International Web Site **www.rotary.org**
 - The Rotary Foundation Contact Center in your geographic area.
 - Zone Web sites
 - RLI Web Sites, including RLI International (Umbrella Organization) at **www.rotaryleadershipinstitute.org** and RLI Lone Star Division site **www.lonestarRLI.org**
 - District web sites—links on both Zone web site and R.I. web site, use format **www.rotaryxxxx.org** where the xxxx is the 4 digit District Number

Insert MRW-1: My Rotary World



Insert MRW-2: Rotary International Strategic Plan

ROTARY'S VISION STATEMENT

TOGETHER WE SEE A WORLD
WHERE **PEOPLE** UNITE AND TAKE ACTION
TO **CREATE** LASTING
CHANGE ACROSS THE GLOBE
IN OUR COMMUNITIES AND IN OURSELVES

As we stand on the cusp of eliminating polio, we find ourselves poised for our next challenge. The time is right to move toward realizing a new vision that brings more people together, increases our impact, and creates lasting change around the world.

To achieve the vision of Rotary International and The Rotary Foundation, we have set four priorities that will direct our work over the next five years.

ROTARY'S STRATEGIC PRIORITIES AND OBJECTIVES

INCREASE OUR IMPACT

- Eradicate polio and leverage the legacy
- Focus our programs and offerings
- Improve our ability to achieve and measure impact

EXPAND OUR REACH

- Grow and diversify our membership and participation
- Create new channels into Rotary
- Increase Rotary's openness and appeal
- Build awareness of our impact and brand

ENHANCE PARTICIPANT ENGAGEMENT

- Support clubs to better engage their members
- Develop a participant-centered approach to deliver value
- Offer new opportunities for personal and professional connection
- Provide leadership development and skills training

INCREASE OUR ABILITY TO ADAPT

- Build a culture of research, innovation, and willingness to take risks
- Streamline governance, structure, and processes
- Review governance to foster more diverse perspectives in decision-making

Insert MRW-2, cont'd.

ROTARY'S CORE VALUES

The world today is not the same as it was when Rotary was founded in 1905. Demographics have shifted, the pace of change has accelerated, and technology has created new opportunities for connection and service. What hasn't changed is a need for the values that define Rotary:

FELLOWSHIP
INTEGRITY
DIVERSITY
SERVICE
LEADERSHIP

By honoring our past and embracing our future, we can evolve and keep Rotary not only relevant, but thriving.



rotary.org/actionplan

Insert MRW-2, cont'd.

OUR MISSION

We provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.

Insert MRW-3: The Object of Rotary

R O T A R Y

Rotary 

Object of Rotary

The object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

- I. *The development of acquaintance as an opportunity for service;*
- II. *High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society;*
- III. *The application of the ideal of service in each Rotarian's personal, business, and community life;*
- IV. *The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.*

I N T E R N A T I O N A L

RUSSELL-HAMPTON CO.

Ethics and Vocational Service



I am ethical, recognize and promote ethics in others, and seek opportunities to serve through my vocation.

Session Goals	Inserts & Online Materials
What are Rotary's Guiding Ethical Principles?	◆ <input type="checkbox"/> Insert EVS-1: The Guiding Principles of Rotary
What are the Values we Share?	◆ <input type="checkbox"/> Insert EVS-2: Vocational Service Ideas
How do these Values relate to me and my club?	● <input type="checkbox"/> Article: The Four Way Test Means Business http://rlifiles.com/files/resource/Four_Way_Test_Means_Business.pdf
	● <input type="checkbox"/> Applying the 4 Way Test. http://rlifiles.com/files/resource/Applying_the_Four_Way_Test.pdf
	● Organizing a 4 Way Test Essay. http://www.4waytest.org
Key: ◆ attached insert ● online □ article	

Session Topics

1) How do you define the following "Rotary terms"?

Ethics	Vocational Service
Classifications	Social Responsibility

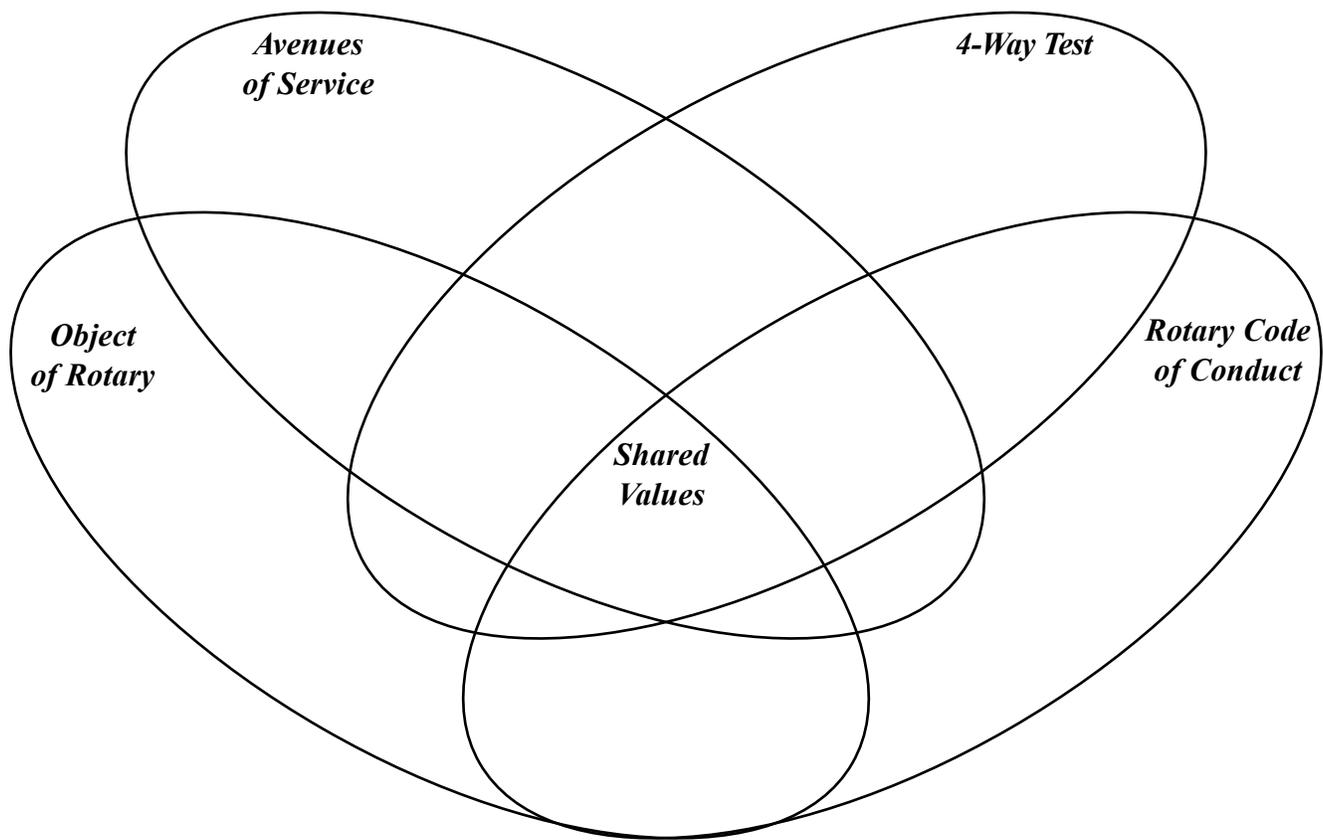
2) Refer to Insert EVS-1: The Guiding Principles of Rotary. For your assigned principle, develop 3 value "key words" best describing the principle. Insert your value "key words" in the box below.

The Object of Rotary	The Five Avenues of Service
The Four-Way Test	Rotary Code of Conduct

- 3) How do your “key words” relate to the “Rotary terms” defined in Session Topic 1?
- 5) How do your “Rotary terms” relate to each other?
- 6) Use the diagram below, or a similar diagram, to express any relationships you think may exist. This is a Venn Diagram, where similarities may be expressed in overlapping sections. Be creative.

"Working to find peace in the world is a family problem. It is not too big a problem to deal with if we realize that we are all from the same family."

1982-83 RI Pres. Hiroji Mukasa
— *Building Bridges of Friendship in the Community*
THE ROTARIAN, August 1982



- 7) What is the impact of these value relationships?
- 8) How do these values apply to me? My club? My vocation?

"Example—good or bad—is contagious...If we set a good example, seeing us, others may do likewise. All of us have more influence than we sometime suppose."

1966-67 RI Pres. Richard L. Evans
— *The Appearance of Things*
THE ROTARIAN, May 1967

Insert EVS-1: Guiding Principles of Rotary

The Object of Rotary

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

FIRST. The development of acquaintance as an opportunity for service;

SECOND. High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian's occupation as an opportunity to serve society;

THIRD. The application of the ideal of service in each Rotarian's personal, business, and community life;

FOURTH. The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

The Five Avenues of Service

Based on the Object of Rotary, Rotary's Philosophical cornerstone and foundation of club' activity:

Club Service focuses on strengthening fellowship and ensuring the effective functioning of the club.

Vocational Service encourages Rotarians to serve others through their vocations and to practice high ethical standards.

Community Service covers the projects and activities the club undertakes to improve life in its community.

International Service encompasses actions taken to expand Rotary's humanitarian reach around the globe and to promote world understanding and peace.

Youth Service recognizes the positive change by youth & young adults via leadership and involvement.

The Four-Way Test

From the earliest days of the organization, Rotarians were concerned with promoting high ethical standards in their professional lives. One of the world's most widely printed and quoted statements of business ethics is The Four-Way Test, which was created in 1932 by Rotarian Herbert J. Taylor (who later served as RI president) when he was asked to take charge of a company that was facing bankruptcy.

This 24-word test for employees to follow in their business and professional lives became the guide for sales, production, advertising, and all relations with dealers and customers, and the survival of the company is credited to this simple philosophy. Adopted by Rotary in 1943, The Four-Way Test has been translated into more than a hundred languages and published in thousands of ways. It asks the following four questions:

"Of the things we think, say or do:

1. **Is it the TRUTH?**
2. **Is it FAIR to all concerned?**
3. **Will it build GOODWILL and BETTER FRIENDSHIPS?**
4. **Will it be BENEFICIAL to all concerned?"**

Rotary Code of Conduct

As a Rotarian, I will:

1. Act with integrity and high ethical standards in my personal and professional life
2. Deal fairly with others and treat them and their occupations with respect
3. Use my professional skills through Rotary to mentor young people, help those with special needs, and improve people's quality of life in my community and in the world
4. Avoid behavior that reflects adversely on Rotary or other Rotarians

Insert EVS-2: Vocational Service Ideas

1. Advancing high ethical standards in the workplace
 - a. In hiring, training, and review procedures, include discussion and emphasis of honesty, accountability, fairness, and respect.
 - b. In internal communications, praise and encourage exemplary behavior on and off the job.
 - c. In relations with customers, vendors, and business associates, communicate and demonstrate your personal commitment to high ethical standards.
2. The classification principle
 - a. Classification talks to promote vocational awareness in your club.
 - b. Classification talks may also serve as a starting point for initiating club projects that help young people and the unemployed develop marketable skills.
 - c. Organizing tours of members' workplaces is another way to recognize the value of each member's vocation.
 - d. Schedule an occasional meeting in a member's place of employment.
 - e. Invite young people to special vocational meetings.
3. Promote Rotary's commitment to high ethical standards
 - a. Post The Four-Way Test on a prominent billboard in your community.
 - b. Display The Four-Way Test and/or the Declaration of Rotarians in Businesses and Professions in your office or work space and talk about it.
 - c. "Walk the talk" by ensuring that your actions in the workplace, community, and family demonstrate a personal commitment to high ethical standards.
 - d. Sponsor a Four Way Test essay contest.
 - e. Sponsor a joint "character literacy" project for young children.
 - f. Conduct a RYLA event with special emphasis on ethics.
 - g. Organize a discussion or group workshop on maintaining high ethical standards in the workplace and consider inviting local non-Rotarian business leaders to attend.
4. Recognize and promote the value of all useful occupations
 - a. Make classification talks and business tours part of your club's program.
 - b. Join or form a Rotary Fellowship related to your vocation.
 - c. Sponsor a career day for Rotarians to bring young people to their businesses.
 - d. Support professional development
 - e. Encourage members to take leadership roles in business associations.
 - f. Sponsor a seminar for small business entrepreneurs.
 - g. Hold informal professional networking events where members can meet other local professionals and introduce them to Rotary.
 - h. Start a career counseling program geared towards equipping unemployed or underemployed adults with the skills they need to compete in the job market.
5. Volunteer your vocation
 - a. Mentor a young person.
 - b. Sign-up to receive the Rotary SERVICE NEWSLETTER at Rotary.org/newsletters. Keep Rotarians informed about how they can offer their professional skills to Rotary projects, support the professional development of individuals and communities in need, and represent and promote Rotary values in the workplace.

Foundation I: Our Foundation



I am “doing good” in my local community and around the world

Session Goals	Materials
<p>Understand the Basic Goals, Programs & Financing of our Rotary Foundation</p> <p>Discuss the Importance & Value of our Rotary Foundation to your Club</p> <p>Need for each Rotarian to make TRF their charity of choice</p>	<ul style="list-style-type: none"> ◆ □ OF-1: Rotary News 1A, 1B, 1C, 1D ◆ □ OF-2: Rotary Foundation Grants and Related Programs, from Rotary Foundation Reference Guide, 219-EN (1012), pages 8-12 ◆ □ OF-3: Foundation Facts—Giving <i>159-EN (1113)</i>, Graphics http://www.rotary.org/en/document/12436 ◆ OF-4: Charity Navigator Rating ◆ OF-5: Direct Contribution Commitment Form https://my.rotary.org/en/document/contribution-form-rotary-foundation ● Donor Recognition Page https://www.rotary.org/en/donate/recognition ● □ Rotary Foundation Reference Guide <i>219-EN (1012)</i> http://www.rotary.org/en/document/518 ● □ Connect for Good (formerly Rotary Basics) https://www.rotary.org/myrotary/en/document/connect-good ● Doing Good in the World http://vimeo.com/album/1872866
<p>Key: ◆ attached insert ● online □ article</p>	

While this course and others within RLI discuss Rotary Foundation topics, you should consult your district for specific Rotary Foundation training.

Session Topics

- 1) How many of you have held roles in your club or in the District involving The Rotary Foundation? What role(s) have you had?

- 2) What is The Rotary Foundation and what does it do? How does it help you do good in the world?

9) What is meant by “EREY”?

TRF Giving & Recognition	Annual Fund	Endowment Fund
“Every Rotarian, Every Year” or “EREY” recognizes clubs that achieve an average of \$100 USD per capita giving and every dues-paying member personally contributes at least \$25 USD to the Annual Fund during the year	“Annual Fund” is TRF’s “checking account”, to be spent on programs in the third year after funds are received	“Endowment Fund” is TRF’s “savings account”, formerly the “Permanent Fund”
	“Sustaining Member” or “Sustainer” recognizes a cumulative \$100 USD gift each year to the Annual Fund	“Benefactor” recognizes a cumulative \$1,000 USD gift or pledge to the Endowment Fund
“100% Paul Harris Fellow Club” is when all dues-paying club members attain PHF status	“Paul Harris Fellow” or “PHF” recognizes a cumulative \$1,000 USD gift to the Annual Fund, Polio Plus, or an approved Foundation grant	“Bequest Society” recognizes a cumulative \$10,000 USD gift or pledge to the Endowment Fund
“100% Paul Harris Society Club” is when every dues-paying club member contributes a minimum of \$1,000 USD to the Annual Fund, Polio Plus, or an approved Foundation grant	“Paul Harris Society” recognizes a cumulative \$1,000 USD gift each year to the Annual Fund, Polio Plus, or an approved Foundation grant	“Major Donor” recognizes a cumulative \$10,000 USD gift to TRF
No portion of your Rotary dues is required to go to TRF. All contributions are voluntary.	“Polio Plus” is the program to receive funds given to TRF for the worldwide campaign to eradicate polio	“Arch Klumph Society” recognizes a cumulative \$250,000 USD gift to TRF

10) Why is the Rotary Foundation separate from Rotary International?

11) What are the benefits to Rotary, if any, to having a Rotary Foundation?

Insert OF-1A: Rotary News:

Rotary and Partners “this close” to Eradicating Polio Worldwide

Kabul, Afghanistan – January 1, 2014

In 1985, after successfully eradicating polio in a project in the Philippines, Rotary launched its PolioPlus program to eradicate polio worldwide. Today, over a million Rotarians, joined by an impressive list of partners, are “this close” to eradicating polio in the world, seeing a 99% reduction in cases since the 1980s, fewer than 250 cases reported in 2012, and only 3 polio endemic countries left, conflict-ridden Afghanistan, Pakistan, and Nigeria. Over 2 billion children in 122 countries are now protected from polio. But, the risk of resurgence of the virus is real.



Polio survivors in Africa. Photo Credit: WHO/Rotary International

Poliomyelitis (polio) is a crippling and potentially fatal disease that still threatens children in parts of the world. The poliovirus invades the nervous system and can cause paralysis in a matter of hours. It can strike at any age but mainly affects children under five. Over 1,000 children per day were contracting polio in 1985. If polio is not completely eradicated from the earth, experts believe polio could rebound to 10 million cases in the next 40 years. The public health and global economic impact of these future polio cases is significant.

As for Rotarians, for more than a quarter century club members have donated their time and personal resources to end polio. Every year,

hundreds of Rotary members work side-by-side with health workers to vaccinate children in polio-affected countries. Rotarians work with partners like UNICEF to prepare and distribute mass communication tools to share the message with those isolated by conflict, geography, or poverty. Rotary members also recruit fellow volunteers, assist with transporting the vaccine, and provide other logistical support.

Rotary’s early successes brought on an impressive list of partners that are necessary to eliminate polio worldwide. The Global Polio Eradication Initiative, formed in 1988, is a public-private partnership including Rotary, the World Health Organization, the U.S. Centers for

Disease Control and Prevention, UNICEF, the Bill & Melinda Gates Foundation, and governments of the world. Rotary’s focus is advocacy, fundraising, volunteer recruitment and awareness-building. Fundraising led by Rotarians helps to provide much-needed operational support, medical personnel, laboratory equipment, and educational materials for health workers and parents. Rotary has contributed more than US\$1.2 billion and countless volunteer hours. In addition, Rotary’s advocacy efforts have played a role in decisions by donor governments and corporations to contribute over \$9 billion to the effort.

Rotarians vow not to quit the effort until all cases of polio are gone.

1. Why Engage this Project?

2. Why Now?

3. Why Rotary?

Insert OF-1B: Rotary News:

Rotary Peace Fellow Helps Build New Countries and Old

Brasilia, Brazil– September 10, 2013. Through her work for the UN Development Program Brazil, 2005-07 former Rotary Peace Fellow at Universidad del Salvador Izabela da Costa Pereira advises the Brazilian government on how best to support reconstruction and development projects in Haiti.

“I learn how to deal with the unexpected and how to overcome obstacles. What motivates me is that I help my country to help another nation in need,” she says. Previously, Pereira worked as a democratic governance officer with the UN Integrated Mission in Timor-Leste (UNMIT), monitoring the country’s institutions and helping them determine how to operate democratically to best serve their people.

Pereira’s experience as a Rotary Peace Fellow prepared her well for her career. During her fellowship, she served as an electoral observer with Organization of American States missions in Colombia and Nicaragua; explored conflict prevention strategies with the United Nations Development Fund for Women in Senegal; and served on a UN peace building mission for women in Côte d’Ivoire.

Each year, Rotary selects “Peace Fellows”, individuals from around the world to receive fully funded academic fellowships at one of the Rotary Peace Centers. These fellowships cover tuition and fees, room and board, round-trip transportation, and all internship and field study expenses.

1. Why Engage this Project?



Izabela da Costa Pereira with children outside a rural village in Timor-Leste where she is a Democratic governance officer with UN Integrated Mission in Timor-Leste

The program offers master’s degree fellowships at premier universities around the world in fields related to peace and conflict resolution and prevention. Programs last 15–24 months and require a practical internship of 2–3 months during the academic break. Each year up to 50 master’s fellowships are awarded.

Pereira states: “the Rotary Foundation has opened so many doors of opportunity. No doubt, all my experiences in Africa, South Asia, and Latin America are the results of the great experience I had as a Rotary Peace Fellow.”

In a recent interview with the global affairs magazine, *Diplomatic Courier*, she described her proudest personal contribution to foreign policy as “...having contributed to the nation building of one of the newest states of the 21st century... As a Democratic Governance Officer at Timor-Leste

2. Why Now?

UNMIT, I directly assisted on political issues related to democratic consolidation and institution strengthening... in strategic policies reforms, anti-corruption, gender, civil service, media, transparency, decentralization, elections, and sustainable socio-economic development. As a new sovereign nation-state, it is fundamental to guarantee its path towards a democratic governance culture that will assure peace, socio-economic development, and stability in a post-conflict scenario.

[B]esides my background in international relations, I could use on a daily basis my specialization on peace, conflict resolution, economy, and political affairs for an effective aid.”

Pereira said “the need for trained peace-makers has never been greater... more leaders are needed on the local, national and international arena, particularly young professionals”.

3. Why Rotary?

Insert OF-1C: Rotary News:

Rotary Targets First 24 Hours of Life in East Africa

*Kampala, Uganda –
November 1, 2013.*

The Rotary Foundation of Rotary International, a global humanitarian service organization, and Aga Khan University (AKU), a private, non-denominational university promoting human development through research, teaching and community service have formed a partnership to improve maternal and child health in East Africa. Under the partnership, the Rotary Foundation, the charitable arm of Rotary International, will provide grants to Rotary clubs to establish volunteer teams to support the professional development of nursing faculty at AKU's East Africa campuses in Kenya, Tanzania and Uganda.

According to the UN, developing countries account for 99% of the more than 350,000 women who die each year from complications during pregnancy or childbirth. In sub-Saharan Africa, 1 in 30 women is at risk, compared with 1 in 5,600 in developed countries. More than half of maternal deaths are caused by excessive bleeding (35%) and hypertension (18%). Developing countries also account for most of the 7.6 million children who die annually before age 5. Again, East Africa records the highest child mortality rates, with one in seven children dying before age five, and 141,000 annually in Uganda alone. A child's greatest risk of dying is during the first 28 days of life, accounting for 40% of all deaths among children under the age of 5.



Half of newborn deaths occur during the first 24 hours and 75% during the first week of life, with preterm birth, severe infections and asphyxia being the main causes.

In most East African countries there is little public health infrastructure and limited government funding. However, there are Rotary clubs in those countries. Many local Rotary club leaders have acknowledged the problem and want to help with funding, mentoring, personal advocacy and participation. Agha Khan University (AKU) has a campus and a hospital for women in Kampala, one of many it has in Africa and the Middle East. Their campus produces some doctors, but mostly nurses, midwives and health educators, many of whom already work in those roles

but themselves are poor, long out of school, and have limited career and life skills. AKU is poised to make an immediate difference in the public health landscape. Recently, AKU and the World Health Organization (WHO) published a study that makes recommendations on how to target scarce resources for maximum impact on the health of women and children and identifies 56 essential interventions, that when implemented in packages relative to local settings, are most likely to save lives. Some of the interventions include: managing maternal anemia with iron, preventing and managing post-partum hemorrhage, immediate thermal care for newborns, extra support for feeding small and preterm babies, and antibiotics for the treatment of pneumonia in children.

Photo: Doctor in Uganda. Credit: Rotary

1. Why Engage this Project?

2. Why Now?

3. Why Rotary?

Insert OF-1D: Rotary News:

Cambodia’s Children “Waste-Pickers” Receive Vital Services

Phnom Penh, Cambodia – February 12, 2014. Phnom Penh’s city landfill is at capacity. As in many developing countries,

“Waste-pickers” support themselves and their families by sorting garbage for saleable goods. Nearly half are children. They are highly visible as they push their handcarts around the city calling “Hychai”.

A local non-profit organization,

Community Sanitation and Recycling Organization or CSARO tries to address the needs of these waste-pickers. Through a variety of programs, CSARO helps adults improve their living and working conditions, while also providing educational outreach to the children.

CSARO is one of the many locally originating humanitarian projects worldwide that receive funding from The Global Fund for Children (GFC).

GFC was the vision of a Rotary Foundation Ambassadorial Scholar traveling in India in 1990, Scholar Maya Ajmera witnessed a group of children sitting in a circle at a train station, listening and answering questions while a teacher led them in simple learning exercises. She learned that the children lived, played, and begged on the train platforms. Seeking a pathway out of poverty, two teachers offered the children free education, clothing, and food. The school operated on only \$400 per year,



serving 40 students who had no other opportunity to learn.

Inspired by this powerful model, Maya founded GFC in 1993 based on the belief that small amounts of money, when given to innovative, community-based organizations, could make a lasting impact on the lives of the world’s most vulnerable children. By its 10th anniversary, GFC had launched additional services to help its grantees grow and thrive, including management support, technical assistance, and networking opportunities. GFC also attracts other funders to its grantees and increases grantees’ visibility to help them garner international recognition for their work. The result: a global community of strong grassroots organizations that are tackling some of the world’s biggest problems.

Now a university professor, Maya stepped down from her position as president of GFC in 2011, having grown her initial vision into a thriving global organization. To date, GFC has awarded more than \$25 million in grants to more than 500 organizations in 78 countries, touching the lives of over 7 million children worldwide.

Maya Ajmera received her Ambassadorial Scholarship from District 5240 in California, USA, to study at St. Xavier’s College in India. From 1947 to 2013, nearly 38,000 men and women from about 100 nations studied abroad as Ambassadorial Scholars. The purpose of the program was to further international understanding, peace and good will among the peoples of the world.

Photo Credit: CSARO/GFC

1. Why Engage this Project?

2. Why Now?

3. Why Rotary?

Insert OF-2: Areas of Focus

All projects, scholars, and vocational training teams funded by global grants work toward specific goals in one or more of the following areas of focus:

1. Peacebuilding and conflict prevention

2. Disease prevention and treatment

3. Water, sanitation, and hygiene



4. Maternal and child health



5. Basic education and literacy

6. Community economic development



Insert OF-3: Foundation Facts-Giving Summary Statistics



Contribution summary	2018-19	Cumulative
Annual Fund	\$126.1 million	\$2.8 billion
Endowment Fund	\$26.3 million	\$374.5 million
PolioPlus Fund	\$128.7 million	\$1.6 billion
Other*	\$40.8 million	\$235.3 million
Total outright contributions	\$321.9 million	\$5.0 billion
Total new commitments to the Endowment Fund	\$58.4 million	\$828.9 million
Polio transfers**	\$14.9 million	–
Grand total	\$395.2 million	–
Program awards & operations	\$301.4 million	Since 1947: \$4.57 billion

* Includes cash contributions to global grants, directed gifts, and the donor advised fund

** District Designated Fund transfers and the resulting World Fund match to PolioPlus, affinity card royalties, and donor advised fund transfers to PolioPlus

For additional information, contact:

The Rotary Foundation
One Rotary Center
1560 Sherman Avenue, Evanston, IL
60201-3698 USA

Phone: +1-847-866-3000; Fax: +1-847-328-4101
rotarysupportcenter@rotary.org



THE ROTARY FOUNDATION OF ROTARY INTERNATIONAL

FACTS 2019

Program Expenditures

(All figures are as of 30 June 2019 and in U.S. dollars.)

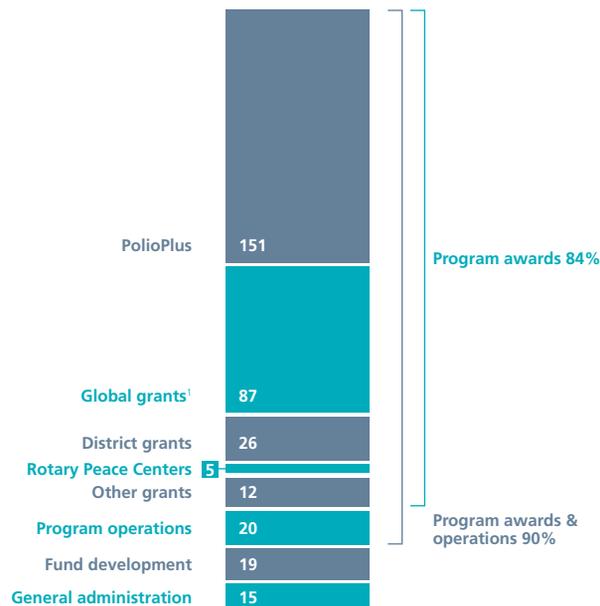
PolioPlus. Since 1988, Rotary and its partners have immunized more than 2.5 billion children against polio. As of June 2019, Rotary had committed \$2 billion to global polio eradication. The goal is to eliminate the virus in the last three countries where it remains endemic and to keep it from returning anywhere else. **In 2018-19, program awards, including PolioPlus Partners grants, totaled \$151.2 million.**

Rotary Peace Centers. Each year, the Foundation supports the training of peace fellows at six Rotary Peace Centers, where they earn master's degrees or professional development certificates. Since 2002-03, 1,284 fellows have graduated from the Peace Centers and are working in more than 116 countries. **In 2018-19, 94 fellows from 43 countries began their studies at the Rotary Peace Centers, and program awards for the fellows and centers totaled \$5.0 million.**

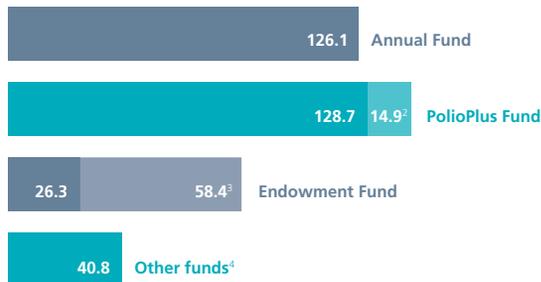
District grants. District grants support small-scale, short-term projects related to the Foundation's mission. **In 2018-19, the Foundation approved 494 district grants, and program awards totaled \$26.3 million.**

Global grants. Global grants fund large-scale international activities with sustainable, measurable results that support Rotary's six areas of focus. Activities include humanitarian projects, scholarships, and vocational training teams. **In 2018-19, the Foundation approved 1,403 global grants, and program awards totaled \$86.6 million.**

2018-19 Total Expenditures: \$335 (in millions)



2018-19 Total Contributions: \$395.2 (in millions)



¹ Net of returned funds and other adjustments

² Polio transfers

³ Total new commitments to the Endowment Fund

⁴ Includes cash contributions to global grants, the donor advised fund, and directed gifts

Insert OF-4: Charity Navigator Rating

Foundation receives highest rating from Charity Navigator

For the 11th consecutive year, The Rotary Foundation has received the highest rating—four stars—from Charity Navigator, an independent evaluator of charities in the U.S.

In the most recent ratings, ***the Foundation earned the maximum of 100 points*** for demonstrating both strong financial health and commitment to accountability and transparency.

In a letter to the Foundation, Charity Navigator notes that “only one percent of the charities we evaluate have received at least ten consecutive 4-star evaluations, indicating that The Rotary Foundation outperforms other charities in America. This exceptional designation from Charity Navigator sets The Rotary Foundation apart from its peers and demonstrates to the public its trustworthiness.”

The rating reflects Charity Navigator’s assessment of how the Foundation uses donations, sustains its programs and services, and practices good governance and openness.

ROTARY DIRECT

Rotary's recurring giving program



ROTARY DIRECT SAVES...

- ✓ **Time** — Sign up once to give continuous support
- ✓ **Money** — Lower administration costs means more money for programs
- ✓ **Lives** — Give to The Rotary Foundation to do good in the world

There are four ways to enroll in Rotary Direct:

- Online:** my.rotary.org/en/rotary-direct
By mail: Rotary Direct, 17th Floor, Annual Giving
 One Rotary Center
 1560 Sherman Avenue
 Evanston, IL 60201-3698 USA
By phone: +1-866-976-8279
By fax: +1-847-328-5260

Manage your recurring giving at any time by signing in to My Rotary and going to Donor Self-Service.



YES! I INTEND TO GIVE US\$1,000 OR MORE ANNUALLY AND WILL JOIN THE PAUL HARRIS SOCIETY.*

YES! I WILL ENROLL IN ROTARY DIRECT.

Name _____

IF YOU ARE A ROTARIAN, PLEASE COMPLETE.

Rotary membership ID _____

Club name _____

Club number _____

Billing address _____

City _____ State/Province _____

Postal code _____ Country _____

Phone _____

Email _____

Contributions are tax deductible where allowed by law. For security purposes, please do not send credit card contributions via email.

**Note: By checking this box, donors notify The Rotary Foundation of their intention to contribute US\$1,000 or more every Rotary year to the Annual Fund or PolioPlus Fund. Learn more at rotary.org/jphs.*

GIFT DESIGNATION (choose one)

- | | | |
|--|--|--|
| <input type="checkbox"/> Annual Fund — SHARE | <input type="checkbox"/> Eradicating polio | <input type="checkbox"/> Promoting peace |
| <input type="checkbox"/> Fighting disease | <input type="checkbox"/> Providing clean water | <input type="checkbox"/> Supporting education |
| <input type="checkbox"/> Saving mothers and children | <input type="checkbox"/> Growing local economies | <input type="checkbox"/> Responding to disasters |

RECURRING GIFT AMOUNT (minimum US\$10)

\$25 \$85 \$100 \$250 \$1,000 Other _____

Currency (if not US\$) _____

FREQUENCY

Monthly Quarterly Annually (specify month) _____

CHECKING ACCOUNT, please attach a voided check
Available for U.S. and Canada bank accounts only
Not available online

CREDIT OR DEBIT CARD

Visa MasterCard AmEx Discover

Card number:

Expiration / CVN

M M Y Y Y Y

Signature _____



Your privacy is important to Rotary International and The Rotary Foundation (collectively, "Rotary") and the personal data you share with Rotary will only be used for official Rotary business, such as for Rotary fundraising purposes, financial processing, donor recognition, and record keeping. Personal data collected with this contribution is subject to Rotary's Privacy Policy found at rotary.org/privacy.

Engaging Members



I make my club and Rotary stronger by my active participation

Session Goals

Explore the value and options of engaging our members.

Materials

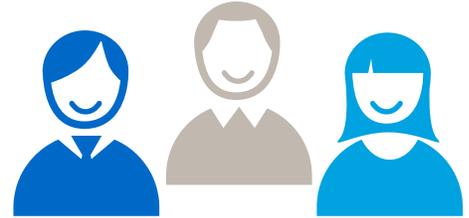
- ◆ EM-1: Sample Membership Satisfaction Survey (RI)
● Expanded Membership Satisfaction Survey:
<http://my.rotary.org/en/document/enhancing-club-experience-member-satisfaction-survey>
- ◆ EM-2: Engagement Ideas: Delivering Value - Keeping Rotarians
- ◆ EM-3: 12 Point Plan for Membership Engagement
- Creating Your Membership Development Plan
<https://www.rotary.org/myrotary/en/document/strengthening-your-membership-creating-your-membership-development-plan>
- Club Assessment Tools
<https://my.rotary.org/en/document/community-assessment-tools>
- No Success Without Succession, Michael McQueen 2010
<http://www.clubrunner.ca/Data/7080/132/HTML/105658//NoSuccess.pdf>
- Membership Page at www.rotary.org
www.rotary.org/myrotary/en/learning-reference/learn-topic/membership

Key: ◆ attached insert ● online article

Session Topics

- 1) How will orientation of the new member help in engaging that member?
- 2) Why are you in your Rotary club?
- 3) What keeps you in your Rotary club?
- 4) Why is it important to engage our members?
- 5) What strategies can your club use to engage its members?

ENHANCING THE CLUB EXPERIENCE



The power of your club lies in your members. By asking them for feedback regularly, you are demonstrating your openness to change and empowering them to help craft an ideal club experience. Use this survey to obtain member feedback about your club. Then use the information to make a plan to ensure that members are enjoying their Rotary club experience.



Keep responses confidential when discussing and analyzing them.

OUTCOME

Conduct this assessment and act on its results to:

- Identify what your members like and don't like about their club experience
- Develop an action plan that builds on what your members like and discontinues or changes what your members aren't satisfied with

GETTING ORGANIZED

You'll need a dedicated group of members to conduct the member satisfaction survey. It can be your club's membership committee or a few interested, unbiased members. You can either devote time during a club meeting to talking about member satisfaction and taking the survey or hand it out or email it to members and allow them more time to complete it. Alternatively, hold a special meeting devoted to member satisfaction. Make it fun and use some of the time to have members take the survey.



Note: Each of the steps can take a week or longer. When planning your assessment, be sure to allow enough time.



Consider using an online survey tool. They're convenient, are often free or inexpensive to use, and are helpful in managing response data.

GETTING STARTED

Ready to start? Here's how.

Step 1: Introduce the survey

Discuss why it's important to get feedback from all club members.

Step 2: Distribute the survey

Pass out or email the Member Satisfaction Survey to members or use an online survey tool. Explain that their responses are confidential and will be used to enhance the club experience for both current and prospective members.

Step 3: Analyze the data

Have your dedicated group review the survey results. Stress the importance of confidentiality and respecting all viewpoints.

Step 4: Present the results

Present and discuss the survey results to the club. Allow time for members to ask questions.

Step 5: Make an action plan

Hold a forum where club members can offer ideas for addressing the survey findings. Develop a member engagement action plan and set a time frame for implementing changes.

Step 6: Take action

The final step is to implement the action plan. Talk to members and involve as many of them as you can in the process so that they are invested in enhancing the club experience.

Interested in doing other assessments?

[Representing Your Community's Professions: A Classification Assessment](#)

[Diversifying Your Club: A Member Diversity Assessment](#)

[Finding New Club Members: A Prospective Member Exercise](#)

[Improving Your Member Retention: Retention Assessment and Analysis](#)

[Understanding Why Members Leave: Exit Survey](#)



MEMBER SATISFACTION SURVEY

This survey focuses on your day-to-day experiences in our Rotary club. Your input is valuable and will be used by all of us to make our club even better. There are no right or wrong answers; we simply ask for your honest opinions. Thank you for taking this survey.

1. Overall, how satisfied are you with your membership in our Rotary club?

- Satisfied
- Somewhat satisfied
- Neither satisfied nor dissatisfied
- Somewhat dissatisfied
- Dissatisfied

2. Considering our club's **culture, members, and meetings**, indicate your agreement with the following statements.

	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree
Club meetings are a good use of my time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My club does a good job involving new members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My club's members care about one another	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My club reflects the demographic profile of our area's business, professional, and community leaders	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree
My club actively seeks to involve all members in projects and activities according to their interests, skills, and availability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The amount of fundraising activities is appropriate	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments and suggestions:

3. How would you rate the following aspects of our **weekly meetings**?

	Excellent	Good	Fair	Poor	Very poor	N/A
Rotary International updates	<input type="checkbox"/>					
Length	<input type="checkbox"/>					
Time for socializing	<input type="checkbox"/>					
Professional connections and networking	<input type="checkbox"/>					
Variety of program topics	<input type="checkbox"/>					
Location	<input type="checkbox"/>					
Meeting time and day	<input type="checkbox"/>					
Meals or refreshments	<input type="checkbox"/>					
Speakers and programs	<input type="checkbox"/>					

Comments and suggestions:

4. What are your opinions about our club's **service projects**?

	Just right	Too many	Too few
Total number of service projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Number of community service projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Number of international service projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Agree	Disagree	No opinion
Service projects are well organized	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service projects make a difference in the community or the world	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Service projects are meaningful to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments and suggestions:

5. Thinking about **communication** and **responsiveness** in our Rotary club, indicate your agreement with the following statements.

	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree
My club does a good job communicating to members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My club does a good job listening to members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My club seeks input and ideas from members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My club regularly acts upon members' input and ideas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I am comfortable with the pace of change in my club	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My club works to update club processes and rules to meet the needs of its members	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments and suggestions:

6. Indicate your agreement with the following statements about the **value** of your membership.

	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree
I feel welcome in my club	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I make valuable connections through my club	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My club provides opportunities to use my talents and skills	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My experience as a member is worth the money I spend on Rotary participation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My experience as a member is worth the time I give to Rotary	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My family sees value in my Rotary membership	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
My friends see value in my Rotary membership	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Through Rotary, I make a difference in my community	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Through Rotary, I make a difference in the world	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments and suggestions:

7. Indicate your agreement with the following statements about **club engagement**.

	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree
I invite my friends, family, and colleagues to club events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I invite qualified prospective members to join my Rotary club	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I frequently participate in my club's activities, projects, and programs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I'm proud of my Rotary club	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments and suggestions:

8. Thinking about the **costs** associated with club membership, how would you rate the following?

	Too low	Just right	Too high	Not applicable
Club dues	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meals at weekly meetings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Club fines	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Club assessments	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Requests for donations for service projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Requests for contributions to The Rotary Foundation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments and suggestions:

Insert EM-2: Engagement Ideas: Delivering Value - Keeping Rotarians!

The Issue. While overall membership has remained stagnant, Rotary Clubs have gained and lost approximately 1.2 million members worldwide in the past 7 years- a staggering retention failure. Rotarians who leave for involuntary purposes (death, relocation, etc.) make up only 7% of the retention loss annually. Statistics from select regions in the Eastern US, Caribbean and South America show that the members who voluntarily leave are usually those who have been in Rotary less than 3 years ("Newer Members"). Newer Members indicate they stay in Rotary to: (1) serve their community, (2) network, and (3) represent their vocation and develop leadership skills.

The Fix. 10 easy-to-do ideas for your club targeted to address these issues and to meet the expectations of Newer Members.

 <p>Pair Bonding. Place newer members on a Newer Member Classification Committee tasked to review all club classifications and to pair newer members with more experienced members. Pairings are to be announced in club meeting. Pairs will sit together during designated meetings, at least monthly. Monthly discussion topics will be encouraged from the podium, such as club history, past club projects, vocational sharing, favorite make-up meetings, and ideas for new community service projects.</p>	 <p>A Minute in the Life. Newer members are scheduled for one-per-week, one minute club meeting podium summary of a job or career related service or product they offer, idea or opportunity in a one page, written format. Talks are not to go "off-script", no "ad libbing". Collect and post summary in weekly club program or on club website, with a link or reference to their business.</p>
 <p>Web-Connected. The name of every Rotarian in the club should be posted to the club website, with their business name linked to their individual or company website (voluntary and with permission). Rotarians should mention their Rotary affiliation on their individual or company website and link back to their club website.</p>	 <p>RLI Posse. Newer members should be financed by the club and sent in small groups to a convenient Rotary Leadership Institute near them, commuting together. The group should report back, as a group, at a club meeting, and should make and advocate for 3 proposals for innovation and /or new projects to the club and /or board. See www.rotaryleadershipinstitute.org.</p>
 <p>Party Time. Organize clubs to meet once a month at a non-Rotary place and time for a "meet and greet" social and networking session. Clubs may sponsor the costs or it may be arranged "pay as you go" for Rotarians, with a very low cost. Mingling may be encouraged by use of varied passports, stations, "secret Rotarian" or other mixing strategies, if needed.</p>	 <p>Adopt-a-Class. Newer members partner with a local elementary or middle school teacher and class to perform a "hands-on", low or no cost service project at or near their school. First step is a needs assessment with school administration or personnel. The whole club can be invited, but the newer members lead.</p>
 <p>"Flash Mob" Project. Charge newer member committee with organizing and conducting a single or multi-club "hands-on" community service project, maximum duration 2 hours. Document with video or photos. Present report at regular club meeting.</p>	 <p>Career-Share. Charge newer member committee with organizing and conducting a single or multi-club "Career Fair", "Career Day", or "job shadowing" event for local Middle School, High School, or College.</p>
 <p>How Do You Interact? Start an Interact club at a school with the younger age now allowed (12 and up), in Middle School. Newer members lead the effort, work with the school sponsor, attend meetings, and serve as Rotarian sponsor for the club.</p>	 <p>Fun Committee. It's exactly what it sounds like! Staff with (mostly) newer members.</p>

Insert by PDG Bevin Wall, Zone 33 Rotary Coordinator 2010-2013. rcBevin@gmail.com

Insert EM-3: Twelve Point Plan for Member Engagement

- 1) Set up a Member Services Committee
- 2) Measure & Examine Club's History of Engagement and Member Retention Rate
- 3) Provide Pre-Induction Orientation Program
- 4) Greet – Assign a Job – Introduce –
- 5) Develop a Mentor & Education Program
- 6) Conduct a Reception for New Members
- 7) Log New Member Activities the first year
- 8) After Year One- Recognize & Interview
- 9) Advocate New Member Opportunities
- 10) Provide Networking & Professional Development Opportunities
- 11) Spot Danger Signs and Remedy Engagement Problems
- 12) Be Innovative – Highlight the Reasons We Stay in Rotary

Creating Service Projects



I am a vital part of a worldwide service organization meeting needs in communities.

Session Goals

Learn to identify, plan, organize and implement a service project in your club

Develop a business plan for your service project

Learn how to evaluate the success of your project

Materials

- ◆ **Insert SP-1:** Service Project Questions
- ◆ **Insert SP-2:** Alternative Service Projects
- □ Communities in Action: A Guide to Effective Projects. *605A-EN (112)*
- □ Community Assessment Tools. *605-EN (119)*
- □ The Rotary Foundation’s Six Areas of Focus 965-EN
www.rotary.org/myrotary/en/document/rotary%E2%80%99s-areas-focus

Key: ◆ attached insert ● online □ article

Session Topics

- 1) You have been appointed to chair a committee to develop a new service project for your Rotary Club.
 - a) How do you start?
 - b) Outline the steps you should take.

"The time we take to serve those who need us can be the turning point, not only in their lives but also in our own."

*1980-81 RI Pres. Rolf Klarich
 — Take Time to Serve
 THE ROTARIAN, July 1980*

- c) Establish the procedure you would use to identify a need in your community.
 - d) How do you determine the feasibility and advisability of a project?
 - e) How will your club finance the project?
- 2) Develop a “business plan” for a service project. Consider the factors discussed above under Question 1.
- 3) How will you evaluate the success or lack of success of the project?
- 4) Review the plan for creative, “outside the box” alternatives or changes to the project. How could you make it “bigger, better, bolder?”
- 5) Fundraising or “Friend-raising”
- a) Discuss the differences between a community service project and a purely fundraising event. Can the two be combined?
 - b) How can a fundraising event also be a “friend-raising” event for Rotary? How can a fundraising event be used to inform and educate non-Rotarians about the good work Rotarians do, and thereby gain friends for Rotary?

- c) How much risk do we or should we take with service and fund raising projects?
 - d) Share fundraising ideas from Rotary Clubs that can help raise funds for “hands – on” projects.
- 6) We have discussed ways to do service projects so let’s do one. Turn to SP2 Alternative Service Project. Divide into 3 groups and solve the problem.

SUMMARY

Good Rotary Service projects require:

- Meeting a need today
- Creativity
- Sustainability
- Risk taking
- New ideas
- Keeping prior projects only if viable today!

Coming Attractions: Previewing RLI Part II

**Part I centered on the basics of being a Rotarian.
Part II builds on the Part I courses,
and seeks to increase your effectiveness in your Rotary club!**

***** Sign Up for RLI Part II Now! *****

Insert SP-1: Service Project Questions

1. Can a Rotary club do anything to help?
2. If so, what can Rotarians do “hands on” to help?
3. How much funding is required? Fundraising?
4. How can the project be designed? What is needed?
5. Will the project generate good publicity for the club?
6. Can the members be “sold” on the project?
7. Is this a one-year project or a continuing project?
8. What other community resources are available or what other organizations should be involved?
9. What are the steps necessary to move forward?

Insert SP-2: Alternative Service Projects

Service Project A

Rotarians and community leaders have been concerned that there are not enough recreational facilities and activities for teenagers in the community. With little to do and no place to “hang out,” teenagers have been gathering at the shopping mall or the town square, sometimes getting into trouble and harassing older people and other teens.

A team of Rotarians visited the Mayor who agreed that more recreational facilities and activities are needed for teenagers, but the town budget cannot pay for a youth center, etc. The Mayor did say that the town has a vacant lot that could be donated or used for some purpose. It also has a vacant two-room school building that could possibly be repaired and used for teen activities; however, it has not been used for several years and is not in very good condition.

Service Project B

Members of your club have talked to the head of the local welfare department about possible projects, and she told them of an elderly couple who were largely confined to their home because they couldn’t navigate the 5–6 steps to the front of their home. They also had trouble climbing the steps to their bedroom and often ended up sleeping on a couch or even on the floor. The head of the welfare department asked if Rotary could help the couple in any way.

Service Project C

Members of your club have talked with the principal and some teachers and guidance counselors at an elementary school in town to learn the major issues for the students. Unfortunately, there are a lot of problems, but the educators believe that the most significant issue is that some third graders are far behind in reading skills, and some can’t read at all. What can your Rotary club do to help third graders become better readers?