

Find Your Passion in Rotary



Lone Star Division RLI

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

2021-2023 Participant Materials

PARTICIPANT -PART II



Lone Star Division RLI

Greetings RLI Part II Participants!

Welcome to Part II of your RLI Journey! While Part I centered on the basics of being a Rotarian, Part II builds on those courses, and seeks to increase your effectiveness in your Rotary club!

We look forward to helping build the essential skills for club effectiveness and leadership as we explore Team Building and Effective Leadership Strategies.

Clarity of purpose and knowledge of what it means to be an engaged, ethical Rotarian leads to an exploration of how your club can Attract Members who share our values and commitment.

And combining the practical mechanics of building a Service Project with the basics of how our Foundation works that we explored together in Part I now leads us to Target Service using Rotary Foundation resources!

Looking forward to joining you on your journey as together we travel “the road ahead” and continue to explore Your Passion in Rotary!

Best regards,

Sherri C Muniz

Division Chair, Lone Star Division RLI

RLI Part II – THE CLUB

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The Rotary Leadership Institute (RLI) is a grassroots, multi-district leadership and Rotary development program using facilitation in small groups to engage Rotarians and strengthen clubs.

RLI believes that leadership education has a positive impact on membership retention by creating enthusiasm and furthering engagement for Rotary.

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

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

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Rotary Opportunities

As I further my Rotary journey, I can explore the many opportunities available within Rotary for personal, community and professional growth and development



Session Goals

Provide an overview of RI's structured programs

Discuss the benefits of a Global Networking Group to me?

Discuss each program's relation to Rotary's goals and to a Rotarian's Rotary experience

Materials

- ◆ □ Insert RO-1: The Programs of Rotary International
- ◆ Insert RO-2: List of Rotary Fellowships
- ◆ Insert RO-3: List of Rotarian Action Groups
- ◆ □ Insert RO-4: Rotarian Action Groups flyer

Key: ◆ attached insert ● online □ article

Session Topics

- 1) What are Rotary International's structured programs? See the list on page 5 and discuss.
 - a) How can Rotary Clubs use these structured programs?
What does your Club do to participate in these programs?
 - b) What does your District do to encourage participation or to organize district-wide or multi-club activity in these programs?



ROTARY FRIENDSHIP EXCHANGE



- c) What is your involvement or your club's involvement with any of the listed programs?
- d) How could you or your club begin participating in one of these programs?
- e) For several of the programs, discuss how they fit Rotary's mission.

Fellowships

- 1) What are Rotary Fellowships?
 - a) How does Rotary recognize and support them?
 - b) How might these groups work?
 - c) What is their scope and how does that affect their activity?
- 2) Do Rotary Fellowships take away from Club Service?
- 3) Could participation in a Rotary Fellowship enhance membership retention?

Rotarian Action Groups

- 1) What are Rotarian Action Groups?
- 2) Could participation in a Rotarian Action Group support local or international service projects?
- 3) Discuss what may be typical projects.
- 4) What do Rotarians get out of participating in these activities and do they advance the mission of Rotary?

Miscellaneous

- 1) How would you join one of these groups?
- 2) Propose five new fellowships or action groups.
- 3) How could these groups enhance Rotary?

Insert RO-1: The Programs of Rotary International

Rotary International's programs and service opportunities, listed below, are designed to help Rotarians meet the needs of their own communities and assist people worldwide.

Global Networking Groups encompass Rotary Fellowships (vocational and recreational interest groups) and Rotarian Action Groups (groups focused on service activities). The more than 90 Global Networking Groups are open to all Rotarians, spouses of Rotarians, and Rotaractors.

Interact is a service organization organized and sponsored by Rotary clubs for youth, ages 14-18. It has more than 15,000 clubs in 142 countries.

Rotary Community Corps (RCC) are groups of non-Rotarians who plan and carry out projects in their communities and support local Rotary club projects. There are more than 10,000 RCCs in 100 countries, all organized and sponsored by Rotary clubs.

Rotary Friendship Exchange encourages Rotarians and their families to make reciprocal visits to other countries, staying in each other's homes and learning about different cultures firsthand.

Rotary Youth Exchange builds peace one young person at a time by providing students ages 15-19 the chance to travel and live abroad for cultural exchanges of one week to a full academic year.

Rotary Youth Leadership Awards (RYLA) are seminars sponsored by clubs and districts to encourage and recognize the leadership abilities of youth and young adults ages 14-30.

Rotary Peace Fellowships cover tuition and expenses for academic training, practice, and global networking opportunities to develop the capacity of peace and development professionals or practitioners to become experienced and effective catalysts for peace.

New Generations Service Exchange is a short-term customizable program for university students and professional up to age 30. Participants can design exchanges that combine their professional goals with a humanitarian project.

Insert RO-2: List of Rotary Fellowships

(For current fellowships, see

<https://www.rotary.org/en/myrotary/en/our-programs/more-fellowships>)

- [4x4 vehicles](#)
- [Amateur Radio](#)
- [Antique Automobiles](#)
- [Bathhouse](#)
- [Beer](#)
- [Bird Watching](#)
- [Bowling](#)
- [Canoeing](#)
- [Caravanning](#)
- [Chess](#)
- [Computer Users](#)
- [Convention Goers](#)
- [Corporate Social Responsibility](#)
- [Cricket](#)
- [Cruising](#)
- [Cultural Heritage](#)
- [Curling](#)
- [Cycling](#)
- [Doctors](#)
- [Doll Lovers](#)
- [Draughts \(Checkers\)](#)
- [E-Clubs](#)
- [Editors and Publishers](#)
- [Educators](#)
- [Environment](#)
- [Esperanto](#)
- [Ethics](#)
- [European Philosophy](#)
- [Executive Managers](#)
- [Fishing](#)
- [Flying](#)
- [Genealogists](#)
- [Go](#)
- [Golf](#)
- [Gourmet Cooking](#)
- [Hiking](#)
- [Home Exchange](#)
- [Honorary Consuls](#)
- [Horseback Riding](#)
- [Internet](#)
- [Italian Culture](#)
- [Jazz](#)
- [Latin Culture](#)
- [Lawyers](#)
- [LGBT](#)
- [Magicians](#)
- [Magna Graecia](#)
- [Marathon Running](#)
- [Metalhead](#)
- [Military Veterans](#)
- [Motorcycling](#)
- [Music](#)
- [Old and Rare Books](#)
- [Past District Governors](#)
- [Peace Fellows](#)
- [Photographers](#)
- [Police and Law Enforcement](#)
- [Public Health](#)
- [Quilters and Fiber Artists](#)
- [Railroads](#)
- [Recreational Vehicles](#)
- [Rotary Global History](#)
- [Rotary Heritage and History](#)
- [Rotary Means Business](#)
- [Rotary on Pins](#)
- [Rotary on Stamps](#)
- [Rowing](#)
- [Rum](#)
- [Russian Culture](#)
- [Scouting](#)
- [Scuba](#)
- [Shooting Sport](#)
- [Singles](#)
- [Skiing](#)
- [Social Networks](#)
- [Strategic Planning](#)
- [Surfing](#)
- [Table Tennis](#)
- [Tennis](#)
- [Total Quality Management](#)
- [Travel and Hosting](#)
- [Triathlon](#)
- [Water Polo](#)
- [Wellness and Fitness](#)
- [Whisk\(e\)y](#)
- [Wine](#)
- [Yachting](#)
- [Yoga](#)
- [Young Rotarians](#)

Insert RO-3: List of Rotary Action Groups

(For current action groups,
see <https://my.rotary.org/en/take-action/empower-leaders/rotary-action-groups>)

Addiction Prevention	www.rag-ap.org
Alzheimer’s and Dementia	http://adrag.org/
Blindness Prevention	www.rag4bp.org
Blood Donation	www.ourblooddrive.org
Clubfoot	www.rag4clubfoot.org
Diabetes	www.rag-diabetes.org
Disaster Assistance	www.dna-rag.com
Domestic Violence Prevention	www.ragfamsafe.org
Endangered Species	www.endangeredrag.org
Environmental Sustainability	www.esrag.org
Family Health & AIDS Prevention	http://www.rfha.org
Food Plant Solutions	http://foodplantsolutions.org
Health Education and Wellness	www.hewrag.org
Hearing	www.ifrahl.org
Hepatitis	www.ragforhepatitiseradication.org
Literacy	www.litrag.org
Malaria	https://ram-global.org
Mental Health	http://ragonmentalhealth.org
Microfinance & Community Development	http://ragm.org
Multiple Sclerosis Awareness	www.rotary-ragmsa.org
Peace	www.rotarianactiongroupforpeace.org
Polio Survivors and Associates	www.rotarypoliosurvivors.com
Population and Development	www.rifpd.org
Slavery Prevention	https://ragas.online/
Water, Sanitation and Hygiene	www.wasrag.org

ROTARY ACTION GROUPS

Rotary Action Groups are independent, international, Rotary-affiliated groups whose members have expertise and experience in a particular area of specialization. Aligned with Rotary’s priority to increase humanitarian impact, they use their knowledge and passion to help clubs and districts plan and carry out impactful service projects. Each group oversees its own governance, membership, and activities in accordance with RI policies.

JOIN AN ACTION GROUP

- Membership is open to any individual. Rotarians, Rotaractors, and Peace Fellows can serve in leadership roles.
- By joining a Rotary Action Group, you can use your professional skills to advise on meaningful service activities outside your own club, district, or country.
- Rotary Action Groups provide networking opportunities with likeminded individuals from around the world.

PARTNER WITH AN ACTION GROUP

Rotary Action Groups regularly collaborate with clubs and districts on service projects in their area of specialty. Contact a group to:

- Tap into the technical expertise of their members for planning and implementing a community, service, or global grant-funded project.
- Connect with potential project partners, both within and outside of Rotary.
- Receive help fundraising for projects.
- Customize a group’s signature project framework to implement locally.
- Enhance your clubs’ or district’s impact and strengthen communities.
- Invite local members of Action Groups to join your District’s Resource Network.

TAKE ACTION: www.rotary.org/actiongroups



25
ACTION GROUPS

27,000 ACTION GROUP MEMBERS GLOBALLY

IN 2019, ACTION GROUPS:

SUPPORTED **1600**  SERVICE PROJECTS

CONNECTED MEMBERS ACROSS **140** COUNTRIES 

\$890,000 IN HUMANITARIAN PROJECTS

ROTARY ACTION GROUPS

Do you have expertise and a passion to serve in a particular area? Visit the website of the relevant Rotary Action Group to learn more and to join.



Addiction Prevention	www.rag-ap.org
AIDS and Family Health	www.rfha.org
Alzheimer's and Dementia	http://adrag.org/
Blindness Prevention	www.rag4bp.org
Blood Donation	www.ourblooddrive.org
Clubfoot	www.rag4clubfoot.org
Diabetes	www.rag-diabetes.org
Disaster Assistance	www.dna-rag.com
Domestic Violence Prevention	www.ragfamsafe.org
Endangered Species	www.endangeredrag.org
Environmental Sustainability	www.esrag.org
Food Plant Solutions	http://foodplantsolutions.org
Health Education and Wellness	www.hewrag.org
Hearing	www.ifrahl.org
Hepatitis	www.ragforhepatitiseradication.org
Literacy	www.litrag.org
Malaria	https://ram-global.org
Mental Health	http://ragonmentalhealth.org
Microfinance & Community Development	http://ragm.org
Multiple Sclerosis	www.rotary-ragmsa.org
Peace	www.rotarianactiongroupforpeace.org
Polio Survivors and Associates	www.rotarypoliosurvivors.com
Population and Development	www.rifpd.org
Slavery Prevention	https://ragas.online/
Water, Sanitation and Hygiene	www.wasrag.org

START A NEW ROTARY ACTION GROUP

If you would like to learn how start a new group, refer to [this guide](#). All groups are subject to approval by the Rotary International Board of Directors.

EXAMPLES OF ROTARY ACTION GROUPS IN ACTION

- The Rotarian Action Group for Population & Development works with Rotary clubs in Germany, Austria, and Nigeria to reduce mortality rates among mothers and newborns at hospitals in rural Nigeria.
- Rotary Action Group for Family Health & AIDS Prevention sponsors an annual event to provide preventive health care services, including HIV testing and counseling, to thousands of people in hundreds of sites across Africa and beyond.
- The Rotary Action Group for Microfinance and Community Development connects Rotary clubs and districts with microfinance institutions to help poor people establish income-generating activities.

RELATED RESOURCES

- Rotary's Area of Focus
www.rotary.org/myrotary/en/document/589
- Rotary Action Groups Officer Directory
www.rotary.org/myrotary/en/document/714
- Rotary Action Groups Annual Report
www.rotary.org/myrotary/en/document/713
- Community Assessment Tools
www.rotary.org/myrotary/en/document/578
- Lifecycle of a Project
www.rotary.org/myrotary/en/take-action/develop-projects/lifecycle-project

FIND OUT MORE

Email: actiongroups@rotary.org

PARTICIPANT GUIDE

Effective Leadership Strategies



As I further my Rotary journey, I will continue to examine my own leadership style, engage in more complex and skillful use of my leadership skills and seize opportunities to lead.

Session Goals

Build on Insights into Leadership in Part I

Improve our ability to lead and communicate in group settings

Identify ways we can win support for our goals and proposals

Materials

◆ **Insert ELS-1:** Effective Leadership Strategies Scenarios

◆ □ **Insert ELS-2:** Building a Coalition

Key: ◆ attached insert ● online □ article

Session Topics

- 1) Exercise in seeking approval of a project by your Rotary Club. See **Insert ELS-1**, Effective Leadership Strategies Scenario 1.
 - a) Develop your strategy. Where do you start?

b) Refer to **Insert ELS-2: Building a Coalition**. How can you build a coalition for the project?

i) What is a coalition?

ii) How does coalition building work in life experiences, for example, getting support for a proposal at work, a community project, or a political issue or candidate?

c) Practice giving a talk to the club board in support of a project.



2) Why do some people have “influence” and others do not?

a) Is “charisma” important—what is it?

b) How do “titles”, e.g., “Boss”, “Club President”, “Volunteer”, fit into influence?

3) What leadership characteristics/behaviors may impede the success of a project or other endeavor. How can you avoid use of those characteristics? Should you?

4) See the Scenario about a troubled Rotary club, **Insert ELS-1**, Scenario 2.

a) What, if any, are the club’s real problems?

b) How could leadership help solve them?

c) What leadership strategies do you suggest?

5) Questions & Comments

Insert ELS-1: Effective Leadership Strategies Scenarios

Scenario 1:

Rotary Club Vice-President Marvin Montrose is proposing holding an arts and crafts show for his club of 25 members. There has not been such a show in that town in recent memory. He wants to invite crafts persons from the region to come to exhibit and sell their wares. He also wants to invite painters to do the same. He would charge the exhibitors for display tables. Maybe the club members could sell food and drinks to make more money. The site of the show would be the local park in the center of town. It is basically an empty lot with grass. ALL the members would be necessary to help out at the event. The club has never held such a large event in the town of 1500 people. Marvin says that a club committee could work out “details”.

What are the issues? Develop a plan and discuss how the group came to its conclusions. Discuss how they can gain acceptance for their plan and have it implemented by the club.

Scenario 2:

The Rotary Club of Milton Crossing has a few active, involved members, but most of the members are apathetic. They come to lunch, often they leave before the program starts, and do nothing else. The membership is 33, down from 62 three years ago. The few active, involved members keep the club going, but they are getting tired of doing all the work. President Maria met with her board and the board listed several problems:

- (1) *There are cliques who always sit together at meetings and ignore everybody else. People who wish to sit with them are discouraged.*
- (2) *Some of the inactive members are big talkers, but when asked to do something, they fade away.*
- (3) *Some members have not been at a meeting for many months, but the club is afraid of losing them if they push attendance.*
- (4) *Some members announce loudly that “We don’t need more members. We have a happy, friendly group now and more people will disturb that”.*
- (5) *When two members were asked to sponsor new members, they fired back that “we only want quality members and we have to be very careful...”*
- (6) *The President announced that he is having trouble filling the committees, because most people said they were too busy to participate.*

Can this club be saved? Develop a plan and discuss how the group came to its conclusions. Discuss how they can gain acceptance for their plan and have it implemented by the club.

Insert ELS-2: Building A Coalition

BUILDING A COALITION



Building a coalition is the act of finding a solution that satisfies everyone’s needs, especially among those who have different viewpoints; it doesn’t mean compromise or surrender. Leading others to a coalition results in a decision that is viable and sustainable.

Speaking points

- Define coalition, or share a story of a time you had to bring others together.
- Explain the benefits of open disagreement, which can lead to a better analysis of an issue and allow all parties to express their opinions.
- Discuss the benefits of coalition building, such as helping everyone feel a sense of ownership in the project and discovering new solutions.
- Outline the coalition-building process:
 1. List what each party wants out of the situation.
 2. Review what is critical for each person and what isn’t as critical.
 3. Brainstorm new solutions.
 4. Discuss the outcomes of those solutions.
 5. Rework the solutions and other decisions to meet the critical needs.

Discussion questions

Why is coalition building important in your profession? Your Rotary club?

How do you ensure that a coalition doesn’t result in compromise? How do you satisfy everyone involved?

Suggested activities

Group work: Have participants work in small groups on a case study. Assign group members different viewpoints, with one participant acting as a moderator who must build a coalition.

Individual work: Ask participants to reflect on a time when they had to participate in building a coalition. How do they think the process worked and were they satisfied with the result.

PARTICIPANT GUIDE

Attracting Members

I can lead and promote my club's reexamination of its distinctive position in my community and the quality of members we attract.



Session Goals

Define the attributes of a good Rotarian.

Explore how my club can attract good Rotarians.

Materials

- ◆ Insert AM-1: Good to Know for Attracting Members
- ◆ Insert AM-2: Lead Your Club Membership Committee
- ◆ Insert AM-3: Proposing New Members
- ◆ Insert AM-4: Club Model Matrix
- Representing Your Community's Professions.
<https://my.rotary.org/en/document/representing-your-communitys-professions-classification-assessment>
- Keep Creating Your Membership Development Plan
<https://my.rotary.org/en/document/strengthening-your-membership-creating-your-membership-plan>
- How to Propose a New Member
<https://my.rotary.org/en/document/proposing-new-members>
- Creating a Positive Experience for Prospective Members
<https://my.rotary.org/en/document/creating-positive-experience-prospective-members>
- Introducing New Members to Rotary
<https://my.rotary.org/en/document/introducing-new-members-rotary-orientation-guide>

Key: ◆ attached insert ● online □ article

Session Topics

- 1) Where in our community can we find potential “good Rotarians”?
- 2) Discuss the make up of your club. Does it reflect your community by ways of age, gender, race, religion, and classification? How can your club attract any missing demographic or classification?

- 3) Discuss how your club should conduct your membership campaign? How does your club attract new members? How do you invite new members?

- 4) Is your Club welcoming to prospective members? How?

Insert AM-1: Good to Know for Attracting Members

- The concept of “attracting members” is that a Rotary club should be vibrant and known in their community, and therefore that it should be attractive to prospective members.
- Membership in a Rotary club is by proposal of a member and invitation by the club.
- Rotary clubs are members of the organization called Rotary International and subject to its charter and bylaws (unless modified) requirements regarding membership.
- Rotary clubs select their own members, but are subject to the laws of their jurisdiction and Rotary policies on membership.
- The 2016 Council on Legislation, “Rotary’s Congress” passed several changes allowing clubs to decide what works best for them in the area of attracting members. Some of the changes:
 - Clubs can decide to vary their meeting times.
 - Clubs decide whether to meet online or in person.
 - Clubs decide when to cancel a meeting, as long as they meet at least twice a month.
 - Clubs can provide that a service activity or other club function can serve as a meeting.
 - Clubs have flexibility in choosing their membership rules and requirements.
- Replaced the previous six membership criteria from the RI Constitution with a simple requirement that a member be a person of good character who has a good reputation in their business or community and is willing to serve the community.
- Rotary continues to promote “New Generations” policies that are targeted toward introducing younger persons to Rotary, including making Rotary membership more convenient and affordable.
- Women have been eligible to join Rotary since 1989. As of 2020, women constitute less than 23% of Rotarians worldwide.

Insert AM-2: Lead Your Club Membership Committee

YOUR JOB AS CLUB MEMBERSHIP COMMITTEE CHAIR



As club membership committee chair, you create and follow an action plan to attract and engage members. Find detailed information in [Lead Your Club: Membership Committee](#).

RESPONSIBILITIES

ALL COMMITTEES

Attend your district training assembly

Working with the president-elect, select and prepare your committee members

Create subcommittees as needed (for example, for identifying potential new members, member engagement, new member orientation, mentoring)

Meet regularly and plan activities

Set committee goals to help achieve the club's goals for the year and monitor progress toward them

Manage your committee's budget

Work with your club's other committees and your district committee on multiclub activities or initiatives

Report committee activities and progress to the club president, board of directors, and the full club

Determine what else your club expects your committee to do

YOUR COMMITTEE

Educate club members on how to attract new members and keep them involved

Conduct classification surveys

Look at your club's meetings, projects, and other activities and assess what it offers new members

Develop a membership action plan to improve member satisfaction

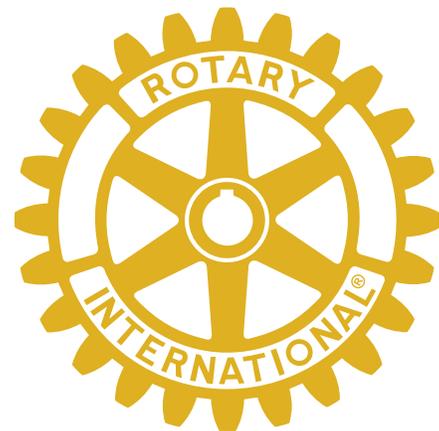
Conduct club assessments to ensure that membership development and retention efforts succeed

Sponsor newly organized clubs in your district, if you choose to

DOWNLOAD THE FULL BROCHURE: <https://my.rotary.org/en/document/lead-your-club-membership-committee> **1**

Insert AM-3: Proposing New Members

PROPOSING NEW MEMBERS



New members bring fresh perspectives and ideas to your club, expand your presence in the community, and help ensure your club is strong and vibrant. You've got some great potential members in your area — it's just a matter of finding them. Here are some suggestions to get the conversation started.



SHARE WHAT ROTARY MEANS TO YOU

- + Share why you value your Rotary membership:
 - We share common interests and have fun.
 - We make a positive impact in our community through service projects.
 - We're part of a global network of friends.
- + Emphasize professional benefits with colleagues:
 - We share business connections and expand our professional networks.
 - We have opportunities to develop professional skills.
- + Share Rotary videos and photos of meaningful initiatives with your social media network.
- + Wear your Rotary pin to initiate conversations about your involvement with Rotary.



SHARE INFORMATION ABOUT YOUR CLUB AND ROTARY

- + Encourage interested prospects to learn more about Rotary clubs and Rotary on your club website and Rotary.org.
- + Offer a club brochure that highlights recent service projects and social events.
- + Bring them along to a club meeting or your club's information session for prospective members.
- + Invite friends, family, co-workers, and colleagues to a club activity or project.

If a prospective member expresses interest in joining your club, make sure they understand expectations of membership, including club fees.



PROPOSE A NEW MEMBER

Once you've found a great candidate, follow your club's process for proposing a new member.

WEB RESOURCES

Need a procedure for proposing new members? Consult the **Manual of Procedure**.

Don't have a club brochure? Create one with a template in **Rotary's Brand Center**.

Find materials and tools to help you bring in members at www.rotary.org/membership.

Insert AM-4: Club Types, Formats. and Models

CLUB TYPES, FORMATS, AND MODELS - Pg. 1



All Rotary and Rotaract clubs share similar values and a passion for service, but each offers a unique experience. When you start a club, you'll need to choose a club type, a meeting format, and a club model. Look at the needs of your community and the club's prospective members to decide which kind of club would be best.

CLUB TYPE: First, determine whether your new club will be a Rotary club, a Rotaract club, or a satellite Rotary or Rotaract club.

Club type	Description	Appeals to	Charter member minimum
Rotary club	Professionals and other leaders who meet regularly for service, connection, and personal growth Read about a successful Rotary club.	People who are looking for friendship and service opportunities Learn more in the Starting a Club online course.	20 required
Rotaract club	Adults who take action through community and international service, learn leadership skills, and develop professionally Read about a successful Rotaract club.	People, especially younger professionals and university students who want to develop leadership skills, find innovative solutions to pressing issues, and have fun through service Learn more in the Rotaract Handbook .	12 recommended
Satellite club	A section of a Rotary or Rotaract club that has its own meetings, projects, bylaws, and board, run in collaboration with its sponsor club Read about a successful satellite club.	Those who want a club experience or a meeting format or time other than what's offered by other clubs in the area but also appreciate the support and partnership of another club Learn more in the Guide to Satellite Clubs .	8 for a satellite Rotary club; no minimum for a satellite Rotaract club

MEETING FORMAT: Next, determine whether your club will meet in person, online, or both.

Meeting format	Description	Appeals to
In person	A club that meets in person	Those who consider face-to-face interactions an important part of the meeting experience or who aren't comfortable with or don't enjoy online meetings
Online	A club that meets primarily online Read about a successful club that meets online.	People who travel frequently, have circumstances that make it difficult to meet in person, or prefer an online experience Learn more about online club meetings .
In person and online	A club that holds some meetings in person and others online, or one that holds in-person meetings that some members attend virtually Read about a successful club that meets in person and online.	Those who have various needs or who want a mix of experiences

CLUB TYPES, FORMATS, AND MODELS - Pg. 2



CLUB MODEL: Finally, determine the approach or elements your club will offer. You can choose a model below or design your own.

Club model	Description	Appeals to
Traditional	<p>The traditional club experience includes having a meal, hosting a speaker, and practicing traditions that members value; traditional clubs often have higher dues because of venue and meal costs</p> <p>Read about a successful traditional club.</p>	<p>People who want to socialize over a meal while learning about a new topic or an opportunity to serve the community</p>
Passport	<p>A club that allows members to attend other club meetings frequently as long as they attend a specified number of its own meetings each year</p> <p>Read about a successful passport club.</p>	<p>People who travel frequently or who enjoy trying a variety of club experiences and meeting lots of people</p> <p>Learn more in the Guide to Passport Clubs.</p>
Corporate	<p>A club whose members (or most of them) work for the same employer</p> <p>Read about a successful corporate club.</p>	<p>Employees of one organization who want to do good in their community</p>
Cause-based	<p>A club whose members are passionate about a particular cause and focus their service efforts in that area</p> <p>Read about a successful cause-based club.</p>	<p>People who want to connect with others while addressing a particular set of problems</p>
Alumni-based	<p>A club in which a majority of members (or a majority of charter members) are former Rotary program participants, or former Rotaractors or Rotarians</p> <p>Read about a successful alumni-based club.</p>	<p>People who have participated in Rotary</p>
Interest-based	<p>A club that focuses on a particular interest or hobby</p> <p>Read about a successful interest-based club.</p>	<p>People who want to enjoy Rotary in a specific way or focus on a shared interest or activity, such as professional development for members</p>
International	<p>A club whose members are expatriates or who speak a common language other than the primary language of their district, or an online club whose members are from different countries</p> <p>Read about a successful international club.</p>	<p>Expatriates who want to connect with each other using a common language, or those who want to connect with people from all over the world or want other international experiences from their club meetings</p>

PARTICIPANT GUIDE

Club Communication



I can serve by leading and promoting effective communications to my club's internal audience.

Session Goals

Understand the elements of effective communication

Apply effective communications to Rotary leadership

Materials

- ◆ Insert CC-1: Speaker Introduction Guidelines
- ◆ Insert CC-2: 10 Tips for Public Speaking
- ◆ Insert CC-3: Internal Communication (case study)
- The 10 Commandments of Communication
https://lonestarrli.com/wp-content/uploads/10_Commandments_of_Communication.pdf

Key: ◆ attached insert ● online article

Session Topics

1) What opportunities exist for a leader or any member of a Rotary club to communicate with others, most or all of the other club members?

2) What problems exist for effective communication to your club?

Rotary's greatest strength will always be the individual Rotarian. No other organization has such powerful human resources."

Past RI President Glen W. Kinross
— President's Message
THE ROTARIAN, July 1997

- 3) Discuss the following tools for internal and external communication?

- 4) Case Study CC-3

- 5) Is there something about your club that the community recognizes? Is it different from the brand of Rotary International? Discuss new logo and the value of including it on all communications.

- 6) In many communities very few people even know a Rotary Club exists. How can our clubs do better at public relations?

- 7) Does your club have a Public Image (PI) chairman? What is their role?

- 8) How can club members be part of the PI strategy?

Communication Practice: Oral

There is no substitute for speaking before your fellow Rotarians. Several exercises are available in this session that can allow you this opportunity.

Communication Practice: Written

Frequent written communication (including what is posted on social media, etc.) is also necessary in a Rotary club.



Insert CC-1:

INTRODUCING A SPEAKER

Some Things to Think About

- **The Preparation**

- Visit with the speaker beforehand. If you can't, do some research (Google, etc.).
- Learn one or two personal bits of information about the speaker to use in the introduction.
- Think of something you can share from your own experience that connects you with the speaker and/or topic.
- Pick out a few relevant items to use from the printed bio but, above all, don't "read" the bio!

- **The Approach**

- 60 to 90 seconds is about right.
 - Practice and time yourself
- Avoid clichés: "This person needs no introduction," for instance.
- Develop eye contact with the audience; Look up frequently from your notes
- Be enthusiastic and upbeat

- **The Introduction**

- Introduce yourself unless someone has already done it for you
- Identify the speaker and the topic/title
- Explain why the speaker is qualified to speak on this topic (background; current or past positions, etc.)
- Tell why this subject is important to your audience
- Share some personal information about the speaker (and you)
- End the introduction on a high note with your voice and body language, i.e. "It is MY PLEASURE to present....etc."
- Welcome the speaker to the lectern, shake hands and "turn over the audience" to him or her.

Insert CC-2: 10 Tips for Public Speaking

Feeling some nervousness before giving a speech is natural and even beneficial, but too much nervousness can be detrimental.

Here are some proven tips on how to control your butterflies & give better presentations:

1. **Know your material.** Pick a topic you are interested in. Know more about it than you include in your speech. Use humor, personal stories and conversational language – that way you won't easily forget what to say.
2. **Practice. Practice. Practice!** Rehearse out loud with all equipment you plan on using. Revise as necessary. Work to control filler words; Practice, pause and breathe. Practice with a timer and allow time for the unexpected.
3. **Know the audience.** Greet some of the audience members as they arrive. It's easier to speak to a group of friends than to strangers.
4. **Know the room.** Arrive early, walk around the speaking area and practice using the microphone and any visual aids.
5. **Relax.** Begin by addressing the audience. It buys you time and calms your nerves. Pause, smile and count to three before saying anything. ("One one-thousand, two one-thousand, three one-thousand. Pause. Begin.) Transform nervous energy into enthusiasm.
6. **Visualize yourself giving your speech.** Imagine yourself speaking, your voice loud, clear and confident. Visualize the audience clapping – it will boost your confidence.
7. **Realize that people want you to succeed.** Audiences want you to be interesting, stimulating, informative and entertaining. They're rooting for you.
8. **Don't apologize** for any nervousness or problem – the audience probably never noticed it.
9. **Concentrate on the message – not the medium.** Focus your attention away from your own anxieties and concentrate on your message and your audience.
10. **Gain experience.** Mainly, your speech should represent *you* — as an authority and as a person. Experience builds confidence, which is the key to effective speaking. A Toastmasters club can provide the experience you need in a safe and friendly environment.

Free resource from www.Toastmasters.com

Insert CC-3

Internal Communication Case Study

For many years, adult literacy has been a major issue in Kansas City, Missouri, USA. At one time, nearly one in five adults in Kansas City was functionally illiterate, making this group more vulnerable to poverty, unemployment, and homelessness.

Members of the Rotary Club of Kansas City knew something had to be done and surveyed the community to determine what it would take to address adult literacy issues. The study revealed that the costs, expertise, and time needed to start a new literacy program were well beyond the club's means.

Undeterred, the club began looking at community organizations already working to educate adult students, including the Laubach Literacy Council, which had about 50 adult students, an all-volunteer staff, and a donated classroom. Club members wanted to locate and refurbish new classrooms in a local church, expand the council's staff, and increase the number of students at the center.

To raise money for the center and its expansion, the club decided to organize a corporate spelling bee. Rotarians, local company employees, and community members will form 10 four-person teams, and local businesses will sponsor the teams and provide services for the event at discounted rates.

Group 1: INTERNAL (MEMBERS)

- 1) What do you need the club members to do?
- 2) How will you use the club **web site and/or social media page** to enlist members' help?
 - a. What info needs to be provided?
 - b. What is the sequence of info to be provided?
- 3) Who in the club is responsible to see this gets done?

Group 2: EXTERNAL (PUBLIC)

- 1) What do you need club members to do?
- 2) What communication avenues (other than the club web site and Facebook page) will be used to involve the public?
 - a. What will be provided at club meetings?
 - b. What social media can you use?
 - c. What info needs to be provided in each communication?
- 3) Who in the club is responsible to see this gets done?

PARTICIPANT GUIDE

Team Building

I can lead and promote my club's collaboration in effective and motivated groups to accomplish our goals of service.



Session Goals

Explore How Teams and Team Building are used in Rotary Clubs

Discuss the Advantages and Disadvantages of Teams

Examine Teams as a Tool of Leadership

Examine your own Leadership Style

Materials

- ◆ Insert TB-1: Club Committee Structures
- ◆ Insert TB-2: Club Coat of Arms Exercise
- ◆ Insert TB-3: Urbana Univ. Exercise
- Club President Basics, Learning Center
learn.rotary.org/members/learn/lp/2/club-president-basis
- Be a Vibrant Club 245-EN (917)
https://www.rotary.org/myrotary/en/document/245_be_vibrant_club_north_america_en

Key: ◆ attached insert ● online article

Session Topics

- 1) Why should we use team building and committee teams in a Rotary club? Is a committee always a team?
- 2) How can the “Be A Vibrant Club” plan assist us in forming committee teams?
- 3) How can we make effective use of Rotarian teams and committee teams?
How important is delegation of tasks and duties?

4) In the committee, what is the role of the Committee Chair?

Club President?

5) **Secretary?**

6) Planning activity...

Insert TB-1: Club Committee Team Structures

SAMPLE CLUB COMMITTEE STRUCTURE

Rotary recommends five club committees. Clubs can add, eliminate, or combine committees or subcommittees according to their interests, activities, and number of members. Assistant governors or district governors can help club leaders determine suitable subcommittees.

OPTION 1: Standard Rotary Club Committees					
COMMITTEES	Club administration	Membership	Public image	Service projects	Rotary Foundation
	<ul style="list-style-type: none"> • Club program • Member communications • Website • Social events 	<ul style="list-style-type: none"> • Attraction • Engagement • New member orientation • Diversity 	<ul style="list-style-type: none"> • Media relations • Advertising and marketing • Web and social media 	<ul style="list-style-type: none"> • International • Community • Vocational • Youth service • Fundraising (for club projects) 	<ul style="list-style-type: none"> • Polio • Fundraising (for grants) • Grants
POSSIBLE SUBCOMMITTEES					

OPTION 2: Small Rotary Club Committees					
COMMITTEES	Club administration	Membership	Public image	Service projects	Rotary Foundation

Insert TB-1: Club Committee Team Structures, con't

OPTION 3: Large Rotary Club Committees					
COMMITTEES	Club administration	Membership	Public image	Service projects	Rotary Foundation
POSSIBLE SUBCOMMITTEES	<ul style="list-style-type: none"> • Club program • Club communications • Website • Social events 	<ul style="list-style-type: none"> • Attraction • Engagement • New member orientation • Diversity • New clubs • Membership leads • Assessment 	<ul style="list-style-type: none"> • Media relations • Advertising and marketing • Web and social media 	<ul style="list-style-type: none"> • International • Community • Vocational • Youth service • Fundraising (for club projects) 	<ul style="list-style-type: none"> • Polio • Fundraising (for grants) • Grants • Annual giving • Major giving • Stewardship

Insert TB-2: Club Coat of Arms / Banner Exercise

GOAL: To create a Rotary Club Coat of Arms or Banner

MATERIALS: Use the blank shield on the next page or draw on flip chart pads.

TIME: Groups have 20 minutes to create their Rotary Club Coat of Arms and 15 minutes are recommended to review the follow up questions.

EXERCISE: The class should be divided into groups. Instructions should be read by the Facilitator and limited to the precise instructions below. Groups should be spaced apart and work independently from each other.

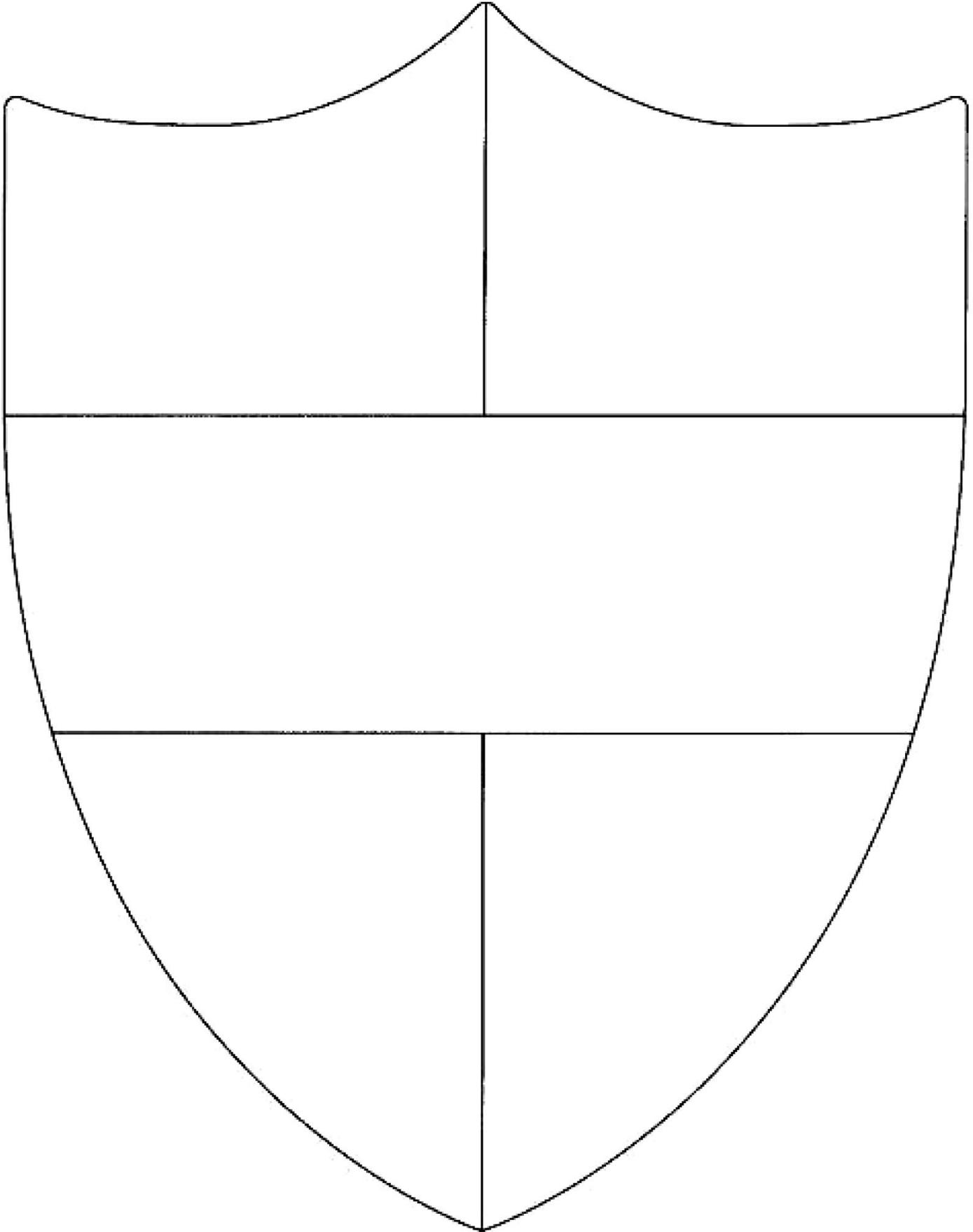
INSTRUCTIONS: Heraldry is the practice of designing, displaying, describing and recording a coat of arms. It is a system of identification that is a very personal and unique form of individual or group expression. A coat of arms is used to illustrate specific characteristics, deeds, accomplishments or traits that are important to the individual or organization. The term "Blazon" comes from the German "To blow the horn." At a tournament, the "herald" would sound the trumpet and it was their duty to explain the meaning of the shields or "coat of arms" to the other participants. Thus "blazon" meant to "describe a shield in words using heraldic terms."

The goal is to design, develop and explain a Rotary coat of arms and heraldry. The students are not limited to using the enclosed blank shield and may design a coat of arms in whatever manner they wish. However, all items, symbols, colors or designs must be explained and relevant to Rotary, their clubs or districts.

Note that the artwork, colors and designs do not have to be perfect. But they need to be clear enough so they can be explained and so the class can understand the concepts represented.

After teams have had a chance to display and explain their coats of arms, the follow up questions and group discussion will be led by the Facilitator.

Club Coat of Arms



Insert TB-3: Urbana University of Illinois Exercise

Background:

The Club began six months ago with 4 leaders who had become impressed with Rotary through Polio Plus activity and results. They started meeting weekly on Wednesdays at 5:30 and agreed amongst themselves that they would bring together a strong group of leaders like themselves within the next year. The four took on the offices of President, Vice President, Secretary, and Treasurer. To date they have recruited 26 new members.

Within a month, a community service project was being accomplished each month. These projects were being so well accomplished by the team of 4 that new members were recruited by each new project. Each Club meeting was a planning meeting for next month's project or a speaker from the community describing a specific need. New members were put in charge of certain parts of the service projects. As members became excited about what the Club was able to accomplish, they started to recommend their friends for membership.

New members were also recruited from the Club program speakers.

Current Situation:

In two weeks they will install and welcome 10 more members. But the group of four are getting overwhelmed with everything. So President Jack told the other officers, "we need to build an effective team to help carry the leadership load. I am appointing a committee to come up with a recommendation on how we can build a team".

Assignment:

In the next 15 minutes, develop a recommendation on how this club can build a team.

What specific steps do they need to follow?

PARTICIPANT GUIDE

Foundation II: Targeted Service



I can lead and promote my club's participation in unique, significant and targeted service opportunities through our Foundation.

Session Goals

Review the Rotary Foundation Grant Model

Learn how the Grant Model supports club projects

Learn the role of Rotary's Areas of Focus

Understand the importance of sustainability

Materials

- ◆ Insert TS-1: Foundation Grant Model
- ◆ Insert TS-2: Share System & Foundation
- ◆ Funding Insert TS-3: What is Sustainability
- ◆ Insert TS-4: Areas of Focus
- ◆ Insert TS-5: Grant Model Flow Chart
- ◆ Insert TS-6: Case Studies
- □ Rotary Foundation Reference Guide 219-EN
<https://my.rotary.org/en/document/rotary-foundation-reference-guide>
- Learning & Reference page at Rotary.org
<https://my.rotary.org/en/learning-reference>

Key: ◆ attached insert ● online □ article

Session Topics

1) Let's take a brief look at the Mission of our Rotary Foundation:

Review from Part I: Our Foundation. The mission of The Rotary Foundation is to enable Rotarians to advance world understanding, goodwill, and peace through the improvement of health, the support of education, and the alleviation of poverty.

2) What are the categories of grants in the Foundation Grant Model? How can each grant type be used?
See Insert TS-1. Discuss each type of grant and how each one can affect your club.

- 3) Review the Case Studies in Insert TS-6. Prepare for group discussions to consider the questions set out in the Case Studies.
- 4) Let's take another look at the seven areas of focus. Why are they important?
See Insert TS-4, Areas of Focus.

Why are the Seven Areas of Focus are important?

- 5) One of the questions asked in the Case Studies is: "Is the grant sustainable?" What do you think is meant by "sustainable"? What is the value of sustainability in projects?
See Insert TS-3

From The Rotary Foundation Resource Guide: For The Rotary Foundation, sustainability means providing solutions to community needs in such a way that the benefiting community can maintain the activities after grant funding ends. Global grant projects must be sustainable and display the following characteristics:

- 1. Community needs — The host community and Rotary project sponsors develop projects based on the community's assessment of its needs and strengths.***
- 2. Appropriate technology — Project materials are appropriate for the community and, ideally, are purchased locally.***
- 3. Sustainable funding — The community is able to sustain the project without ongoing financial support from The Rotary Foundation or other Rotary sources.***
- 4. Knowledge transfer — The project includes teaching beneficiaries how to address their ongoing needs after the project is completed.***
- 5. Motivation — The community is able to assume ownership of the project upon its completion.***
- 6. Monitoring and evaluation — The project includes a measurement plan to confirm significant improvement, ideally for at least three years.***

9) Can the Grant Model help a club's public image?

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

Insert TS-1: Foundation Grant Model

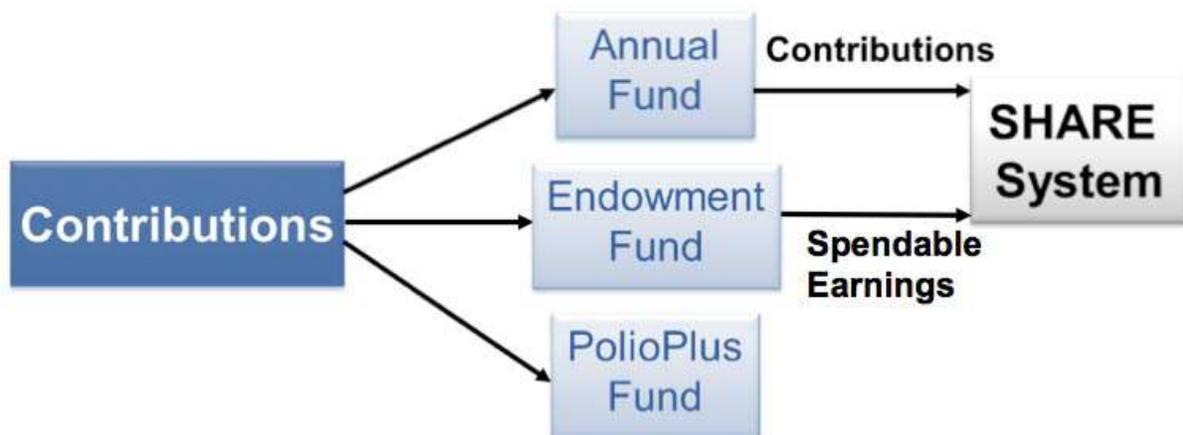
District Grants	Global Grants
<p>Fund small-scale, short-term activities that address needs in your community and communities abroad. Each district chooses which activities it will fund with these grants.</p>	<p>Support large international activities with sustainable, measurable outcomes in Rotary’s areas of focus. By working together to respond to real community needs, clubs and districts strengthen their global partnerships.*</p>
<p>Humanitarian projects, including service travel and disaster recovery efforts; Scholarships for any level, length of time, location, or area of study; Vocational training teams; Youth programs, including Rotary Youth Exchange, RYLA, Rotaract, and Interact.</p>	<p>Requires clubs in two countries. Funds: Scholarships for graduate-level academic studies; humanitarian projects, humanitarian projects, and vocational training team (groups of professionals who travel abroad either to teach local professionals about their field or to learn more about it themselves).</p>

*A community need assessment is required.

Insert TS-2: Share System & Foundation Funding



FOUNDATION FUNDING



Insert TS-3: What Is Sustainability?

SUSTAINABILITY

For Rotary, sustainability means providing long-term solutions to community problems that community members themselves can support after the grant funding ends.



Start with the community

Identify a need and develop a solution that builds on community strengths and aligns with local values and culture.

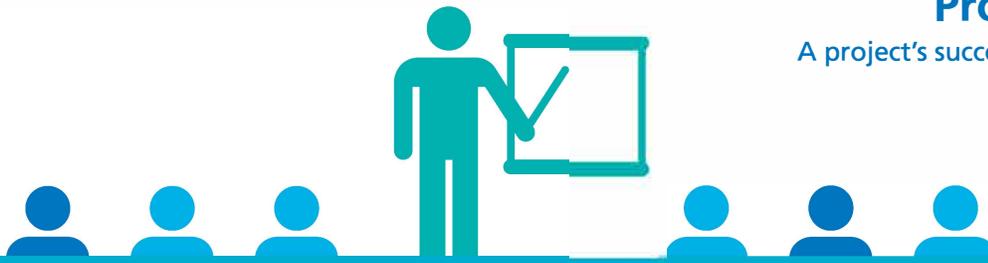
Encourage local ownership

Identify key community members who can help pioneer lasting improvements.



Provide training

A project's success depends on people.



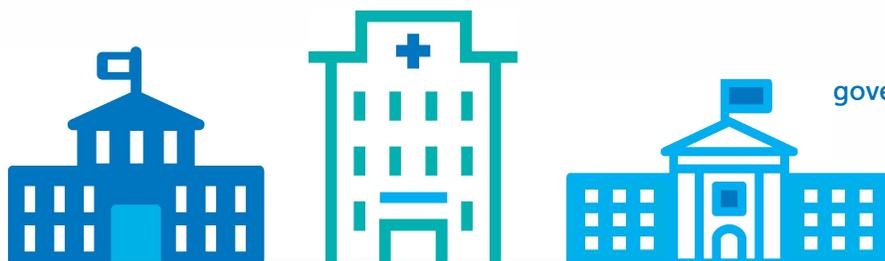
Buy local

Purchase equipment and technology from local sources.



Find local funding

Get local funding through governments, hospitals, companies, and other organizations.



Measure your success

Develop clear and measurable project outcomes and determine how you will collect your data.



Insert TS-4: The Rotary Foundation Areas of Focus

We have identified specific causes to target to maximize our local and global impact. At the same time, we understand that each community has its own unique needs and concerns.

Through global grants and other resources, we help clubs focus their service efforts in the following areas.

Promoting peace

Today, 65 million people are displaced by armed conflict or persecution. Through our partnerships with several leading universities, Rotary Peace Fellows develop the skills to strengthen peace efforts, train local leaders to prevent and mediate conflict, and support long-term peace building in areas affected by conflict. We provide up to 100 peace fellowships per year at Rotary Peace Centers.

Fighting disease

More than 100 million people are pushed into poverty each year because of medical costs. We aim to improve and expand access to low-cost and free health care in underdeveloped areas. Our members educate and mobilize communities to help prevent the spread of major diseases such as polio, HIV/AIDS, and malaria. Many of our projects ensure that medical training facilities are located where the workforce lives.

Providing clean water

More than 2.5 billion people lack access to adequate sanitation facilities. At least 3,000 children die each day from diarrheal diseases caused by unsafe water. Our projects give communities the ability to develop and maintain sustainable water and sanitation systems and support studies related to water and sanitation.

Saving mothers and children

At least 7 million children under the age of five die each year due to malnutrition, poor health care, and inadequate sanitation. To help reduce this rate, we provide immunizations and antibiotics to babies, improve access to essential medical services, and support trained health care providers for mothers and their children. Our projects ensure sustainability by empowering the local community to take ownership of health care training programs.

Supporting education

Sixty-seven million children worldwide have no access to education and more than 775 million people over the age of 15 are illiterate. Our goal is to strengthen the capacity of communities to support basic education and literacy, reduce gender disparity in education, and increase adult literacy.

Growing local economies

Nearly 1.4 billion employed people live on less than \$1.25 a day. We carry out service projects that enhance economic and community development and develop opportunities for decent and productive work for young and old. We also help strengthen local entrepreneurs and community leaders, particularly women, in impoverished communities.

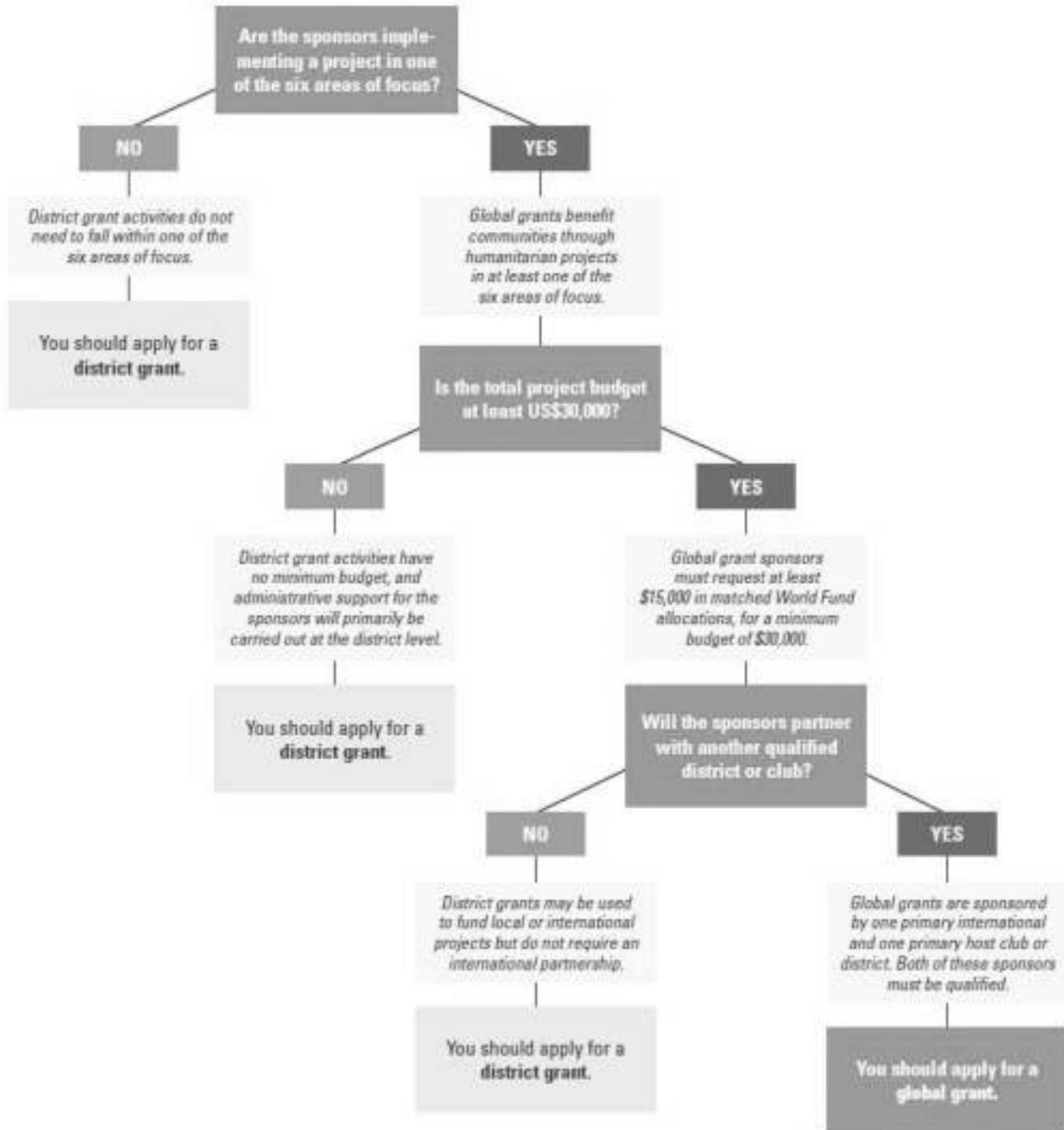
Protecting the Environment

The newest area of service addresses the challenges of our world including climate change and sustainable resource usage on land and in the ocean for the good of all.

Insert TS-5: Grant Model Flowchart

Determining a Grant Type for a Humanitarian Project

A district/club is interested in a **humanitarian project**. The following questions can help Rotarian sponsors determine whether to apply for a global grant or a district grant.



Ref: TRF Training Workbook Jan 2013 17-19 San Diego CA USA

Insert TS-6: Targeted Service Case Studies

Case Study A

John and Mary come to live in a new country where they do not speak the local language. They find it difficult to fit into the community. They attend the local schools but have limited resources for individual language training. Their parents speak only their native language increasing the sense of isolation for the whole family.

This is one family but there are many families with the same issues in the community. Your Rotary Club has decided to supply bilingual dictionaries as needed to all the local schools. It is determined that there are 300 students in the schools in the 5th grade. Each dictionary costs US \$5.

Conduct small group discussions on these questions:

- Which type of Rotary Foundation grant would you apply for? Why?
- Is the grant sustainable? Why or why not?
- Does the project fit an area of focus? Which one?

Each group reports back to the whole group on each question explaining their reasoning for their answers.

Case Study B

The residents of Patari, a village in Uttar Pradesh, are among 25 million people in India who suffer the consequences of fluorosis, an irreversible condition caused by elevated levels of fluoride in drinking water. The painful effects of fluorosis can include bone deformities, calcification of ligament and tendons, and osteosclerosis (abnormal bone density). Dental effects include mottling and erosion of tooth enamel. The fluoride, because of its strength, rots teeth and destroys bones. Your district would like to work with the district in India to provide fluoride filters to 60 families in Patari through a Rotary Foundation grant-funded project. The US \$40,000 project also provided toilets, safe drinking water, and hygiene training to eight schools serving about 2,300 students in Uttar Pradesh.

The World Health Organization estimates that almost one-tenth of global disease could be prevented by improving the water supply, sanitation, hygiene, and the management of water resources. As the Indian villages demonstrate, the solution requires a targeted approach, including assessments of each community's needs.

Small group discussions on these questions:

- Which type of Rotary Foundation grant would you apply for? Why?
- Is the grant sustainable? Why or why not?
- Does the project fit an area of focus? Which one?

Each group reports back to the whole group on each question explaining their reasoning for their answers.