

# ROTARY LEADER



## GIVING

Cultivating young donors

## OUR FOUNDATION

The growing popularity of online giving

## TECH TOOLS

A sneak peek at the Rotary.org refresh

## DISTRICT CORNER

What makes a successful medical training team?

Learn why the best global grant projects involve meeting needs identified by the host community.





JOHN F. GERM

*Individual effort when well directed can accomplish much, but the greatest good must necessarily come from the combined efforts of many men. Individual effort may be turned to individual needs but combined effort should be dedicated to the service of mankind. The power of combined effort knows no limitation.*

Fittingly, it was at this convention that then-President Arch C. Klumph proposed the idea of a Rotary endowment fund “for the purpose of doing good in the world.” The power of combined effort was joined by a new power: that of combined resources. It was a combination that has proved unstoppable, and that has been behind so much of Rotary’s work for the last 100 years.

What started with a \$26.50 donation has grown into a foundation that has spent over \$3 billion on programs and projects to make a difference throughout the world. We will continue to make great strides toward our goal of polio eradication, to grow our membership base, and to show the public that Rotary is made up of dedicated individuals who work together to accomplish great things.

Our celebrations this Rotary year will culminate in the city where it all began: Atlanta. Our 108th Rotary International Convention promises to be one of the most exciting yet, with inspiring speakers, great entertainment, and a wide array of breakout sessions to help you move your Rotary service forward. And of course, we’ll be celebrating the Foundation’s centennial in style.

The Rotary Foundation is critical to all that we do and all that we hope to do. We’ve done so much good in the first 100 years of our Foundation, imagine what we can do in another 100.

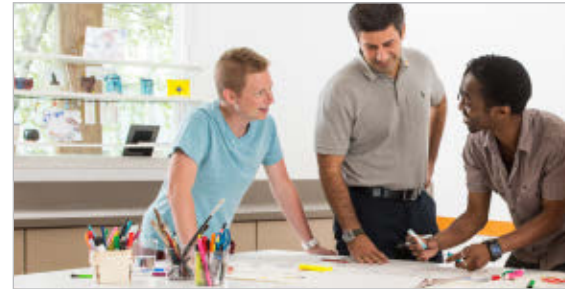
In the summer of 1917, only a few months after the United States entered World War I, Rotary held its eighth annual convention in Atlanta, Georgia. Although many Rotarians at the time felt the convention should be canceled, the Board of Directors ultimately agreed with Paul Harris that it should continue as planned. In the midst of such uncertainty and fear, Harris penned, as part of his convention greeting, some of the most-quoted words in Rotary:

# CULTIVATING YOUNG DONORS

It’s widely acknowledged in the fundraising field that younger people are less likely to give and, when they do, likely to give less. The source of only about 11 percent of U.S. charitable dollars spent in a given year, people born between 1981 and 1995 offer a lower return on investment for fundraising efforts than their elders.

The problem isn’t a lack of civic engagement. A recent focus group conducted with millennial alumni of Rotary programs, for example, showed strong interest and engagement with Rotary and other nonprofits, and a desire to contribute to high-impact projects with tangible results.

Insights offered by the focus group participants can help you cultivate and retain young donors:



Keep in mind that social media alone isn’t enough to reach young people. The best way to build relationships is to provide opportunities for meaningful offline engagement, such as networking, committees, and hands-on service projects with peers.



Donating to a big organization feels like “it’s just going to buy paper in someone’s office.” Focus on projects and impact rather than endowments and administrative costs, and tell specific stories about the good that even a small gift can do in one of our areas of focus or for scholarships.



Donating online or through Facebook can feel like a “black hole.” Younger donors emphasize trust and transparency in their decisions about money. Rotary has an advantage as an established charity with powerful ties and top rankings from Charity Navigator and media outlets.



Direct mail? “I just put it in my junk-mail pile.” Even more passé than brochures are outdated web pages and stagnant social media profiles, even though Google and Facebook searches guide most interactions and transactions these days. Make a real effort to keep your web presence up-to-date and engaging so prospective donors can find you and will be inspired to contribute.



Young people are more likely to show up (and bring friends) than to donate, and more likely to donate to organizations they know.

# INSTANT GRATIFICATION

## Online giving benefits you and The Rotary Foundation

If you've ever waited ... and waited ... and waited for a check to arrive by mail, you know how excruciating it can be. Worse yet is when the check never arrives, lost in transit or delivered to the wrong address.

One of the benefits of online charitable giving is that the wait time is virtually eliminated: You receive confirmation of the donation immediately and the nonprofit can start using your gift more quickly. Not surprisingly, the practice is growing.

In 2015, online giving increased by 9.2 percent compared with 2014, according to **Blackbaud's Charitable Giving Report**, which tracks such giving worldwide. And nearly 14 percent of all online donations last year were made with a mobile device.

With the ability to accept online donations in 15 currencies, The Rotary Foundation has been a beneficiary of the trend: In 2014-15, it saw online donations rise 14.6 percent to \$10.2 million, compared with \$8.9 million in 2013-14. Although online donations still account for just 4 percent of overall giving to the Foundation, its fans are convinced it's the right choice.

"I had trepidations at first, but the more I do online banking, the more I realize how secure it is," says Rich Churchman, regional Rotary Foundation coordinator for Zone 31, who enrolled in **Rotary Direct**, Rotary's recurring giving program. "And because Rotary Direct is automatic, it's made it easy for me to become a Paul Harris Society member."

The growing popularity of Giving Tuesday has also boosted online donations. The Rotary Foundation reported an increase of more than 75 percent in online contributions on Giving Tuesday in 2015 compared with 2014, making it the fourth-highest day of online Foundation contributions ever.

As Giving Tuesday on 29 November approaches, make it easy for your club members to donate online by adding a link to Rotary's **Give** page on your club's website, in its digital newsletter, and in social media posts.

Here are more ways that online giving benefits both you as a donor and The Rotary Foundation:

### BENEFITS TO YOU:

- + Donations are processed more quickly.
- + There's no check to get lost or stolen.
- + Donor recognition is received sooner.
- + Postage and mailing costs are eliminated.
- + Credit card rewards are available.

### BENEFITS TO THE ROTARY FOUNDATION:

- + Administrative costs are reduced.
- + Contributions are transformed into grants faster.
- + A younger donor base can be reached.
- + Spontaneous giving is spurred, allowing Rotarians to respond quickly to events.

Rotary



CELEBRATE THE ROTARY FOUNDATION'S CENTENNIAL AND HELP US REACH OUR \$300 MILLION GOAL.

**GIVE NOW**



### The Rotary Foundation now accepts the following currencies online:

Argentine peso  
Australian dollar  
Brazilian real  
Canadian dollar  
Danish krone  
Euro  
Indian rupee – *NEW as of September 2016!*  
Japanese yen  
New Zealand dollar  
Norwegian krone  
Pound sterling  
South African rand  
Swedish krona  
Swiss franc  
U.S. dollar

# HOST CLUBS CAN DRIVE GLOBAL GRANT SUCCESS

With their knowledge of community needs and familiarity with local contacts, host clubs play a key role in the success of global grant projects.

Carmem Kleiner says the work of local Rotarians was essential in her club's global grant project to establish a movement analysis laboratory for children with motor disabilities.

Now president of the Rotary Club of Rio Claro-Cidade Azul in São Paulo, Brazil, Kleiner helped initiate the project after the Children's Habilitation Center Princesa Victoria (CHI-PV) approached the club for help. Because the Rio Claro Rotarians had worked with CHI-PV on four previous global grant projects, they knew the staff would be committed to this one.

The earlier projects had spotlighted the community's need for a movement analysis lab. The only existing affordable facility in the region had a yearlong waiting list, so many children with cerebral palsy, progressive neurological

disorders, and other motor disabilities were not receiving needed treatment. To serve those children, CHI-PV needed the technology to evaluate their movements and make precise diagnoses and treatment plans.

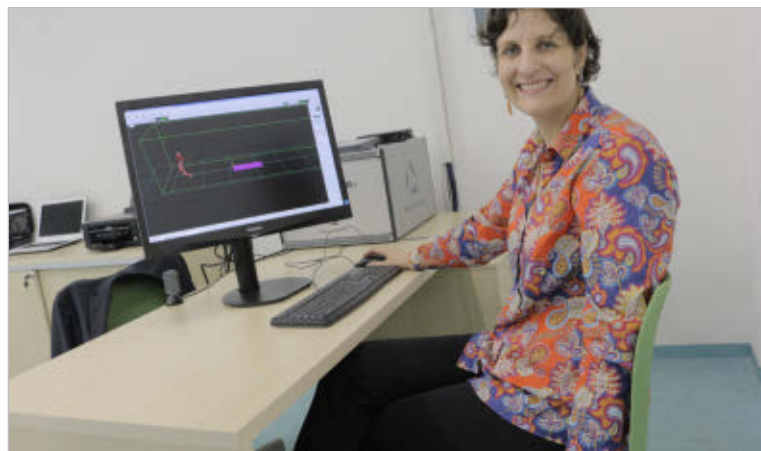
After learning that the lab would require equipment from a manufacturer in Milan, Kleiner set out to find an international partner in Italy. She requested help from the District 2041 Foundation chair, promising that her club would work with customs brokers to facilitate the importing of the equipment.

"At first, they were a little doubtful," Kleiner recalls. "No one knew me in Italy, and the amount of money to be invested was really high."

But after several email exchanges, Districts 2041 and 2042 not only agreed to be international sponsors but also negotiated more favorable prices for the equipment. The Politecnico di Milano became another essential partner, sending professionals to Brazil to lead training sessions for CHI-PV staff.

The Brazil Rotarians persuaded a local company to cover the \$20,000 cost of remodeling the project site. They also secured a tax exemption for the imported equipment, translated the installation guidelines, and monitored the remodeling and installation process.

Kleiner advises clubs that want to initiate a local global grant project to "choose a trustworthy benefiting entity that has its own resources to maintain the activities. Involve the local community and tell them the benefits your project will bring."



A member of the project reviews data on a patient's movement.

She also stresses the need to keep the international partner informed and to express gratitude for their help.

Host clubs have one distinct benefit: They get to see the results of their efforts firsthand. "Every time we see a child who was not able to move starting to take steps," Kleiner says, "[we know] we are on the right track."

As part of The Rotary Foundation's centennial celebration, we're recognizing the tremendous work that Rotary clubs and districts accomplish through Foundation grants. And you can help, by awarding the **certificate of recognition** to clubs in your district that complete an outstanding district grant-funded activity in 2015-16.

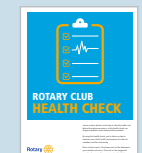


Keep new members excited about Rotary with the information in **Introducing New Members to Rotary: An Orientation Guide**. Learn the importance of assigning mentors, introducing them to other club members, and tapping into your new members' passion so you get them on the right committee.

Make sure that prospective members are left with a good feeling about their experience with your club — regardless of whether they end up joining. **Creating a Positive Experience for Prospective Members** offers tips and ideas for connecting with prospective members so they'll want to stay involved with Rotary.



Have you ever been asked, "What's Rotary?" and found yourself stumped for a simple but inspiring answer? Our **What's Rotary? PowerPoint presentation** can help. Customize it with images and content specific to your club and show it at community and prospective-member events.



Ensure that your club is still relevant to your members and the community by taking the **Rotary Club Health Check**. This engaging new exercise helps club leaders pinpoint opportunities for growth and offers resources for correcting potentially serious problems.

Do you have a recommendation for the RI Board? The new Council on Resolutions will meet online every year to vote on proposed resolutions. Clubs and districts have until 30 June 2017 to **submit a resolution for consideration in 2017-18**.

The People of Action Film Festival (mentioned in a September Rotary Leader story about the Atlanta convention) has been canceled.



# A REFRESHED ROTARY.ORG

In January, visitors to Rotary.org will discover a new, contemporary site that tells Rotary's story in a fresh and exciting way. It's the first step in a two-part process to refresh our entire website: first the public site, Rotary.org, and then My Rotary.

Some of the changes will be obvious: a modern design, increased use of imagery and graphics to tell our stories, and better organization of content to help readers find out who we are and what we're doing. Other changes, like the improved speed of the site, will be a welcome surprise.

We believe these changes will more clearly show that Rotary is making the world a better place — and will persuade potential members and donors to support our work by joining a club, volunteering on a project, or donating to a cause.

Here's a sneak peek at what you'll see in January. We've taken our **Areas of Focus** page and, through photography and simple, clear language, showcased our causes in a way that people everywhere can understand and relate to. Come back in January to see all the improvements we've made to Rotary.org.

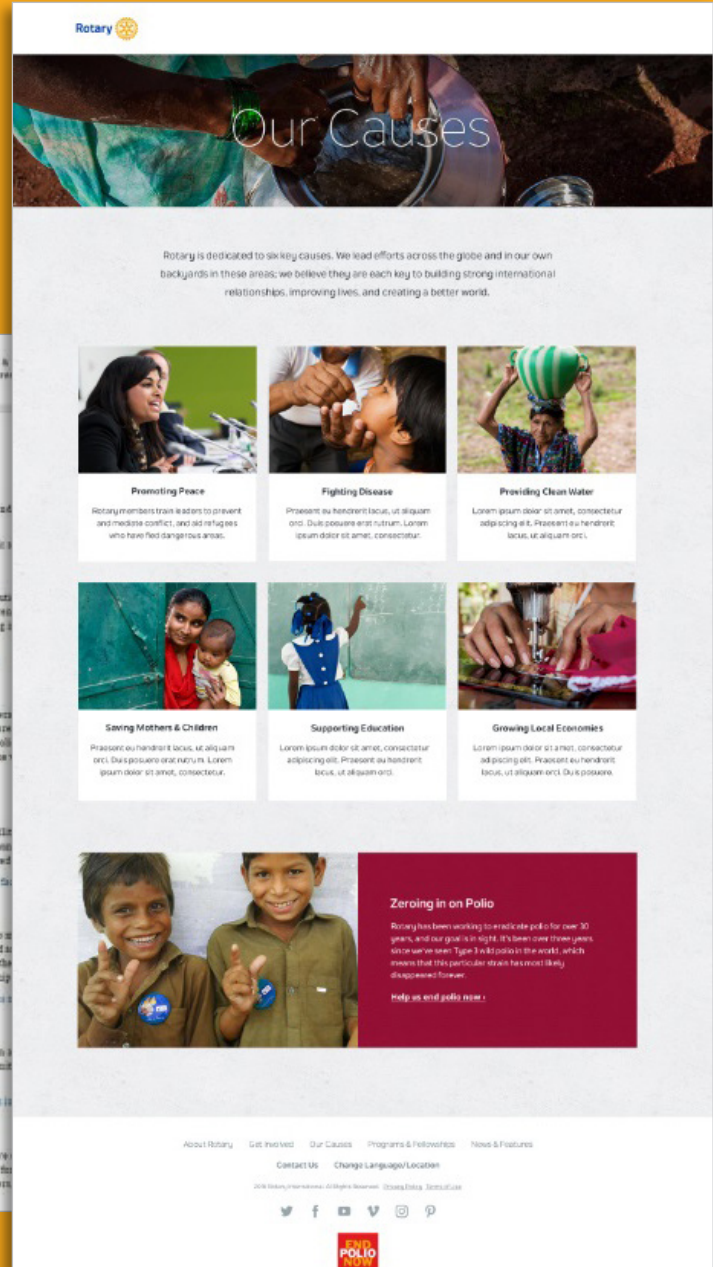


HERE'S A SNEAK PEEK  
AT WHAT YOU'LL SEE  
IN JANUARY

OLD



NEW



# CREATING A SUCCESSFUL MEDICAL TRAINING TEAM



Dental hygienist Erin Major inspects a patient during District 6400's vocational training team project to Ghana.

Last year, more than 60 percent of Rotary's global grant vocational training team (VTT) projects aimed to improve the skills of professionals in health care and medicine. But initiatives that address disease prevention and maternal and child health aren't always the easiest to conduct.

Dr. Godfrey Bachehie, a member of the Rotary Club of Windsor (1918), in Ontario, Canada, was a team leader for a North American VTT that traveled to the Upper West Region of Ghana. The

team performed eye surgeries, conducted oral health education and screening, and trained local nurses and midwives in methods to reduce infant mortality.

Bachehie, a native of Ghana, said that although the three-week training was a success, the team had to overcome significant hurdles.

"We were in a very remote and underdeveloped area. Our presence solicited more than what was on our itinerary," says Bachehie. "We were asked by community

members to attend to medical emergencies, basic clinical care outside our program, and other requests. We were glad to help, but it wasn't part of our initial plan."

Bachehie says medical VTTs need to come up with a Plan A, B, and C. "It's important that your team be very flexible on the ground and able to readily adapt to constant change."

Vocational training team projects offer participants, mostly non-Rotary members, opportunities to use their skills to help others and to increase the host community's ability to address problems and improve residents' quality of life.

Ronald Smith, an engineer and member of the Rotary Club of Blue Bell, in Pennsylvania, USA, participated in two health-related VTTs, serving as team lead for one of them. He says that medical VTTs are rewarding but can be difficult to pull off. Simply recruiting medical and health professionals can be tricky.

"It's hard for doctors to leave their practice or hospital for three or four

weeks at a time," says Smith. "You need to plan at least a year in advance so the medical team has enough time to schedule the time off."

Smith says that strong local support, from the host club or a cooperating organization, is also important. "You want people who know the culture and how things work, from government operations to the best traffic routes."

Janet Kelly, vocational training team committee chair for District 6400, which includes parts of Ontario, Canada, and Michigan, USA, says clubs or districts should not look at VTTs as "in and out" projects. Post-visit actions are important to make the project sustainable.

"If possible, put some funds in your budget for a member to do a follow-up visit six months or so after the training," she says. "You want to ensure that beneficiaries are implementing the training and that the community is benefiting."

## NOMINATE

1 February

For nominations for the **Rotaract Outstanding Project Award**

## SUBMIT

15 November

For U.S. clubs to submit Form 990 or Form 990-N and Form 990-T, as needed, to the Internal Revenue Service

1 January

To make any adjustments to your club's membership data through My Rotary or to otherwise report changes to RI so that the club invoice you'll receive in January will be accurate

## ATTEND

1 December

If you need a visa to travel to the United States for the Atlanta convention, contact your embassy or the consulate serving your country to find out when you should apply.

15 December

To **register** for the Atlanta convention at the lowest rate

28 February

To provide names for group housing rooms

## NOTICES

Rotary has changed its official travel management company to Raptim Humanitarian Travel. **Learn how this will enhance your Rotary travel.**

A **full-length PDF version** of the Official Directory is available with a My Rotary account. Only an abbreviated version of the directory is now available in print; it can be purchased through [shop.rotary.org](http://shop.rotary.org).

# HOLD A GREAT ROTARY EVENT



When you hold a fundraiser like a barbecue, rubber duck race, or beer tasting event, in addition to raising money for your project or cause, you make people aware of your club, and you enable potential members to experience the fun and fellowship that Rotary offers.

Rotary Vice President Jennifer Jones, a member of the Rotary Club of Windsor-Roseland, in Ontario, Canada, has used her background in advertising and marketing to promote events for her club and Rotary. These have included a **Rollin' With Rotary** road trip that made Rotary front-page news in communities from Windsor to Cedar Rapids, Iowa, USA.

“For me it’s all about creating ‘the hook’ — that special magic dust that makes people want to engage in what we’re doing,” says Jones. “One of my favorite tips when organizing an event is to ask a local, national, or international figure to become the event’s honorary chair.

“Being a Rotary leader is about expanding your own personal skill development,” she adds. “Event planning is an area where we can all have great impact, no matter what our vocational background. Organizing events that showcase Rotary in a vibrant and relevant way has helped us reach tens of millions of people who might never have known about our incredible organization.”

Our new Event Planning Guide, available in the **Brand Center**, includes ideas, tips, and resources. Here are some benefits your club can expect by using our guide to plan an event.



## NEW RELATIONSHIPS:

Events give you the opportunity to expand your connections and build new relationships in your community.

## INCREASED AWARENESS:

Events help you showcase your club’s impact and explain what makes Rotary unique.

## EXPOSURE FOR YOUR PROJECTS:

Events allow you to showcase projects and initiatives to potential members in your community.

## GIVING BACK:

Events are a tangible way to thank your community for its support.

## MEDIA COVERAGE:

Events draw media coverage, providing even wider exposure. The bigger the event, the larger the media outlet you might attract, and the more extensive the coverage you might receive.

## CONNECTING LEADERS FOR GOOD:

Events bring people together and provide an opportunity for budding leaders in your community to discover a common passion. You can then show them how they can do even more good for their community by joining your club.

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**Submit** story suggestions to Rotary Leader at [rotary.leader@rotary.org](http://rotary.leader@rotary.org). We accept article ideas about club and district successes, including fundraisers, publicity efforts, service projects, and membership drives. Please include descriptions, high-resolution photos, and contact information in your email. Due to the high volume of submissions, we cannot promise to feature your story.

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Rotary



**The Rotary Foundation has been serving humanity for 100 years.**

With your support, Rotarians can continue to change lives for another century. Learn how you can make a lasting difference through The Rotary Foundation.

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