

# ROTARY LEADER



## CLUB CLINIC

Earn a 2016-17 Presidential Citation

## OUR FOUNDATION

Visit our Rotary Foundation Centennial website

## MEMBERSHIP

Practical tips for engaging new members

## SPREAD THE WORD

What you should know about the 2016 Council on Legislation

Rotarians discuss changes to the policies that guide Rotary International and its member clubs at the Council on Legislation in Chicago.

## PRESIDENT'S MESSAGE



JOHN F. GERM

My friends, we are at a crossroads in Rotary. We are looking at a Rotary year that may one day be known as the greatest in our history: the year that polio finally falls.

All of South Asia, and all of Africa, are now polio-free. Only two countries now share one remaining reservoir of the wild poliovirus — Afghanistan and Pakistan — and they are giving it everything they have, with our help, to make this the year that we eliminate the wild poliovirus. But even when that happens, it won't be over. Because getting to zero doesn't mean that we've gotten to the end. We'll only be done when we've reached our goal: a world that is certified polio-free. That means three full years without a single case.

We will have to keep up all of our efforts, not just for another few months but for at least another three years. We started this more than 30 years ago, and we're going to finish it.

When that moment comes, we need to be ready to leverage our success into more partnerships, greater growth, and even more ambitious service in the decades to follow.

Each of us has been given the opportunity to serve in Rotary. What we do with that opportunity — that's up to each of us. And the effects of our work, our decisions, ripple out all over the world to people we'll never meet but whose lives Rotary will change. All of that is what can happen — not what *will* happen, but what *can* happen — when we recognize that the opportunity to join Rotary was the opportunity of a lifetime.

Every day that you serve in Rotary, you have that opportunity to change lives. Those opportunities might look small. You might sometimes think that what you do doesn't matter. But one good work at a time, one day at a time, is all that it takes to make a difference.

As members of Rotary, we are out to change as many lives as we can, for the better. Not alone. Not as individuals. But together — as a team — through *Rotary Serving Humanity*.

## CLUB CLINIC

# 2016-17 PRESIDENTIAL CITATION MOTIVATES ACTION AND MEASURES RESULTS

Suppose your club were to have a net gain of one or two members this year. Or what if you sponsored or hosted a Rotary Youth Exchange student or held a community event spotlighting The Rotary Foundation and its centennial? Or maybe you could sponsor a Rotary Community Corps or get local media to cover your project or fundraiser.

In addition to the obvious benefits of increasing membership numbers and engagement as well as public awareness, these accomplishments would put your club on the path to receiving a **2016-17 Presidential Citation**.

This popular awards program challenges Rotary clubs to achieve goals in six areas: membership



attraction and engagement, Foundation giving, online tool adoption, humanitarian service, new generations, and public image. In addition, clubs must set at least 10 goals in **Rotary Club Central** and pay semiannual dues on time in July and January.

This year's citation requires clubs to record many of their accomplishments in **Rotary Club Central** or My Rotary, rather than completing a paper form. Because this approach allows for automatic tabulation, RI has extended the reporting deadline to 30 June instead of 30 April, giving clubs three additional months to capture their achievements and reach their goals.

Also, online reporting enables clubs to better monitor their progress, measure their success, and set future goals. And it helps RI to develop a more comprehensive picture of club achievement and to better quantify and showcase Rotary's overall service contributions. The more clubs that record their achievements, the more accurate and impressive that picture will be.

Districts are eligible for a special District Citation if 51 percent of their clubs earn a Presidential Citation and the districts fulfill **three other required goals**.

# YOUR SOURCE FOR CELEBRATING THE CENTENNIAL



The Rotary Foundation turns 100 in 2016-17. And that's definitely something worth celebrating.

To help you get the most out of the centennial year, we've launched a **Rotary Foundation Centennial website**, featuring the information you need to plan your own event, to promote The Rotary Foundation's anniversary in your club and community, and to brush up on Foundation history.

Check out these features:



## HISTORY TIMELINE

Who suggested creation of The Rotary Foundation? What was the Foundation's first grant? How did Rotary become involved in the campaign to eradicate polio? You'll find the answer to these and many other questions in our interactive timeline.

See an archival video clip of the 1917 Rotary Convention in Atlanta, where the idea for an endowment fund was first proposed. Hear 1979-80 RI President James L. Bomar Jr. describe giving drops of the oral polio vaccine to a young girl in the Philippines. And listen as early scholarship recipients describe how Rotary changed their lives.

Visit the **timeline** often to build up your knowledge of the Foundation's rich history and become the talk of your club.



## CELEBRATION IDEAS

If you need an idea for your celebration, you'll find inspiration in our sample list, which includes suggestions such as coordinating a community scavenger hunt with members of Rotaract or Interact or holding a rubber duck race on a river through town. Find tools for planning an event your club will remember for the next hundred years!

You'll also find a list of events already planned throughout the year.



## WAYS TO SPREAD THE WORD

The resources page is your go-to spot for help promoting the centennial. Watch and share the **promotional video**. Download the **centennial logo and guidelines** and the **centennial promotion kit**, which features a flier, sample press release, PowerPoint presentation, postcards, and more.

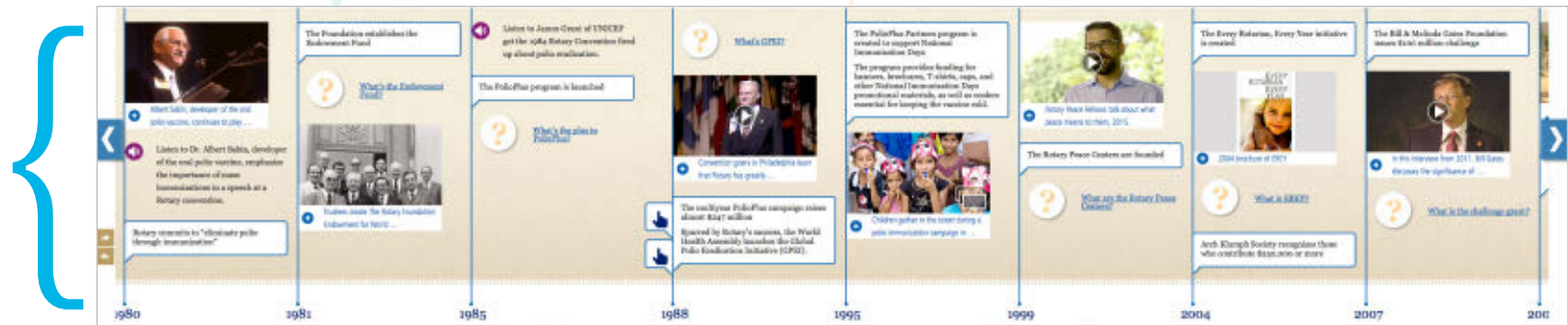
We've also lined up a "speakers bureau" of experts who can come to your event and dazzle your audience with their Foundation knowledge. **Download the list (PDF)**.



## CHECK OUT THE CENTENNIAL WEBSITE TODAY.

### YOU CAN ALSO:

- Read about some of the donors who make the Foundation's work possible
- Check progress toward our \$300 million fundraising goal
- See who's taking part in 100 Acts of Doing Good



# PROJECT FAIRS MIX BUSINESS, PLEASURE



More than 190 Rotary clubs exhibit their projects at a project fair in Antioquia, Colombia. Project fairs bring multiple international partners to a single site to find Rotary clubs to partner with.

Sonia Uribe, a member of the Rotary Club of Nuevo Medellin, in Antioquia, Colombia, says hosting a project fair is an effective way to find an international partner for your global grant project.

In February, Uribe coordinated the first Uniendo America Project Fair in Cartagena. More than 190 Colombian Rotary clubs exhibited their projects to dozens of potential international partners.

“Rotarians in Colombia don’t necessarily have the resources

to travel the world looking for international partners. This created a problem for our clubs that want to develop the relationships needed for a global grant project,” says Uribe, who is a past governor of District 4271.

“By hosting a project fair, we brought the global partners to us.”

In addition to giving local clubs the opportunity to showcase their projects to potential partners, these regional events also enable visitors to shop for projects that meet their clubs’ requirements.

But for a project fair to succeed, Uribe says, it must include a balance of business and pleasure. Participants want to socialize and enjoy the host country’s cultural attractions as well as find Rotary project partners, she points out.

“You must make the event attractive to international visitors. In our case, and in most of Central and South America, we schedule our fairs during the cold months in North America. The 2017 fair will be in February. People want to travel to warm destinations during this time,” Uribe says. “The project fair, offering friendship and fellowship, is the reason international visitors come. Cultural attractions and vacation packages are the reason they stay.”

Robert Atta, a member of the Rotary Club of Accra, Ghana, has been involved with the West Africa Project Fair since its start in 2002, serving as chair in 2011. He says that clubs and districts must display projects that are interesting, and present them in an attractive format. Atta also



says that after the fair, it’s vital for exhibitors to stay in contact with visitors to their project booth.

“[Exhibitors] need to be patient. It takes a long time to raise funds and build relationships,” Atta says.

## OTHER TIPS INCLUDE:

- + Make sure your project fair won’t conflict with official Rotary activities and holidays.
  - + Develop a program that is simple and that provides ample time for participants to meet and discuss their projects.
  - + Organize roundtable opportunities so attendees can share project experiences.
  - + Take visitors to project sites to provide firsthand experience.
  - + Host afternoon and evening fellowship activities, and leave one evening free for attendees to explore the local area.
- Learn more about [project fairs](#)



The 2016-17 Official Directory is now available online and as a downloadable PDF. In both cases, you must be a Rotary member logged on through your My Rotary account to access it. The directory will no longer be printed or available in full on CD, but a smaller, spiral-bound version containing select information will be available for \$10 by contacting [shop.rotary@rotary.org](mailto:shop.rotary@rotary.org) and also at One Rotary Center.

Regional leaders can help support and strengthen your clubs, focus and increase your humanitarian service, and enhance your public image. Reach out to these experts to help you apply for and raise funds for a Foundation grant (regional Rotary Foundation coordinators); to chart a strategy for engaging your members (Rotary coordinators); to create marketing, branding, and communication plans (Rotary public image coordinators); and to generate major gifts (endowment/major gifts advisers).

## Find your regional leaders.

Own a piece of Rotary history. “Doing Good in the World: The Inspiring Story of The Rotary Foundation’s First 100 Years” tells the fascinating story of how our Foundation became one of the world’s leading humanitarian organizations. Order your copy through [shop.rotary.org](http://shop.rotary.org).



Between April and May, 155 countries and territories around the world stopped using the trivalent oral polio vaccine (OPV), which targets all three strains of wild poliovirus, and replaced it with bivalent OPV, which targets the remaining two strains, types 1 and 3. In extremely rare cases, the weakened virus from the OPV can mutate and spread, causing vaccine-derived polio cases. The switch from trivalent to bivalent is the first step in eventually phasing out all OPV. Learn more about the switch and [see a map of which countries have switched](#).

# WELCOME TO THE CLUB

## Practical tips to keep new members connected

Sometimes, getting people to join your Rotary club is the easy part. It's keeping them, long after the glow of the induction ceremony has worn off, that can prove challenging.

The Rotary Club of Evanston, Illinois, USA, has used several strategies that help new members feel connected.

“You have to get them involved, give them a responsibility,” says club president Wally Bobkiewicz. “Every new member is asked to join at least one committee.”

Bobkiewicz also gives new members a club meeting assignment, such as acting as greeter or sergeant-at-arms, and makes certain they sign up for social events and service projects.

“And it's worked,” he says. Since December, the 98-year-old club has increased its membership 10 percent, to 48 members. One of the newcomers is Cindy Beebe, a retired federal agent who now operates her own security business.

Within 24 hours of joining, Beebe had signed up for the garden committee. She'd also received the **New Member Welcome Kit**, along with a club roster and custom club brochure.

Beebe says she found the roster, which includes each club member's name, photo, and business affiliation, the most helpful. “I'm good at faces but not names,” she admits.

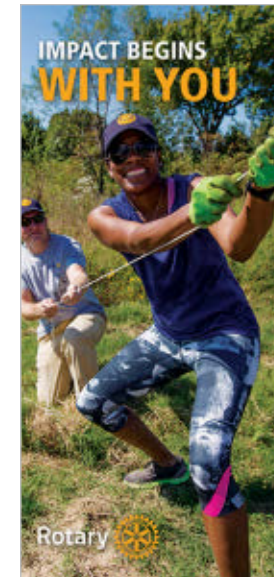
Another strategy that Beebe and Bobkiewicz believe keeps members engaged is providing opportunities for socializing.

“This group does fun things!” says Beebe. “It's not just sitting at a luncheon and hearing someone speak. That's great, and I love learning about new things, but they also have activities outside of the regular meetings, including a recent celebration at an Irish bar in town.”

- ➔ Offer your ideas for engaging new members in the **Membership Best Practices Discussion Group**
- ➔ Create a **custom club brochure**
- ➔ Share **Connect for Good** or the new **Prospective Member Brochure** with new and prospective members



Share the new membership video at your next club meeting.



Membership brochures can help further engage and retain new members.

# THE ROLE OF A DISTRICT ALUMNI CHAIR



*Dorit Weikert, a former Rotary Scholar and member of the Rotary Club of Köln-Ambassador, Germany, serves as District 1810's alumni committee chair. Added to the list of recommended committees in*

*2015, the alumni committee works with clubs to keep alumni involved in Rotary activities.*

Many alumni may not be ready to join a Rotary club when they finish their programs, for different reasons. They could be pursuing another degree, building a career, raising a family, or traveling the world.

With so many other service offers out there, we need to remind alumni regularly that they have become a part of this great global family called Rotary, that we are very proud to have them as family members, and that we're happy to invite them to be members when they are ready. Alumni committees play an important role in reminding Rotary clubs of this huge pool of promising and committed individuals who know Rotary well. Alumni share our values and our vision of furthering world understanding and peace. We have a vested interest in alumni and we simply cannot let them go.



## PRACTICAL STEPS FOR CLUBS

Clubs should have an open mind and heart toward alumni. Having one member in charge of alumni activity is a good start. If possible, he or she should be a former program participant.

Tell the chair about any alumni your club has sponsored and discuss how you might deepen their bond with Rotary. Offer ideas on staying in touch if the alumni move, and let the chair know of any speaking engagements or club activities you have available to alumni.



## ADVICE FOR ALUMNI CHAIRS

During the past two years, I have found that it's the small things that are quite appreciated by alumni and that further their relationship with Rotary. It does not have to be one big event specially organized for alumni. You can take them to a club meeting, connect them with a Rotary member to discuss career steps, or propose them for club membership.

➔ [Learn more in the district alumni chair guide](#)

## OTHER SUGGESTIONS:

- 1 Join the Facebook group of District Alumni Chairs, and subscribe to Reconnect, Rotary's alumni newsletter.
- 2 Start a regular informal event, such as a *Stammtisch* (regular get-together) over a couple of drinks, for alumni and Rotarians.
- 3 Talk to your district governor and request that alumni be invited and welcomed to the district conference.
- 4 Exchange ideas with your district's alumni association or start one.
- 5 Consult with RI alumni relations staff in Evanston.
- 6 Listen to the former program participant's specific needs and act.
- 7 Don't circulate alumni contact information to clubs as a list of potential members. This is not about business and recruiting, it is about family members. Establish a relationship first.

## SUBMIT

### 1 September

For district governors, immediate past governors, RI directors, and past directors to nominate Rotarians for the **RI Service Above Self Award**

### 31 July

For 2015-16 district governors to submit **governor allocation expense reports**

## ATTEND

### 30 September

To **apply for a booth** in the House of Friendship at the 2017 Rotary Convention in Atlanta, 10-14 June

### 15 December

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

## NOTICES

Lead by example and make your annual gift to The Rotary Foundation. Consider joining **Rotary Direct** to make automatic contributions.

Enter your club goals for 2016-17 Foundation giving in **Rotary Club Central**.

Report your 2016-17 club and district officers and committee appointments through **My Rotary** to ensure that your club will receive important mailings.

Mark your calendar for **Rotary's World Polio Day live-streamed event** on 24 October.

# WHAT YOU SHOULD KNOW ABOUT THE 2016 COUNCIL ON LEGISLATION

Rotary representatives from around the world who met in Chicago 10-15 April took several historic actions that will grant clubs greater flexibility in their meeting schedule and membership.

Here are answers to questions about some of this year's Council on Legislation decisions.

## HOW WILL THE COUNCIL ACTION AFFECT MY CLUB'S MEETING SCHEDULE?

The Council overwhelmingly voted to eliminate limitations on how clubs conduct their meetings. Clubs now have the option of amending their bylaws to vary their meeting days and times. And they are now able to decide when to cancel a meeting, as long as they meet at least twice a month. Clubs are still expected to forward attendance reports to the district

governor within 15 days of the last meeting of each month.

## WHAT CONSTITUTES A MEETING?

The Council felt strongly that clubs are in the best position to determine the meeting format that works best for their members. Any club can meet in person or online, or use a mixture of these formats. It could even use both formats at the same time. (For example, a member could use Skype to participate in a physical meeting.) Clubs can also choose to replace a traditional meeting with a service project or social event.

## HOW WILL THE CHANGES AFFECT CLUB MEMBERSHIP?

Rotary will continue to recognize two kinds of membership — active and honorary. But clubs may now choose to offer additional

membership categories — such as associate, corporate, or family membership — creating alternative financial, attendance, and service expectations. However, for these members to be recorded as members of RI with the full benefits of membership, clubs must report them as active members and pay per capita dues accordingly.

## DOES MY CLUB HAVE TO ADOPT THESE CHANGES?

No. The Council action did not explicitly remove or modify the existing rules and traditions in Rotary's governing documents. Any club that still wishes to follow the traditional requirements for meetings, attendance, structure, and categories of membership may continue to do so.



The Rotary Council on Legislation voted to let clubs amend their bylaws to vary meeting days and times.

## WHY ARE THESE CHANGES NECESSARY?

While Rotary continues to grow at a rapid rate in some parts of the world, membership has been stable or declining in other regions, with the average age of members increasing. Through various membership pilots, clubs that have experimented with new categories of membership and with flexibility in meeting schedules have experienced growth, improved retention, and increased diversity and member engagement.

→ [Read a recap of the Council](#)

→ [Download vote totals](#)

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**Submit** story suggestions to Rotary Leader at [rotary.leader@rotary.org](mailto: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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# Own a piece of Rotary history



“Doing Good in the World: The Inspiring Story of The Rotary Foundation’s First 100 Years” commemorates the Foundation’s centennial in 2016-17. This book tells the fascinating story of how The Rotary Foundation became one of the world’s leading humanitarian organizations.

You can order a hardcover copy for \$40 or a leather-bound limited edition for \$100.

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**shop.rotary.org**

