

ROTARY LEADER



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How satellite clubs helped a Florida district expand

MEETING PLACE

Plan now to attend the Presidential Peace Conference

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Tips for effectively telling Rotary's story

TECH TOOLS

New resources in Rotary's Brand Center

A papaya vendor weighs fruit for a customer in Maheshwar, Madhya Pradesh, India. Learn more about Rotary's corporate social responsibility pilot in India.

PRESIDENT'S MESSAGE



JOHN F. GERM

As you read these lines, final preparations are well underway for our 108th Rotary International Convention, 10-14 June in Atlanta, Georgia, USA. We're looking forward to one of the biggest and best Rotary conventions yet, as we celebrate not only a wonderful year of *Rotary Serving Humanity*, but a full century of Doing Good in the World through The Rotary Foundation.

If you haven't already made plans to attend, it's not too late to register at riconvention.org. There is simply no better way to round off another great year in Rotary than by coming together with 40,000 or so of your fellow Rotarians to share ideas, find inspiration, and have a great time together.

We're excited to have Bill Gates, a friend and partner in our work to eradicate polio, speaking at our convention this year. And it's worth arriving early to attend a special Presidential Peace Conference, scheduled for 9-10 June and featuring Bernice A. King, daughter of Martin Luther King Jr. and Coretta Scott King.

I'm proud to host a convention that is practically in my own backyard: Atlanta is a vibrant, modern state capital just a two-hour drive from my home city of Chattanooga, Tennessee, and it's a great place to experience the famous hospitality of the American South.

Meet up with friends old and new at the Centennial Celebration Block Party or on the Peace Tour of Atlanta. Roll up your sleeves for the Habitat Home Build, or tie up your laces to take part in the 3K Walk/Run to End Polio Now. And before you say goodbye, come back to the House of Friendship for one more party: our Foundation's 100th birthday party, with (of course!) cake and ice cream.

It's going to be an incredible experience, and Judy and I are looking forward to celebrating with you — or, as we say in the South, with y'all! See you in Atlanta!

CLUB CLINIC

FLORIDA DISTRICT EXPANDS WITH SATELLITE CLUBS



Kelsey Scoggins, middle, president of the Rotary Club of Fort Myers Sunset, Florida, USA, participates in a community food project with fellow club members.
Photo: Kelsey Scoggins

Having grown up in a Rotary family, Kelsey Scoggins, 28, knew she wanted to join Rotary, especially after a rewarding experience with Rotaract. But after visiting several clubs in southern Florida, USA, she had difficulty finding a good fit.

Her district governor suggested she create a satellite club, and she jumped at the idea, starting one she jokingly calls a "happy hour club."

Satellite clubs serve as a transition to a new, independent club. By creating a satellite, a club allows members to meet at a different time and place from the rest of the club, while gathering enough members for their own club.

That was just the springboard Scoggins needed. "Slowly but surely we built up our membership and support. Evenings allowed us to be more social," she says.

After only one year of satellite status, the club officially chartered last September with nearly half its membership under age 40. "We're young and diverse," notes Scoggins, the club's president. "But most importantly, we're enthusiastic about service."

Scoggins' club, Fort Myers Sunset, was just one of three satellites in the south Florida district. Bonita Beach Sunset received its charter at the same time as Scoggins club, having built its membership on a format of one meeting a month to network and socialize, and another to do a community project.

"Simply put, we have fun, which really helps to recruit and keep members," says Bonita Beach President Rick Perry, a former Rotary Scholar.

The third satellite launched after Darryl Keys, the district's assistant governor, grew tired of watching prospective members leave his Charlotte Harbor morning club. "I had people say how much they liked Rotary but simply couldn't

make weekly morning meetings," he says. "I thought an evening satellite would help bring some of them back."

And it did. Within a few weeks, Charlotte Harbor Evening had 22 members, and is on its way to a charter.

Last year's Council on Legislation has made it easier for satellites to shift to full club status. The council granted clubs more freedom in determining how and when they meet, including lowering the minimum frequency to two meetings a month, the same as for satellite clubs.

"Thanks to the satellite program and the recent Council decisions, our district is three clubs larger," Keys says, "a great sign of things to come, not just for our district but for all of Rotary."

➔ [Learn other ways to use the new club flexibility options](#)

PLAN NOW TO ATTEND THE PRESIDENTIAL PEACE CONFERENCE



WHEN:
9-10 JUNE



WHERE:
GEORGIA WORLD CONGRESS CENTER, ATLANTA, USA



WHAT YOU CAN EXPECT:

Learn how Rotarians are addressing illegal labor and sexual exploitation, explore the connection between health and security, and discuss the media's role in perpetuating instability or advocating peace. See all the topics in the draft program and breakout sessions.

Be inspired. Hear from renowned keynote speakers, including Dr. Bernice A. King, chief executive officer of The Martin Luther King Jr. Center for Nonviolent Social Change and the youngest daughter of Dr. Martin Luther King Jr. and Coretta Scott King. Scheduled speakers also include Amina Mohammed, deputy secretary-general of the United Nations.

Network with Rotary members, their friends and family, and representatives from groups like the Centers for Disease Control and Prevention, Carter Center, World Bank, Institute for Economics and Peace, and Mediators Beyond Borders. Nobel Peace Prize recipients, Rotary Peace Fellows, Rotarian Action Group members, and government officials will also attend.

Take action. Find support for your work by sharing your own peacebuilding experiences. Hear what others are doing to prevent conflict and discover a new way to make a difference. It's a unique opportunity to form partnerships with people who are taking action in communities worldwide.



“Events like this help me stay on top of the development work that Rotarians are doing around the world and, by sharing ideas with our global community, deepen Rotary’s impact.”

— **Summer Lewis**,
Rotary Peace Fellow alumna (2011-12,
University of Queensland, Brisbane, Australia)

“The empowerment and momentum we gain by exchanging ideas with these truly professional and committed people from around the world is inspiring.”

— **Johanna Schubert**,
Rotary Peace Fellow (2016-18,
Duke University and University of
North Carolina at Chapel Hill, USA)



FIND REWARDS IN ATLANTA

Use Rotary Global Rewards to make the most of your time in Atlanta. Here are some of the offers you'll find in the **Rotary Convention Discount Center**:

- + **Georgia Aquarium:**
20% off admission
- + **Atlanta CityPASS:**
Up to 43% off admission to popular attractions
- + **Legoland Discovery Center Atlanta:**
Up to 30% off admission

WHAT YOU SHOULD KNOW ABOUT ROTARY'S CSR PILOT

Rotary has recently launched a three-year pilot enabling Rotary Foundation (India) to receive corporate social responsibility (CSR) funds in the country. By accepting these funds, Rotary clubs and districts in India now have a new opportunity to find donors, cultivate corporate relationships, and connect with potential international partners.

Here are some details you should know about the pilot:



WHAT IS CSR?

Corporate social responsibility (CSR) is defined as a company or corporation's voluntary activities to help remedy social problems.

In India, larger corporations are required by law to contribute 2 percent of their net profits to social responsibility initiatives every year. CSR funds will increase

the amount of money available for global grant projects in India. This expands club and district opportunities to develop projects with greater sustainability and impact, and to apply for global grants to help their communities.



HOW IS ROTARY USING CSR FUNDS?

CSR funds may only be used for global grant projects in India. Applications for CSR-funded global grants will be considered using current global grant eligibility guidelines and timelines, including area of focus, sustainability, and host and international partner requirements. Five of Rotary's areas of focus align with government specified, eligible CSR activities. Peace and confliction resolution projects are not eligible for CSR funding under government of India guidelines. Polio immunization projects are also ineligible for CSR funding.



WHAT ARE THE EXCEPTIONS TO THE GLOBAL GRANT POLICY?

The minimum CSR gift is \$32,000. Unlike global grants, CSR-funded grant projects do not require the international partner to contribute funds to them. The Rotary Foundation will not match CSR funds. Grant sponsors will be required to submit semiannual reports. Under current Foundation guidelines, Rotary will match any additional funds that clubs and districts contribute to CSR-funded global grant projects.



HOW DO CORPORATIONS AND ROTARY BENEFIT FROM CSR FUNDS?

This pilot allows Rotary and corporate donors to collaborate in service. With their funding, corporations can rely on the

experience and integrity of Rotary clubs and districts to implement sustainable projects. CSR funds will also create new opportunities for clubs and districts to participate in global grants and develop new working relationships.



HOW CAN I BECOME AN INTERNATIONAL PARTNER IN A CSR-FUNDED GLOBAL GRANT?

Search Rotary Ideas for potential projects based in India. If you are attending the Rotary International Convention in Atlanta, Georgia, USA, visit the House of Friendship to make new connections, and attend the breakout session on corporate social responsibility.

→ [Learn more about global grants](#)

→ [Contact \[rfinfo@rotary.org\]\(mailto:rfinfo@rotary.org\) for more information](mailto:rfinfo@rotary.org)

ATTEND

11 May

Last day to reserve individual housing for the 2017 Rotary Convention in Atlanta, Georgia, 10-14 June, through Rotary's housing provider

14 June

Last day for online registration to the convention

NOMINATE

30 June

For Rotary and Rotaract clubs to report activities to earn a **Presidential Citation**

For regional Rotary Foundation coordinators to submit nominations for the **Rotary Alumni Association of the Year Award** and the **Rotary Alumni Global Service Award**

For Rotarians to be nominated for the **Distinguished Service Award**

SUBMIT

31 May

For prospective Peace Fellows to submit an **application** to their Rotary district for the Rotary Peace Centers program

30 June

For district governors to submit Council representative selections; links were emailed to governors

For clubs and districts to **submit** proposed resolutions to the Council on Resolutions



ASKED & ANSWERED

We've compiled a few of the questions most frequently asked of Rotary International's help staff, and provided the answers. Remember, your **Club and District Support** representative and your **regional leaders** are excellent resources for help in leading your club or district. Send questions for future columns to rotary.leader@rotary.org with the subject line Asked & Answered.



Q: How are Rotarians selected for regional leader roles?

A: Regional leaders are responsible for working with their districts to connect Rotarians with resources that support our goals and deepen our impact in communities locally and around the world.

Regional leaders serve three-year terms. The RI president-elect chooses the incoming Rotary coordinators and Rotary public image coordinators, and the trustee chair-elect chooses the incoming regional Rotary Foundation coordinators and endowment/major gifts advisers.

The president-elect and trustee chair-elect solicit confidential recommendations from current and past senior and regional leaders. Selections are made according to demonstrated knowledge, skills, dedication, and performance in previous Rotary leadership roles. When they accept the roles, regional leaders commit to attend intensive training, develop strong, working relationships with their region's senior and district leaders, and devote the time and energy necessary to move Rotary forward in the areas of Foundation, membership, public image, and major gifts.



Q: Is it possible to have a member status such as "out of town member" or some other designation, in which members do not have to pay RI dues and can return to the club when they move back to town?

A: Clubs are free to offer alternative membership types of any kind to accommodate their members' needs. RI dues must be paid for "out of town members" to remain active in Rotary. If they pay RI dues, they can be included in your club's official membership count and receive all the benefits of other active, dues-paying members. Your club can have different policies for these members' other financial obligations (club and district dues, etc.), attendance requirements, or service expectations, as long as these conditions are reflected in your club bylaws.



Q: What is the Paul Harris Society and how can I join?

A: The Paul Harris Society recognizes Rotary members and friends of The Rotary Foundation who elect to contribute \$1,000 or more each Rotary year to the Annual Fund, PolioPlus Fund, or approved Foundation grants. Districts administered Paul Harris Society recognition until it became an official Rotary Foundation recognition program in July 2013. Its purpose is to identify, engage, and thank members who have the ability and desire to make substantial annual gifts to help communities around the world.

TIPS FOR EFFECTIVELY TELLING ROTARY'S STORY

If you, your campaign, and your project are the world's best kept secret, you are not likely to have the impact you were hoping for or break any fundraising records.

The Global Swimarathon and **World's Greatest Meal** were successful fundraising efforts because they were incredibly visible and launched powerful campaigns that shared every milestone they reached.

The same holds true for promoting Rotary in general. At training events, RI Vice President Jennifer Jones frequently stresses the importance of sharing Rotary's story. "We are the greatest story never told," she says. "Strengthening our brand is essential to Rotary's future."

"For so long we did our good work quietly and not for recognition," she adds. "While this was noble, it made it difficult for people to understand the good work of Rotarians and why we exist. What we've learned is that when we tell our story, like-minded people want to join us."



What's the most effective way to tell Rotary's story? Here are some tips, gleaned from storytelling experts:

- + Describe a transformation that took place or describe challenges that you overcame through Rotary to achieve a goal
- + Include personal anecdotes, real-life examples, and stories that touch our emotions and grab our attention
- + Strengthen a Rotary story by showing clear, compelling examples or demonstrations of Rotary's impact on your community
- + Tailor your story to your audience. Know whether you are addressing people who are familiar with our organization or who know little about it.
- + Avoid Rotary jargon or acronyms
- + Keep it short enough to hold your audience's attention
- Find even more information about bringing out the power of your personal story in a column by Barbara Brotman in the April issue of **The Rotarian**.

If your district is sponsoring a global grant scholar, submit their applications no later than 30 June for studies beginning in August, September, or October 2017. June through August are the busiest months for submissions, and every year, some scholars miss out because their Rotary sponsors haven't left enough time for the Foundation to review their applications. Foundation staff can also review candidates you're considering before you submit their applications. Simply email your regional grants officer with pertinent information about the candidates to request a pre-review.

Clubs and districts may submit proposed resolutions by 30 June for consideration at the first Council on Resolutions in 2017-18. For more information, check the **Councils** page on Rotary.org.

Beginning this year, all members reported on 1 July will be counted toward the 2017-18 Rotary year membership figures. If you have members you want counted toward the 2016-17 Rotary year, they must be entered on or before 30 June. If you have any questions, you can email membershipdevelopment@rotary.org.

Learn how to tell Rotary's story at the 2017 Rotary International Convention in Atlanta. Breakout sessions including Becoming a Better Storyteller, Telling Your Rotary Stories Online, and Social Media Best Practices will help you get the most out of the Brand Center and other online tools. Register today

Celebrate Youth Service Month in May. Here are three ways to empower young leaders:

- + **ACTIVATE LEADERS.** Challenge Interact and Rotaract members to lead a Rotary club meeting this month. Bring out their leadership skills, share new ideas, and inspire your members.
- + **ENGAGE ALUMNI.** Invite former Youth Exchange students, or Interactors to RYLA as a workshop facilitator, keynote speaker, or participant to expand their skills and connections.
- + **MENTOR YOUNG PROFESSIONALS.** Develop one-on-one relationships that engage your members' expertise and inspire young community leaders to connect with Rotary.

NEW RESOURCES IN ROTARY'S BRAND CENTER

With new features and tools coming to the **Brand Center** this year, it's never been easier to tell compelling, meaningful stories about life in Rotary — stories that are unmistakably ours. Sign in to find digital resources to create communications that are effective and consistent with our message.



+ MAKE BROCHURES YOUR OWN.

A more flexible brochure template lets clubs add their own photos and custom text to showcase their specific projects and distinctive personalities.

+ JUMP-START YOUR WEBSITE.

If prospective members were to research your club online, what would they find? Is your club's website functional and up-to-date? Download the Quick Start Guide for Club Websites, designed to help you update your site as quickly and easily as possible.



+ GOT A CARD?

Customize double-sided cards to promote our programs for young leaders, including Interact, Rotaract, RYLA, short-term and long-term Youth Exchange, and New Generations Service Exchange.

+ YOU'RE INVITED.

Community events are a great way to raise your club's profile and reach new audiences. Whether you're hosting a fundraiser, a World Polio Day event, or another event, head to the Brand Center for tools like banners and fliers to help you execute a successful event.

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Submit story suggestions to Rotary Leader at 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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