

GUIDELINES FOR ROTARIANS

When your turn comes up to be Rotarian of the Day, please consider the following guidelines when selecting a speaker for a club meeting:

- **Choose a speaker with a topic of informational, educational, motivational or entertainment value that will be of general interest to all club members.**
- **Avoid controversial topics or volatile issues that could arouse anger and division among members. Refer to the Four-Way Test when considering speakers and topics.**
- **Avoid repetition or sameness. Look for a speaker we haven't heard before with a fresh topic.**
- **Avoid political or religious topics. Rotary International is a non-political and non-religious organization. As a matter of policy, Rotary Clubs do not take positions on public questions including political or international issues.**
- **No political candidates within 120-days of an election. It is acceptable, however, to have a congressman, senator or other elected official speak to our club when the format is simply a report to constituents on congressional or legislative affairs.**
- **Avoid local representatives of non-profit organizations. Consider such speakers only if they have a unique topic that is not a sales pitch for funding. Never allow requests for funding unless the request has been formally approved in advance by the club board of directors.**
- **Avoid product or service promotion. Advise company executives who are invited to speak to deal with issues that affect their industry and the community and how they cope with them. They should not use the Rotary podium to promote their products or services.**
- **Club members as speakers are encouraged as long as the topic is of general interest and the speaker's program does not involve the commercial promotion of the individual nor the individual's business or employer.**
- **Emphasize to the speaker they only have a total of 20 minutes, which includes Q&A time**