

ROTARY LEADER

CLUB CLINIC

Five steps to telling your People of Action story

SPREAD THE WORD

Anatomy of a People of Action story

MEMBERSHIP

Putting your dues to work

HOW TO...

Endorse a Rotary Peace Fellow

The Rotary Club of Golden, Colorado, USA, mobilized the community to provide weekend and summer meals for hundreds of children on free or reduced school lunch programs. Learn how the club promoted their project through the People of Action campaign.

PRESIDENT'S MESSAGE



IAN H.S. RISELEY

In Rotary,

our diversity is our strength. This idea dates back to the earliest years of our organization, when the classification system was first proposed. The idea behind it was simple: that a club with members who had a wide variety of backgrounds and abilities would be capable of better service than one without.

In the years since, the idea of diversity in Rotary has come to be defined more broadly. We have discovered that a club that truly represents its community is far better able to serve that community effectively. Looking ahead, it is clear how essential diversity will remain in Rotary: not only to strong service today, but to a strong organization in the future.

One of the most pressing aspects of diversity to address in our membership is the age of our members. When you look around at almost any Rotary event, it becomes obvious that the age range in the room does not promise a sustainable future for our organization. Our membership is near a record high, and we are bringing in new members all the time — yet only a small minority of those members are young enough to have decades of Rotary service ahead of them. To ensure a strong and capable Rotary leadership tomorrow, we need to bring in young and capable members today.

We also cannot discuss diversity in Rotary without addressing the issue of gender. It is difficult to imagine that just three decades ago, women could not join Rotary. Although we have come a long way since then, the legacy of that misguided policy is still with us. Far too many people continue to think of Rotary as an organization only for men, and that idea has had a detrimental effect on both our public image and our membership growth. Today, women make up just over 21 percent of Rotary's membership. While this is certainly a great improvement, we have a long way to go to meet what should be the goal of every club: a gender balance that matches the balance of our world, with as many women in Rotary as men.

Whatever brought each of us to Rotary, we stay because we find value in Rotary membership and believe that our service has value to the world. By building clubs that reflect that world in all its diversity, we will build even more enduring value in *Rotary: Making a Difference*.

Visit the Office of the President page
Read the president's biography
Follow the president on Facebook

FIVE STEPS TO TELLING A PEOPLE OF ACTION STORY

The new People of Action public image campaign helps you bring the Rotary story to life by showing Rotarians as the people of action we are.

Telling our People of Action stories in a meaningful, coordinated way builds the public's understanding of who we are and what we do. It highlights the impact we make in our communities and around the world.

USE THE FOLLOWING QUESTIONS TO DEVELOP YOUR OWN PEOPLE OF ACTION STORY (LIKE THE ROTARY CLUB OF GOLDEN, COLORADO, USA, DID)

1 WHAT WERE YOU OR YOUR CLUB TRYING TO ACCOMPLISH?

What was the problem or challenge in your community that your club wanted to help solve? Describe how your club members identified the problem. Did you have national or global statistics that showed the importance of addressing this issue?

2 WHO IS YOUR STORY'S AUDIENCE?

Beyond Rotary members, who were you trying to reach? What did they know about Rotary? What did they think and feel about us? What do we want them to think and feel?

3 HOW DID YOU OR YOUR CLUB TAKE ACTION?

Describe how you gathered resources and used the expertise of Rotarians or community members to tackle the challenge. What obstacles did your club face as you worked on the project? What action phrase best represents the action you took? (Together, We Connect? We Transform? Inspire? End Polio?)

4 WHAT WAS YOUR IMPACT, AND WHAT EVIDENCE SUPPORTS THIS?

What were the outcomes of your project? How many people did the project affect? What are some relevant statistics? (Be careful not to use too many numbers.) What changes did the project produce? How did the project touch the lives of people in your community?

5 WHAT DO YOU WANT YOUR AUDIENCE TO DO NOW?

The key to any good ad is your call to action. Do you want your audience to learn more, support your cause, or perhaps join you at an event?



Once you've created your People of Action story, use it to promote Rotary in your community. Share it with us, too. We select a few stories to post on our blog, Rotary Voices.

For additional help, download our People of Action materials in the Brand Center.

ANATOMY OF A PEOPLE OF ACTION STORY

Peggy Halderman, a retired regional director for external affairs at the U.S. National Park Service, was moved by the stories she heard of children in her community of Golden, Colorado, who were going hungry.

Because their major source of food was through free or reduced school lunch programs, the children had little to eat when they weren't in school. Chronic hunger and poor health meant many of these children struggled in school. Halderman, a member of the Rotary Club of Golden, knew she wanted to do something.

With the help of her club, community partners, and other nonprofits, she started a small program that fed 65 children on weekends and over the summer. The program grew to include hundreds of children in Golden and three year-round programs serving more than 485,000 meals.

FROM GOOD WORKS TO GREAT AD

Halderman's club wanted to share its accomplishments as part of Rotary's People of Action campaign. The new campaign seeks to raise the public's understanding of Rotary by showing how we see solutions where others see problems, how we share our vision with others by exchanging ideas, and how we mobilize entire communities to bring those ideas to life.

To translate its good works into an effective public image ad, Halderman's club first set out to describe the problem. Students were coming to school hungry, and they were facing malnutrition when school was not in session. Members then spoke with all the partnering groups, identifying a solution: developing a network to feed the students on weekends and over summer break.

EVIDENCE OF IMPACT

Next, they knew they needed to show how Rotary mobilized others to bring that solution about. So they focused on the partnerships the club had formed that expanded the simple meal program into something much bigger.

Finally, the club produced evidence to clearly demonstrate the impact, collecting data that showed how more than 400 students in 10 schools have received more than 485,000 meals since 2008.

"When we shared the issue of hidden childhood hunger with our community, the community immediately came together to help figure out solutions and provide funding and volunteer time," says Halderman.

HERE IS THE AD THEY PRODUCED:



WHAT'S NEW

Donors can now join the Bequest Society online at rotary.org/legacy. Read stories of real donors and the impact of their gifts, and download the new Your Legacy, Rotary's Promise brochure for an overview of Rotary's Endowment. These and other resources to help you raise awareness of the Endowment are available in the Club and District Legacy Toolkit at rotary.org/legacy. You can order printed copies from shop.rotary.org.

Rotary has entered into a new partnership with the Institute for Economics and Peace, a global think tank that pioneered a conceptual framework it calls "Positive Peace." Positive Peace improves peace and conflict-resolution efforts with data-driven methods and tools. This partnership allows both organizations to work together to create an online learning platform using webinars and interactive tools. These will teach Rotary members and Rotary Peace Fellows to apply new peacebuilding methods to their communities while addressing underlying causes of conflicts. **Learn more.**

WHAT'S NEXT

JANUARY

Vocational Service Month

14-20 International Assembly, San Diego, California, USA

FEBRUARY

Peace and Conflict Prevention/Resolution Month

1 Deadline for **nominating** a project for the Rotaract Outstanding Project Awards

10 Presidential Peacebuilding Conference: **Environmental Sustainability and Peace**, Vancouver, British Columbia, Canada

16-18 Presidential Peacebuilding Conference: **Water and Sanitation and Peace**, Beirut, Lebanon

23 Rotary's anniversary

24 Presidential Peacebuilding Conference: **Disease Prevention and Treatment and Peace**, Coventry, England, United Kingdom

MEMBERSHIP

PUTTING YOUR DUES TO WORK

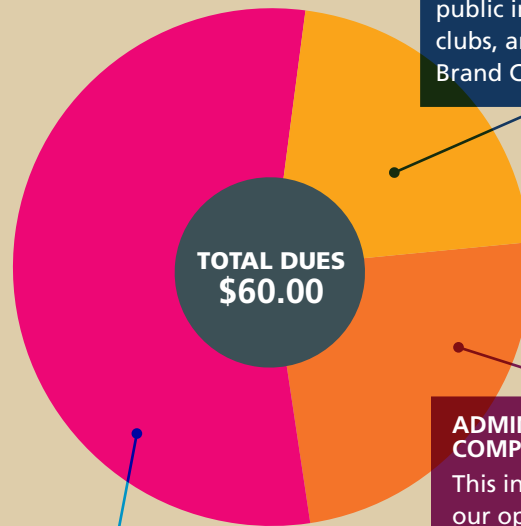
You may have noticed your membership dues this year are slightly higher than in years past. This increase is a result of the 2016 Council on Legislation, which approved raising dues by \$4 to meet members' growing needs for improved products and services from Rotary.

Thanks to your support, we're able to better serve you in a more comprehensive, technology-driven way. Here's how we've already used those funds to invest in our membership:

- We redesigned **Rotary.org** to make it more intuitive, easier to navigate, and provide direct access to resources.
- We completely overhauled **Rotary Club Central** so it is faster and easier to use, streamlining the process for clubs to track yearly goals, even on mobile devices.
- We simplified the process of completing and tracking a **global grant application**.
- Behind the scenes, we improved customer service support, expanded automation efforts, increased our compliance to changing security and privacy regulations, and invested in new technology.

We'll make even more enhancements to our products and tools in the coming year, like improving the functionality and speed of **My Rotary**, introducing a new financial system with greater data integrity and security, and making it easier to contribute online to The Rotary Foundation.

WHAT YOUR 2017-18 MEMBERSHIP DUES SUPPORT



ROTARIAN SUPPORT: \$32.58

This includes senior leadership travel expenses, offering training sessions and guides, customer service, and developing materials to help you recruit and retain members.

ENHANCE IMAGE: \$12.99

This includes improving our digital suite of tools, creating public image resources for clubs, and maintaining the Brand Center.

ADMINISTRATION AND COMPLIANCE: \$14.43

This includes ensuring our operations comply with federal and international financial and security regulations, protecting Rotary's intellectual property, and supporting Rotary staff to better serve you.

PROJECT SPOTLIGHT



EDUCATION FOR HAITIAN CHILDREN

Provide funds to support the Community School of Bellevue, a free school for children in Gressier, Haiti.

PROJECT LOCATION Haiti

PROJECT DATES Year-round

PROJECT CATEGORY Basic Education and Literacy

The Rotary Club of Concordville-Chadds Ford, Pennsylvania, USA, and Rotary members Susan and Peter Mardinly's foundation, Mommy Sue's Children, are looking for clubs and individuals to donate funds to help pay for teacher salaries, books, and school supplies.

Use My Rotary's discussion groups, Rotary Ideas, and Rotary Showcase to help you with your service projects from start to finish.

HOW TO ENDORSE A ROTARY PEACE FELLOW CANDIDATE



Carol Fellows, chair of her district's Rotary Peace Fellowships subcommittee, has met many promising peacemakers.

"There is no greater need in our world than for

people who work for true peace with justice," says Fellows, whose District 5110 covers parts of California and Oregon, USA.

She and her husband, Tim Bewley, are Arch Klumph Society members, and designate their giving to support fellowships to the Rotary Peace Centers. "It has been a treasure and delight to identify and lift up for consideration potential fellows," she says.

Each year, The Rotary Foundation awards up to 50 fellowships for master's degrees and 50 for certificate studies at premier universities around the world. By endorsing a peace fellow candidate, your club or district stands to benefit, too.

"The lives of our club and committee members are changed from the experience of meeting these incredible individuals and following their careers," says Fellows.

You can endorse a candidate by following these simple steps:

1 RECRUIT

- ▶ Meet with candidates beginning in February (or even before) and find out which program best matches their interests.
- ▶ Explain that applications are due to districts by 31 May.

2 HELP CANDIDATES APPLY

- ▶ Direct candidates to the **application** and provide guidance.
- ▶ Advise master's program candidates to thoroughly research their university preferences.

3 INTERVIEW AND ENDORSE

- ▶ Appoint a Rotary Peace Centers subcommittee chair (this step is highly recommended now and will become a requirement as of 1 July 2018).
- ▶ Review all submitted applications.
- ▶ Interview and endorse qualified candidates.
- ▶ Submit endorsements to The Rotary Foundation online by 1 July.

4 YOU'RE DONE!

- ▶ You will receive confirmation that you have completed the process.
- ▶ The Rotary Peace Centers Committee will select finalists and alternates in October.
- ▶ Candidates, clubs, and districts will be notified about results in November.

DID YOU KNOW?

You can endorse candidates from anywhere in the world.

Districts can endorse as many candidates as they deem qualified.

It costs districts nothing to endorse a candidate.

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TOGETHER, WE

CONNECT

Rotary unites problem solvers around the globe behind one goal: to do more good. Our members are driven to bring communities together to create lasting change. Connecting to make things better — that's what people of action do. [Learn more at Rotary.org](https://www.rotary.org).

Rotary  PEOPLE OF ACTION

Go to rotary.org/brandcenter and download the People of Action campaign ads and materials.