

# ROTARY LEADER

## MEMBERSHIP

6 tips and 4 resources for starting clubs

## CLUB CLINIC

Why engaging members through service is the key to a great club

## SPREAD THE WORD

Your guide to Rotary's voice and visual identity

## YOUNG LEADERS

Involve your Rotary Youth Exchange students in service

Find ways to keep youths active through service in honor of Youth Services Month

## PRESIDENT'S MESSAGE



MARK DANIEL MALONEY

Dear Rotarians, Rotaractors, and friends,

Increasing our ability to adapt: That is one goal of our new Rotary Action Plan. And wow, have we seen that ability put to the test this year.

In March, Gay and I were to visit Zimbabwe, Turkey, and eight other countries over the course of 30 days. After participating in a medical mission in Zimbabwe and Commonwealth Week activities in London, on the 11th day, we were packing our suitcases for Switzerland and Liechtenstein.

While attending a dinner at the High Commission for Pakistan in London, we received word that it would be impossible to travel everywhere on our itinerary. So, instead of flying to Zurich, we returned to Evanston and One Rotary Center.

Throughout early March, the news about COVID-19 became increasingly serious throughout the world. Following the advice of local officials, we canceled UN presidential conferences in Paris and Rome. Soon, the World Health Organization declared the virus a global pandemic, and we consulted with authorities on more critical decisions. We asked all Rotary districts and clubs to curb face-to-face meetings until further notice and to hold virtual meetings instead. To the districts and clubs that have adapted so quickly, thank you.

The Rotary Board of Directors held its first-ever virtual meeting to make the most difficult decision of all, to cancel the 2020 Rotary International Convention. Like the more than 20,000 registrants who planned to attend, I am disappointed. We acted to protect the health and safety of convention attendees and their families, friends, and colleagues, as well as those who call Honolulu home, and I am confident we made the right decision.

I want to thank the 2020 Honolulu Convention Committee, the Host Organization Committee, the 2020 Honolulu Convention Promotion Committee, and Rotary staff for planning what would have been one of the best Rotary conventions yet. I appreciate their hard work.

We began this Rotary year promoting the importance of the new Action Plan for all Rotarians and Rotaractors. Today, we are putting that plan into action out of necessity. That includes the possibility of a convention-like experience with you through a virtual event. We will have more to say about this in the near future.

The world is changing rapidly, and so must Rotary. Our adaptability and strength will help us navigate this experience. The world needs our leadership today more than ever. Truly, *Rotary Connects the World*.



# 6 TIPS AND 4 RESOURCES FOR STARTING CLUBS

Vikash Shah wanted to make an impact during his year as president of the Rotary Club of Dar-es-Salaam Oyster Bay, Tanzania.

To prepare, he attended a district team training seminar held by Sharmila Bhatt, governor of District 9211, who shared her vision for growing Rotary. She especially wanted to see new clubs in the Tanzania portion of her district, which also includes Uganda. Shah was convinced that there was potential for more clubs in the area but wasn't satisfied by starting just one. So he gathered people who shared his energy and enthusiasm, and he set out to create five new clubs.

“My crazy vision ... brought Rotary almost 130 members in a period of five months,” Shah writes. “I learned these lessons: attract new members, encourage giving to the Foundation through EREY [Every Rotarian, Every Year], and make your costs affordable.”

Not everyone has Shah's energy and can start five clubs in less than a year. But with these tips from our membership experts, you can greatly improve your ability to charter clubs. By doing so, you help fulfill our goals of growing Rotary and increasing our capacity to improve lives in communities around the world.

## 1 Look for opportunities.

Start by making a list of communities in your district that could benefit from a new club. Consider the various club models that appeal to different groups of people. Include communities that have no Rotary clubs and those that have unaddressed needs. You can see all the clubs in your district by using Rotary's [Club Finder](#) or the [Rotary Club Locator](#) mobile app.

## 2 Get others to help.

Appoint an advocate for new clubs. This person can guide the effort to organize the new club and can act as liaison between the sponsor club and the new club. Find the key people, including a new club adviser, who will teach club officers about their roles and responsibilities. Get the support of your district governor.

## 3 Ask current members and community leaders to find prospective members.

Two out of three prospective members who are referred by a Rotarian join Rotary. If prospects can't join your club but are interested in Rotary, refer them to another club.

## 4 Make a communication plan.

Craft a clear, concise message that communicates what you're offering and how prospective members would benefit from joining. Tailor your message to the audience. Use social media and traditional media to publicize the new club.

## 5 Hold an information session.

[Bring materials to share and consider showing a Rotary video](#) along with your presentation about discovering Rotary. Get to know each prospective member by following up with them individually later.

## 6 Offer guidance — but not too much.

Allow the new club's members to create their own culture and traditions. Members of the sponsor club can support them by sharing their Rotary knowledge, helping train leaders, or attending the new club's events.

### GO DEEPER

Here are four resources that can help you learn even more about forming a new club:

#### 1 [Starting a Rotary Club](#)

This PDF covers the nine steps to starting a Rotary club and what you'll need to do it. A New Rotary Club Application is included.

#### 2 [Rotary Club Models](#)

This one-page chart lists eight club models, how they differ, and who they might appeal to. No two clubs are the same. Design one that meets your community's needs.

#### 3 [Building New Clubs Together](#)

This one-hour webinar explores how to attract a more diverse membership, new ways to incorporate flexibility into a club plan, and new project possibilities to keep members of your new club engaged.

#### 4 [Be a Vibrant Club](#)

Our classic guide, this resource charts a leadership plan that will challenge you to create a club that engages your members from the start and pursues fresh ideas. Choose from 11 regional versions.



Vikash Shah and Sharmila Bhatt



# KEEP YOUR MEMBERS (ROTARY) HAPPY

**Why engaging members through service is the key to a great club**

Jenny Stotts joined Rotary in 2013 and became more and more involved in her club and its service projects. But over the three years that followed, the club's culture became toxic and unproductive, which eventually prompted Stotts, and several others, to leave.

Not wanting to give up on Rotary, Stotts began meeting once a week with some of the club's other former members in a coffee shop at the same time that their old club met. The new group grew quickly, and it chartered its own club with 26 members in 2016. The Rotary Club of Athens Sunrise, Ohio, USA, which now has nearly 80 members, rejects attendance expectations, unwritten rules, and the judging of members based on their contributions. Instead, it focuses on getting members more involved in hands-on community service. During Stotts' year as club president, 100 percent of club members were engaged in service. She says this is the fact she's proudest of.



Stotts, now assistant governor and membership chair for District 6690, says her experience at her old club, though not pleasant, taught her valuable lessons. She spoke about them to incoming Rotary leaders at the International Assembly in January. (Watch the full video of her talk above.)

"I wholeheartedly believe that we don't grow Rotary sustainably through quick promotions, extra happy hours, or other gimmicks, but rather through building up the experience and engagement of the members we already have," Stotts says. "Engaged, happy members become our best tool for recruitment and sustainability."





SPREAD THE WORD

# YOUR GUIDE TO ROTARY'S VOICE AND VISUAL IDENTITY

Many people are aware of Rotary, but their understanding of who we are, what we do, and the value we bring to communities is lacking. As Rotary leaders, you can strengthen Rotary's brand by encouraging clubs and districts to tell Rotary's story with a unified voice and look.

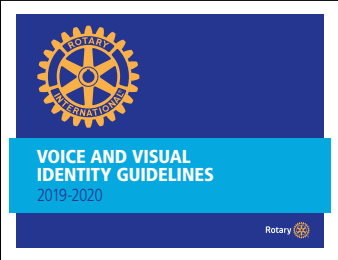
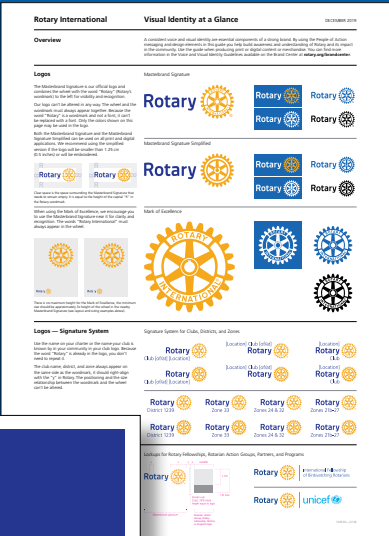
The updated [Voice and Visual Identity Guidelines](#) help members create communications that look, feel, and sound unmistakably like Rotary.

Everything you need to know about Rotary's brand image — from writing in Rotary's voice and using the appropriate logos to creating People of Action messages and using the proper color palettes — is available in one easy-to-reference document. And if you're looking for an abridged version, refer to [Visual Identity at a Glance](#), our one-page summary.

Ensure that your club and district communications strengthen the Rotary brand by:

- ➦ Downloading the Voice and Visual Identity Guidelines and Visual Identity at a Glance
- ➦ Reviewing the guidelines for updated information on People of Action messaging, information about the Masterbrand Signature, and our new vision statement
- ➦ Bookmarking the full guidelines and abridged version on your browser so they're easily accessible
- ➦ Sharing the Voice and Visual Identity Guidelines with your members

Rotary members are our best brand ambassadors. Use these guidelines to reinforce what Rotary stands for, how we differ from other organizations, and why Rotary matters today.



If you have questions, write to [brand@rotary.org](mailto:brand@rotary.org).

## WHAT'S NEW

Beginning 1 July, it will be easier than ever for Rotary clubs to set and report goals for the Rotary Citation. Previously, clubs had to achieve specific goals, which changed every year, and report them in various online Rotary tools. In 2020-21, club presidents will be able to go into Rotary Club Central and choose goals that are relevant to their club. They'll need to select and achieve at least 13 goals out of 25 to receive the citation. While a few of the goals are data-generated, such as membership numbers and Rotary Foundation giving, most of them can be reported by marking them "Achieved" in Rotary Club Central.

These changes not only simplify the process of setting and reporting goals, but they also make long-term progress easier to track because the goals will stay the same from year to year. These changes eliminate the need for a theme and citation brochure, which will be discontinued. Learn more about the [Rotary Citation](#).

## WHAT'S NEXT

**MAY**  
Youth Service Month  
**JUNE**  
Rotary Fellowships Month

30 Last day for clubs to complete and report [Rotary Citation](#) activities

# INVOLVE ROTARY YOUTH EXCHANGE STUDENTS

**Robert Taeger, a Rotary Youth Exchange student from Germany, was in Mexico in 2012-13 when he and three other exchange students began a friendly competition to see who could raise the most money for ShelterBox, Rotary's project partner for disaster relief. Together, they raised more than \$1,000.**

The experience convinced Taeger that exchange students could benefit from taking part in a fundraiser. After returning to Germany, he joined his district's Rotex, an alumni association for former Rotary Youth Exchange students. He began working with district leaders to organize a fundraiser that inbound exchange students could take part in.

Rotex International, an umbrella organization that supports Rotex alumni associations worldwide, has embraced what it calls inbound service projects. Taeger and Camila Domingues Candelaria, a former Youth Exchange student from São Paulo, Brazil, discussed the benefits of these projects in a presentation at the 2019 Youth Exchange Officers Preconvention in Hamburg, Germany. Since then, about a dozen districts have followed their example, organizing bake sales and craft fairs with their exchange students to support local charities.

**COVID-19 note: Until Youth Exchange programs resume, explore ways to involve youth virtually.**



(Above) Rotarian and Youth Exchange alumnus Binish Desai is an innovator and social entrepreneur who creates products from industrial and domestic waste. He uses his Rotary connections to help women in rural communities become successful entrepreneurs. Read about the benefits of involving youth in service projects.

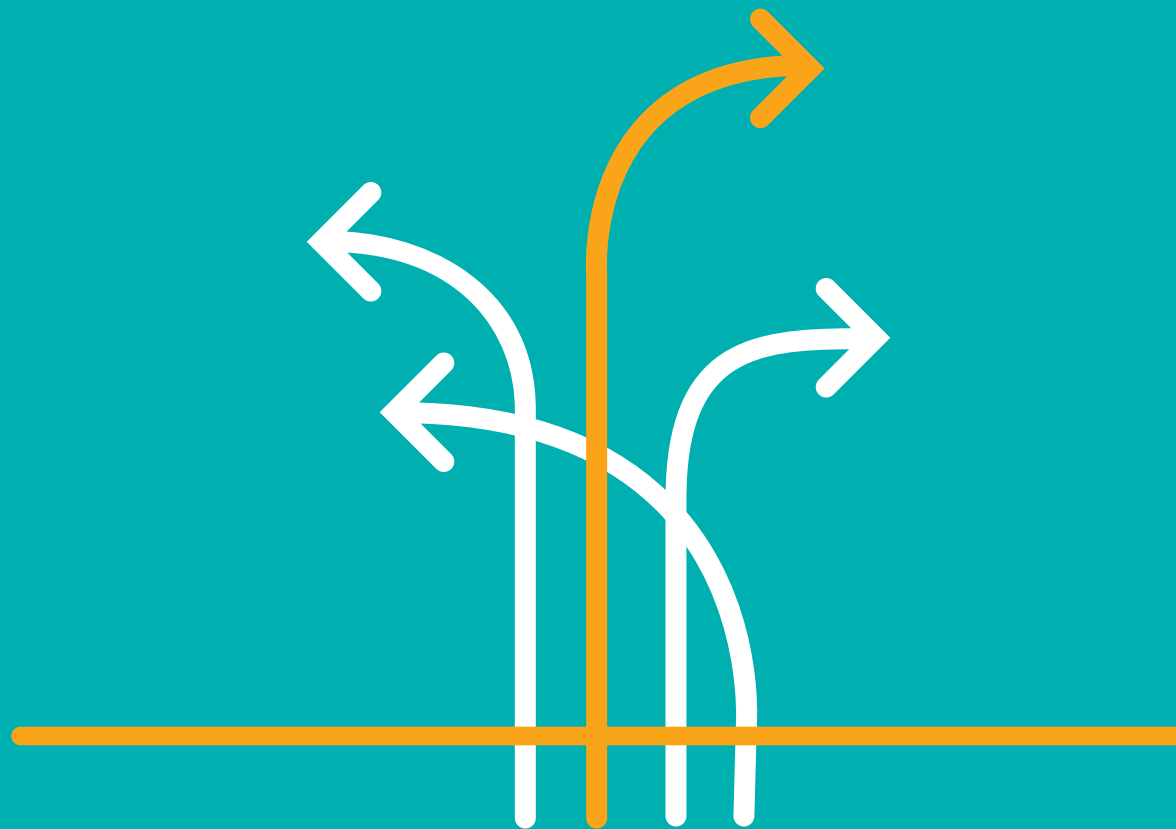
(Right) Lynne Corvaglia, a student at the CATIE Sustainability House, works to support training, business skills, and an aquaponic gardening through a global grant project. For Youth Services Month, read the full story in the May Rotarian.

May is Youth Service Month. Talk with your district's Youth Exchange committee about how your district can involve exchange students in service or fundraising, and think about whether such a project would enhance the experience of Youth Exchange students visiting your district. Here are some steps to help you get started:

- 1 Create a service committee and include former exchange students.
- 2 Plan a fundraiser or service project that inbound exchange students can take part in.
- 3 Choose an organization or cause to support.
- 4 Use your first meeting for inbound exchange students to get them excited about the project.

**Learn more about Rotary Youth Exchange, an exchange program for students ages 15-19.**





# TAKE YOUR CLUB IN A NEW DIRECTION

Is your club flexible and ready for the future?

New resources on Satellite Clubs, Passport Clubs, and Corporate Membership can help you create an experience that works for every member.

**LEARN MORE ABOUT YOUR OPTIONS AT [ROTARY.ORG/FLEXIBILITY](https://rotary.org/flexibility)**



## ABOUT ROTARY LEADER

**May 2020 —  
Volume 10, Issue 6**

Rotary Leader, a bi-monthly publication for Rotary club and district officers, is offered in eight languages: English, French, German, Italian, Japanese, Korean, Portuguese, and Spanish. Rotary Leader is published by Rotary International, One Rotary Center, 1560 Sherman Avenue, Evanston, IL 60201-3698 USA.

**Managing Editor**  
Arnold R. Grah

**Graphic Designer**  
Reiko Takahashi

**Writers**

Ryan Hyland  
Rachel Gomez

**Photographer**  
Monika Lozinska

**Copy Editors**  
Heather Antti  
Kelly Cison  
Amy Finkelstein

**Proofreader**  
Kelly Doherty

**Web**

Rotary.org

**Fax**

+1-847-866-9732

**Phone**

+1-847-866-3000

**Subscribe** to Rotary  
Leader free of charge at  
[rotary.org/newsletters](https://rotary.org/newsletters).

Copyright © 2020 by  
Rotary International.

