VOCATIONAL SERVICE TOOL KIT

Back to the Basics
Rotary 1905

BOB EURICH
District Governor
2009-2010
District 5230
March 28, 2009

Dear Club Vocational Service Chair,

Since Rotary's beginning in 1905, Vocational Service has encouraged club members to serve others through their professions and to practice high ethical standards. Rotarians, as business leaders, have shared their skills and expertise through their vocations and they inspire others in the process. Thus, offering an opportunity for clubs to feature their professional skills in service projects.

Because as the Second Avenue of Service, Vocational Service is an integral part of Club projects and activities, it is vitally important that each Rotarian accept the personal responsibility to "Put Rotary to work where you work!"

This Vocational Service Tool Kit is designed to assist you in the important task of guiding Rotarians to appreciate the link between the ideals of Rotary and their professions or trades.

I consider Vocational Service fundamentally important to Rotary's future, and have placed it high on the list of District 5230 during the 2009-10 Rotary Year.

Thank you for your dedication to Rotary and to Vocational Service. I look forward to hearing your innovative ideas and plans as I visit your Club this coming year.

Sincerely,

Bob Eurich
District Governor

CC: Assistant Governor
Club President
March 28, 2009

Dear Club Vocational Service Chair,

Congratulations on your appointment and acceptance of the opportunity to further the Object of Rotary in your Club and community through Vocational Service.

As Rotary evolves and diversifies, we need to be more creative in our approach and methodology to keep Rotarians interested and to attract new members while at the same time responsibly honoring our vocations.

Rotary International Founder Paul Harris said, "Each Rotarian is a connecting link between the idealism of Rotary and their trade or profession."

In keeping with this ideal, we have created this Vocational Service Tool Kit to make your job easier and to prepare you for the task that lies ahead.

The format is 5 Easy Steps:

1. What is Vocational Service?
2. Your Role and Responsibility – Your Committee – Your Club
3. 76 Ideas to promote Vocational Service in your Club – Workplace – Youth – Community – Aged
5. Publicize the results

I wish you a productive and successful year. Please know that I am available to assist you, and I invite you to contact me with questions or for further information.

Warm Rotary regards,

Mary Margaret Fleming
Vocational Service District Chair

CC: Assistant Governor
   Club President
VOCATIONAL SERVICE TOOL KIT

by Mary Margaret Fleming, PDG

Special thanks for generous contributions ~

Rajendra K. Saboo, Vocational Service ... The Abandoned Avenue, Address and Narration on DVD, Past RI President

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Jamison Kaufman, GRAPHIC DESIGN,
Immediate Past President RC Carmel Valley

December, 2007
Up-dated, March 16, 2009
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STEP 1. What is Vocational Service?

As Rotarians, we

- show and build respect for all jobs and work.
- use our positions and expertise to provide service, i.e. often times doctors travel on free medical missions, marketing researchers conduct free surveys for organizations.
- promote high ethical standards in our vocations.
- use Rotary to help youth, elders, or anyone less fortunate define pathways to careers.

Vocational Service is the basic foundation on which Rotary Membership is built. At induction, all new members receive their most prized possession: Classification! Rotarians are urged to project the Ideals of Rotary in their vocations. It is the Ideal of Rotary to put Rotary to work where you work, and into all of your life.

What precisely is your Vocational Service responsibility, and how do you discharge it?

- You will recall that when you were inducted, something like this was said, ... “You have been chosen for membership in the Rotary Club of _______ because your fellow members believe you to be a LEADER in your business or profession.”

- What does a leader do?
  - In every business or profession, a leader sets, maintains and continually raises the standard of ethics, professionalism and workmanship.
  - Through leadership and by example, professionals help others to develop their full potential and to raise the standards of those around them.

- We can discharge our Vocational Service responsibilities in many ways such as setting, maintaining and continually striving to raise our standards of ethics, professionalism and workmanship in –
  - Our own professional performance,
  - The wider community where each of us lives and works, and
  - Helping others to find vocations where the possibility of additional viable jobs exists or where they can be created.

- REMEMBER: Vocational Service and Membership work hand-in-hand.
"VOCATIONAL SERVICE ... THE ABANDONED AVENUE"

by Past Rotary International President
Rajendra K. Saboo

International Assembly
January 23, 2009

20 minutes
STEP 2. Your Role and Responsibility -- Your Committee -- Your Club

Vocational Service is even more important now than when Rotary was first established. Your contribution through your Committee and Club will be a direct reflection of Rotary’s value in today’s society.

As a Chair, motivation must start with you; it is a vital key to success.

- **Have a plan!**
  You can use this Tool Kit as a reference at the Club’s Vocational Service Meetings.

- **Lead!**
  Support and direct your Committee with good leadership, enthusiasm, and Confidence.

- **Delegate!**
  Persuade others to help. That allows you to do more ... and usually do better. Delegate and ensure the co-operation of each Committee Member in the total program for the year. Gain their acceptance of personal responsibility for their part in the program.

**Your Committee should ...**

- Have an understanding of its purpose,
- Be aware of its important role in promoting the "Second Part of the Object of Rotary,"
- Bear in mind the purpose of vocational service when evaluating projects,
- Have the confidence to successfully introduce and complete those projects,
- Help set the goals for the projects or programs.

**Your Club may ...**

- Need to be reminded of the importance of Vocational Service as an integral part of each member’s responsibility in his or her role as Rotarians. This is one of the most important tasks of your Committee.

- Benefit from a Program at one of the early club meetings. You will want to play the enclosed 20-minute DVD for your Club: *Vocational Service ... The Abandoned Avenue*, written and narrated by Past RI President Rajendra K. Saboo.

- Gain from learning that Vocational Service is an obligation accepted by each Rotarian. If each member of your Club has a proper appreciation of Vocational Service, many other problems such as attracting new members and membership retention can be overcome.
ETHICS. Rotary Ethics has a significant place in Vocational Service. Certainly it should be promoted on all levels of Rotary (not only in business). Publish, distribute and remind members of the following:

ETHICS – THE CHALLENGE TO ALL ROTARIANS

Rotarians frequently refer to each other as “the leaders in their vocations,” and we are all generally ready to accept the title of “leader.” Along with that title, if the ethics of a Rotarian are to have any real meaning in the vocational sense, there must inevitably be the responsibility of setting a good leadership example.

The executives should set the standards in the place where we work.

Any executives who imagine their moral failings – or strengths – to be unknown to their staff, colleagues, clients, suppliers or the unions with whom they deal, are probably deluding themselves.

Any fall from grace of “management” gives co-workers an excuse to do the same. The statement “If it’s good enough for him/her, then it’s good enough for me” is an unfortunate human failing.

If each of the 38,926 California Rotarians projected a positive influence on others, then Rotary Ideals could impact the large number of 36,756,666 individuals living in the State of California.

NOTE: California population figures are based on estimated 2008 figures. If only 10.59% of the California Residents are Rotarians ... Rotary in California certainly has a huge membership job to accomplish.

Let us think positively

HONESTY. Speaking of justice, a wise person once said, “It not only needs to be done, but it needs to be seen to be done.” It is just the same with honesty. Everything we do or say as individuals and the practices of the company or institution in which we exercise our executive powers must be seen to be honest.

COURTESY. How much does a smile cost? If we truly believe in “the recognition of the worthiness of all useful occupations,” why should we be discourteous to anyone? That doesn’t imply subservience or agreeing with everyone. It simply says that “we can agree to disagree,” and be respected for an honest and courteously expressed difference of opinion.

JUSTICE. What was it that aroused the greatest resentment in us as children, and indeed, effects us as adults? A feeling that we had been treated unfairly. Sometimes decisions have to be made, and if they are fair, they will gain respect. If we can send each of our staff home walking a little taller because they feel they are treated in a just and courteous way and respected for their individual qualities, this, then, gives us the chance to influence the whole community positively.

UNDERSTANDING. In exercising executive powers, it is a real plus to try to put oneself in the other person’s position – to try to understand their point of view – and then to ask, “How would I react if I were spoken to or treated in a discourteous or disparaging way?” One golden rule in this area is never to censure anyone, especially a staff member, in front of other people. Working with people is a matter of balancing relative values and hopefully landing on the side of human values.
STEP 3. 76 IDEAS TO PROMOTE VOCATIONAL SERVICE AWARENESS

IN YOUR CLUB - WORKPLACE - YOUTH - COMMUNITY - AGED

AWARENESS IN YOUR CLUB.
Rotarians should exemplify the principles of Rotary through their vocation. Promote vocational awareness to every member of your Club through –

→ Rotary information segments in the Club’s program,
→ Your Club Bulletin, and
→ Your Committee’s programs.

4-WAY TEST. Display the 4-Way Test in the club meeting room.

The 4-way test of what we think, do, and say --
Is it the Truth?
Is it Fair to all concerned?
Will it build Goodwill and better Friendships?
Will it be Beneficial to all concerned?

4-WAY TEST PLACE MATS. Order 4-Way Test place mats from Russell Hampton and quietly display them for four consecutive weeks. Then at the next meeting, quiz the club to see how many Rotarians have memorized the 4-Way Test. Award prizes and/or implement recognitions/fines.

JOB TALKS. Encourage individual members to create an awareness and interest in their own classifications by personal information addresses (or craft talks).

ETHICS AND PRACTICES FORUM. Present a club program to explore changing trends in practices and ethics in commerce, industry and the professions.

CLASSIFICATION. As you know, Rotary membership is by invitation and was based on the founders’ paradigm of choosing one representative of each business, profession and institution in the community, known as “classification principle.” This classification principle is the original and most prized possession of any Rotarian. It is used to ensure that the members of a club comprise a cross section of their community’s business and professional life.

A Rotarian’s classification describes either the principal business or professional service of the organization that he/she works for the individual Rotarian’s own activity within the organization. The classification is determined by activities or services to society rather than by the position held by the particular individual. In other words, if a person is president of a bank, he/she is not classified as “bank president” but under the classification “banking.” The classification principle fosters a fellowship for service based on diversity of interest and seeks to prevent the predominance in the club of any one group.
FUTURE TRENDS. Coordinate a club program where Rotarians discuss future trends in their businesses or professions ~

4Careermentoring.com by Bob Zeccardi (RC of Atlantic City, NJ) "Rotarians make great career mentors." The mission is to connect aspiring young people with experienced professionals through effective and rewarding career mentoring. This will help the next generation find and prepare themselves for productive, rewarding and satisfying careers. 4Careermentoring.com recruits and maintains an online career mentoring system that helps aspiring young people (or "mentees") find and learn from career mentors in a manner that is convenient and rewarding for both. Develop and maintain partnerships with schools, civic, trade, business and professional organizations that help them bring this valuable program to their communities. Mentee benefits: A convenient and effective tool to explore different career fields with thousands of experienced professionals. Mentor benefits: A convenient and effective way to enjoy the rewards of mentoring the next School & Community Organization benefits: A much needed tool they can use to help aspiring young people. Civic Organization benefits: A great opportunity for an organization, such as Rotary, to enlist mentees to volunteer as career mentors and help the next generation. Recognition as sponsor makes this program available to your local community. For additional information, visit <www.4careermentoring.com>.

SendOutCards.com by Allen Robinson (RC of Monterey Peninsula Sunrise, CA). Stay in touch with your business relationships, friends and family the easy way by sending real, tangible greeting cards in envelopes and real stamps electronically. It is a concept and service that is changing lives. You can send out solicitation, reminders and thank you or any other campaign to large groups with a single touch of the keyboard. This printed card with your message takes less than 60 seconds: Choose your card; write your message; then, click send. SendOutCards prints it, stuffs it and mails it all for less than a greeting card at the store. Contact Allen Robinson at 831-641-9092, or go to <SendOutCards.com>, and type in Allen's number 44260 to join.

Bob Kramer (RC of Carmel Valley, CA) presents two programs (shown below). Contact Bob at 831-622-0109 or <kramer@visionstrategy.com>.

ETHICS PROGRAMS SCHOOLS. A pressing need in our schools is to have a better ethical framework to operate from as future generations grow and do business through life. Rotary, uniquely, with it's 4-Way Test is the model for schools to learn and grow (via discussions and essay contests).

ONE PAGE BUSINESS PLAN Provide relevant and valuable business plan model for high school and middle school students by using these five steps: Vision, Mission, Objectives, Strategies, and Plans. This plan has been adopted from national successful business plan methodology.

Rotary Means Business allows Rotary members and their associates to meet, discuss business trends and ethics, exchange useful information, and promote themselves among other professionals of varying fields. Three major benefits: (1) Gaining useful and reliable professional contacts, (2) Offering opportunities for others to benefit from your services, and (3) Obtaining references to others. In other words, Rotary members helping Rotary members actually do more business! Some clubs
have started a Yellow Pages in their bulletins, on flyers, and on their websites, providing Rotarians a venue for advertising their business services to other Rotarians. Typically the listing is restricted to members only. In most cases, the cost is nominal, yet revenue generated often funds various club humanitarian service programs. No longer does one committee have sole responsibility for this important Avenue of Service.

LinkedIn is an online business-oriented social networking site. As of February 2009, it had more than 35 million registered experienced professionals from around the world, representing 170 industries. When you join, you create a profile that summarizes your professional accomplishments. Your profile helps you find and be found by former colleagues, clients and partners. You can add more connections by inviting trusted contacts to join LinkedIn and connect to you. Your network consists of your connections, your connections' connections, and the people they know, linking you to thousands of qualified professionals. Through your network you can:

- Find potential clients, service providers, subject experts, and partners who come recommended
- Be found for business opportunities
- Search for great jobs
- Discover inside connections that can help you land jobs and close deals
- Post and distribute job listings
- Find high-quality candidates
- Get introduced to other professionals through the people you know

LinkedIn is FREE. They also offer paid accounts that give you more tools for finding and reaching the right people, whether or not they are in your network. You can also create group profiles within LinkedIn. LinkedIn members can be invited to associate themselves with a group, at the discretion of the group's administrator. Rotarians would be well served by maintaining a LinkedIn profile. Within the profile, a Rotarian's volunteer service should be prominently displayed. The member's Rotary Club Webmaster should be encouraged to create a Club profile within LinkedIn that all members associate with. Non-Rotarians will see a LinkedIn member's association with Rotary, and will want to find out more about it. Contact: www.linkedin.com.

MEMBER ADVICE FORUM. At a regular club meeting, invite a Rotarian to discuss his/her vocational problems, ask for comments, and exchange ideas.

VOCATIONAL SITE VISIT. Hold a regular club meeting at an appropriate workplace off-site. Often times a short mealtime is set aside with minimal club business; then, an inspection of the work site ensues.

4-WAY TEST. Conduct a discussion or debate – “Is the 4-Way Test out of date?”

VOCATIONAL SERVICE SCORECARD. Using scorecards as a basis for a club program, ask members to consider several case studies. Each member completes the scorecard anonymously, followed by a club discussion on vocational responsibilities.
OLD, RE-USEABLE IDEAS. Here are just a few old, re-useable ideas for Vocational Service (taken, if you will, from Rotary's past Vocational History).

→ Have exhibits of merchandise and materials available at tables in the back of the meeting room to advertise the products and services of an individual Rotarian’s business. (I do think this single feature would certainly bring in more members.)

→ How much do you think your business would increase if Rotarians were encouraged to do business with each other?

CLUB ROSTER & BULLETIN. Perhaps a more subtle method of advertising would be if the Club Roster and Club Bulletin carried the business website addresses of the members with a suggestion/reminder regularly from the podium to patronize Rotarians.

BUSINESS CARDS. Business cards in the weekly (digital) club bulletin can be rotated so that a different card is at the top every week (thus, all members will have equal visibility). The ideal would be if you published this FREE of charge, or your club members may be willing to pay a fee.

DECLARATION. Adopt the Declaration for Rotarians.

DECLARATION FOR ROTARIANS IN BUSINESS & PROFESSIONS:
As a Rotarian engaged in a business or profession, I am expected to –

... Consider my vocation to be another opportunity to serve,

... Be faithful to the letter and to the spirit of the ethical codes of my vocation, to the laws of my country, and to the moral standards of my community,

... Do all in my power to dignify my vocation and to promote the highest ethical standards in my chosen vocation,

... Be fair to my employer, employees, associates, competitors, customers, the public, and all those with whom I have a business or professional relationship,

... Recognize the honor and respect due to all occupations that are useful to society,

... Offer my vocational talents: To provide opportunities for young people, to work for the relief of the special needs of others, and to improve the quality of life in my community,

... Adhere to honesty in my advertising and in all representations to the public concerning my business and profession, and

... Neither seek from nor grant to a fellow Rotarian privilege or advantage not normally accorded others in a business or professional relationship.
CLUB PROGRAM. Ensure that the Club Program Chair includes at least six Vocational Service Programs in the Rotary year. Schedule firm dates at the start of the year.

AWARENESS IN THE WORKPLACE.

VOCATIONAL EXCELLENCE AWARD. Present awards for Vocational excellence (top performance, etc.).

PRIDE OF WORKMANSHIP. Sponsor pride of workmanship in industry, commerce, and school with vocational talks that include discussions on employer-employee relations followed by the presentation of printed awards, plaques, etc.

INDUSTRIAL RELATIONS. Arrange a series of guest speakers on different weeks to cover workers, shop stewards, union officials, management and arbitration.

IS IT FAIR TO ALL CONCERNED? Arrange a Club discussion of current commercial and industrial practices.

BUSINESS RELATIONS. Schedule speakers who challenge Rotarians on the need for better business relations (not necessarily to go beyond your own club members).

BRING A BUSINESS PERSON. Regularly arrange days for each member to bring a non-Rotarian local business person to a regular meeting as a guest (when possible).

BRING A COMPETITOR. Encourage Rotarians to bring their workplace competitors to a meeting in an effort to develop understanding of Rotary by the competitor and an understanding of the competitor's point of view by the Rotarian.

ASSISTANCE TO SMALL BUSINES. Hold a small business seminar in the local community using local Rotarian business people as keynote speakers (when possible).

COURTESY CONTESTS. Hold a courtesy contest to select a courteous police officer, a diligent garbage collector, and obliging shop assistant, an efficient telephone person, or other.

EMPLOYEES MEETING. Enhance good relations by setting aside a club meeting for employees of Rotarian members. Particular emphasis for the day should be placed on the selection of the guest speaker.

HI-TECH SEMINAR. Organize a seminar to disseminate and discuss information about future trends in technology.

TRADE & PROFESSIONAL ASSOCIATIONS. Promote and support the work of such associates.
AWARENESS FOR YOUTH. Emphasize Rotary's commitment to young people - "Every Rotarian an Example to Youth."

CLUB VOCATIONAL SERVICE COMMITTEE. This Committee should work closely with the Club Youth Committee and established community youth services.

GUESTS AT CLUB MEETINGS. Invite Youth recipients of Rotary Awards and/or scholarships. Students will find a weekly Rotary meeting interesting and create a great deal of awareness in the community.

SUPPORT YOUTH SERVICES.
→ In job creation,
→ In youth employment,
→ In the management and operation of such activities as Skills Share, Work Skill California, Skill Olympics, Job Start, and Traineeships,
→ Survey and use Federal, State, and Local Government schemes operating within our District,
→ Consider providing equipment for activity groups.

ROTARY YOUTH LEADERSHIP AWARDS (RYLA). Initially begun in Australia, RYLA is now accepted worldwide as an excellent training avenue for young rising executives and youth leaders. It may be your Club's practices to go through the local high schools to interview and sponsor students, or you may wish to consider sponsoring one of the employees of a Club member.

ESSAY COMPOSITIONS. Invite students of local schools to submit essays on a selected topic, perhaps: "Is the 4-Way Test out of date?" "What does Green your life mean?" or "Should conservation stand in the way of a freeway?" Many topics are available.

GIRL SCOUT, BOY SCOUT, OR COMMUNITY YOUTH GROUP LEADERS. Close liaison with these leaders in the community provides valuable information on the needs of youth.

PUBLIC SPEAKING COMPETITIONS. Sponsor a public speaking competition.
→ Before the competition commences, Rotarians or speaking professionals should offer to act as coaches for training in the techniques of public speaking.
→ Interschool competition in public speaking is another effective way of involving youth in vocational service topics.
→ Promote a friendly debate on a popular topic between Rotary and school, between Rotary Clubs, or between Rotary and Interact Clubs.

TALKS TO YOUTH. Various youth groups and school communities are continually looking for interesting speakers. A talk by a local Rotarian on the ethics of the 4-Way Test, on productivity, or on employer-employee relations could be very appropriate. Talk to school leaders on prospective employment.
APPRENTICESHIP AWARDS. Awards for excellence can be made after a selection process by the Rotary Club. Local apprentice training institutions will normally provide appropriate information with the Rotary Club carrying out final screening and selection of the most worthy apprentices.

APPRENTICE EXCHANGE. Clubs can arrange for an exchange of apprentices in allied fields to provide wider experience in the workplace. An exchange may be an appropriate prize for an award-winning apprentice.

CAREER SEMINARS. Rotarians can visit schools to tell of career opportunities, courses of study, and prerequisite subjects. Career "market places" may be sponsored by a Club or, at least, ensure Rotarians participate in such markets when organized by others.

JOB EXPERIENCE. Rotarians can visit final year students and answer questions about various aspects of their vocation, i.e., a doctor talking about medical and par-medical careers, a builder talking about careers in the construction industry, etc.

"LIVING TODAY" PROGRAM. Selected Rotarians can talk at local high schools on the topics of: How to buy a car. How to prepare a will. How to open a bank account. How to stay within your budget. How to develop a savings plan, etc.

JOB SHADOWING/WORK EXPERIENCE. Students work for a day or a week (or so) without payment in the actual work environment. Consider city-county exchanges. Look at computer training for blind students. Assist the local high schools to find work experience locations.

SCHOLARSHIPS. Scholarships can be arranged through the principal of a local high school or dean of a local college to enable gifted students who otherwise could not continue with their schooling.

JOB INTERVIEWS. Arrange job interviews for graduate level students to prepare them in interview techniques, to write their resume, and to build self-confidence. You can help a young person obtain a first job.

4-WAY TEST AWARDS. Consider an annual presentation to senior high school students for achievement in meeting the ideals expressed in the 4-Way Test. This award can be recorded on an honor board presented by Rotary.

YOUNG ACHIEVERS USA. Sponsor an exercise in the local high school and/or college, involving starting a business, forming a company, manufacturing, and marketing.

PROJECT FUTURE PLUS. Prepare young people to meet changes in lifestyle caused by the many technological changes.

YOUTH SCIENCE FORUM. In concert with local school(s), organize a youth science forum and encourage Club Committees to find worthy applicants.

PEER SUPPORT. Support the formulation and operation of peer support in your local high school or college.
ADVENTURE CAMP. Organize an adventure camp for young people to encourage confidence, initiative, determination and courage.

ADVENTURE IN CITIZENSHIP. Design a week long (or shorter) program for high school juniors. Provide participants an opportunity to learn about national/federal government, international affairs, the courts, science, etc.

SUMMER SCHOOL. Introduce students to career opportunities in various facets of occupations, i.e. engineering, architecture, construction, etc.

AWARENESS IN THE COMMUNITY.

LOCAL CITY/GOVERNMENT EXECUTIVE AS GUEST SPEAKER. Invite local leaders to speak to your club, i.e. Mayor, City Manager, Parks Department, Fire Chief, Police Chief, Post Office Manager, Public Library Director, etc.

LOCAL CEREMONIES. Arrange attendance by Rotary members at local ceremonies and presentations. The donation of even a small native tree can create lasting and meaningful memories. NOTE: If/when you do something like this, be sure a visible, on site plaque (or something appropriate) is also presented to further your Club’s and Rotary’s public image within the community.

ROAD SAFETY PROGRAMS. Present courtesy driver awards and offer voluntary vehicle roadworthy tests in cooperation with the police and other local officials.

SUPPORT FOR UNDERPRIVELEDGED COMMUNITIES. Seek support for volunteer Rotarians to work at their own trade or profession assisting communities in need.

SPECIALIZED MACHINERY. Purchase specialized machines for the handicapped.

SHELTER WORKSHOPS. Support local shelter workshops in management, product marketing and advice.

TRADE SHOW. Organize a trade show display, and encourage business people to display their products and methods.

CRAFT FAIR. Encourage cottage industry by organizing an art and craft fair or design seminar.

CONSUMER RIGHTS SEMINAR. Organize a seminar to familiarize people with their rights as consumers.

DO IT ONCE, DO IT WELL. Promote this concept through a Rotary sponsored campaign.
AWARENESS FOR THE AGED. Rotary has a long tradition of addressing the needs of the elderly. The problems facing seniors are many, from the mental and physical anguish of infirmity and loneliness to the continual financial strain and impact of living on a fixed income, and so, Probus Club was born. The Probus Club is a voluntary organization of PROfessional and BUSiness people dedicated to helping people.

PROBUS CLUB. Form a Probus Club for retired business and professional people in the community.

RETIREMENT SEMINAR. Hold a retirement seminar for the benefit of those people who are approaching retirement or who are already retired. Provide advice about investment, hobbies, and travel using Rotarian resources.

ELDERLY OR DISABLED. Create community awareness and address problems of access for the elderly and disabled in shopping centers and community centers. Provide appropriate walkways in parks.

RECREATION FOR THE ELDERLY. Provide opportunities for the elderly to enjoy aerobic exercises, swimming and recreation. Help organize groups at the local aquatic center, etc.

SERVICES FOR THE ELDERLY. Provide voluntary handyman services, such as regularly replacing a light bulbs, repairing a fence or sidewalk, painting, assisting with weekly shopping, having an elderly neighbor in for an occasional meal.

AGE CONCERN. Involve retired people in training young people in vocational skills and attitudes.
STEP 4. ACTION PLAN -- TIMETABLE

A. Form a Committee.

B. Have them make a
   • Specific goal
   • Measurable result
   • Timetable for each milestone

C. Set a budget

D. Specify who is responsible.

Rotary acknowledges that you are a busy, highly capable leader in your vocation and that you bring more than enough experience and leadership qualities to achieve what needs to be done. The following sequence check will ensure that your aims and goals are achieved. Work closely with your president so that your planning compliments Club plans and objectives for the year.

PRIOR TO and AFTER JULY 1st OF THE 2009-10 ROTARY YEAR:

MARCH 28  District Governor Nominee holds District Assembly. District Vocational Chair distributes Vocational Service Tool Kit (this document) to Vocational Service Chairs.

APRIL  Vocational Service Chair selects a strong team.

JUNE 1  Vocational Service Club Chairs hold one or more meeting to plan their activities for the year and provide a detailed plan to the President (and, where indicated, to the Program Chair and Bulletin Editor, as well).

JULY 1  Ensure your Committee knows what has to be done and when and who has to do it. Be sure to put it in writing.

JULY  Play the enclosed 20-minute DVD for your Club, Vocational Service ... The Abandoned Avenue, (written and narrated by Past RI President Rajendra K. Saboo).

JULY  PLAN AHEAD – OCTOBER IS VOCATIONAL SERVICE MONTH. In July ask your Club President if you can plan 2 interesting and different Vocational Service Club Programs during October.

REMEMBER TO:

→ Monitor your progress,

→ Report to the Board and the Club on your regular Committee meetings,

→ Install a plaque/plate to identify every project making sure that the Rotary wheel, Name of your Club, and date of installation is included, and

→ Advertise the Club’s, Committee’s, and your achievements in the local media.
STEP 5. PUBLICIZE THE RESULTS.

LOCAL MEDIA LIAISON.

It would be impossible to overemphasize the value of the public image of the Rotary Club in the community. Close liaison with local billboard companies, newspapers, radio, television, and word of mouth can be very useful methods of presenting the myriad of Rotary projects to the local community – and beyond.

See enclosed the 5-Easy Steps to Public Image Projects (black glossy folder).

YOU ARE ALL SET FOR A GREAT YEAR!

MY VERY BEST WISHES FOR YOUR SUCCESS AS CLUB VOCATIONAL SERVICE CHAIR!