

**Supporting Diversity, Equity, and Inclusion in District 5710**

***Suggested Membership Growth Steps for Clubs to Consider***

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1. **Introduction – Why a DEI Plan?**

For Rotary, *Diversity Equity Inclusion* (DEI) means ensuring that our clubs, meetings, and events are places where participants can speak openly and respectfully and where everyone feels welcome.

* It’s about removing barriers to entry & success and opening doors to inclusion,
* It is about the “*right*” thing to do treating others as you would like to treated, and
* It is also about living our ***Four Way Test***

By adhering to our ***Four Way Test***:

1. As members of an organization that embraces ***The Four Way Test*,** we want to act in a way that is *fair* to everyone.
2. We know that creating an inclusive club culture is the *fair* and right thing to do.
3. Talking about diversity, equity, and inclusion (DEI) with your fellow club members is an important step.
4. If we answer YES to the following:
5. Is it the truth?

ii. Is it fair to all concerned?

iii. Will it build goodwill and better friendships?

iv. Will it be beneficial to all concerned?

Then your club is on the way to practicing DEI as well as strengthening Rotary’s future.

**Note that diversity, equity, and inclusion are not political issues. Every member has the right to be treated with dignity and respect, to have equal opportunities for friendship and service, and to be given the same platforms for their voices to be heard.**

DEI, one of several Rotary *Core Values* is included in

* **The *Rotary Diversity, Equity, and Inclusion Statement*** by the RI Board in 2021,
* The *Rotary DEI Code of Conduct – as approved by the RI Board of Directors* 2019, and
* Our District 5710 *Statement of Inclusivity*, July 2020.

These are in Appendixes II, III, and IV for further reference

*DEI Definitions* are in Appendix I

1. **Assessing your clubs culture, rules, policies, traditions -**

As a place to start, we suggest looking at various facets of your club to help you find opportunities to make it more inclusive. Consider these questions & your answers, that could help your club continue to grow and thrive – and thus be able to serve and help more people improve their lives.

* 1. *About Your Club Culture Members and You:*

1. Do you feel like you belong? Do you feel like you can be yourself in your club?
2. Is your club offering *leadership, professional, and personal development opportunities*?
3. Do you feel that you have a fair chance at leadership? What barriers, if any, are in your way? How about other members in your club?
4. Are you using your unique talents and skills in your club? If not why not? How about other members in your club? What do they think?
5. Do the benefits and opportunities that your club offers meet the unique needs of the diverse membership you are trying to attract and retain?
6. What types of *flexibility* are you offering your members in terms of meetings, projects, and other events?
   1. *Membership:*
      1. Does your club consider prospective members from underrepresented groups for membership? Look at who your club invites and who hasn't been invited.
      2. What criteria are considered in club membership decisions? Do they exclude any underrepresented groups? Are they documented in your bylaws? Are there also unwritten criteria?
      3. What are your club dues, meeting details, and other expectations of members, and who if anyone could they potentially exclude?
      4. Who benefits from your club bylaws, and who is left out? Whose perspective is missing?
   2. *Service Projects, Socials, and Other Events*
7. Do you invite members of your community (non-Rotarians) to participate in service projects and propose ideas to them?
8. Do your club's service projects address pressing needs in your community? Or are they projects that make members feel good more than they help others?
9. Who benefits from your club's projects? Are there others in the community who could benefit more?
10. Who chooses your club’s projects? Do all members have an equal say? Do members feel empowered to express differences in opinions?
11. Does your club do local community assessments to determine what service opportunities are needed?
12. Do you have *family-friendly activities*? Or, are you offering support for members’ families in some way?
13. Are your club's projects ones that members with disabilities could participate in?
14. Do you partner with other organizations to expand your reach?
    1. *Social Media*
15. Do your club's social media posts include all of your members?
16. Do they show members who represent diverse groups in the community?
17. Do your posts invite others to participate?
18. Does your club tokenize certain members in its social media posts?

Note that your club can also use the *RI Membership Satisfaction* survey to help you find answers. This survey is located under the Membership Section on *My Rotary*

[*https://storestuff.s3-accelerate.amazonaws.com/13799\_137645213\_1?response-content-disposition=attachment%3B%20filename%3D%22801E-member-satisfaction-survey-en.pdf%22%3B%20filename%2A%3DUTF-8%27%27801E-member-satisfaction-survey-en.pdf&AWSAccessKeyId=AKIAJBNEEVWEAALCCECQ&Expires=1682095292&Signature=MvP%2Bqw21fRtPu5Tc9odr0pCVCg0%3D*](https://storestuff.s3-accelerate.amazonaws.com/13799_137645213_1?response-content-disposition=attachment%3B%20filename%3D%22801E-member-satisfaction-survey-en.pdf%22%3B%20filename%2A%3DUTF-8%27%27801E-member-satisfaction-survey-en.pdf&AWSAccessKeyId=AKIAJBNEEVWEAALCCECQ&Expires=1682095292&Signature=MvP%2Bqw21fRtPu5Tc9odr0pCVCg0%3D)

1. ***Steps and ideas that clubs can consider*** to increase efforts to support diversity, equity, and inclusion?
   1. *Club culture, membership, and you*
   2. Hold yourselves and each other accountable. Diplomatically in private let another member know when a their actions do not reflect Rotary's ideals or values.
   3. Have meaningful conversations in your club that can strengthen your culture of diversity, equity, and inclusion Here are some suggested ways to do this:
   * Dedicate a series of meetings to discussing key DEI topics.
   * Tell members that misunderstandings are common, and agree to minimize them by using terms as defined in your conversations.
   * Consider appointing a committee to insure your club continued to be more welcoming and diverse.
   1. If your club has pervasive DEI issues:

* Inform the appropriate members so they know what behavior and words are not acceptable and explain why.
* Provide alternative examples of behavior and words that are more inclusive.
* If some members are not meeting your club's commitment to DEI, discuss it with them privately.
  1. Document your club's values and its commitment to being inclusive. Post them on your website and include them in your newsletters or printed/electronic club materials.
  2. *Passions* and hobbies – there are so many opportunities to engage our members when we learn and consider what excites them. For example, the Rotary Club of Madison South, Wisconsin has a wide variety of *club fellowships* – there’s one for members who like to bike, cook, drink wine, sew. You could have a fellowship for motorcycle enthusiasts or one for wine enthusiasts in your club.
  3. Think about aspects of your club, such as your meeting or service projects, that could be broadened to be more inclusive.
  4. Remove obstacles that could prevent some people from joining your club, like a meeting time or place that isn’t accessible to everyone. A satellite is a possibility? Our *ability to adapt is the key to strengthening Rotary’s future*
  5. *At club events*

1. To reflect the communities in which we live and serve, invite community and business leaders and influencers from groups that are underrepresented in your club to participate in a club activity. *Example* – Is their a Latino organization in your community that you can partner on a service project?
2. Assess how welcoming your meetings and events are to people of various backgrounds and abilities, and identify any opportunities to improve
3. Plan events at venues that are accessible
4. Manage event costs to keep them affordable
5. Promote events in all areas of your community
6. Invite people from across the community to participate in your club's service projects
7. Consider *multi-generational activities*. Diversity of age is a real strength in our Rotary clubs, and it’s important we consider engagement opportunities for all.
8. Work with other groups in your area who are also working to improve the quality of life of people in the community.
   * Cultivate relationships with the leaders of those groups.
   * Invite them to a club event so you can get to know each other and determine how you can support each other or collaborate. You'll learn from other experts and share your own knowledge.
   1. *In club leadership*
9. Encourage a new club member to take a leadership role especially in a project they are passionate about
10. Select leaders who are representative of your community and your club's membership
11. Encourage people from underrepresented groups to take on leadership positions and support them when they do
12. Have selection committees for leadership positions that are made up of diverse members
13. Ensure that committees have members with diverse backgrounds and perspectives
    1. *When we recruit new members*
14. Complete the Member Diversity Worksheet, using census data if possible to learn about the demographics of your community.
15. Identify & locate census demographic data for your community. Then determine if your club reflects your community. For example for Leawood, Kansas go to <https://www.census.gov/quickfacts/fact/table/leawoodcitykansas/PST045221>
16. Focus on offering a club experience that's important to the people you want to recruit
17. Invite acquaintances or people you meet to visit your club. Tell them how Rotary might benefit them, based on what you know about their interests.
    1. *In programs for young leaders*
       1. Involve young leaders in your events
       2. Treat young leaders as equals and assign them tasks that allow them to contribute in significant ways
       3. Empower young leaders to engage in meaningful opportunities, projects, and roles that advance and support their goals
    2. *In club flexibility*
       1. Take advantage of Rotary's club flexibility options to make your club more accessible to a wide variety of members
       2. Listen to your members and adjust your meeting schedule or costs to make sure everyone can participate
       3. Offer a variety of membership types to meet the needs of current, new, and prospective members
       4. Think about *new club experiences* – this means not only thinking about potential new clubs but also new experiences within your existing clubs. New ways for people to experience Rotary in addition to our traditional models.

**Appendixes**

**Appendix I *- Rotary*** ***DEI* *Definitions***

1. *Diversity* refers to differences among people's backgrounds, experiences, and identities. It may be based on their culture, religion, ethnicity, race, color, age, abilities, learning style, socioeconomic status, marital status, languages spoken, sex, sexual orientation, or gender identity, as well as their ideas, thoughts, values, and beliefs.
2. *Equality* means that two or more things, people, or groups are the same or have the same worth, or that they are treated the same way.
3. *Equity* means providing differing resources, opportunities, and levels of support, according to people's needs or circumstances. An equitable approach gives people what they need in order to have the same possibilities that everyone else has.
4. *Inclusion* makes everyone feel comfortable being themselves. No one has to hide part of their identity in an inclusive environment

**Appendix II *- Rotary Diversity, Equity, and Inclusion Statement per Rotary's Board of Directors,***

***2021***

At Rotary, we understand that cultivating a diverse, equitable, and inclusive culture is essential to realizing our vision of a world where people unite and take action to create lasting change.

**We value diversity and celebrate the contributions of people of all backgrounds, across age, ethnicity, race, color, disability, learning style, religion, faith, socioeconomic status, culture, marital status, languages spoken, sex, sexual orientation, and gender identity as well as differences in ideas, thoughts, values, and beliefs.**

**Recognizing that individuals from certain groups have historically experienced barriers to membership, participation, and leadership, we commit to advancing equity in all aspects of Rotary, including in our community partnerships, so that each person has the necessary access to resources, opportunities, networks, and support to thrive.**

**We believe that all people hold visible and invisible qualities that inherently make them unique, and we strive to create an inclusive culture where each person knows they are valued and belong.**

In line with our value of integrity, we are committed to being honest and transparent about where we are in our DEI journey as an organization, and to continuing to learn and do better.

**Appendix III *-******Rotary DEI Code of Conduct – as approved by the RI Board of Directors in 2019***

Rotary International's Board approved a new [DEI code of conduct](https://my-cms.rotary.org/en/document/rotary-diversity-equity-and-inclusion-code-conduct) that reflects our core values. It provides a supportive framework for how Rotary members can create and maintain an environment that is collaborative, positive, and healthy for everyone.

The DEI code of conduct asks Rotary members to:

* Use respectful language
* Be supportive
* Foster a welcoming and inclusive environment
* Celebrate diversity

Although free expression is important, what we say and how we behave matter. Rotary does not tolerate speech or behavior that promotes bias, discrimination, prejudice, or hatred because of age, ethnicity, race, color, disabilities, religion, socioeconomic status, culture, sex, sexual orientation, or gender identity.

All Rotary leaders, from club presidents and district governors to directors and trustees, are expected to apply the DEI code of conduct uniformly by taking responsibility for how their words and actions may affect others.

If you hear something or observe behavior that doesn't align with the DEI code of conduct, you have several options for addressing it:

* If the situation can be resolved through discussion, encourage the member or participant to talk to the person directly. Very often, a person who said something or acted in a way that made others feel excluded, marginalized, or targeted did not do so intentionally. Although there might be mistakes, missteps, and uncomfortable conversations along the way, the end result is a better, stronger Rotary.
* If a discussion is not possible or the situation involves someone in a leadership role or another club, contact [Club and District Support staff](mailto:cds@rotary.org), who will review the information and follow up appropriately.
* If anyone is in danger or their safety is in doubt, contact local law enforcement and notify  Rotary’s [Club and District Support staff](mailto:cds@rotary.org).

**Appendix IV *-******Rotary District 5710 Statement of Inclusivity July 2020***

District #5710, supports the Rotary International statement that Rotary has no tolerance

for racism. As Rotarians. we work tirelessly to promote respect of others, celebrate

diversity, and demand ethical leadership to advance peace in our District and our world.

As Rotarians we support our code of conduct, focus on peace building, and address

conflict with compassion while building peace.

“Rotary Opens Opportunities” is the theme for this Rotary year. The future is NOW and

it is imperative that as Rotarians we open the door of opportunity to not only recruit new

members but place special emphasis on the recruitment of African-Americans, Latinos,

Asians, Native Americans, and any underrepresented groups in our communities, such

as: LGBTQ, people with disabilities, women, etc. Anyone who is willing to serve while

respecting Rotary values should have the opportunity to be a member of one of our

clubs. We have much work to do as we continue to provide opportunities and make a

difference in our diverse Kansas communities.

Through Rotary, we have the strength and power to bring people together. Our district

clubs, through projects and grants, work to address the community needs of all people

and all ages. Our local and global projects impact minorities and address inequities of

those who are most in need in our Kansas communities and the world.

As Rotarians, we have the “power to make a difference” as we do our part to listen,

learn and take action (your ideas are welcome here) to ensure that we meet the

challenge of making positive change for Kansas citizens including all persons of color

and any underrepresented groups in our communities.

Our District, through its member clubs, is proactive and continues to recruit and attract

men and women of all ages and ethnicities. Currently, our District composition is

approximately 30% women and has many people of color in club memberships, but we

do not yet fully reflect the makeup of our communities.

For over a century, Rotary has funded and encouraged global and local programs that

promote goodwill and better understanding between people of different cultures and

nationalities. Our District will continue to do the same and will move forward to celebrate

diversity and find peaceful solutions to make our world a better place.