

*District Learning Assembly*

**LOOKING FORWARD.....  
to the New Rotary Year  
and beyond!**

*Leo Kaytes, Beau O'Loendorf & Carrie Hernandez  
Hudson Valley Rotary District 7210 Governor Team  
April 27, 2024  
RC Ketcham High School*

Rotary 

# Your Day

## District Learning Assembly Agenda Summary

9:00 - 9:55am **Opening General Session**

9:55 - 10:40am **Rotary's Action Plan and You**

10:40 - 10:50am **Break**

10:50 - 12:00pm **Breakout Session 1:** *choose from the following*

Club President Basics Recap

Incoming Treasurers

Membership: Your Role

Foundation Giving

Public Image and Promotion

Service: Your Role

12:00 - 12:30pm **Lunch**

12:30 - 1:40pm **Breakout Session 2:** *choose from the following*

Club President Intermediate

Incoming Secretaries

Membership: Engaging Your Members

Foundation Grants

Rotary Youth Programs (Youth Exchange, Interact, RYLA)

1:40 - 2:10pm **Closing General Session**

2:10 - 3:00pm **Service Project**

# District Learning Assembly

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Hudson Valley  
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District 7210



## Rotary's Action Plan and You

Leader: Louis Turpin

### Learning Objectives:

- Use the Rotary Action Plan to support your Club and achieve Rotary's Strategic Priorities

**Resources:** Always sign-in to [Rotary.org/learn](https://rotary.org/learn) first to access the Learning Center links!

- [Rotary's Action Plan and You](#) course on the Learning Center
- [Rotary's Action Plan](#) page on MyRotary.org
- [What Clubs Can Do](#) flyer on the Action Plan page

### Discussion Topics:

- Supporting Rotary's Action Plan & Strategic Priorities
- Increase Our Impact
- Expand Our Reach
- Enhance Participant Engagement
- Increase Our Ability to Adapt
- "What Clubs Can Do" flyer & actions

### Assembly Activity:

*Over the course of today's Assembly sessions, and using the Rotary Action Plan, related Strategic Priorities, and the "What Clubs Can Do" flyer, develop a plan of specific actions that will help your Club to:*

- Increase Our Impact
- Expand Our Reach
- Enhance Participant Engagement
- Increase Our Ability to Adapt

### Notes:

**A specific action from this Session that will help my Club achieve Rotary's Strategic Priorities is:** \_\_\_\_\_

**One other important thing that I learned to bring back to my Club:** \_\_\_\_\_

**TOGETHER** WE SEE A WORLD  
WHERE **PEOPLE** UNITE AND TAKE ACTION  
TO **CREATE** LASTING  
**CHANGE** ACROSS THE GLOBE  
IN OUR COMMUNITIES AND IN OURSELVES

As we stand on the cusp of eliminating polio, we find ourselves poised for our next challenge. **The time is right to move toward realizing a new vision that brings more people together, increases our impact, and creates lasting change around the world.** To achieve the vision of Rotary International and The Rotary Foundation, we have set four priorities that will direct our work over the coming years.

## INCREASE OUR IMPACT

- Eradicate polio and leverage the legacy
- Focus our programs and offerings
- Improve our ability to achieve and measure impact

## EXPAND OUR REACH

- Grow and diversify our membership and participation
- Create new channels into Rotary
- Increase Rotary's openness and appeal
- Build awareness of our impact and brand

## ENHANCE PARTICIPANT ENGAGEMENT

- Support clubs to better engage their members
- Develop a participant-centered approach to deliver value
- Offer new opportunities for personal and professional connection
- Provide leadership development and skills training

## INCREASE OUR ABILITY TO ADAPT

- Build a culture of research, innovation, and willingness to take risks
- Streamline governance, structure, and processes
- Review governance to foster more diverse perspectives in decision-making



# ROTARY'S ACTION PLAN

## WHAT CLUBS CAN DO

Rotary's Action Plan builds on our past successes and sets our future direction to ensure that we continue to grow, unite people, and make a lasting impact.

We encourage all members to review the Action Plan, think about your own club and district goals, and find meaningful ways to align those goals with our plan. Have open and ongoing discussions in your club and throughout your district about the new priorities and objectives, then use those talks to shape your own strategies.

For each of the four priorities that will direct our work, we've listed ways you can put that goal into practice. Think about how *you* can bring Rotary's Action Plan to life.

# ROTARY'S ACTION PLAN

## INCREASE OUR IMPACT



**DEVELOP A STRATEGY** for educating members about the importance of impactful service projects. Research shows that measurable, data-driven results offer proof of the impactful service that is attractive to the next generation of leaders.

**CONDUCT A COMMUNITY ASSESSMENT** to determine which issues are top concerns in the area. Learn about needs and strengths and identify the key decision-makers. Try conducting evaluations both before and after you implement projects to get a better sense of where and how you can create measurable, lasting change that truly helps the communities you serve.

**FOCUS YOUR EFFORTS.** Review your club's activities and determine which ones can be streamlined or eliminated so your club can spend more time on activities that make a real impact.

**ENCOURAGE YOUR CLUB OR DISTRICT TO CELEBRATE THE LONG-TERM SUCCESSES** of service and program offerings, but to be open to new projects or opportunities to prove that your club or district's impact has only begun. Apply for a global or district grant to fund a project that will have sustainable, measurable outcomes.

## EXPAND OUR REACH



**SET A GOAL** to collaborate with new groups in your community, either through service projects or social events, to introduce more people to Rotary. As our vision statement says, we want to unite people — not just Rotarians — to create lasting change.

**USE ROTARY'S MEMBERSHIP TOOLS** and resources to assess your club and learn how to make it more diverse, open, and attractive to everyone in your community.

Districts should **CONSIDER FORMING NEW CLUBS.** Take advantage of our flexible club models to create clubs that are welcoming to people with diverse interests, backgrounds, and needs. As always, these new clubs should embrace our core values and deliver value to members.

**BE SURE TO TELL COMPELLING STORIES** about how your club or district is making a difference. Use the People of Action materials and other resources in the Brand Center to learn how to show your club or district's impact through the media, on social media, and in the community. Strengthening your public image can help you attract like-minded people to your club, form new partnerships for service, and build a stronger and more diverse network of collaborators.



## ENHANCE PARTICIPANT ENGAGEMENT



**FOCUS NOT ONLY ON GAINING NEW MEMBERS BUT ALSO ON DELIVERING VALUE** — both personal and professional — to current members. Hold a brainstorming session or use a survey to ask members what’s important to them in their club experience and how they want to grow and develop through Rotary.

Consider everyone who encounters Rotary a participant. Invite them to **OFFER NEW IDEAS AND SHARE THEIR THOUGHTS**. Encourage them to stay involved (whether or not they join the club) so they feel valued and are inspired to support Rotary activities.

**USE OUR CURRICULUM** in the Learning Center, to develop leadership and other skills in members and participants.

## INCREASE OUR ABILITY TO ADAPT



**HOLD INNOVATION FORUMS AND BRAINSTORMING SESSIONS** with club members and other participants to gather ideas for activities and service projects in the community. Contact other organizations or clubs that have a strong record of innovation or reinvention and look for ways to apply what they did to your own club.

**SET ASIDE A SMALL FUND** to try new ideas. Expand initiatives that succeed and document what you learn from those that don’t.

**REVIEW YOUR CLUB ROLES, PROCESSES, AND TASKS** and look for ways to be more efficient — whether it’s by reducing, combining, or eliminating responsibilities or using different technology.

**ESTABLISH A CONTINUITY PLAN**. Encourage club presidents, district governors, and other officers to work with the incoming leaders chosen for the next few years so that their efforts will be cohesive and all will be invested in a joint success.

**EXPLORE ROTARY’S ACTION PLAN:**  
[rotary.org/actionplan](https://rotary.org/actionplan)







# District Learning Assembly

April 27, 2024

Hudson Valley  
**Rotary**  
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## Club President Basics Recap

Leaders: Leo R. Kaytes & Neil Sinclair

### Learning Objectives:

- Review what we learned at Pre-PETS and PETS
- Confirm your plan for the upcoming year.

**Resources:** *Always sign-in to [Rotary.org/learn](https://www.rotary.org/learn) first to access the Learning Center*

- [Club President Basics](#) Learning Plan on the MyRotary.org Learning Center
- [Rotary's Action Plan](#) page on MyRotary.org
- Strategic Planning Guide
- [Rotary Club Central](#) on MyRotary.org
- You - all your experience and takeaways from PETS.

### Discussion Topics:

- Building your team and posting to ClubRunner
- Setting and posting your goals on Rotary Club Central
- Finalizing your Budget
- Setting a Speaker Schedule
- Bring the Fun!

### Small Group Activity:

- What are three things you are going to do to help prepare for your year?
- Discuss the benefits of a member survey.

### Notes:

**A specific action from this Session that will help my Club ENGAGE members better is:** \_\_\_\_\_

\_\_\_\_\_

**One other important thing that I learned to bring back to my Club:** \_\_\_\_\_

\_\_\_\_\_

# District Learning Assembly

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Hudson Valley  
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## Club President Intermediate: Beyond the Basics

Leaders: Leo R. Kaytes & Neil Sinclair

### Learning Objectives:

- To learn how to help our club change.
- To learn how to continue being a vibrant club.
- To learn how to promote your club as “People of Action”.

**Resources:** *Always sign-in to [Rotary.org/learn](https://www.rotary.org/learn) first to access the Learning Center*

- [Club Presidents Intermediate](#) Learning Plan on the MyRotary.org Learning Center
- [Rotary’s Change Model](#) course
- [Vibrant Clubs In Action](#) course
- [Promoting Your Club as People of Action](#) course

### Discussion Topics:

- The Rotary Change Model, what is it and how can it help us?
- Why is it important to be a Vibrant Club?
- What does it mean to be People of Action?

### Notes:

A specific action from this Session that will help my Club ENGAGE members better is: \_\_\_\_\_

\_\_\_\_\_

One other important thing that I learned to bring back to my Club: \_\_\_\_\_

\_\_\_\_\_

# District Learning Assembly

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## Club Treasurers

Leaders: Peter Sullivan & Judy Klein

### Learning Objectives:

- Understand the responsibilities of a Club Treasurer as they relate to club admin, and finances.
- Know how to prioritize tasks during the year.
- Know how to create a budget for their club
- Know how to use RI resources for key tasks like paying the club invoice online.
- Become aware of tools that increase club efficiency: debit cards, online banking, Venmo, Square, etc.

### Resources:

- [Club Treasurer Basics](#) learning plan in the [Learning Center](#)
- [Club Administration](#) on My Rotary (updates to this page coming soon)
- [Treasurer page](#) on My Rotary

### Discussion Topics:

- How would you prioritize your tasks before, during and after your term in office?
- What do you think will be the most challenging responsibility in your role?
- What steps would you take to ensure that members know how club funds are used?
- What resources do you use to keep track of your clubs' funds and budget?

### Small Group Activity:

- Divide into Groups
- Study assigned case study and answer the questions (in workbook)
- Discuss other case studies as time permits .
- Share responses with the entire class.

### Key Messages:

- Understand your job description. Your club may assign additional responsibilities not in resources.
- Many Club Treasurer admin tasks, like paying club invoices, can be handled on MyRotary.
- You should track the flow of funds and follow your budget to maintain your club's financial health.
- Transparent financial practices ensure that club funds are used properly.
- Sound financial reporting promotes continuity in budget planning for the next year and beyond.

A specific action from this Session that will help my Club achieve Rotary's Strategic Priorities is: \_\_\_\_\_

\_\_\_\_\_

One other important thing that I learned to bring back to my Club: \_\_\_\_\_

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\_\_\_\_\_

# TREASURER WORKSHEET: CASE STUDIES



The following scenarios describe potential challenges for a person in your role. Read your assigned case study and use the questions to help you determine how to address that challenge.

## Case Study 1

**You've been thinking a lot about how you can help your club thrive, offer members a compelling reason to be involved, and attract even more members. You do a little research and learn that surveys have found that the most important factor in member satisfaction is the club experience, and that experts say the club experience is made up of five elements:**

- 1. Meeting enjoyment**
- 2. Confidence in club leaders**
- 3. Personal growth opportunities**
- 4. Personal connections**
- 5. Meaningful service**

Based on these, what can you do in your role to contribute to an excellent club experience?

How can you work with the other club leaders to create an excellent club experience?

## Case Study 2

**You are the new treasurer of your club. Your predecessor held the position for the past four years. The club has one bank account with \$10,000 that has been transferred to your name. Yours is the only name on the account. The last financial review for the club was more than five years ago.**



What concerns would you have, if any? What would you do to address them?

What would you do to improve the way the club's finances are handled?

### Case Study 3

**You received the club invoice and would like to review it with the club secretary before you pay the balance by 1 February. Because your club was previously almost terminated for not paying by 120 days after the due date, you want to make sure your club remains in good standing. You feel that the secretary is not taking the matter seriously and is ignoring your requests to review the invoice.**

How can you address this communication breakdown?

What would you do to avoid this problem in the future?

### Case Study 4

**An independent accountant has just completed the annual review of your club's finances. She found discrepancies between your club's bank account and the club's accounting records of payments made.**

How should this be investigated?

How can your club's financial practices be changed to keep more accurate records and prevent financial mismanagement?

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## Club Secretaries

Leaders: Peter Sullivan & Jennifer Van Voorhis

## Learning Objectives:

- Understand the responsibilities of a Club Secretary as they relate to club admin, finances and by-laws.
- Understand how Rotary's online tools help you conduct club business.
- Know how to use MyRotary to expedite administrative tasks.

## Resources:

- [Club Secretary Basics learning plan](#) in the [Learning Center](#)
- [Club Administration](#) page on MyRotary.org
- [Manual of Procedure](#)
- [Recommended Rotary Club Bylaws](#)
- [Rotary Action Plan](#) page on MyRotary.org

## Discussion Topics:

- How does your role help create positive experiences for members?
- What do you think will be the most challenging responsibility in your role?
- How does your club currently maintain accurate membership records?
- How can Club Secretaries help their clubs measure Impact (Rotary Action Plan)

## Small Group Activity:

- Divide into Groups
- Review Online Tools Worksheet
- Identify the tools that your club uses/ discuss within group.
- Groups share their thoughts with the full class.

## Key Messages:

- Understand your job description. Your club may assign additional responsibilities not in resources.
- Use the governance documents (by-laws/ constitution) as guides when discussing changes in operation or processes with club members.
- Make sure club members with admin responsibilities have MyRotary accounts.
- Updating club member names promptly through ClubRunner/ MyRotary is crucial to having the correct balances show on your club invoice from RI
- Adding new officers promptly in ClubRunner/ MyRotary gives them access to online tools and allows them to receive important messages from RI and District.

A specific action from this Session that will help my Club achieve Rotary's Strategic Priorities is: \_\_\_\_\_

One other important thing that I learned to bring back to my Club: \_\_\_\_\_

# SECRETARY WORKSHEET: ONLINE TOOLS



Explore the different online tools your club can use to manage membership, promote itself, and develop skills. Use this worksheet to discuss with your assigned group which tools will your club use.

Tool	What you can do	Next steps
<a href="#"><u>My Rotary</u></a>	<ul style="list-style-type: none"> <li>• Find resources related to your role.</li> <li>• See your club snapshot and reports.</li> <li>• Perform administrative tasks:               <ul style="list-style-type: none"> <li>○ Add officers.</li> <li>○ Pay club invoices.</li> <li>○ Generate Foundation and membership reports.</li> <li>○ Submit nominations for awards.</li> <li>○ Get club forms.</li> <li>○ Manage membership leads.</li> </ul> </li> </ul>	
<a href="#"><u>Rotary Club Central</u></a>	<ul style="list-style-type: none"> <li>• Enter club goals and achievements in membership, public image, service, Foundation giving, and young leaders.</li> <li>• Review and adjust goals.</li> <li>• View trends and reports.</li> </ul>	
<a href="#"><u>Brand Center</u></a>	<ul style="list-style-type: none"> <li>• Learn how to use the Rotary brand.</li> <li>• Customize event materials.</li> <li>• Download Rotary logos, images, and videos.</li> <li>• Create a club logo and stationery.</li> <li>• Find templates for business cards, campaign ads, newsletters, and flyers.</li> </ul>	
<a href="#"><u>Rotary Showcase</u></a>	<ul style="list-style-type: none"> <li>• Share photos and videos from successful projects.</li> <li>• Research projects and partners.</li> <li>• Describe how projects contribute to Rotary's global impact.</li> </ul>	
<a href="#"><u>Learning Center</u></a>	<ul style="list-style-type: none"> <li>• Find training by role or topic.</li> <li>• Find club officer courses and resources.</li> <li>• Take courses on topics that interest you, at your own pace.</li> </ul>	





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## Rotary Club Membership Chair – Your Role

Leaders: Tony Marmo and Mark Dollman

### Learning Objectives:

- Understand their responsibilities as club membership chair.
- Have new strategies for engaging members and growing membership.

**Resources:** *Always sign-in to [Rotary.org/learn](https://www.rotary.org/learn) first to access the Learning Center*

- [Club Membership Committee Basics](#) Learning Plan on the MyRotary.org Learning Center
- [Rotary's Action Plan](#) page on MyRotary.org
- [Membership Assessment Tools](#) download
- [Strengthening Your Membership: Creating Your Membership Plan](#) download

### Discussion Topics:

- How do you identify prospective members, and what does your club do to ensure a diverse membership?
- How does your club make prospective, new, and current members feel welcome and included?
- How does your club encourage all members to get involved?
- Has your club conducted a member satisfaction survey?

### Small Group Activity:

- Discuss the benefits to your club of creating a Membership Committee.
- Discuss the benefits to your club of creating a DEI Committee.
- Discuss how to engage your members more fully.

### Notes:

A specific action from this Session that will help my Club achieve a growth in membership is: \_\_\_\_\_

\_\_\_\_\_

One other important thing that I learned to bring back to my Club: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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## Membership: Engaging Your Members

Leaders: Tony Marmo and Mark Dollman

### Learning Objectives:

- Involve members in ways that make them feel valued for the unique skills they bring.
- Create strategies to engage members.

**Resources:** Always sign-in to [Rotary.org/learn](https://www.rotary.org/learn) first to access the Learning Center

- [Best Practices for Engaging Members](#) course on the MyRotary.org Learning Center
- [Creating an Inclusive Club Culture](#) course on the MyRotary.org Learning Center
- [Rotary's Action Plan](#) page on MyRotary.org
- Connect for Good PDF
- Improving Your Member Retention PDF

### Discussion Topics:

- What does your club do to engage both longtime and new members?
- Do you ask longtime and new members what they want from their club experience?
- Do your club activities reflect the interests of your members, or merely what has been done for many years?
- Are your meeting and event locations accessible to those with vision, hearing, cognitive, and physical impairments?

### Small Group Activity:

- Discuss ways to better engage your members.
- Discuss the benefits of a member survey.
- Discuss the benefits of reaching out to non-engaged members.

### Notes:

A specific action from this Session that will help my Club ENGAGE members better is: \_\_\_\_\_

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One other important thing that I learned to bring back to my Club: \_\_\_\_\_

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## The Rotary Foundation: Giving

Leader: Beau O'Loendorf

### Learning objectives

At the end of this session, participants will:

- Understand their responsibilities as club Rotary Foundation chair
- Develop strategies for getting you club involved in the Rotary Foundation

**Resources:** *Always sign-in to [Rotary.org/learn](https://www.rotary.org/learn) first to access the Learning Center links!*

- [The Rotary Foundation page](#) on My Rotary
- [Club Rotary Foundation Committee Basics](#) courses in the [Learning Center](#)
- [The Donate page](#) on Rotary.org
- [Donor Recognition](#) page on MyRotary.org
- [The Rotary Foundation Reference Guide](#)
- [Ways to Give](#) page on MyRotary.org
- District 7210 [Foundation Committee page](#) on the District website
- [Because of You](#) TRF Thank You Video
- [Rotary Club Central](#)

### Discussion Topics

- What is The Rotary Foundation?
- What are the various Funds within The Rotary Foundation?
- Why should your Club & Members support The Rotary Foundation?
- Which of the above Resources are most useful to you and your Club?

### Small Group Activity:

*We are going to break into groups to discuss the following:*

- Why should Clubs and Members support The Rotary Foundation?
- What are some ways to encourage our Members and Community to give to TRF?

### Notes:

**A specific action from this Session that will help my Club achieve Rotary's Strategic Priorities is:** \_\_\_\_\_

\_\_\_\_\_

**One other important thing that I learned to bring back to my Club:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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## The Rotary Foundation: Grants

Leader: Louis Turpin

### Learning Objectives:

- Identify ways that your Club can undertake more impactful projects with TRF funding.
- Understand the difference between District Grants and Global Grants.
- Assist your Club to immediately apply for a more impactful 2024-25 District Grant by May 10.

**Resources:** *Always sign-in to [Rotary.org/learn](https://www.rotary.org/learn) first to access the Learning Center links!*

- [Club Rotary Foundation Committee Basics](#) Learning Plan on the Learning Center
- [The Rotary Foundation page](#) on MyRotary.org
- [Grants](#) page on MyRotary.org
- District 7210 [Foundation Committee page](#) on the District website
- [Developing Effective Projects page](#) on the Participate tab of the MyRotary.org website

### Discussion Topics:

- What are Rotary's Areas of Focus?
- "FREE MONEY" for your Clubs' Projects!
- What are the two primary types of Rotary Foundation Grants?
- What are the features of District Grants?
- What are the features of Global Grants?
- How can Rotary Grants help your Club achieve Rotary's Strategic Priorities?

### Small Group Activity:

*Working collaboratively, develop a Project scope, schedule and budget for a proposed Rotary Grant in response to a confirmed humanitarian need; locally or abroad. At the conclusion, share the following with the group.*

- Confirmed Need and Project Scope, Schedule & Budget
- Grant type: District Grant or Global Grant
- Area(s) of Focus that are involved in the Project
- How your members will be engaged in the Project
- How this Project will help achieve Rotary's Strategic Priorities: Impact – Engage – Reach – Adapt

### Notes:

**A specific action from this Session that will help my Club achieve Rotary's Strategic Priorities is:** \_\_\_\_\_

\_\_\_\_\_

**One other important thing that I learned to bring back to my Club:** \_\_\_\_\_

\_\_\_\_\_

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## The Rotary Foundation: Grants

**Small Group Activity Worksheet:** *Develop a Project scope in response to a confirmed humanitarian need.*

**Project Title** \_\_\_\_\_

**Grant Type** \_\_\_\_\_

**Project Description:** *Briefly describe the project. What will be done, where, when, etc.?*

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**What Area(s) of Focus will be addressed?** \_\_\_\_\_

**What significant confirmed need does the Project respond to?** \_\_\_\_\_

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**What percentage of your Rotary Club and/or Interact/Rotaract members will participate directly in the project?** Rotarians \_\_\_\_% Interactors \_\_\_\_% Rotaractors \_\_\_\_%

**How will your Rotarians/Interactors/Rotaractors be engaged in this Project?** \_\_\_\_\_

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**How will the club raise funds to support the club's contribution to the project?** \_\_\_\_\_

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**How will you use the project to promote giving to The Rotary Foundation?** \_\_\_\_\_

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**How will this Project help achieve Rotary's priorities: Impact – Engage – Reach - Adapt?** \_\_\_\_\_

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## Public Image and Promotion

Leader: Todd Bowen

### Learning Objectives:

- Understand your responsibilities as a member of your Club's Public Image team.
- Develop strategies for growing your Club's social media.

**Resources:** *Always sign-in to [Rotary.org/learn](https://www.rotary.org/learn) first to access the Learning Center links!*

- The Rotary [Brand Center](#) page on MyRotary.org
- [Club Public Image Committee Basics](#) Learning Plan on the MyRotary.org Learning Center
- [Enhancing Our Public Image](#) page on MyRotary.org
- [Rotary Showcase](#) on MyRotary.org

### Discussion Topics:

- How can we get our club to use the proper logo?
- What to Post? (Social Media ideas)
- Engagement through Social Media
- Learning your role at the Public Image Chair

### Small Group Activity:

*Together we are going look at our websites and see how we can update them.*

- Creating your new Website and finding ways for support to grow your presence.

### Notes:

**A specific action from this Session that will help my Club achieve Rotary's Strategic Priorities is:** \_\_\_\_\_

\_\_\_\_\_

**One other important thing that I learned to bring back to my Club:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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## Service Projects Chair & Committee Members: Your Role

Leaders: David Green, Sue Doyle & Susan Bennett

### Learning Objectives:

- Participants will understand the responsibilities of the club service projects chair and committee members.
- Be aware of resources for developing successful service projects.

**Resources:** *Always sign-in to [Rotary.org/learn](https://www.rotary.org/learn) first to access the Learning Center links!*

- [Club Service Projects Committee Basics](#) Learning Plan on the [Learning Center](#)
- [Developing Effective Projects page](#) on MyRotary.org
- [Rotary Showcase](#)

### Discussion Topics:

- Your job description appears in the [Get Ready: Club Service Projects Committee](#) course in the Learning Center. Your club may give you additional responsibilities.
- Identify fundraising and Rotary Foundation grant opportunities for your service project.
- Collaborate with partner organizations, volunteers, community leaders and other clubs to maximize your project.
- Work with the public image committee and district leaders to promote the project.
- Use Rotary Showcase to seek funding, partners, and other support for projects and to post completed projects.

### Small Group Activity:

*In today's session we discussed the role of the service committee in planning a service project. Think of ways to plan one of the following assigned aspects of a service project in your group. Each group will be asked to report its ideas to the larger group.*

- Assessing the community (both needs and assets)
- Getting nonfinancial resources for projects (volunteers, equipment, etc.)
- Fundraising
- Measuring success

### Notes:

**A specific action from this Session that will help my Club achieve Rotary's Strategic Priorities is:** \_\_\_\_\_

\_\_\_\_\_

**One other important thing that I learned to bring back to my Club:** \_\_\_\_\_

\_\_\_\_\_



# CLUB SERVICE PROJECTS COMMITTEE JOB DESCRIPTION



Your role as a member or the chair of the club service projects committee is to help your Rotary or Rotaract club identify and address pressing needs in your community and around the world by developing and implementing service projects. This includes:

Thinking of meaningful projects that will increase your impact
Planning, implementing, and evaluating these projects
Leading fundraising efforts for your club's projects
Understanding any liability issues that could affect the projects
Collaborating with partner organizations, volunteers, and the committee to maximize the impact of your projects
Working with the public image committee and other district leaders to promote the projects
Posting your projects in <a href="#">Rotary Showcase</a>

# ROTARY ACTION GROUPS

Rotary Action Groups are independent, international, Rotary-affiliated groups whose members have expertise and experience in a particular area of specialization. Aligned with Rotary's priority to increase humanitarian impact, they use their knowledge and passion to help clubs and districts plan and carry out impactful service projects. Each group oversees its own governance, membership, and activities in accordance with RI policies.

## JOIN AN ACTION GROUP

- Membership is open to any individual. Rotarians, Rotaractors, and Peace Fellows can serve in leadership roles.
- By joining a Rotary Action Group, you can use your professional skills to advise on meaningful service activities outside your own club, district, or country.
- Rotary Action Groups provide networking opportunities with likeminded individuals from around the world.

## PARTNER WITH AN ACTION GROUP

Rotary Action Groups regularly collaborate with clubs and districts on service projects in their area of specialty.

Contact a group to:

- Tap into the technical expertise of their members for planning and implementing a community, service, or global grant-funded project.
- Connect with potential project partners, both within and outside of Rotary.
- Receive help fundraising for projects.
- Customize a group's signature project framework to implement locally.
- Enhance your clubs' or district's impact and strengthen communities.
- Invite local members of Action Groups to join your District's Resource Network.

**TAKE ACTION:** [www.rotary.org/actiongroups](http://www.rotary.org/actiongroups)

**25**

**ACTION GROUPS**

**37,500+ ACTION  
GROUP MEMBERS  
GLOBALLY**

**IN 2023, ACTION GROUPS:**

**SUPPORTED**

**1,244**



**SERVICE PROJECTS**

**CONNECTED MEMBERS  
ACROSS**



**150+**

**COUNTRIES**

**\$1,123,000**

**IN HUMANITARIAN  
PROJECTS**

## ROTARY ACTION GROUPS

Do you have expertise and a passion to serve in a particular area? Visit the website of the relevant Rotary Action Group to learn more and to join.



Addiction Prevention	<a href="http://www.rag-ap.org">www.rag-ap.org</a>
Alzheimer's and Dementia	<a href="http://adrag.org/">http://adrag.org/</a>
Basic Education and Literacy	<a href="https://belrag.org/">https://belrag.org/</a>
Blindness Prevention	<a href="http://www.rag4bp.org">www.rag4bp.org</a>
Blood and Organ Donation	<a href="http://www.ourblooddrive.org">www.ourblooddrive.org</a>
Clubfoot	<a href="http://www.rag4clubfoot.org">www.rag4clubfoot.org</a>
Community Economic Development	<a href="http://www.ragced.org">www.ragced.org</a>
Diabetes	<a href="http://www.rag-diabetes.org">www.rag-diabetes.org</a>
Disaster Assistance	<a href="http://www.dna-rag.com">www.dna-rag.com</a>
Endangered Species	<a href="https://lakechelanrotary.org/rages/">https://lakechelanrotary.org/rages/</a>
Environmental Sustainability	<a href="http://www.esrag.org">www.esrag.org</a>
Family Health/AIDS Prevention	<a href="http://www.rfha.org">www.rfha.org</a>
Food Plant Solutions	<a href="http://foodplantsolutions.org">http://foodplantsolutions.org</a>
Health Education and Wellness	<a href="http://www.hewrag.org">www.hewrag.org</a>
Hearing	<a href="http://www.ifrahl.org">www.ifrahl.org</a>
Hepatitis	<a href="http://www.ragforhepatitiseradication.org">www.ragforhepatitiseradication.org</a>
Malaria	<a href="http://www.ram-global.org">www.ram-global.org</a>
Menstrual Health and Hygiene	<a href="https://www.ragmhh.org/">https://www.ragmhh.org/</a>
Mental Health Initiatives	<a href="http://ragonmentalhealth.org">http://ragonmentalhealth.org</a>
Multiple sclerosis	<a href="http://www.rotary-ragmsa.org">www.rotary-ragmsa.org</a>
Peace	<a href="http://www.rotarianactiongroupforpeace.org">www.rotarianactiongroupforpeace.org</a>
Refugees	<a href="https://www.ragforrefugees.org/">https://www.ragforrefugees.org/</a>
Reproductive Maternal Child Health	<a href="https://rotaryrmch.org/">https://rotaryrmch.org/</a>
Slavery Prevention	<a href="https://ragas.online/">https://ragas.online/</a>
Water, Sanitation, & Hygiene	<a href="http://www.wash-rag.org">www.wash-rag.org</a>

## START A NEW ROTARY ACTION GROUP

If you would like to learn how start a new group, refer to [this guide](#). All groups are subject to approval by the Rotary International Board of Directors.

## EXAMPLES OF ROTARY ACTION GROUPS IN ACTION

- The Rotary Action Group for Reproductive, Maternal Child Health works with clubs in Germany, Austria, and Nigeria to reduce mortality rates among mothers and newborns at hospitals in rural Nigeria.
- Rotary Action Group for Family Health & AIDS Prevention sponsors an annual event to provide preventive health care services, including HIV testing and counseling, to thousands of people in hundreds of sites across Africa and beyond.
- The Rotary Action Group for Community Economic Development connects clubs and districts with microfinance institutions to help poor people establish income-generating activities.

## RELATED RESOURCES

- Watch the [Rotary Action Groups video](#) on the Brand Center for inspiration
- Use the [Action Groups Officer Directory](#) to contact individual action groups (My Rotary login is required)
- Read about the type of assistance action groups provide to clubs and districts in the latest [Rotary Action Groups Annual Report](#)

## MORE RESOURCES FOR PROJECT PLANNING

- [Work with Rotary Experts](#)
- [Developing Effective Projects](#)
- [Rotary's Area of Focus](#)
- [Community Assessment Tools](#)

## CONTACT

[actiongroups@rotary.org](mailto:actiongroups@rotary.org)

# ROTARY COMMUNITY CORPS

Rotary Community Corps (RCCs) are teams who work in partnership with Rotary clubs to improve their communities. Membership in an RCC is open to any adult in the community who shares Rotary's commitment to service but is not a Rotary member. Each RCC is sponsored by a Rotary club.

RCCs are formed to help address community needs through service, whether the needs are short-term or ongoing. RCCs are active everywhere Rotary is present: in urban and rural areas, and in developed and developing countries.

## WHY ROTARY COMMUNITY CORPS

### Empower Communities

By sponsoring RCCs, we empower community members to take the lead in addressing their needs.

### Enhance Your Club's Service Impact

Partnering with RCCs increases your club's ability to make a lasting difference. Projects are more sustainable and have greater impact when community members are involved in planning, implementation, and long-term oversight.

### Expand Your Club's Reach

RCCs open Rotary to a wider audience, give your club the opportunity to work with community volunteers, and help you develop deeper relationships with your community.

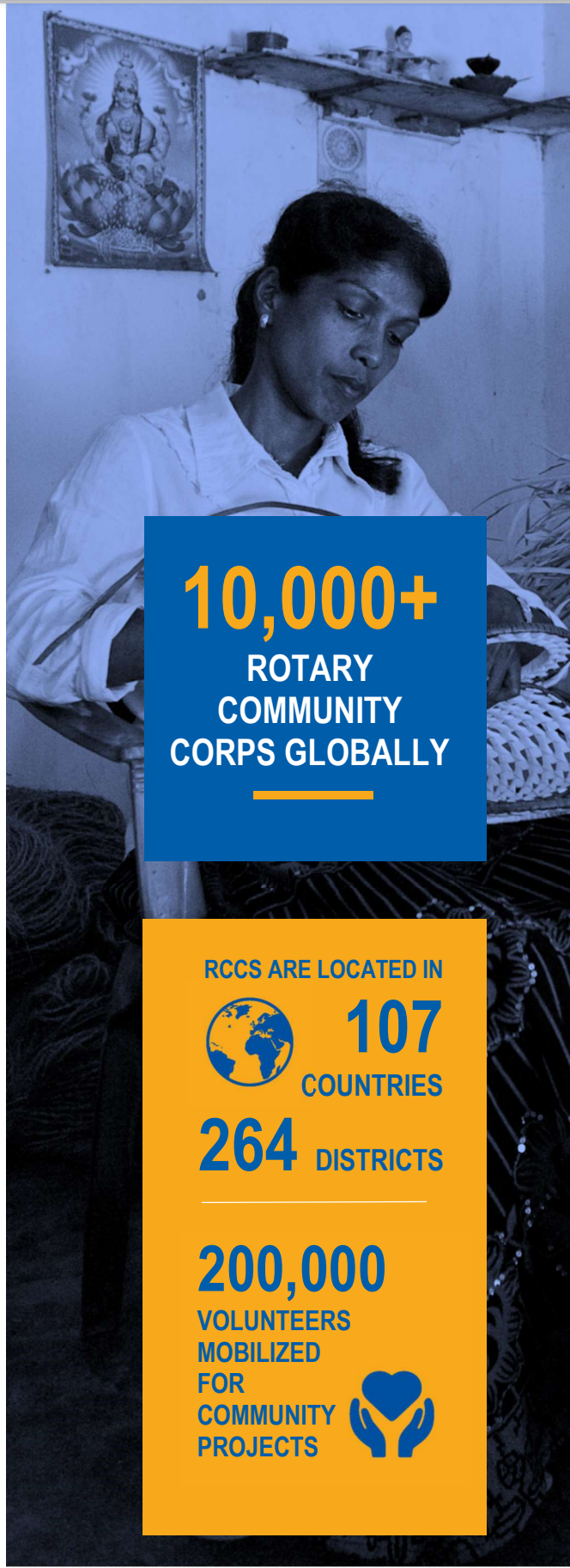
### Diversify Participation & Develop Leaders

Through RCCs, you can diversify participation in your service activities and develop new leaders in the community.

## ROTARY COMMUNITY CORP GOALS

- ✓ Promote sustainable solutions to community needs
- ✓ Support community members in addressing community needs while recognizing their unique ability to identify pressing concerns and appropriate solutions
- ✓ Develop partnerships between Rotarians and non-Rotarians in a joint effort to strengthen the community

**TAKE ACTION:** [www.rotary.org/rcc](http://www.rotary.org/rcc)



**10,000+**  
**ROTARY  
 COMMUNITY  
 CORPS GLOBALLY**

RCCS ARE LOCATED IN  
 **107**  
 COUNTRIES

**264** DISTRICTS

**200,000**  
 VOLUNTEERS  
 MOBILIZED  
 FOR  
 COMMUNITY  
 PROJECTS 



## HOW TO START AN RCC

- **Assess** the need for, and feasibility of, establishing an RCC
- **Guide** the process of forming an RCC once the club has agreed to sponsor one
- **Recruit** at least 10 RCC members from the community.
- **Register** the RCC with Rotary International by completing the [organization form](#) and sending it to [rotarysupportcenter@rotary.org](mailto:rotarysupportcenter@rotary.org).

You can find application materials and other resources at [rotary.org/rcc](http://rotary.org/rcc).

## HOW TO SUSTAIN A SUCCESSFUL RCC

**Appoint** an RCC committee or an RCC adviser to be the liaison between the club and the RCC.

**Provide** ongoing guidance and support to the RCC in developing its service projects.

**Maintain** consistent communication between the RCC and the club.

**Introduce** Rotary's policies and values to RCC members and advise them on administrative matters if needed.

**Invite** RCC leaders to the club meetings to let them give firsthand updates on their activities.

**Publicize** RCC success stories and share them with RI.

## EXAMPLES OF RCCs IN ACTION

- ❖ The Rotary Community Corps of Bishnupur in West Bengal, India, worked with its sponsor Rotary club to build a new road to replace a path into their village that was inaccessible during monsoon season.
- ❖ The Rotary Club of Bursa-Uludag, Turkey, built a strong relationship with community members by sponsoring the Rotary Community Corps of Aksu Village. It mentored the members of the all-female RCC, which not only helped them grow their small businesses and raise their incomes but also increased their confidence and their involvement in the community.
- ❖ The Rotary Community Corps of Plano Douglass Community in Texas, USA, was founded to combat social injustice and promote equality, equity, and inclusion within the community. Its projects include a school supply drive and meal delivery from a food pantry to local families in need.

48%

OF RCCS ARE  
LOCATED IN  
URBAN AREAS

74%

OF RCCS MEET  
AT LEAST ONCE  
PER MONTH

42% OF  
RCCs HAVE  
MOSTLY  
FEMALE  
MEMBERS



20% are  
equally  
male and  
female



38%  
have a  
male  
majority



46%  
OF RCC  
MEMBERS  
ARE AGE 18-40



- 18-30
- 30-40
- 40-50
- 50+



## RELATED RESOURCES

- [RCC Organization Form](#)
- [RCC Constitution](#)
- [RCC Bylaws](#)
- [Rotary Code of Policies, Chapter V.](#)
- [Rotary Service Blog](#)
- [Rotary Community Corps Survey Results](#)

## FIND OUT MORE

Rotary Service and Engagement  
Phone: 1.847.424.5294  
Email: [rotary.service@rotary.org](mailto:rotary.service@rotary.org)

# District Learning Assembly

April 27, 2024

Hudson Valley  
**Rotary**  
District 7210



## Youth Programs: Rotary Programs for Young Leaders

Leaders: Carrie Hernandez, Todd Bowen, Amber Krisch, Nan Greenwood, Paul Daniels

### Learning Objectives:

- Understand how Rotary's programs for Young Leaders can benefit the organization.
- Get clubs more involved in these programs.
- Promote Rotary in ways that appeal to young people.

**Resources:** *Always sign-in to [Rotary.org/learn](https://www.rotary.org/learn) first to access the Learning Center links!*

- [Service-Learning for Advisors](#) Learning Plan on the MyRotary.org Learning Center
- Learning Center Plan: [Protecting Youth Program Participants](#)
- [Rotary Youth Protection Guide](#)
- Handbooks for [Interact](#), [RYLA](#) and [Youth Exchange](#)

### Discussion Topics:

- What is Interact? What is RYLA? What is Youth Exchange?
- What are the benefits of engaging young leaders?
- How can you get your members more involved in these programs?

### Small Group Activity:

Everyone will chose a group based on the program they will be working with next year or learn more about. The program leads will dive deeper into each program.

- Small Group Discussion Questions:

- What experience do you have with the program?
- What are the benefits of this program?
- What are some best practices to run this program?
- How can you get more of your club members involved?
- How can you promote Rotary and it's youth programs to youth who are already involved?  
What about to those who are not involved?

### Notes:

**A specific action from this Session that will help my Club achieve Rotary's Strategic Priorities is:** \_\_\_\_\_

\_\_\_\_\_

**One other important thing that I learned to bring back to my Club:** \_\_\_\_\_

\_\_\_\_\_