



# THE ROTARY LEADERSHIP INSTITUTE OF NORTHEAST AMERICA, INC.

ESTABLISHED SPRING 1992

[WWW.RLINEA.ORG](http://WWW.RLINEA.ORG)

Facebook page: <https://www.facebook.com/rlinea>



## What is Rotary Leadership Institute?

- The Rotary Leadership Institute is a multi-district, grassroots leadership development program of member districts organized into regional divisions in various parts of the world.
- Using trained facilitators, RLI seeks to provide quality education in Rotary knowledge and leadership skills to Rotarians interested in enhancing their Rotary and to those identified by Rotary and Rotaract Clubs as having potential in club leadership. These educational opportunities teach skills that will benefit the members both in their lives and in their volunteer service. exchange of ideas among future leaders.
- Rotary Leadership Institute International is **not** an official training program of Rotary International.



## Why attend Rotary Leadership Institute?

- Increase Rotary knowledge
- Exchange Ideas
- Find Project Leads
- Enhance Member
- Engagement
- Improve Communication
- Build Teams
- Understand Public Image



## How does it work?

- **Three progressive levels**, plus graduate courses
- Both Zoom and in-person sessions offered throughout Northeast America
- 6 to 7 hours/day or spread over two nights



## Discussion & Participation

*Not a lecture! Cost varies by location.*

- Clubs & Districts often subsidize
- Light Breakfast, lunch and beverage breaks are included



## Who Should Attend?

- Future Rotary and Rotaract Club Leaders
- New members who have completed orientation
- Active Rotarians and Rotaractors



## Mission Statement

The Rotary Leadership Institute is a grassroots, multi-district leadership development program whose mission is to strengthen Rotary Clubs through quality leadership education.

### Dear Rotarians:

*The Rotary Leadership Institute was founded to assist in improving the Rotary knowledge and leadership skills of the future leaders of our Rotary clubs. We believe that excellent leadership is the key to successful service to our communities and the world. Rotary is blessed with members of high quality, but all Rotary clubs depend on outstanding leadership to harness the talents and skills of our membership in order to reach high levels of accomplishment.*

*The rapid turnover of leadership positions in Rotary caused by annual elections requires constant effort to prepare more and more Rotarians to prepare for the responsibilities of leadership. Through the dedicated efforts of our Officers, Executive Committee and Faculty, the Rotarians of our member districts have a unique opportunity for quality education.*

*We invite all of the clubs of our member districts to join with us to build a better and greater Rotary.*

PRID David Linett, Founder, RLI International

## COURSE CONTENT

### 1. ROTARY

#### Purpose and Structure of Rotary

- Global Network Groups
- Rotary International and its structure

#### Making a Difference

- Improve your Rotary experience
- Use RLI Ideas
- Analyze RLI Programs

### 2. MEMBERSHIP

#### Engaging Members

- Encourage active participation
- Explore engagement options

#### Attracting Members

- Targeting Key Audiences
- Rotary Fellowship Groups
- Add value to Membership

### 3. THE ROTARY FOUNDATION (TRF)

#### TRF Goals & Programs

#### Targeted Service

- Grant Model
- Seven Areas of Focus

#### International Service

- Community assessment and involvement
- Build connections; meet needs
- Rotary Action Groups

### 4. VOCATIONAL EDUCATION AND ETHICS

- Use your vocation to benefit Rotarians/ your community
- Promote the 4-Way Test
- Apply ethics in your club and in your everyday life

### 5. SERVICE PROJECTS

#### Project Implementation

- Plan, lead, accomplish and evaluate your projects
- Insure creativity and sustainability

### 6. COMMUNICATIONS

#### Effective Communications

- Internal and External Communication
- Using Social Media

#### Public Image and Public Relations

- Public Image Strategy

### 7. STRATEGIC PLANNING AND ANALYSIS

#### Insightful Planning at the Club Level (Double session)

- Club review and analysis
- Areas of improvement

### CONTINUING EDUCATION

Courses for those who have completed Levels I, II & III have included: Strategic Planning, Diversity, Fund Raising, and Public Speaking. Courses change every year.