



Rotary Leader

Helping club and district leaders achieve

SUCCESS

July 2021

MEMBERSHIP



You've started a new club, now it's time to nurture it

Your district has launched several new clubs. Congratulations! But the work isn't done. Keeping clubs thriving is as important as getting them to the charter meeting if you want to reap the long-term gains of membership growth. Since a majority of charter members can be new to Rotary, it's essential to nurture these clubs by embracing flexibility and seeking diversity. Rotary is committed to growing and diversifying our membership to reflect the communities we serve. Flexibility is essential as we adapt to changes in the world with new approaches such as virtual meetings and hybrid ones that combine the virtual and in-person experience. District 5950, Minnesota, USA, has several new and vibrant clubs, which have added more than 80 people to the district's membership, including many women. District Governor Tom Gump shares his advice on [how to keep your new clubs thriving](#)

DISEASE PREVENTION

Taking action against COVID-19

Building on decades of experience in bringing polio to the brink of eradication, Rotary members worldwide are helping health authorities communicate lifesaving information about COVID-19 and vaccinations, combating misinformation, supporting fair and equal access to vaccines, and curbing the spread of the virus by donating protective gear and other supplies to clinics and hospitals that are under strain. Learn what your club can do to help by visiting our [COVID-19 information page](#) on My Rotary. There you can learn more about why vaccinations matter, find tips on how to talk to someone who is vaccine-hesitant, and discover how to take action to support India as it has fought a surge in cases.



DISTRICT CORNER

Make ShelterBox part of your disaster response

Rotary and ShelterBox have worked together for more than 20 years, offering support to millions of families worldwide that have been devastated by disaster and conflict. Since becoming project partners in 2012, ShelterBox has been instrumental to Rotary's disaster response strategy. Now more than ever, the partnership is fundamental to helping save lives and provide homes and hope after disasters. As your partner, ShelterBox can help you support communities in their most difficult moments while inspiring others in your own community through our shared impact around the world. Download a [special message tailored for district governors](#) to discover how ShelterBox can be part of your clubs' disaster response strategy, and visit the [ShelterBox Action Toolkit](#).



WHAT'S NEW

Remember these reporting changes for 2021-22

It's a new Rotary year. Make sure to review these important changes to reporting requirements for club presidents:

- Starting 1 July, club presidents are encouraged to report their club service projects committee chair to Rotary International. While the club service projects committee is not new, this is the first year that you'll be able to report the committee appointment so that these chairs receive access to tools, resources, and support for club-led service activities. [Learn more.](#)
- Club presidents are also being asked to report club public image chairs. This will ensure that your club has access to our current brand guidelines and official Rotary assets including videos, ads, and customizable promotional materials. You'll also get links to online training

courses for public image officers and the latest news on how to increase our impact and reach.

Reporting these appointments to RI will help your club align district and club communications, provide feedback channels so that RI can enhance our service resources and support, and increase your club's impact and expand your reach.

TECH TOOL

New district enhancements coming to My Rotary

Members will soon be able to review district information from a dedicated landing page on My Rotary. In a few weeks, you'll easily see which clubs and members are part of your district. This enhancement is part of the ongoing upgrades being made to the site. Throughout 2021, we'll continue to improve your My Rotary experience by:

- Making district officer and assistant governor information more easily accessible
- Improving the process for district officers to report, remove, and replace district officers
- Simplifying the assistant governor appointment process
- Introducing a dashboard for governors that presents key district information in a visually meaningful way
- Updating the process for managing district conferences and obtaining feedback
- Recognizing members who have sponsored a certain number of new members

These new features will be released throughout the year.

Rotary International

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