

Rotary
District 5170



The Advanced Leadership Program of Rotary District 5170

Introducing the premier advanced training program for leadership roles in all facets of Rotary. A select few D-5170 Rotarians will be able to participate in the 2016-17 Leadership Program. Be among them!

The 2016-17 Curriculum

LEADERSHIP & VIBRANCY

Today there is no more important goal in Rotary than making clubs attractive, interesting, engaging, energetic....in a word, "Vibrant". In this you will learn Leadership skills that will help your club reach new heights of vibrancy, and help YOU achieve your potential as a leader in Rotary and in your business life.

SERVICE & FUNDRAISING

Have you ever wondered at the enormous scope of the five Avenues of Service, and how powerfully they accomplish the core mission of Rotary? In this course you will not only gain in-depth knowledge of each of the Avenues of Service, but learn to explain, promote and earn support for them, inside your Club and with "Other People's Money".

MEMBERSHIP

How many times have you asked the question ... "How can my club grow?" This course will answer this question and provide key strategies for moving a club into "growth mode", and to expand its ability to engage a greater number of members. You will also walk away with a recruitment and retention strategy for a static club.

FOUNDATION

This course will provide an in-depth understanding of the Rotary Foundation as a powerful resource for accomplishing the work of Rotary; new skills for motivating participation in and contributions to TRF; a comprehensive understanding of the path of each TRF dollar, and an analysis of the Global Grant process and the stewardship of its funds; and the many options for use of District Designated Funds

PUBLIC IMAGE & COMMUNICATIONS

In this course, you will learn how to evaluate a club's communications strategy (both within and outside the Club), the degree to which it aligns with the club's goals, whether it is reaching the target audience, and what steps can be taken to refresh the awareness of Rotary in your own community.

Applications are being accepted for the Advanced Leadership Program, which will begin in September, 2016. All Club Past-Presidents, including those from 2015-16, are eligible to apply, and others will be considered based on special recommendation. For more information, contact PDG Ron Sekkel at (831)588-7004, or RonSekkel@aol.com