

Pre – PETS Training



Section 1 – Rotary International

Section 2 – The District

Section 3 – Being President

Section 4 - Membership

D7780 - Dick Hall

D7850 - Mike Carrier

D7870 - John Siemienowicz

D7890 - Joanne Alfieri

D7910 - Cliff Rober

D7930 - Terry Rezendes Curran

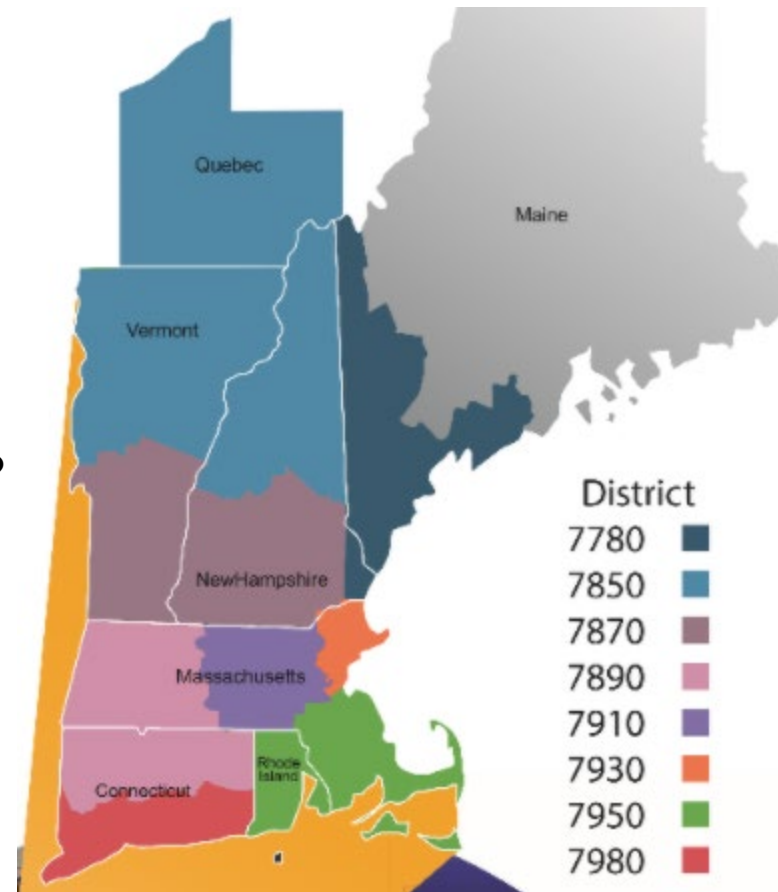
D7950 – William “Billy” Roberts

D7980 - Jeff Krause



Pre-NE PETS Objectives

1. Vision Statement & Strategic Plan
2. Rotary International structure
3. Annual Goals
4. RI President, RI 2021-22 Theme
5. Foundation and Grants
6. Public Relations, Public Image, Rotary Brand
7. What goals do you need to set in Club Central?
 - a. Membership
 - b. Service
 - c. Foundation
 - d. Youth



Rotary Vision Statement

Action Plan



PRIORITY 1

IMPACT

People of Action are effective problem-solvers.

[LEARN MORE](#)

PRIORITY 2

REACH

People of Action activate and inspire one another.

[LEARN MORE](#)

PRIORITY 3

ENGAGEMENT

People of Action strive to understand the needs of others.

[LEARN MORE](#)

PRIORITY 4

ADAPT

People of Action are inventive, entrepreneurial, and resilient.

[LEARN MORE](#)



RI Strategic Plan



PRIORITY 1 Increase Our Impact

- People of Action are effective problem-solvers.
- Assess the needs of the community
- Join together to help make improvements.



PRIORITY 2 Expand Our Reach

- People of Action activate and inspire one another.
- Our impact is larger when more people unite with us.
- People appreciate our ambitious, compassionate, and inclusive spirit
- Our stories give people hope that the world can change for the better
- Invite others to join us
- Build connections and opportunities to share our passion



RI Strategic Plan



PRIORITY 3 Enhance Participant Engagement

- People of Action strive to understand the needs of others.
- People need to feel seen and heard.
- People are seeking experiences that feel personally and professionally relevant and fulfilling.
- Seeing our dedication, people are eager to join and go the distance with us
- Commit to putting the needs, expectations, and growth at the center of all we do.

RI Strategic Plan



PRIORITY 4 Increase Our Ability to Adapt

- People of Action are inventive, entrepreneurial, and resilient.
- We excel at finding new ways to lead the world to lasting change.
- We have proven that we know how to help organizations of every kind
 - Seek out fresh opportunities, create more paths to leadership, open up our conversations to diverse voices, and simplify how we operate
 - Stay true to ourselves and stay ahead of change.

The Four Way Test

Of the things we think, say or do

- Is it the **TRUTH**?
- Is it **FAIR** to all concerned?
- Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
- Will it be **BENEFICIAL** to all concerned?



Rotary International Diversity and Inclusion Statement

As a global network that strives to build a world where people unite and take action to create lasting change, Rotary **values diversity** and **celebrates the contributions of all backgrounds**, regardless of their age, ethnicity, race, color, abilities, religion, socioeconomic status, culture, sex, sexual orientation, or gender identity.



The Object of Rotary

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

First. The development of acquaintance as an opportunity for service;

Second. High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society;

Third. The application of the ideal of service in each Rotarian's personal, business, and community life;

Fourth. The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.



Rotarian Code of Conduct

As a Rotarian, I will:

Act with integrity and high ethical standards in my personal and professional life

Deal fairly with others and treat them and their occupations with respect

Use my professional skills through Rotary to mentor young people, help those with special needs, and improve people's quality of life in my community and in the world

Avoid behavior that reflects adversely on Rotary or other Rotarians

Help maintain a harassment-free environment in Rotary meetings, events, and activities; report any suspected harassment; and help ensure non-retaliation to those individuals that report harassment



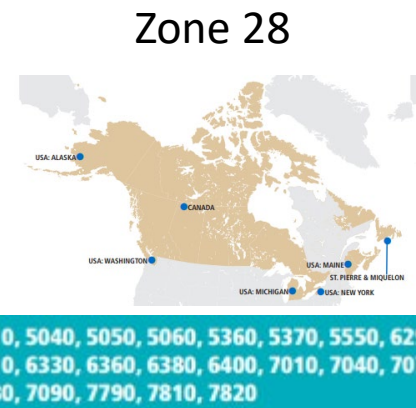
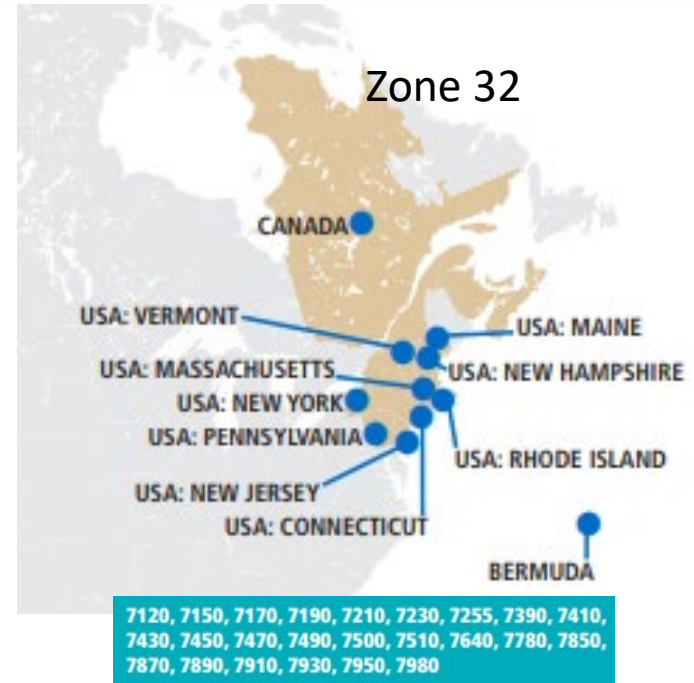
Rotary International Structure

- Rotary International is an association of rotary clubs.

34 Zones, 535 Districts, 35,000 Clubs

1.2 million Rotarians

- The purpose of Rotary International is to support the clubs and districts in their pursuit of programs and activities that promote the object of rotary.
- The role of the district is to provide support to the clubs, provide training to Rotarians, and to promote the object of Rotary.
- Rotary Board of Directors are chosen for a two-year term from Zone 28 and Zone 32, alternating between each zone.



Rotary Annual Goals 2019-2020

Support and Strengthen Clubs

- Retain current members.
- Increase Current club membership.
- Start new clubs.
- Increase the number of female members, members under 40 and Rotaractors joining Rotary.

Focus and Increase Humanitarian Service

- Increase cash and district DDF contributions to End Polio Now.
- Increase local and international district grants and global grants funded with DDF.
- Encourage Interact and Rotaract clubs to engage in service projects – including project for the environment – with their local Rotary Club and community.
- Increase contributions to the Annual Fund, and build the Endowment Fund to \$2.025 billion by 2025.

Enhance Public Image and Awareness

- Publicize the role of Rotary and Rotarians in polio eradication.
- Build awareness of Rotary and promote the People of Action Campaign.
- Increase awareness of Rotary Club Projects by using Rotary Showcase and Rotary Ideas and creating a club history.



**Rotary President Mark Maloney
2019-2020**

Calls To Action 2020-2021

RI President Holger Knaack defined his year of Opportunities:



1. That we develop acquaintances and that our relationships with each other and the people we serve be thoughtful, meaningful, relevant and impactful.
2. That we work at retaining our current membership
3. That we incorporate creative thinking to serve virtually
4. That we incorporate creative thinking for fundraising and support of our mission to eradicate Polio
5. That we can build capacity by growing Rotaract, Interact, and RYLA.
6. That we explore avenues to include more Diversity, Inclusion and Equity into our clubs and District.

These Actions are not about changing, but about being transformative.

Introduction of new RI Theme



2021 - 2022 ROTARY INTERNATIONAL PRESIDENT



Shekhar Mehta



2020-21 Theme: New 2021-22 theme to be announced in February 2021



Rotary Opens Opportunities



Rotary Presidential Citation



Rotary Citation – 2020-21

To achieve the citation:

- Go to Rotary Club Central
- Review the 25 available goals
- Select at least 13 goals
- Achieve those goals
- Report achievement in Rotary Club Central



Rotaract Citation – 2020-21

To achieve the citation:

- Go to Rotary Club Central
- Review the 22 available goals
- Select at least 12 goals
- Achieve those goals
- Report achievement in Rotary Club Central
- Submit nomination by August 15



Interact Citation – 2020-21

To achieve the citation:

- Go to Rotary Club Central
- Review the 20 available goals
- Select at least 11 goals
- Achieve those goals
- Report achievement in Rotary Club Central
- Submit nomination by August 15



Foundation & Grants





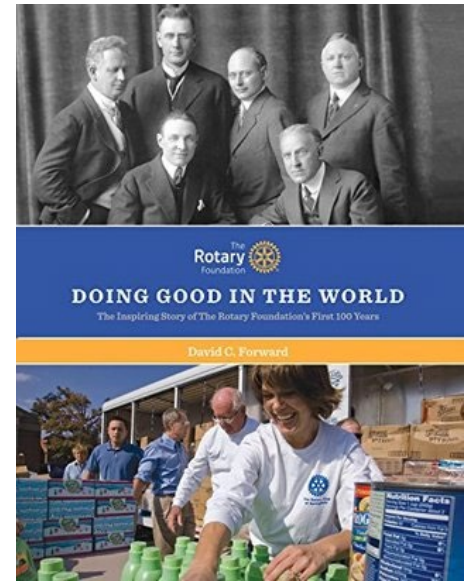
Mission and Motto

since 1917

The mission of The Rotary Foundation is **to enable Rotary members** to advance world understanding, goodwill, and peace through the improvement of health, the support of education, and the alleviation of poverty.

The Rotary Foundation's motto is Doing Good in the World.

Foundation programs are supported solely by voluntary contributions from Rotarians and friends of the Foundation who share its vision of a better world.



Rotary Foundation Programs



Rotary Peace Scholars Conference

Rotary Peace Centers



**Humanitarian Grants Program
of The Rotary Foundation**



Six Areas of Focus

Promoting Peace



FEATURE STORY

Educating on the front lines

Fighting Disease

We are
polio fo
equip
disea



FEATURE STORY

Pakistan's rise to zero

Providing Clean Water

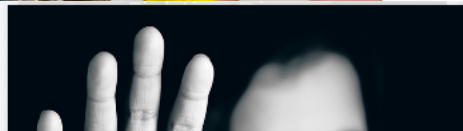


FEATURE STORY

International Collaboration

Saving Mothers & Children

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FEATURE STORY

Australia putting an end to domestic violence

Supporting Education

We
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and
moth



FEATURE STORY

Teaching the Teachers

Growing Local Economies

We carry out service projects that enhance economic and community development and create opportunities for decent and productive work for young and old.

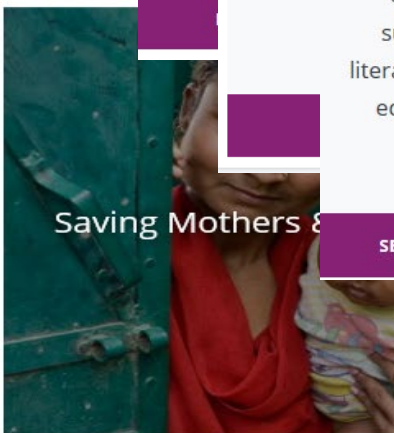
FEATURE STORY

Funding Entrepreneurs

Using microloans, mentorship, and business education, local Rotary members helped Detroit's fledgling entrepreneurs launch new businesses.


[READ THE FULL STORY →](#)

Saving Mothers & Children



SEE HOW WE EASE POVERTY

New Seventh Area of Focus



Supporting the environment
becomes a new area of focus

SUPPORTING THE ROTARY FOUNDATION



PolioPlus Fund
End Polio Now



Annual Fund
For Support Today



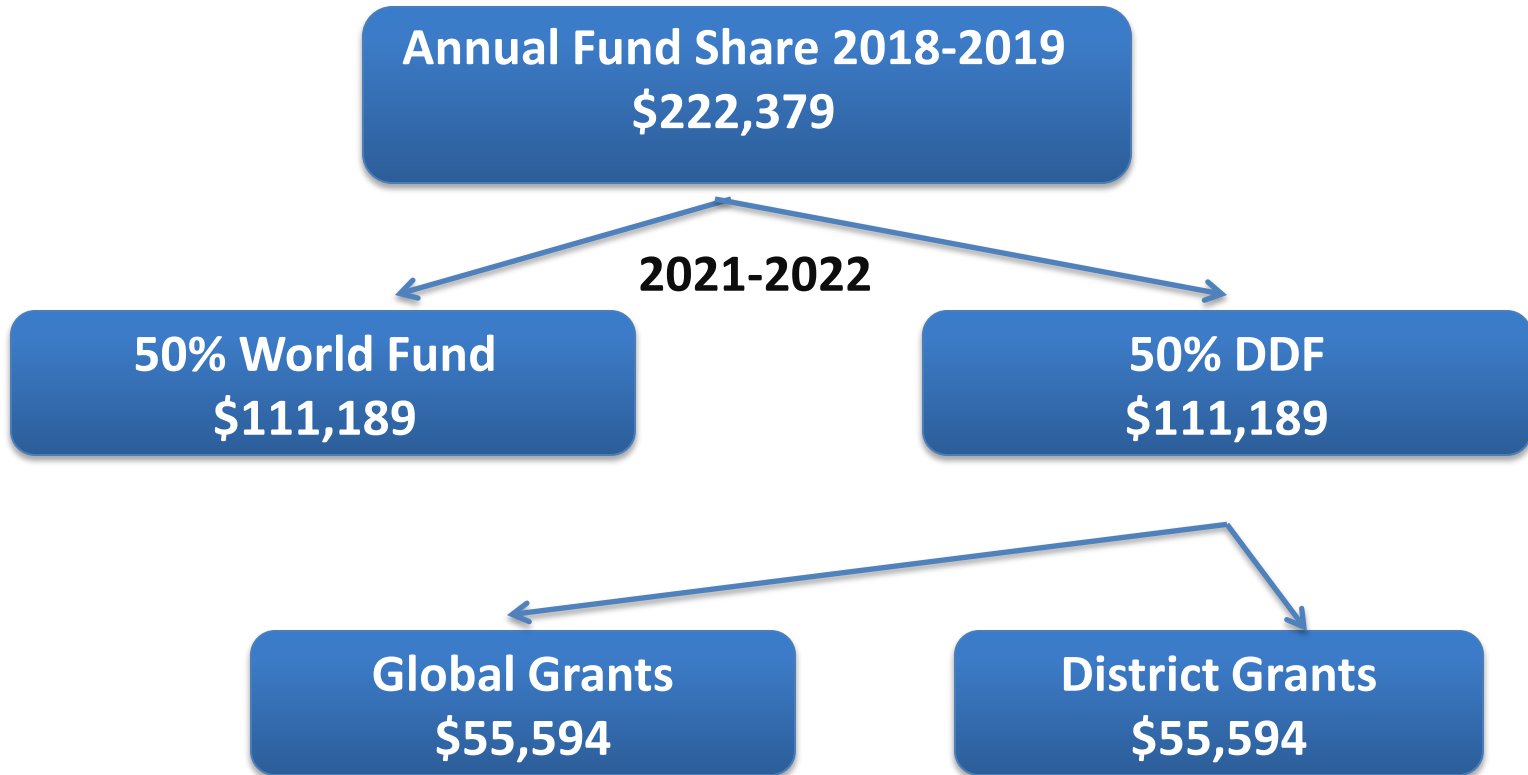
Endowment Fund
To Secure Tomorrow

THE ANNUAL FUND

- Primary funding source for Foundation grants and activities which include District and Global Grants
- Supports local and international grants through the SHARE system
- Contributions are credited to donor's club and applied to club's goal



GRANT FUNDING 2021-2022... 7780



GRANT Funding for 2021-2022

District	Annual Fund Donated 2018-2019	District Designated Funds	Global Grants	District Grants
7780	\$222,379.	\$111,189.	\$55,594.	\$55,594.
7850	\$119,752.	\$54,328.	\$27,164.	\$27,164.
7870	\$134,909.	\$67,454.	\$33,727.	\$33,727.
7890	\$186,000.	\$93,000.	\$46,500.	\$46,500.
7910	\$127,140.	\$63,570.	\$31,785.	\$31,785.
7930	\$187,556.	\$93,776.	\$46,888.	\$46,888.
7980	\$358,669	\$179,334.	\$89,667	\$89,667.
D7950 chooses not to share this information with the other districts of NEPETS				



GRANT QUALIFICATION 2021-2022

- Send at least one member to the Grant Management Training.
- Input your club's Foundation goals into Club Central on rotary.org by July 1, 2021 (not required by all districts).
- Complete two documents: TRF Club MOU & the District Addendum (if you have one). **Club Presidents for 2020-21 and 2021-22 must sign both documents.** Check with your District for snail mail address.



THE ENDOWMENT FUND

- Gifts to the Endowment Fund are held in perpetuity. They are professionally invested, with a portion of the earnings used each year for purposes specified by the Trustees and the donors.
- The Endowment Fund offers donors a way to create their own lasting legacy through Rotary.
- The Endowment helps fund the Peace Centers.
- Named endowed funds may recognize gifts of \$25,000 or more.



INDIVIDUAL RECOGNITION: PAUL HARRIS FELLOW

A person who contributes \$1,000 to the Annual Fund, Polio Plus or an approved Global Grant *or* in whose name \$1,000 is contributed



INDIVIDUAL RECOGNITION: PAUL HARRIS SOCIETY MEMBER

Contributes \$1,000 each year to the Annual Fund, Polio Plus, or approved Global Grants



INDIVIDUAL RECOGNITION: BENEFACTOR

- Provision in estate plan bequeaths minimum \$1,000 to The Rotary Foundation
- An outright gift of \$1,000 to the Endowment Fund



INDIVIDUAL RECOGNITION: BEQUEST SOCIETY

- Provision in estate plan totaling \$10,000+

Examples: living will, life insurance policy



INDIVIDUAL RECOGNITION: MAJOR DONOR

- Personal outright or cumulative gifts of \$10,000+
- Cash, life income agreements, bequests, real estate, or securities



CLUB BANNER RECOGNITIONS



The Rotary Foundation | 100% FOUNDATION GIVING CLUB

US\$100
AVERAGE GIVING

100%
MEMBER PARTICIPATION

2017-2018

Average of \$100 in per capita giving and every contributes at least \$25 to Annual Fund, PolioPlus Fund, approved global grants, or Endowment Fund.



The Rotary Foundation | EVERY ROTARIAN EVERY YEAR CLUB

US\$100
PER CAPITA

100%
MEMBER PARTICIPATION

2017-2018

Minimum Annual Fund contribution of \$100 per capita and every member personally contributes at least \$25 to the Annual Fund during the year.



CLUB BANNER RECOGNITIONS

100%
PAUL HARRIS SOCIETY
CLUB



2015-2016

Every member contributes a minimum of \$1,000 to the Annual Fund, PolioPlus, or global grants within a Rotary year

The Rotary Foundation
100%
PAUL HARRIS FELLOW
CLUB



2019-2020

Rotary 

All members are Paul Harris Fellows. This is a one-time recognition.



ROTARY FOUNDATION

Every Rotarian Every Year (EREY)

A minimum Annual Fund contribution of \$100 per capita during the Rotary year, and every dues-paying member must personally contribute at least \$25 to the Annual Fund during the year.



Resources

- <https://my.rotary.org/en/learning-reference/about-rotary/strategic-plan>
- <https://my.rotary.org/en/take-action/apply-grants/district-grants>
 - Terms and Conditions for Rotary Foundation District Grants and Global Grants
 - Community Assessment Tools (PDF)
 - Lead Your District: Rotary Foundation Committee manual (PDF)
 - District Grant Lifecycle (PDF)
 - How to use the Grant Center (PDF)
 - A Guide to Global Grants (PDF)



Public Relations Public Image Rotary Brand



Public Relations / Public Image

- Club Public Image Chair / Social Media
- Your Club websites
- Twitter & Instagram Club Accounts
- Club Facebook Page
- Rotary offered materials (Rotary Club Central)
- Your club branding / Signature Community events



Six Social Media Resolutions To Get Your Club Noticed

1. Be consistent – Post regularly and often
2. Develop a social media schedule
3. Mix it up
4. Develop a strategy
5. Establish guidelines
6. Have FUN



Public Image

- **Plan** how to use communications strategies to achieve your public image goals
- **Consider** how to create and implement both an internal and external communications plan for your club
- **Use** the public image resources available to enhance your communications efforts

Rotary Public Image Coordinators

Helpful tips

Pick your Communications Chair

Help your Club Chair
build a Committee

Train your members and club



Rotary Public Image Coordinators-Zone 32

Can help you and your Club:



Assist with public image goals

Training at all levels

Provide resources

Public Image Committee

Each club should have a public image committee that:

- Attends your district public image seminar.
- Develops a public image plan, then set and achieve public image goals.
- Promotes club activities and projects among club members, local media outlets, and members of your community.
- Use the resources in the Brand Center to enhance Rotary's public image.
- Makes sure club communications follow Rotary's guidelines for voice and visual identity.
- Uses the People of Action campaign materials to increase public understanding of Rotary and drive engagement in your community.
- Enhances projects and activities to make them more appealing to the media.



Public Relations Committee

- In many clubs, members serve on a committee for three years, so it's likely that some current committee members will continue into your term. If you need to fill any openings, work with the president-elect to find someone with experience in at least one of these areas:
 - Advertising, Marketing
 - Public relations
 - Media relations
 - Public speaking
 - Writing, or photography
 - Social media
 - Website development
 - Event planning

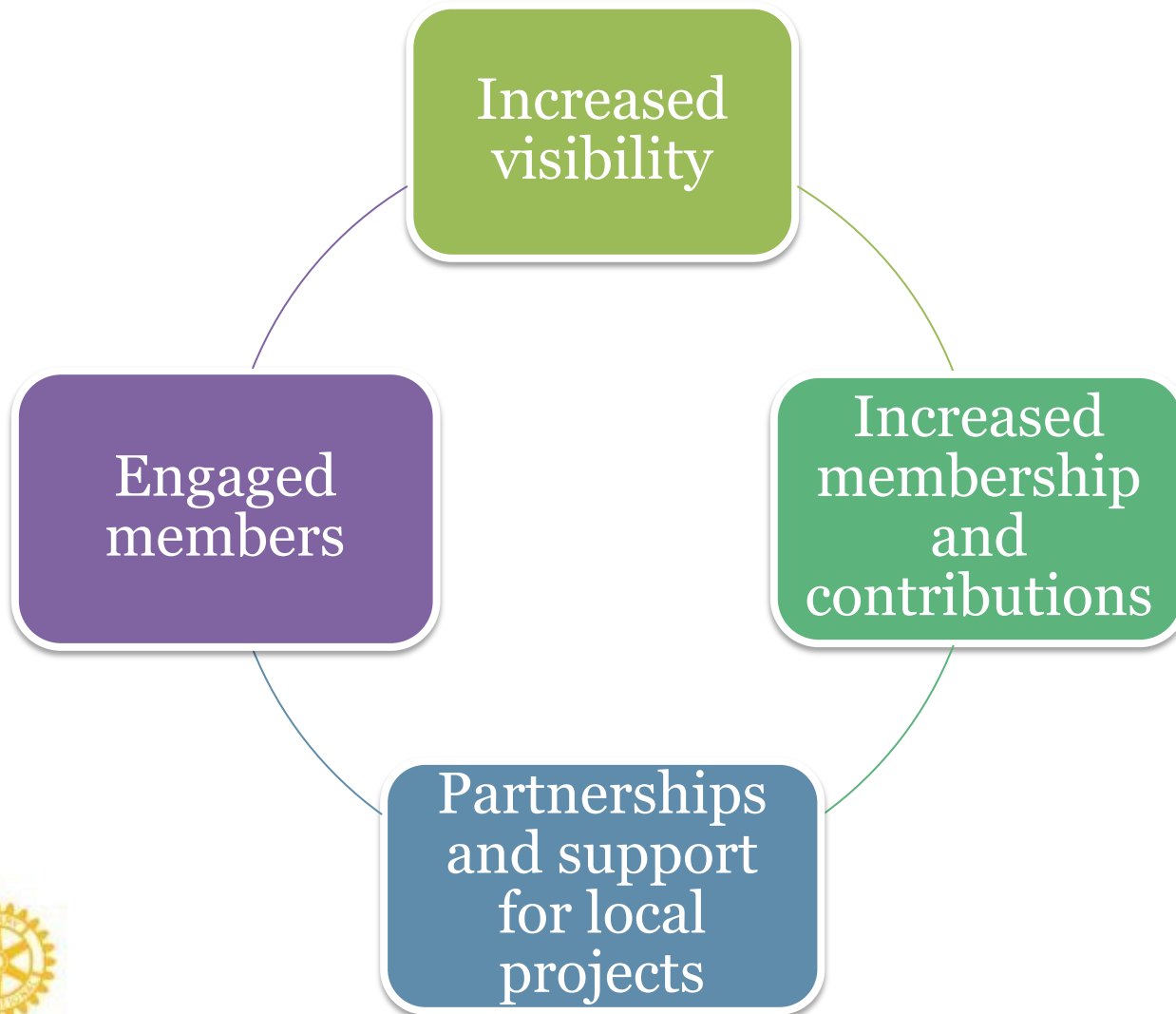


Public Relations / Public Image



- Club Public Image Chair / Social Media
- Your Club websites
- Club Facebook Page
- Rotary offered materials (Rotary Club Central)
- Your club branding / Signature Community events

Four Avenues for Success



Target Audience



Rotary Branding



2020-2021 Theme

- Use the correct brand – Wheel plus horizontal words
- Any club can use without permission, unless selling a product outside your district
- Always use the current year theme



Your Club Website

- A communication tool to your members, District, Rotarians, potential Rotarians
- A first impression of your Club to visitors and the community
- An easy link to Rotary Information / Education
- The platform is your choice
 - ClubRunner (provides automatic update to the District)
 - Dacdb



Club Website Examples

District	Club	Link
7780	Brunswick, ME	https://brunswickmainerotary.org/
7850	Lebanon, NH	http://www.clubrunner.ca/Portal/Home.aspx?cid=1423
7870	Milford, NH	https://portal.clubrunner.ca/2944
7890	Southington, CT	https://southingtonrotary.org
7910	Newton, MA	https://www.newtonrotaryclub.com/
7930	Boston Downtown	https://www.dbrotary.org/
7910	Westborough, MA	https://www.westboroughrotary.org/
7980	Branford, CT	https://branfordrotary.org



Club Website Examples

District	Club	Link
7930	Parkway, MA	https://www.westroxburyclub.org/
7930	Lexington, MA	http://www.lexingtonrotary.org
7930	Marblehead Harbor	https://rotaryclubofmheadharbor.org
7930	Burlington, MA	https://www.burlingtonbreakfastrotary.org
7930	Wakefield, MA	https://wakefieldrotaryclub.org/



Your Club Facebook Page

- A communication tool to your members, District, Rotarians, potential Rotarians
- Easier to keep fresh than Website
- A first impression of your Club to visitors and the community
- An easy link to Rotary Information / Education
- Some good example



Facebook Page Best Practices

- Keep posts simple, Short Clear Message
- Target your audience
- Use good pictures with activity
- Post several times per week
- Post for all events
- Post for all good speakers
- Pin significant events to top of page
- Some good example
 - 7780



Examples of Club Facebook Pages

District	Club	Link
7780	Portland, ME	https://www.facebook.com/rotaryclubportlandmaine/
7850	Waterbury, VT	https://www.facebook.com/waterburyvtrotary
7870	Milford, NH	https://www.facebook.com/MilfordNHRotary
7890	Avon-Canton, CT	http://www.RotaryClubofAvon-Canton.org
7910	Nashoba	https://www.facebook.com/NashobaRotary
7930	Wakefield, MA	https://www.facebook.com/WakefieldRotaryClub
7950	District 7950	https://www.facebook.com/Rotary-District-7950-737719759604375/settings/?tab=settings
7980	Cheshire, CT	https://www.facebook.com/cheshire.rotary



Examples of Club Facebook Pages

District	Club	Link
7930	Arlington, MA	https://www.facebook.com/ArlingtonMARotary
7930	Rockport, MA	https://www.facebook.com/Rockport Rotary
7930	Ipswich, MA	https://www.facebook.com/RotaryClubOfIpswichMa
7930	Melrose, MA	http://www.facebook.com/MelroseRotaryClub
7930	Danvers, MA	http://www.facebook.com/rotaryclubofdanvers
7910	Newton, MA	https://www.facebook.com/RotaryNewton/
7910	Bedford, MA	https://www.facebook.com/bedfordrotary/



Your Club Instagram

- Another communication tool
- Picture based with short messages
- It can be the first impression of an event or service project
- An easy link to other Rotary instagrams



Instagram Best Practices

- Post engaging high-quality images with active people
- Location services on when taking photos
- Take photos and post directly from events
- Short clear captions
- Posts done at least a few times per week
- Posts for recommended speakers
- Use hashtags



Examples of Club Instagram Pages

District	Club	Link
7780	Rockland, ME	https://www.instagram.com/rocklandrotary6310/
7850	Sherbrooke, QC	https://www.instagram.com/rotarysherbrooke/
7870	Milford, NH	milfordnhrotaryclub
7890	West Springfield, MA	RotaryClubofWestSpringfield
7930	Marblehead, MA	https://www.instagram.com/marbleheadrotary
7930	Boston Rotaract	https://www.instagram.com/bostonrotaract



Examples of Club Instagram Pages

District	Club	Link
7910	Bedford, MA	https://www.instagram.com/Bedford.rotary/
7910	Acton-Boxborough, MA	https://www.instagram.com/rotaryclub_of_acton_boxborough
7930	Reading, MA	https://www.instagram.com/readingmarotary
7930	Lynnfield, MA	https://www.instagram.com/lynnfieldrotary



Fellowships



Rotary Fellowships are international groups that share a common passion. Here is a sampling

Antique Automobiles

Bird Watching

Environment

Past District Governors

Peace Fellows

Cruising

Russian Culture

Hiking

Wine



Resources



- www.rotary.org
- rotaract@rotary.org
- Interact@rotary.org
- My Rotary <https://my.rotary.org/en/>
- Club Central <https://rcc.rotary.org/#/dashboard>
- Learning Center <https://learn.rotary.org/members/learn/catalog>
- Strategic Plan <https://my.rotary.org/en/learning-reference/about-rotary/strategic-plan>
- Brand Center <https://brandcenter.rotary.org/en-GB>
- Rotary Foundation Grants <https://my.rotary.org/en/take-action/apply-grants/district-grants>
- Logos <https://brandcenter.rotary.org/en-GB/Logos>
- Fellowships <https://www.rotary.org/en/our-programs/more-fellowships>
- <https://www.facebook.com/rotary/>
- <https://twitter.com/rotary>
- <https://www.linkedin.com/company/rotary-international>
- <https://blog.rotary.org/tag/social-media/>
- <https://site.clubrunner.ca/page/rotary>
- <https://www.dacdb.com/SecLogin.cfm>

QUESTIONS

