

Rotary 5520 Spur Manual

Rotary District 5520

New Mexico



Texas

Special Program for Understanding Rotary

S P U R
Special Program for Understanding Rotary

The purpose of **SPUR** is to bring basic Rotary knowledge to new members (and old) in a concise, condensed format to enable them to be better informed and with the hope that better knowledge will result in more personal involvement in Rotary.

The **SPUR** logo is suitable to display the wheel of Rotary and the image of the great Southwest, in which District 5520 is located – New Mexico and West Texas. The **SPUR** program, originated by District Governor Vince Ward in 1979-80, was first distributed to district members and clubs (one topic per month) to fill the need for more Rotary information. The consensus was that the information should be made available in booklet form and, in late 1980s; the first issue of the **SPUR** booklet was published. Since then, the **SPUR** information program has been requested by and forwarded to many districts throughout the United States and countries in the Rotary world.

This quick reference of the basics of Rotary is especially useful in indoctrinating new members. In the past, this reference has been done in booklet form. With the advance in technology, this document is now available on the District's website (<http://www.rotary5520.org/training/pdf/spurbooklet.pdf>). This will enable any club or member to print the number of copies needed, when needed.

For a list of other downloadable resources see:

www.rotary5520.org/districtadministration

- CONTENTS -

Introduction to the Special Program for Understanding Rotary	2
Contents	3
Message from the District Governor	4
Overview	5
Outline of Rotary Training	6
The Four Way Test	7
Declaration for Rotarians in Businesses and Professions	8
Rotary History, Purpose and Scope	9
Rotary Membership	10
Classifications	11
Attendance	12
District and International Meetings	13
Club Leadership Plan	15
Club Service	19
Community Service	21
Vocational Service	22
International Service	24
The Rotary Foundation	26
Youth	29
Resources	APPENDIX



Robert L “Bobby” Wallace

Governor District 5520, 2011-2012



January 25, 2012

Dear District 5520 Rotarians,



Thank you for your service to Rotary and your community. It is because of each dedicated Rotarian in our 71 clubs that District 5520 continues to be one of the strongest and best Districts in the world! Together we will move our District forward and continue to serve our communities, both locally and internationally, and mankind around the world.

President Kalyan Banerjee’s theme for this year is “*Reach Within to Embrace Humanity.*” He has set forth three foundations in support of this theme: Family, Continuity and Change. He is asking us to keep the family as our top priority, as that is the basis of our strength and grace toward others. He also asks that we focus and promote the continuity of outstanding Rotary programs and service previously established. The courage to change comes from the ability to look outward toward the future and entertain new ideas and new generations, as well as the willingness to change the things that are not working. He has asked us to “open our minds and hearts to the possibilities of Rotary service.” This process starts within each one of us and is translated outward to Rotary service.

We have many exciting opportunities ahead of us this Rotary year. You will be hearing about the Rio Grande Academy, which is a new program being implemented in our District. You will also hear about membership strategies, blood drives, wellness programs, District Convention, International Convention, New Generations and much more. What an exciting time to be a Rotarian!

Each Rotary Club in District 5520 should evaluate their successful programs and continue with those successes, while also evaluating those things that need changing and having the courage to make those changes. To that end District 5520 will be implementing several processes to mitigate our membership decline.

The biggest part of the mitigation process is YOU! Supporting the District Vacation Raffle, supporting the District Convention, the Governor’s Blood Drive and Wellness Challenges and our overall effort needs to be spreading the word about Rotary. Our membership problem is a PR problem.



Robert L “Bobby” Wallace

Governor District 5520, 2011-2012



In an effort to increase communication, we have three ways to stay current with what is going on in the District.

District Website

www.rotary5520.org has a lot of information and answers to most of the questions you may have. You will find leadership information, upcoming events, deadlines, committee information and more.

Blog

A daily/weekly publishing of the Governor’s adventures throughout the District as well as information regarding upcoming events/deadlines. The link to the District Blog is <http://rotary5520.blogspot.com>.

Newsletter

The newsletter is a monthly recap of where we are at and where we are planning to go as a District. Lots of information on attendance, Governor’s Challenge updates and informative articles from various District leaders. As well as an advertising section which showcases District service projects/ fund risers.

In Rotary,

A handwritten signature in brown ink that reads "Bobby Wallace".

Bobby Wallace
District Governor 2011-12

-- OVERVIEW --

The information contained herein should provide an overview of the scope and breadth of Rotary Objectives and the programs and activities needed to reach those objectives. Additional background can be obtained by referring to timely publications, such as the Rotarian magazine, Rotary World and the many publications of Rotary.

As you can appreciate, Rotary is a living and breathing institution of all that is important in the Rotary World. As such, changes occur daily which means statistics of today are relevant in their own context, administrative approaches change, and programs are absorbed, modified and/or eliminated. Therefore, it behooves us to keep up and move with the flow. This booklet will help you move in that direction at least for the next three years.

Enjoy Rotary. Where else can you meet your next best friend?

– OUTLINE OF ROTARY TRAINING –

Rotary training for club members can extend over any time period to insure that members are well grounded in the Object of Rotary, the Club Leadership Plan, and The Declaration for Rotarians in Businesses and Professions and of their responsibilities. A suggested outline is shown for inclusion in the clubs overall orientation and training program.

Invitation: Personal visit to a proposed member.

Induction: Dignified installation with spouse attending.

Orientation: A formal approach suitable to your club and its members is recommended. (Three sessions are suggested.) The sessions should examine RI and club protocols, opportunities for service, history of Rotary International and the local club, and each individual's responsibilities as a member of Rotary International.

Resources: SEE RESOURCES APPENDIX

NOTE: This is not a definitive list of all resources. Clubs are encouraged to provide sufficient resources to enhance member education.

Suggested Orientation Format: (Note: this can be conducted as an individual club or as a group of area clubs.)

1. Serve a meal if appropriate to the situation.
2. Make sure that most of the Board of Directors is represented along with the majority of the officers of the club and all have an active role.
3. Begin with introductions and the meal. (Meal is optional, but will tend to improve attendance. This is usually at the expense of the club)
4. Hand outs are very important for all information exchanged.
5. Suggested Agenda:
 - a. The History of Rotary International
 - b. The reason for the Rotary Foundation with an explanation of the workings of the foundation and avenues of contribution.
 - c. The history of the District.
 - d. The history of the club(s).
 - e. Support Structure explanation from RI President, through District and including Club.
 - f. Time spent with the officers and directors of individual club to acquaint each new member with the club's individuality and leaders.
6. Encourage the new Rotarian as to the club's excitement in having them as a member.
7. Put them on a committee and keep them involved.

– THE FOUR WAY TEST –

Every Rotarian should know The Four Way Test – how to recite it, but more importantly, how to live it.

Twenty-four words – that's all there is to it.

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 GOOD WILL AND BETTER FRIENDSHIPS?

WILL IT BE BENEFICIAL TO ALL CONCERNED?

This principle should be applied profitably in relationships with: your family, community, in business activities, national and international life. Most particularly, it should be applied to proposed legislation in government, to relations between teachers and students in school and to all aspects of life.

The text was written in 1932 by Herbert J. Taylor, who had been assigned to represent the creditors of the Club Aluminum Co. and whose task was saving the company from bankruptcy. He decided that the nearly defunct corporation needed something that his competitors did not have in equal amounts – the character, dependability and service-mindedness of their employees.

He discussed the four questions with four of his department heads – one a Roman Catholic, one a Christian Scientist, the third an Orthodox Jew, and the fourth a Presbyterian. They all agreed that truth, justice, friendliness and happiness coincided with their religious ideals and, when constantly applied in the business world, would result in greater success and progress. Results were just tremendous and Herbert J. Taylor turned this nearly bankrupt company into a leader in their industry. In 1954-55, this same Herbert Taylor became president of RI.

Promotion of The Four Way Test is the responsibility of each Rotarian. Many Rotary Clubs have displayed a banner at their meetings and often open the meeting with a recitation of the Test. Many Clubs sponsor an essay contest in the high schools on the subject. Several clubs have souvenir coins with the Test imprinted, which they give to visiting Rotarians and guests – billboards which are seen in many languages – framed copies furnished to libraries, hospitals and schools for public viewing. One of the more popular methods is the furnishing of schoolbook covers printed with The Four Way Test prominently displayed. Most clubs furnish new members with a copy for hanging in their offices.

The Six keywords you need to remember daily are:

TRUTH – FAIR – GOODWILL – BETTER FRIENDSHIPS – BENEFICIAL

Remember these – your company, your family, your community, our world will be better!

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– Declaration for Rotarians in Businesses and Professions –

The 1989 Council on Legislation adopted the following declaration for Rotarians in businesses and professions:

As a Rotarian engaged in a business or profession, I am expected to

- 1) Consider my vocation to be another opportunity to serve
 - 2) Be faithful to the letter and to the spirit of the ethical codes of my vocation, to the laws of my country, and to the moral standards of my community
 - 3) Do all in my power to dignify my vocation and to promote the highest ethical standards in my chosen vocation
 - 4) Be fair to my employer, employees, associates, competitors, customers, the public, and all those with whom I have a business or professional relationship
 - 5) Recognize the honor and respect due to all occupations which are useful to society
 - 6) Offer my vocational talents to provide opportunities for young people, to work for the relief of the special needs of others, and to improve the quality of life in my community
 - 7) Adhere to honesty in my advertising and in all representations to the public concerning my business or profession
 - 8) Neither seek from nor grant to a fellow Rotarian a privilege or advantage not normally accorded others in a business or professional relationship
- (89-148; RCP 8.030.2.)

The 2004 Council on Legislation further supported this declaration by adopting a resolution that all Rotarians continue their dedication to cultivating a life that exemplifies Rotary's commitment to ethics in business and professions, and that Rotary clubs continue to build upon their significant record of attracting and seeking out individuals who exemplify the high ethical standards of Rotary as the organization moves into the 21st century and its second 100 years of service. (04-290)

– ROTARY HISTORY – PURPOSE – SCOPE –

Four young men gathered together to form the first Rotary Club. It began on February 23, 1905, in Chicago, Illinois, USA. Paul P. Harris had invited three friends to explore his idea that had been developing for several years, the idea of a club of business and professional men who could and should be friends. Harris was a lawyer; his friends were a coal dealer, mining engineer, and merchant tailor. The aim of the first Rotary Club was the encouragement of friendship, fellowship and mutual assistance. It is significant that each of the members of the first Rotary Club was a comparative stranger from a small town who had come to that great metropolis of Chicago to go into business. Each felt a need for personal friendships to replace those severed by moving from their former homes.

The name "ROTARY" was suggested by Harris and was prompted by the original plan of the club members meeting in rotation at their various places of business. As the membership increased, it became necessary to hold dinner meetings, which later gave way to weekly, noonday meetings. Contrary to general opinion, although Paul Harris was the originator of Rotary, he was not the first president. That distinction went to Silvester Schiele, one of the original four. Paul Harris became the president of Chicago Club No. 1 in 1907. Also, in 1907, the first Rotary community project was undertaken – the establishment of public comfort stations in Chicago's City Hall.

Soon to follow was Club No. 2 in San Francisco, then Oakland, followed by Seattle, Los Angeles, New York and Boston. The first Rotary Convention was held in 1910, in Chicago, with 29 members present, representing 14 of 16 organized Rotary Clubs. Like wildfire, the movement spread to Canada, England, Ireland, South America, and the Philippines and into Asia. The first club in District 5520 was the El Paso Rotary Club (#119), chartered in 1914. Today, the idea of Paul Harris and his friends has spread to 166 countries with more than 1.2 million members in more than 30,000 clubs.

Statistics of Rotary's tremendous worldwide growth are impressive, but Rotary's accomplishments through the years defy expression of figures. The fellowship created, improvement in the conduct of business and professions, playgrounds provided, crippled children helped, student loans granted, community betterment undertakings, the increased understanding among nations, the countless other achievements of Rotary Clubs, and the activities of The Rotary Foundation, all must be considered when viewing the progress of Rotary.

– ROTARY MEMBERSHIP –

There are only two types of membership – **ACTIVE** and **HONORARY**. The qualifications to become a Rotarian are straightforward: an adult person of good character and good business and professional reputation. The types of membership are:

1. **ACTIVE** – an ACTIVE Rotarian is one who works in a specific classification and actively works for the club to achieve stated goals and objectives. Five persons may hold the same classification so long as they do not exceed 10% of the club membership. A Rotarian may live or work anywhere within the locality of the club or surrounding area.

2. **HONORARY** – a designated membership for a person who has become distinguished by meritorious service in furtherance of Rotary ideals. The term of such membership shall be determined by the board. Persons may hold honorary membership in more than one club. HONORARY members shall be exempt from the payment of admission fees and dues, shall have no vote, and shall not be eligible to hold any office in his or her club. Such members shall not hold classifications, but shall be entitled to attend all meetings and enjoy all the other privileges of this club. No HONORARY member is entitled to any rights and privileges in any other club, except for the right to visit other clubs without being the guest of a Rotarian.

*Each club shall have a well balanced membership in which no one business or profession dominates. Clubs exceeding this cap shall not lose membership, but through attrition, return to a well-balanced membership.

Holders of public office for a specified time shall not be eligible to active membership under the classification of such office. This restriction shall not apply to persons holding positions or offices in schools, colleges or other institutions of learning or to persons who are elected or appointed to the judiciary. Members who are elected to public office may continue as members in their existing classification for the duration of their public service.

– CLASSIFICATIONS –

The classification principle of membership distinguishes Rotary from other organizations. Each Rotarian assumes an obligation to represent his/her business or profession in the club and to share the ideal of service with non-Rotarians associated in the work place. It assures a membership which is representative of the business, professional and institutional life of the locality in which the club is established.

CLASSIFICATION – The principal and recognized activity of a firm, company, institution, business or professional endeavor. Classifications are determined by the activity or service to society rather than the position held by the individual. In other words, if the member is the president of a bank, he/she is not classified under "Bank President," but under the classification of "Banking."

To be eligible for a specific classification, the proposed member should be generally recognized in the community as being primarily engaged in that business, profession or activity. In the fields of medicine, dentistry, law, etc., where specialization in a given field is recognized by a community, it is appropriate for the Rotary Club to establish separate classifications to cover such specialized practices.

The Board of Directors of Rotary Clubs should annually update the listing of classifications in their community (no later than August 31st), showing the names of members and their classifications and the unfilled classifications that are open for membership. Rotary International publishes a list of classifications in a typical community, but clubs are urged to add to this listing and establish whatever classifications are needed in their area.

Balanced Membership: Efforts should be made to maintain a well-balanced membership in which no business or professional group predominates – allowing a club's membership to be representative of the business and professional life of the community.

A member moving from the territorial limits of the club may retain his/her membership where the board grants such permission and said member continues to stay active in the same classification.

Twenty charter members are required to form a new club in a locality where 40 or more classifications have been identified.

Holders of public office for a specified time shall not be eligible to ACTIVE membership under the classification of such office, except persons elected to school positions or the judiciary.

– ATTENDANCE –

Membership in a Rotary Club entails responsibility for regular attendance. Rules for attendance, makeup for absence from your own club and excuse for noncompliance due to age and years of service are defined and observed worldwide. Each member, other than an honorary member, must:

1. Attend or makeup at least 50% of club regular meetings in each half of the Rotary year.
2. Attend at least 25% of the regular meetings of the home club in each half of the Rotary year.
3. Not miss four consecutive club meetings.

Failure to meet these requirements, without board consent, shall result in board action to consider termination of membership.

A member shall be counted as attending a regular meeting of the club if present for at least 60% of the time devoted for the regular meeting or makes up for an absence by attending any Rotary Club meeting, meetings of Interact or Rotaract Clubs (either provisional or active) within 14 days before or after the home club's regularly scheduled meeting.

Committee or Board meetings and training sessions authorized by the club board qualify as makeup meetings. Round table meetings, impromptu meetings aboard cruise lines and past president meetings do not qualify as makeup meetings.

??? LOREN CHECKING ON THIS: Any ACTIVE member's absence shall be excused if the total of the member's years of age and years of membership is 85 years or more and the board approves a written request for attendance exemption by the member.

Attendance at a club service project authorized by the club's board or attendance at District meetings (District Conference, PETS/Assembly) and International meetings (RI Convention, Regional Conference, or Officers' Institute) shall qualify a member for being present at his own club, as do attendance at Rotaract, Interact or Village Corps meetings, and meetings of any recognized Rotary fellowship group, provided such meeting falls within the time frame as described by the Standard Club Constitution. A member may also receive makeup credit by participating in a club website in an interactive activity requiring an average of 30 minutes participation (www.rotaryEclubone.org). A member may also receive credit for a makeup if he/she is present at a club's regular meeting place and time, but the club is not meeting at that time or place.

In all cases, the Club Board may excuse a member's absence for good and sufficient reasons. For example: protracted ill health or a member's absence of more than two weeks in a country having no Rotary clubs, provided the board is satisfied that the stay will prevent the member from making up the absence. The

excused member is not counted for club attendance purposes when the board grants such authorized leaves of absence.

– DISTRICT AND INTERNATIONAL MEETINGS –

The **PETS (President-Elect Training Seminar)** is normally a two-day event, held each year during February or March to train club presidents-elect. Attendance at PETS is mandatory for all incoming presidents and they cannot assume the office unless they attend PETS. The incoming Secretaries and president-elect nominees are encouraged to attend. Spouses are welcome to attend.

THREE ANNUAL e-TRAINING SESSIONS are required by Rotary International to be held district wide. All three sessions are computer conferences using the online training software (Centra Software - <http://eplace.nmsu.edu>) from New Mexico State University. Clubs only need a computer with an internet connect (high speed is best but not required), a set of speakers, a microphone and the free software to run the session. The District Governor Nominee, the District Trainer and the current club presidents are the leaders of these “nuts and bolts” sessions. The first session is the **MEMBERSHIP e-TRAINING** held in the middle of September each year. This session is aimed at helping clubs development an effective membership and retention plan. The club membership chairman, the membership committee, club president and president-elect should plan to participate. Next in November is **THE ROTARY FOUNDATION e-TRAINING**. The club Foundation chairman and Foundation committee should attend with the club president and president-elect. Finally, the **DISTRICT e-ASSEMBLY** is held in the spring of each year. It is mandatory for the incoming president and considered mandatory for all other incoming officers and directors. It provides motivation, inspiration, Rotary leadership knowledge and instruction in the administrative duties for those who are going to hold club offices in the coming Rotary year. Joint sessions with multiple clubs are recommended and encouraged

The **DISTRICT CONFERENCE/CONVENTION** highlights the programs of Rotary through fellowship, inspirational addresses, workshops and social activities. It is a showcase covering many aspects of Rotary programs in the District – featuring our Youth Exchange Students, the visiting Group Study Exchange Team, RYLA representatives and more. The President of Rotary International assigns a personal representative to attend the conference in his place, who shares RI information to inspire those in attendance. The usual duration of the conference is three days, balanced between business or plenary sessions and fellowship. Social events may include home hospitality where visiting Rotarians are invited to dine in the home of host club members. The Conference/Convention is usually held in the spring of the year at a site selected in the previous year. Estimated attendance varies from 350 to 550.

The **TRI-DISTRICT CONFERENCE** is annually held as a joint meeting of clubs in Districts 5520, 4110 (our neighbors in Northern Mexico) and District 5470 (our

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friends in Southern Colorado). The multiple purposes of this meeting are to match clubs in the three districts in fellowship, world understanding, and to encourage clubs of the three Districts to become sister clubs, who together, can organize joint humanitarian projects funded by matching grants.

The **ROTARY INTERNATIONAL CONVENTION** is a worldwide event, held somewhere in the world during the month of June. All Rotarians and their families are invited and encouraged to attend. It is a very exciting gathering of Rotarians and guests, normally held over a four-day period. With outstanding entertainment, great speakers, host hospitality and many workshops on Rotary projects, this Convention truly exhibits the awesome internationality of our organization. It provides every participant the opportunity to meet many new friends. Everyone who attends will be rewarded with an unforgettable experience. Each participant is guaranteed to return home inspired and excited about Rotary's worldwide influence and the magnitude of the positive successful projects they have encountered. The registration fees include access to all venues, entertainment and workshops. Conventions sites are selected as many as ten years in advance. Promotion by the host City/District, hotel accommodations, and a host of other factors act to determine the overall participation. Average attendance ranges from 15,000 to 25,000 each year. Sites for future conventions:

- 2009 - Birmingham, England
- 2010 - Montreal, Canada
- 2011 - New Orleans, Louisiana, USA
- 2012 - Bangkok, Thailand
- 2013 - Lisbon, Portugal
- 2014 - Sydney, Australia

– THE CLUB LEADERSHIP PLAN –

(This article is adapted from “Club Leadership Plan” Rotary publication 245en)

The Club Leadership Plan is the recommended administrative structure for Rotary clubs. It is based on the best practices of effective Rotary clubs. Because each Rotary club is unique, the Club Leadership Plan is flexible enough to support the individual needs of clubs around the world. Although it isn't mandatory for any club to adopt the Club Leadership Plan, every Rotary club, new and old, can benefit from standardizing its administrative procedures based on these best practices:

- Develop long goals that address the elements of an effective club.
- Set annual goals that support long-range goals.
- Make sure that all club members feel involved and informed.
- Keep the lines of communication open, both in the club and with the district.
- Ensure continuity in leadership from year to year.
- Customize the bylaws to reflect club operations.
- Provide regular fellowship opportunities.
- Actively involve all club members.
- Offer regular, consistent training.



The Avenues of Service are the foundation for an effective club. Effective clubs are able to achieve the Object of Rotary by:

- Sustaining or increasing their membership base
- Implementing successful service projects that address the needs of its community and communities in other countries
- Supporting The Rotary Foundation through both financial contributions and program participation
- Developing leaders capable of serving in Rotary beyond the club level

The Club Leadership Plan can help clubs increase their ability to meet their goals in each Avenue of Service. Implementing successful service projects affects Vocational, Community, and International Service. Increased membership gives a club a greater pool of Rotarians working in each avenue. Supporting The Rotary Foundation affects both Community and International Service. Streamlined processes, better communication, strategic planning, and increased member involvement will improve Club Service. With efficient operations in place, your club can become more effective in conducting its service activities. The Club Leadership Plan will allow your club to devote more effort to each Avenue of Service and reach 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:

The development of acquaintance as an opportunity for service;

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;

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

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

Benefits of the Club Leadership Plan

By providing an opportunity to reassess current operations, the Club Leadership Plan can help clubs realize many benefits:

- All members have a chance to voice their opinions on the future of their club.
- Simplified club operations give members more time to focus on service and fellowship.
- Greater involvement of club members develops future club and district leaders.
- Membership retention rates increase as members have greater participation in the club's activities.
- Continuity between appointments and the club's goals eases the leadership transition from one Rotary year to the next.
- Club leaders have a larger group of members working to achieve the club's goals.
- Renewed enthusiasm for Rotary comes from taking a fresh look at the practices of the club.

Club Committees

While many clubs may choose to continue their current committee structure, clubs may wish to consider the following five standing committees (each led by a board director) to carry out the club's annual goals:

- **Membership**

This committee develops and implements a plan for recruiting and retaining club members.

- **Public relations**

This committee develops and executes a plan to provide the public with information about Rotary and promote the club's service projects and activities.

- **Club administration**

This committee conducts all the club's administrative activities. The club secretary and treasurer should be members of this committee.

- **Service projects**

This committee plans and carries out educational, humanitarian, and vocational projects that address the needs of the club's community and communities in other countries.

- **The Rotary Foundation**

This committee develops and carries out plans to support The Rotary Foundation through financial contributions and club participation in Foundation programs.

To ensure continuity in each committee's activities, appoint committee members to three-year terms, whenever possible. The club president-elect is responsible for filling vacancies and appointing committee chairs. The president-elect should also conduct planning meetings with incoming committees before the next Rotary year begins. The Club Leadership Plan recommends that each committee chair have previous experience on that committee. The club should appoint additional committees and subcommittees as needed, such as for special projects or to reflect the traditional activities of the club.

Each standing committee should set goals in support of the club's annual and long-range goals.

Each club committee should report regularly to the club's board about the progress of their activities. Many clubs use assemblies for this purpose. Each committee should also take advantage of district support by communicating regularly with the club's assistant governor and the appropriate district committees. If your current structure serves your club well, change isn't necessary. The recommended committee structure is only one part of the Club Leadership Plan, and it's intended to align the club with major operational activities and the district structure.

Support from District 5520

Rotary District 5520 exists to support Rotary clubs New Mexico and west Texas.

<i>Club Committee</i>	<i>District Support</i>
Membership	Membership Development Committee
Public Relations	Public Relations Committee
Administration	Assistant Governor
Service Projects	Assistant Governor
The Rotary Foundation	The Rotary Foundation Committee

As your primary district contact, your incoming assistant governor can offer guidance as you complete the *Planning Guide for Effective Rotary Clubs*, which is designed to help clubs set their goals in harmony with the plan. And whether your club is strong or struggling, newly chartered or well established, this district leader can show you how to use the plan to improve the club's operations and answer questions you have along the way.

Be sure to check www.rotary5520.org for additional club resources.



Service by members is essential to the workings of a Rotary Club – that service makes the Rotary wheel turn, providing the basic needs for good operation of a Rotary Club. The RI Board has approved The Club Leadership Plan which helps Rotary clubs develop standard procedures to ensure continuity, communication, and Rotarian involvement. The following committees have been instrumental in the success of many clubs:

ATTENDANCE: To encourage regular attendance, make-ups for missed meetings, promote incentives, find remedies for poor attendance, and recommend dismissals for failure to meet requirements.

FELLOWSHIP: To promote acquaintance and fellowship, create an atmosphere of cordiality and hospitality to members, guests and any visiting Rotarians. To keep membership advised of birthdays, anniversaries, special honors to members and those ill or disabled.

PROGRAM: The heart of every good club. To prepare and arrange the programs for each meeting – balanced in subject matter and covering one of the Four Avenues of Service.

MEMBERSHIP DEVELOPMENT: To review continuously the club roster of filled and unfilled classifications and to present to the Board of Directors names of suitable persons for membership.

CLASSIFICATION: Concerns itself with eligibility for membership from the standpoint of the classification principle, remembering that classifications are determined by service to society rather than position.

MEMBERSHIP: Evaluate prospective member's character and reputation (both personal and company). Is the proposed member "service minded?" "Can attendance at weekly meetings and financial obligations of membership be met?"

ROTARY INFORMATION: Inform members, new and old, of the privileges and obligations of Rotary. This is a continuous program on the workings of their club, their district and Rotary International. A District library of videos and tapes is maintained to provide Rotary information.

ROTARY AND POLITICS: RI and its member clubs must refrain from issuing partisan political statements. Rotarians are prohibited from adopting statements with a view to exerting any corporate pressure on governments or political authorities. However, it is the duty of Rotarians:

1) In their clubs, to keep under review political developments in their own communities and throughout the world insofar as they affect service to their vocations and communities as well as the pursuit of the Rotary objective of world understanding and peace. They are expected to seek reliable information through balanced programs and discussions so that members can reach their own conclusions after the fair collective examination of the issues.

2) Outside their clubs, to be active as individuals in as many legally constituted groups and organizations as possible to promote, not only in words but through exemplary dedication, the awareness of the dignity of all people and the respect of the consequent human rights of the individual.

The Club Leadership Plan is an extension of the highly successful District Leadership Plan. The plan lists nine steps for strengthening clubs and includes developing a long-range plan, ensuring clear communication among club and district leaders, and providing opportunities for increased fellowship among club members. Club leaders are encouraged to seek the support of their assistant governors to determine how best to implement these procedures.

It should also be noted that Club Service is perhaps the first and best indoctrination for all new members when accepted in membership.



If Rotary was a watch, **COMMUNITY SERVICE** would be the mainspring. Every Rotary Club, large or small, in every country is engaged in a community project of some nature. This Avenue of Service is where clubs and members exercise their community leadership. They see a need – they act – in working with and sponsoring youth centers, Boy and Girls Scout Troops, Boy's and Girl's State, traffic safety, cultural development, community beautification, fire prevention, home safety, assistance to the aged, etc. The list is endless – only limited by the imagination and desire to serve by the members of a Rotary Club.

The **ROTARIAN MAGAZINE**, each month, describes and pictures **COMMUNITY SERVICE** worldwide – a U.S. club promoting free enterprise through essay contests and seminars for students and teachers; a club in Mexico raising funds for construction of a home for mentally retarded children; camps in England for handicapped children with special therapy equipment and trained staff. The list goes on and on.

In our District, clubs sponsor Christmas parties and gifts for the underprivileged – hot meals delivered to the homebound – visits to Senior Citizen complexes to show films, play bingo and just visit – CPR training – "Get Out The Vote" campaigns – street signs erected for urban identification – all community projects of the highest order.

A community survey by a committee from the local Rotary Club will result in a list of many areas where help can be used – where people (the young, the handicapped, and the aged) will be so receptive to a service that persons like Rotarians can furnish. Some projects may require money and a matching drive to obtain funds must be devised – other projects require only time or thought and the desire to serve others. Do not think that everyone is taken care of by government agencies – a bureaucracy will never equal the person-to-person concern that can be shown by individuals and Clubs of Rotarians.

Playgrounds furnished – parks built – bicycle safety classes – driver training – drug abuse information – the list grows. . . . vision and learning testing in the schools – athletic programs – citizenship and patriotism essay contests – weekly flowers to a retirement home – legal and medical advice clinics – take an old-timer to a ball game – or take that same old-timer to get his hair cut or his wife to the beauty salon.

There is not a Rotary Club anywhere that does not have a talent-laden membership who can easily fill a community need! The list is endless.



VOCATIONAL SERVICE is an obligation that derives from having a classification in Rotary. This Third Avenue of Service was actually one of the founding principles of Paul Harris in 1905, when he met with his fellow business and professional friends and, yet, it is the area in which much work is needed. Clubs and members tend to stress and excel in the Club, Community and International Avenues, rather than the one that is indigenous to Rotary membership.

The opportunity for the development of Vocational Service has no limits. Perhaps the most widely used approach is having each club member give a 5-minute talk on his/her profession or business about a month after induction. Employer-Employee day is held annually by many clubs – a great way to share Rotary and also foster a potential Active member into the club.

Many clubs hold counseling days at the local high school, allowing students to listen and confer with business and professional leaders in the fields in which they may be interested. Many clubs are now sponsoring PRIVATE ENTERPRISE seminars for teachers and/or students – a subject so badly needed and so little understood.

A recommended area for Vocational Service is a tour by members of a Rotary Club (as part of or in lieu of their regular meeting) of local industries, hospitals, schools, military installations, etc. This can usually be done by moving the weekly meeting to the location to be visited and having a box lunch or by eating in the facility cafeteria.

These are only a few of the more prevalent ways to implement Vocational Service. With a little thought and imagination, this can be a very delightful image builder for every club.

Basic to Vocational Service is "The Four Way Test" as originated by RI President, Herbert J. Taylor. This 24-word test of the things we think, say and do is a convenient and effective instrument of Vocational Service and is more fully described on Page 15. Our District sponsors an essay contest in the schools, each year, on "The Four Way Test."

The Rotary District 5520 **SONNY BROWN BUSINESS of the YEAR AWARD** was established in Rotary's Centennial Year to recognize businesses in our District that exemplify **The High Ethical Standards of Rotary**. Nominations may be made by Rotarians, Rotary Clubs or anyone from the community at large within the District.

The criteria are:

- a. The ethics and integrity of the business.
- b. How the business deals with its customers or clients.
- c. How the business treats its employees.
- d. How the business represents its products or service.
- e. How the management and employees give back to the community.
- f. Businesses owned or operated by Rotarians are not eligible for the award.

Guidelines:

- a. Awards will be given in three categories: small business - up to 10 employees; medium business - from 11 to 50 employees; and large business - over 50 employees.
- b. Participating Rotary clubs can submit one application in each category.
- c. Nominee(s) must be located in the club's area.
- d. The sponsoring Rotary club must complete an application with the company name, location, principal(s), and the number of employees, type of business, sponsoring Rotary club, club contact, and answer questionnaire in less than 500 words.

Each participating Rotary club should hold a separate competition in its area and the recipient(s) should be honored at a club meeting or banquet. Each participating Rotary club must submit its recipient's application by March 1 to the District Vocational Service Chair. The district selection committee will review the clubs' nominations and choose the District 5520 **Sonny Brown Business of the Year** recipients in each category. The recipients of the district awards will be honored at the District Convention each year.



The Fourth Avenue of Service is perhaps the area in which Rotary is most outstanding. With clubs in 166 countries, Rotary has a unique opportunity to further understanding and world peace through its International Service programs. These programs include Special International Meetings, International Educational and Cultural Activities, World Community Service and the programs of The Rotary Foundation. All club members should be encouraged to become personally involved in **INTERNATIONAL SERVICE**.

INTERNATIONAL MEETINGS of Rotary present opportunities for fellowship and communication links that can last for years. These meetings include the annual Rotary International Convention and Presidential Conferences.

EDUCATIONAL AND CULTURAL EXCHANGE activities include Rotary's Youth Exchange Program, Rotary Ambassadorial Scholarships, International Peace Scholarships, Group Study Exchanges, Rotary Volunteers and Grants for University Teachers to serve in developing countries. Rotary Programs and those of The Rotary Foundation are described in further detail elsewhere in this publication.

FRIENDSHIP EXCHANGES are available to all Rotarians and are arranged through District or club officers offering an opportunity to visit in Rotarians' homes and experience hospitality in another country.

ROTARY FELLOWSHIP ACTIVITIES are programs in which international friendships are fostered through vocations, hobbies and common business interests, ranging from "ham" radio to chess by mail, golf, travel and yachting. This is a wonderful way to broaden and enhance a hobby and make friends around the world.

WORLD COMMUNITY SERVICE offers a range of activities through which Rotarians conduct projects to improve lives and meet human needs, promoting international understanding and goodwill by means of material, technical and professional assistance. A local example: eye doctors and dentists from District 5520 flying into remote areas of Mexico to treat adults and children who have neither the means nor availability for such care. Your club can join in such cooperative efforts with a Rotary Club in another country. Humanitarian assistance and developmental projects aimed at improving the quality of life and providing self help in developing countries are targets for World Community Service. A listing of worldwide projects needing help in fields of health, community assistance and food is available from RI.

WORLD UNDERSTANDING AND PEACE DAY is annually celebrated in February as an International event by a joint meeting of the Rotary Clubs of our District and especially of El Paso, Texas, and Juarez, Chihuahua, Mexico. The event has included visits from many Presidents and Presidents-elect of Rotary International and other Rotary dignitaries. Rotarians from both sides of the border are invited.

– **New Generations (The Fifth Avenue of Service)** –

New Generations – Council on Legislation Representative Emile M. Rijcken, of District 1900 (Germany), said the new avenue is well deserved.

“The volume of activity in youth programs shows how strong Rotary can be,” she said. “The addition of New Generations to the Avenues of Service will contribute in an enormous way toward public opinion.”

District 5520 places a great deal of emphasis on Youth programs which are, by-and-large, supported by Clubs. To that end, all clubs are enjoined to appoint a New Generations Director to their board of directors.

INTERNATIONAL YOUTH EXCHANGE – This is an outstanding program of exchanging secondary school pupils between the ages of 15-18, for one academic year, with a club in a foreign country. Careful selection of students at club and district levels, plus an orientation of students and parents are essential. Parents of outbound students furnish transportation costs, health, accident and liability insurance. Host parents of inbound students provide room, board and exercise the same parental responsibilities as would the student’s own parents. The host clubs should provide a modest monthly allowance to the student, including lunch money while attending school. Rotary International and District 5520 have implemented background checks and other procedures to insure the safety of all inbound and outbound students.

Restrictions: Students are not allowed to travel outside the District without permission of their club and the district and are not allowed to own or drive any motor vehicle. The student commits, in writing, to all requirements and agrees to exemplary conduct, placing themselves under the authority of their host family and host Rotary Club. As the Youth Exchange Program is not part of The Rotary Foundation, relatives of Rotarians are eligible to apply. The leadership of our District 5520 Youth Exchange Committee has been outstanding – a very time consuming, gratifying, exciting and fast growing part of the Youth programs in Rotary.

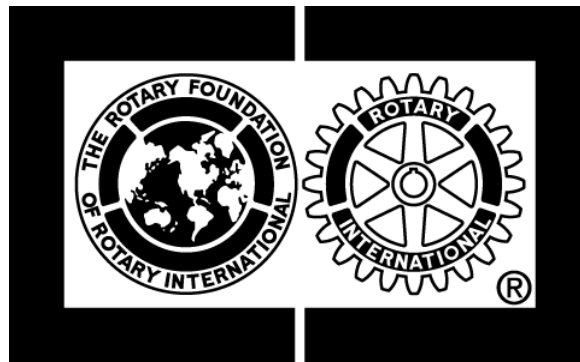
RYLA (ROTARY YOUTH LEADERSHIP AWARD) – In District 5520, two separate, one-week camps are held annually in late July/early August, one for young men and one for young women, with leadership capabilities and who will be entering their senior year of high school. The object of Camp RYLA is to provide an environment where future leaders will experience democratic living, be exposed to the challenges of life, and hear from leaders in business, military, religion, education and sports. Capacity is approximately 80-90 in each camp, with 10-11 campers and adult counselors living together with the student teams. The days are filled with activities and presentations by outstanding speakers. Transportation and tuition are paid by the sponsoring clubs. Internationally, a Convention is held for one or two RYLA Campers to attend at District expense. This event is held in conjunction with the RI International Convention.

18th Edition

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INTERACT – Clubs for young people ages 14-18. Interact Clubs are organized by a Rotary Club in local high schools or in the community, to develop leadership, personal integrity, thoughtfulness, importance of home and family, respect for rights of others, dignity, the value of all useful occupations, and knowledge and understanding of community, national and world affairs.

ROTARACT – Young adult clubs (age 18-30) that are community or university based, are sponsored by Rotary Clubs for the purpose of developing leaders and service-minded citizens. Internationally, there is an annual Rotaract Convention held in conjunction with the RI International Convention. Rotaract clubs must perform both domestic and international service projects each year.



The object of **THE ROTARY FOUNDATION** is the achievement of world understanding and peace through international humanitarian and educational programs, which include:

AMBASSADORIAL SCHOLARSHIPS – The world’s largest privately sponsored international scholarship program has sent more than 34,000 scholars from 100 countries at a cost of more than \$385 million. Approximately 1100 scholarships are awarded annually.

ROTARY CENTERS FOR INTERNATIONAL STUDIES IN PEACE AND CONFLICT RESOLUTION – The Rotary Foundation has partnered with eight leading universities around the world to establish the Rotary Centers for International Studies in peace and conflict resolution. Each year, Rotary will select up to 70 scholars to study at one of the seven centers, where they will begin a two-year master’s-level degree. The first class of peace scholars graduated in 2004.

ROTARY GRANTS FOR UNIVERSITY TEACHERS – Awarded to faculty members to teach in developing nations. The program is intended to build international understanding, while strengthening higher education in low-income countries.

GROUP STUDY EXCHANGE (GSE) – This program is a unique cultural and vocational exchange opportunity for young, non-Rotarian business and professional men and women between the ages of 25 and 40, in the early years of their professional lives. These awards are made every year to pair Rotary Districts to provide travel and other expenses for the team and their Rotarian leader. For four to six weeks, team members experience the host country’s institutions and ways of life, observe their own vocations as practiced abroad, develop personal and professional relationships, and exchange ideas.

POLIO PLUS – In 1985, Rotary launched the PolioPlus program to protect children worldwide from the cruel and fatal consequences of polio. In 1988, the World Health Assembly challenged the world to eradicate polio. Since that time, Rotary’s efforts and those of partner agencies, including the World Health Organization, the United Nations Children’s Fund, the United States Centers for Disease Control and Prevention, and governments around the world, have achieved a 99 percent

reduction in the number of polio cases worldwide. Soon, Rotary will have helped to eradicate Polio from the globe.

HUMANITARIAN GRANTS PROGRAMS

DISTRICT SIMPLIFIED GRANT – A tool for Rotary districts to support short-term, humanitarian projects that benefit the community.

INDIVIDUAL GRANTS – Subsidize travel of individual or small groups for qualified international humanitarian service in Rotary countries for periods up to 60 days.

MATCHING GRANTS – Support international service projects involving Rotary clubs of districts in two or more countries.

HEALTH, HUNGER, AND HUMANITY GRANTS (3-H) – Awarded to fund long-term, self-help, and grassroots development projects, which are too large for one club or district to implement on their own.

CONTRIBUTIONS TO THE FOUNDATION – Contributions to The Rotary Foundation are made through *The Annual Programs Fund* and *The Permanent Fund*. The Annual Fund receives donations from the Paul Harris Fellow, Sustaining Member and Major Donor recognition programs. The Permanent Fund receives donations from the Benefactor and Bequest Society recognition programs. All Rotarians are encouraged to become a Paul Harris Fellow or to designate someone else with a contribution of \$1000 to The Rotary Foundation. The Sustaining Member Program has adopted the effort of *Every Rotarian, Every Year*, which encourages all Rotarians to contribute to the Foundation's Annual Programs Fund, with the goal of achieving giving of \$100 per capita, each and every year. All contributions made in the USA are tax deductible. 50% of the annual contributions are returned to the district after being invested for three years at The Rotary Foundation.

Contributions to The Permanent Fund and Benefactors may be made in several ways: Will or codicil to a Will, Life Insurance Policy, by joining the "Bequest Society" or through other forms of estate planning. Rotarians who make such a commitment of \$1000 to \$9,999 are called "Benefactors." Those who arrange for donations in excess of \$10,000 become members of "The Bequest Society." District 5520 became the leader in the Benefactor Program with more than 400 Benefactors who have made this commitment to The Permanent Fund. Only the interest from the Permanent Fund is used each year to carry out the Foundation's humanitarian programs.

The Rotary Foundation of Rotary International, throughout its history, has prided itself on being responsive to the challenges that confront humanity. As global leaders for doing good in the world, Rotarians, through their spirit of volunteerism and generous philanthropy, remain at the heart of the Foundation's mission to

eradicate polio and further its humanitarian, educational and cultural exchange programs worldwide. Everyday, they work together to change lives in meaningful ways. Each day, they bridge the divide among people to foster world understanding and peace.

Every Rotarian should take the opportunity to participate in their Rotary Foundation, to help grow and sustain the Foundation's many wonderful programs. The general support of ***EVERY ROTARIAN, EVERY YEAR*** contributions to the Annual Programs Fund is the key to advancing the Foundation's life-changing programs that help rebuild impoverished communities and nations by resolving conflict, championing human rights, eradicating disease, feeding the hungry, and educating children and adults.

During our Centennial Rotary year, 2004-2005, the **PAUL HARRIS SOCIETY** was founded in our district, which gives Rotarians an opportunity of support our Rotary Foundation with an annual contribution of \$1,000.00.

APPENDIX – RESOURCES –

The overall consideration when assembling this booklet has been brevity – brevity in style, content and space. It is intended that the information contained herein will answer questions of a timely nature. Readers and members of the Leadership Teams are encouraged to expand their knowledge of Rotary by getting information from the following resources:

Rotary International Manual of Procedure (035-EN)

http://www.rotary.org/RIdocuments/en_pdf/035en_full.pdf

Constitution of Rotary International

http://www.rotary.org/RIdocuments/en_pdf/constitution_ri.pdf

RI By-Laws

http://www.rotary.org/RIdocuments/en_pdf/bylaws_ri.pdf

Standard Rotary Club Constitution (2007)

http://www.rotary.org/RIdocuments/en_pdf/constitution_club.pdf

Rotary Club By-Laws (2007)

http://www.rotary.org/RIdocuments/en_doc/bylaws_club.doc

Rotary Basics

<http://www.rotary.org/en/members/newmembers/rotarybasics/Pages/ridefault.aspx>

New Member Orientation A How-to Guide for Clubs (414-EN)

http://www.rotary.org/RIdocuments/en_pdf/414en.pdf

Rotary e-Learning Center

<http://www.rotary.org/en/Members/Training/ForAllRotarians/Pages/ridefault.aspx>

Rotary Catalog

http://www.rotary.org/RIdocuments/en_pdf/019en.pdf

Rotarian Magazine

<http://www.rotary.org/en/MediaAndNews/TheRotarian/Pages/ridefault.aspx>

RI Web Site <http://www.rotary.org/EN/ABOUTUS/Pages/ridefault.aspx>

Club and District Support

<http://www.rotary.org/en/MEMBERS/Pages/ridefault.aspx>

District Web Site including District Support Staff and Club Directory
www.rotary5520.org

District 5520 Bylaws and Operating Procedures
<http://rotary5520.org/districtadministration/documents/D5520%20By%20Laws%20%20Operating%20Procedures.pdf>

[Click Here for Planning Guide for Effective Rotary Clubs](#)

[Click Here for Club Goal Report Form](#)

How to propose a new Member (254EN)
http://www.rotary.org/RIdocuments/en_pdf/254en.pdf

[Click Here for Statement of Member Duties with 2008-2009 Theme](#)

[Click Here for Standard Member Data Form](#)

[Click Here for 2008-2009 Presidential Citation Brochure](#)

[Click Here for District Insurance Summary](#)

District Newsletter Archive
<http://rotary5520.org/newsletter/index.html>