

ROTARY LEADER

MEMBERSHIP

Have you checked your leads lately?

GRANTS

Five ways to use your District Designated Funds and why you should

DISTRICT CORNER

Tips for recruiting Rotary Peace Fellows

SPREAD THE WORD

Learn how to create powerful People of Action posts

The Rotary Club of Durango Daybreak, Colorado, USA, has used district grants to install solar lights for families living on a Navajo reservation. Learn how great things can happen when you use your District Designated Funds.

PRESIDENT'S MESSAGE



BARRY RASSIN

Vocational service can be hard to define, but it is easy to describe: It is simply the point where our Rotary lives and our professional lives intersect. When we put our Rotary ideals to work through our work, that is vocational service.

When I returned to the Bahamas after many years working in health care administration abroad, I realized that my country badly needed a modern health care facility. The resources we had at the time were out of date and inadequate, and people who were unable to travel abroad for care often did not receive the care they needed. Without the experience I had gained in the United States, I could have done nothing to change the status quo. But since I did have that experience, I was in a unique position to have an impact. I knew I could turn my professional path to good and make a career out of improving Bahamian health care.

As Rotary became part of my journey, I discovered that the words of Paul Harris that became the basis of Rotary — that shared effort knows no limitations — were also true for my vocation. I could not bring modern health care to the Bahamas alone. But through partnership, both with the doctors who eventually became my partners in Doctors Hospital and with all the dedicated staff members who

worked in the hospital over the years, we could change everything. My goal became a shared goal — and then it became reality.

Rotary emphasizes the dignity of every vocation and the worth of every calling. Remember that the four founding members included no doctors or peacemakers — just an attorney, a mining engineer, a coal dealer, and a printer. From the beginning, the diversity of those vocations gave Rotary a special strength. And that diversity is reflected in our classification system, which aims to ensure that each club represents the full range of businesses and professions that serve each community.

Paul Harris put it this way: “Each Rotarian is the connecting link between the idealism of Rotary and his trade or profession.” It was true when he said it and should be equally true now.

We only spend an hour or two a week at our Rotary meetings, but most of us spend most of our waking time at work. Through Rotary, those hours are also an opportunity for service: a chance to *Be the Inspiration* to those we work with, those who work for us, and the communities we serve.

MEMBERSHIP

HAVE YOU CHECKED YOUR LEADS LATELY?



Sieglinde Warren was trying to start a Rotary club in the city of Green, Ohio, USA, when she noticed an inquiry on her district's membership leads page.

Warren is new club development chair for her Rotary district in Ohio. She and other district leaders had been discussing starting a club for weeks when Warren read the inquiry from Kristen Lewis. Lewis said she was interested in getting involved in Rotary because her father had recently died. Rotary had meant a lot to him.

Warren decided to follow up. She contacted Lewis and invited her to two informational meetings to gauge interest in forming a club. Lewis attended and brought her husband. Both of them became instrumental in launching the Rotary Club of Green, chartered in May.

"She was involved from the beginning," Warren recalls. "Because of her father, she knew more than a little about Rotary. As we progressed and decided to start the club, it was natural that she would be the charter president."

The membership leads tool was introduced more than a year ago to give club and district leaders a way to receive information about people interested in joining. Warren says that her experience proves the tool's value.

"It definitely works," she says.

On their Manage Membership Leads pages, district and club officers can view information about prospective, referred, relocating, and returning members. They can also track the status of each candidate and communicate with others on their club and district membership teams. Reports show trends and demographic information about prospective members. All of this makes it easier for clubs to find and connect with people in their communities who are interested in joining and helps them reach their membership goals.

Learn how to manage membership leads for your **district** or **club**

Visit the **District Administration** page or **Club Administration** page to review your leads

PROJECT SPOTLIGHT



SKILLS TRAINING FOR DEAF STUDENTS

Provided clothing and textile training for hearing-impaired students in Jamaica

PROJECT LOCATION **ST. JAMES, JAMAICA**
PROJECT DATES **1 FEBRUARY-14 JUNE 2018**
PROJECT CATEGORY **VOCATIONAL SKILLS**

Students at the Christian School for the Deaf in rural St. James, Jamaica, learned more than the usual basic skills. The Rotary Club of Montego Bay supplied the school with sewing machines, cutting tables, and other equipment to teach them sewing skills they can use to earn an income. The initiative, which was co-sponsored by the Rotary Club of Carrollton-Farmers Branch in Texas, USA, includes a training program that will benefit nearly 30 students a year.

Use My Rotary's **discussion groups**, **Rotary Ideas**, and **Rotary Showcase** to help you with your service projects from start to finish.

GRANTS

5 WAYS TO USE YOUR DISTRICT DESIGNATED FUNDS

If you had \$50,000 in the bank and your child or spouse needed money for a lifesaving operation, would you leave the account untouched? Of course not. Yet every year, a large amount of District Designated Funds (DDFs) go unused. That's money that could be used to improve communities and even save lives around the world.

These funds never expire. But by not using them, your district misses out on opportunities to involve members in the life-changing work of The Rotary Foundation and use your donors' money to do good in the world.

The DDFs available to your district are based primarily on the amount that district members have contributed to the **Annual Fund-SHARE** over the past three years. You can check your district's balance on My Rotary. Learn how to find your **Available DDF by District** report, which lists DDF allocations for grant applications in every stage from draft to approved.

HERE ARE FIVE EXCELLENT WAYS TO USE YOUR DDFs TO MAKE A DIFFERENCE:

1. District grants — District grants fund small-scale, short-term activities that address needs identified by clubs in your district. Each year, your district may request up to half of your DDF money in a lump-sum grant to be used for district grants. These grants are flexible. They can be used for activities that don't align with one of Rotary's areas of focus but that still fulfill the Foundation's mission.

The Rotary Club of Durango Daybreak, Colorado, USA, used DDFs for district grants to **install solar lights in homes on a Navajo reservation.**



2. Global grants — Did you know that you can also use DDFs to support global grants? These large-scale projects combine DDFs or cash raised by sponsoring Rotary clubs and districts with matching funds from the Foundation. The DDFs you give to these grants is matched 100 percent by the World Fund, so global grants are a powerful way to make the most of your DDFs.



A child is given oral polio vaccine in a displacement camp in Maiduguri, Borno State, Nigeria.

3. Donations to PolioPlus — Every dollar of DDFs that your district contributes to PolioPlus is matched 50 percent by the World Fund, up to \$5 million. In addition, every dollar Rotary commits to polio eradication, up to \$50 million a year, is matched 2-to-1 by the Bill & Melinda Gates Foundation. So that's an even bigger return on your DDFs.

Rotary Peace Fellows discuss conflict prevention and resolution at the Rotary Peace Center at International Christian University in Tokyo, Japan. You can use District Designated Funds to support the six Rotary Peace Centers.



4. Contributions to the Rotary Peace Centers — Your district can become a Peacebuilder District by allocating a minimum of \$25,000 in DDFs to the Rotary Peace Centers each year. Donations fund up to 100 Rotary Peace Fellowships each year.

5. Support of the Endowment — Rotary's Endowment ensures that future Rotarians will have the resources to design and implement sustainable projects year after year. When you give DDFs toward one of the six areas of focus, Rotary preserves and invests your initial contribution while spending a portion of its earnings. This strategy supports Rotary's causes today and generates funds to further that important work in the future.

6 TIPS FOR RECRUITING SUCCESSFUL PEACE FELLOWS

Anne-Marie Bach loves to promote the Rotary Peace Centers program. She describes it as “the diamond of Rotary” when she visits clubs to encourage Rotarians to support the peace centers and recruit accomplished Rotary Peace Fellow applicants.

“The peace fellowship is so multifaceted,” says Bach, who served as Rotary Peace Fellowships subcommittee chair for District 1470 in Denmark. “Through it, Rotary is helping peacebuilders from all over the world shine brighter in their work and have a bigger impact together than they might alone.”

Rotary Peace Centers staff interviewed members from seven districts, including Bach’s, whose applicants had a high acceptance rate. They discovered six practices that led to success. You, too, can help Rotary build lasting peace by using these tips to recruit, support, and endorse candidates for the Rotary Peace Centers program:

ONE | USE YOUR NETWORK

Utilize the district’s existing connections. Project partners and local organizations may be able to refer candidates from their staff or networks.

Consider recruiting unconventional candidates. Peace fellows come from a variety of professional and cultural backgrounds.

Have a connection with a local university? Ask them to help advise candidates on what universities look for in students.

TWO | BE HONEST WITH CANDIDATES

Talk with candidates about their experience and motivations, and be honest about their fit for the program.

Ask about their personal readiness to study abroad for an extended time. Consider asking:

How will they handle being away from family and friends?

How will they cope with the stresses of living in a different culture?

How will they adapt to an academic environment?

THREE | REVIEW AND REFINE APPLICATIONS

Ensure that candidates incorporate information in their essays about their goals, why the Rotary Peace Fellowship is the right fit for them, and, in return, what they can add to the Rotary community.

Review candidate résumés for clarity and to ensure they highlight relevant experience.

Help candidates eliminate language and grammar errors from their materials.

FOUR | WORK AS A TEAM

Appoint a district Rotary Peace Fellowship subcommittee chair.

Establish a subcommittee to help with recruiting, mentoring, conducting interviews, and writing endorsements.

Create a plan to rotate the responsibilities of the subcommittee chair to preserve knowledge.

SIX | CONNECT TO ROTARY

Explain your district’s expectations for peace fellows’ continued engagement with clubs, your district, or Rotary International.

Build a connection between candidates and a club or Rotarian mentor so they feel engaged with the organization.

Teach candidates about Rotary and its impact on community and international development.

FIVE | BE CONSISTENT

Set an interview day or week that is publicized to clubs and candidates in advance.

Finalize a list of interview questions and a standard method for assessing candidates.

Plan how you will interview remote or at-large candidates using tools such as Skype or Zoom.

Discuss the subcommittee’s endorsement decision immediately after the interview. Let candidates know the decision as quickly as possible.

Find **additional resources for endorsing candidates**

Download the **Rotary Peace Centers Program Guide for Rotarians**



Your Rotary Club

Just now · 11 · ▼

Mangroves play an important role in preserving our island's ecosystem, so we partnered with Bahamas National Trust to plant mangrove trees at Bonefish Pond National Park. Connecting with others to replace a former dumping ground with trees to protect our shoreline from storm damage and erosion—that's what people of action do. Learn more at www.rcen.org #PeopleOfAction



Like Comment Share

CREATING POWERFUL PEOPLE OF ACTION POSTS

The People of Action public image campaign is designed to help your club or district tell Rotary's story in a consistent and compelling way. Creating memorable People of Action photos to post on social media isn't difficult if you follow some simple guidelines. We've shared a few of these below. You can also find more information in the People of Action Style Guide in the **Brand Center**.

ACTION

Engage your audience by showing Rotarians in action. Avoid posed shots of people shaking hands and looking at the camera.

CONNECTION

Show Rotary connecting with the community. Ask yourself, "Will my friends and neighbors relate to what they see in the photo?"

FUN

Show members having a good time as they volunteer. Someone who has a serious face in a photo could be perceived as being angry or bored. One way to get your subjects smiling is to joke with them. Or have someone else talk with them while you're taking photos.

DIVERSE

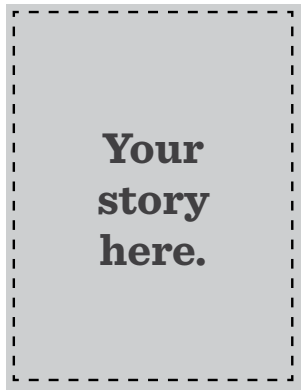
Take photos of people of various ages, ethnic groups, and genders.

SIMPLE

Use warm, natural light and compose your photo so it has a simple background. Simple compositions emphasize action. Instead of 20 people, focus on three or four.

BRANDING

Remember that your image will need to have space for the People of Action headline and Rotary logo. Follow the campaign's recommendations about which logo to use and make sure it's fully visible and not distorted. From the eight "Together, We ..." headlines, choose the one that best describes your project.



Tell the community about your club – and the world about Rotary.

Rotary has launched a global campaign to let the world know we are People of Action. The more clubs that join in, the further our message carries. Go to rotary.org/brandcenter for step-by-step guides, easy-to-follow templates, and ideas and inspiration to tell your club's story. Help spread our inspiring message around the globe.



WHAT'S NEW

Nominate a Rotaract club in your district for a 2018-19 Rotaract Outstanding Project Award. The awards recognize the work Rotaract clubs do around the world to change lives. **Learn more about the awards** and get inspiration from **last year's award-winning clubs**. Complete the **nomination form** by 1 February.

Rotary and the **Institute for Economics and Peace** have created a free, self-paced training course for Rotarians to learn how to build and sustain peace in their communities. The Rotary Positive Peace Academy teaches members strategies and provides the tools to help them make real change. **Sign up** now to get started.

Learn how to start a Rotaract club in your community with our **new online course**.

WHAT'S NEXT

JANUARY
Vocational Service Month
13-19 **International Assembly**, San Diego, California, USA

FEBRUARY
Peace and Conflict Prevention/Resolution Month
1 Nominations are due for the **Rotaract Outstanding Project Award**
23 Rotary's anniversary
28 District governors' nominations for the **Rotary Foundation Distinguished Service Award** are due

ABOUT ROTARY LEADER

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