

JULY 2018

ROTARY LEADER

HOW TO

*Be the Inspiration
with your club this year*

GRANTS

Need help with a global grant? Rotary staff is here to help

TOP PRIORITY

Plan now to make a big splash on World Polio Day

TECH TOOLS

What's new with online giving

Members of the Rotaract Club of Jacksonville's Beaches, Florida, USA, clean a highway as a service project. Find out how leaders revived the club and our tips for starting a new Rotaract club.

Rotary



PRESIDENT'S MESSAGE



BARRY RASSIN

One year ago,

your Rotary International Board of Directors adopted a new vision statement, reflecting our aspirations for our organization and its future. It reads, “Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves.”

That simple sentence distills so much of what is essential about Rotary. We unite, because we know that we are far stronger together than we could ever be alone. We take action, because we are not dreamers, but doers. We work to create lasting change that will endure long after our involvement has ended — across the globe and in our communities. And perhaps most important of all, we work to create change in ourselves — not just building a better world around us, but becoming better people ourselves.

A quotation attributed to French writer Antoine de Saint-Exupéry goes: “If you want to build a boat, don’t begin by collecting wood, cutting boards, or assigning tasks. Begin by awakening in the souls of your workers a longing for the vast and boundless sea.” Each of us came to Rotary because we had a longing — to have an impact, to make a difference, to be part of something larger than ourselves. That desire, that vision for a better world and our role in building it, is what drives us in Rotary. It’s what made us become members, it’s what motivates us to serve, and it’s what led me to choose our theme for this Rotary year: *Be the Inspiration*.

I want to see Rotary *Be the Inspiration* for our communities by doing work with a transformational impact. It’s time to start moving forward, by removing the barriers that are holding us back. Let’s make it easier to make adjustments in our clubs or start new clubs that suit different needs. Let’s work to strengthen Rotaract and smooth the transition from Rotaract clubs into Rotary. Let’s give all Rotarians the flexibility to serve in the ways that work best for them, so that every Rotarian finds enduring value in Rotary membership.

Truly sustainable service, the kind of service we strive for in Rotary, means looking at everything we do as part of a larger global ecology. This year, I ask all of you to *Be the Inspiration* for sustainable service by addressing the impact of environmental issues on our work. The environment plays a key role in all six of our areas of focus, and that role is only becoming greater as the impact of climate change unfolds. It’s time to move past seeing the environment as somehow separate from those six areas. Clean air, water, and land are essential for healthy communities — and essential for the better, healthier future we strive for.

Be the Inspiration — and together we can, and we will, inspire the world.

HOW TO...

BE THE INSPIRATION THIS YEAR

President Barry Rassin has challenged clubs and Rotarians to *Be the Inspiration* in 2018-19. One of the ways Rassin would like to see clubs do this is by hosting a Rotary Day.

ROTARY DAYS

Through these local, community-oriented events, members can highlight the transformational activities that our clubs undertake every day.

"Imagine the collective impact we can have if all 35,000 Rotary, 10,000 Rotaract, and 22,000 Interact clubs engage their neighbors, friends, young people, and organizations," says Rassin. "Be bold, be innovative, and show the magic of Rotary."

Any club, big or small, can host a Rotary Day. Consider combining with a neighboring club to share ideas, talent, and resources. Or even have your entire district get together to host one big Rotary Day.

HERE ARE A FEW IDEAS TO GET YOU STARTED:

- ▶ Consider including a service project as part of the event to let visitors see how Rotary benefits the community.
- ▶ Feature guests that appeal to a non-Rotary audience, like musicians, celebrities, or public figures.
- ▶ Welcome families and make the event enjoyable for them.
- ▶ Sponsor an event with a partner organization to show that, by working together, we make a more lasting impact on the community.

Remember to post photos and videos of your event on social media with the hashtag #RotaryDays. Download the Rotary Days 2018-19 brochure for even more ideas.

ROTARY CITATION

As your club seeks to *Be the Inspiration* to your members, your local community, and the world this year, let the Rotary Citation guide your efforts, and earn a citation in the process.

The Rotary Citation has been carefully aligned with the goals of Rotary's Strategic Plan, recognizing clubs that advance each of our three strategic priorities: support and strengthen clubs, focus and increase

humanitarian service, and enhance public image and awareness. Clubs are asked to achieve at least three goals in each priority.

In addition, clubs can receive a Rotary Citation With Presidential Distinction when they achieve the citation plus one to three additional goals that support Rassin's vision for the year.

"Rotary service transforms lives and communities. To achieve even more of

that truly transformational service, we need to think differently about our role in Rotary, and Rotary's role in the world," Rassin says.

The citation is available to Rotary, Rotaract, and Interact clubs. Download your copy of the **2018-19 Presidential Theme & Citation brochure** to see the goals. If you have questions, contact rotarysupportcenter@rotary.org.

HOW TO START (OR REVIVE) A ROTARACT CLUB

Membership in the Rotaract Club of Jacksonville's Beaches, Florida, USA, had declined from a high of more than 100 members shortly after its charter to just over 10 members in 2014. That's when their sponsor, the Rotary Club of Ponte Vedra Beach, assigned an adviser to attend all of the Rotaract club's board meetings.

That regular contact, and a renewed emphasis on having members of both clubs attend social and service events together, helped the community-based Rotaract club rebound to around 65 members.

"It's mostly been due to the really strong relationship we have with our sponsoring Rotary club and their willingness and ability to mentor us and tell us what has been successful in their club," says Charlie Flynn, president of Beaches Rotaract.

The clubs also started a yearlong mentoring program that pairs a Rotaractor and a Rotarian who share a similar field or interest. In May, the Rotaract club hosted an event designed

specifically to allow members of both clubs to mingle and network.

"It's really crucial and necessary for Rotary and Rotaract clubs to work together and adjust as needed in order to increase the number of Rotaractors that transition into Rotary, because the average number is not very high," says Magdalena Cichon, president-elect of Beaches Rotaract.

2018-19 RI President Barry Rassin has made it a goal to expand Rotaract this year, and strengthen the transition from Rotaract into Rotary. Whether your club is thinking about starting a Rotaract club, or looking to boost one that is struggling, staying connected is key.

HERE ARE A FEW TIPS:

GATHER A TEAM.

Bring together a group of Rotarians and community members committed to supporting your Rotaract club.

KNOW YOUR AUDIENCE.

Assess the makeup of your community and determine if you will start a university- or community-based Rotaract club. Rotary's Engaging Younger Professionals Toolkit helps clubs understand this demographic, create a vibrant club culture, and communicate Rotary's value.

HOST AN INFORMATIONAL EVENT.

Engage all attendees and talk to them about why they came and how they are interested in changing their community or growing as a leader — make sure to get their contact information to invite them to the first few meetings and start building personal connections.

SUPPORT THE FIRST FEW MONTHS OF ROTARACT CLUB MEETINGS.

Your team should assist in the early stages of the Rotaract club by helping set up the club administration. Advise on adopting the **Standard Rotaract Club Constitution** and **Recommended Bylaws**, organizing officer elections, selecting meeting locations, and arranging an initial service project.

STAY CONNECTED.

Plan to attend the Rotaract club's meetings and events regularly and invite the Rotaract club to collaborate with your Rotary club in your activities and events.

Watch our webinar, **How to start a community-based Rotaract club**

WHAT'S NEW

How healthy is your district? Check out the newly revised **District Planning Guide**, which will allow you to identify your district's areas of opportunity and strength. It can help you set short- and long-term goals to address any issues you've identified.

Eight new membership courses give you the tools to create membership strategies and discover how your club can embrace flexibility and innovation. All eight online courses are free and allow you to interact with the material. Find the courses in the **Learning Center**.

Register for the 2019 Rotary Convention 1-5 June in Hamburg and Capture the Moment.

WHAT'S NEXT

JULY

- Beginning of the new Rotary year
- 1 New Rotary officers begin their year of service
- 31 Last day for 2017-18 district governors to submit governor funding expense reports

AUGUST

- Membership and New Club Development Month
- 15 Last day to report **Rotary Citation** achievements for Interact clubs.

GRANTS

NEED HELP WITH A GLOBAL GRANT?

ROTARY'S STAFF CAN TURN YOUR GOOD IDEA INTO A GREAT GRANT

Jong Youl Lee spent seven years working with global grants before becoming his district's international service chair in Korea. Often, he says, he'd find clubs and districts that had become discouraged with the time it would take for their application to be approved, or whose application had been declined for failing to meet all the requirements.

"Club presidents and district governors wouldn't be able to get approval for the project they wanted to do in their year, and this would be disheartening," Lee says. "Motivation would falter."

But then Lee began sending project ideas to his district's regional grants officer for a preliminary review. With the grants officer's help, the screening would reveal potential problems with the application and prompt a redesign of the project to clearly fit an area of focus and meet all requirements. Suddenly, grants were turning around in under six months, and clubs and districts were becoming enthusiastic to sponsor a grant.

"I've been telling all the districts in Korea that there's a hotline to the Foundation and global grant process," says Lee. "When you get in touch with staff, you are going to get real help in a prompt manner."

Lee's district received approval recently for two global grants, one that is creating a safe learning environment for children at a school in Vietnam, and another that is providing agricultural vocational training for students with a disability so they can become financially independent after graduation.

Lee is also excited that Korean Rotarians are beginning to sponsor projects that address needs in Korea, rather than just becoming an international partner on projects elsewhere.

Rotary grants staff members are one of your best resources for a grant application. Grants staff members draw on the Foundation's long experience in funding effective projects and their own professional expertise and educational background. They are well positioned to help grant applicants make sure their projects are eligible for funding by performing a preliminary application review or helping sponsors redesign projects to meet Foundation requirements.

Douglas Good, a member of the Rotary Club of Quito Latitud Cero, Pichincha, Ecuador, also endorses working with grants staff. His club had submitted a grant application for disease prevention and treatment to help children under age five with hearing impairments. But it was declined because it was deemed not to fit that area of focus. Good asked for help from grants staff, who worked extensively with him to redesign the grant and add a component for training preschool teachers and caregivers working with the children and strengthening their curriculum. The resulting grant was approved under the basic education and literacy area of focus.

To request a preliminary review of an application, contact **your grants officer** or write to grants@rotary.org. Note that preliminary reviews take longer during the busiest months, May through August. Grants staff members are also available for some training events.

PROJECT SPOTLIGHT



CLEAN WATER FOR UGANDA

To provide funds and support to build five 300-foot wells with solar powered pumps to bring clean water to 10,000 people and three primary schools in Poyemi Village near Tororo, Uganda

PROJECT LOCATION **UGANDA**

PROJECT DATES **BEGINS IN JULY**

PROJECT CATEGORY **CLEAN WATER AND SANITATION**

The project is dedicated to the late Sam Otori, who had been elected to serve as president of Rotary International for 2018-19. He was also a founding member of the Rotary Club of Tororo. The Tororo club and the Rotary Club of Carmichael, California, USA, are looking for contributions to help pay for equipment, construction, and the cost of training beneficiaries.

[Learn more and contribute to the project](#)

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

**TOP
PRIORITY**

MAKE A BIG SPLASH ON WORLD POLIO DAY

World Polio Day, 24 October, is Rotary's annual opportunity to shine the spotlight on our top priority, eradicating polio. A record number of Rotary clubs last year registered their events at endpolio.org, and we hope to make an even bigger impact this year. No matter how big your club is, you can plan now to join us by selecting an activity that fits your local culture, strategy, and style.

GO BIG

If your club is up for the challenge, hold an event that attracts large groups, influential donors, and media attention. The Rotary Club of Makati Central, Metro Manila, Philippines, held a competition to crown Miss Earth 2017. The event drew more than 500 guests and featured videos throughout the program of Rotary's efforts to eradicate polio. The Rotary Club of Mt. Fuji Yoshiwara, Shizuoka, Japan, held a charity concert with a classical quartet, drawing about 350 guests and raising more than \$3,200.

PERSON-TO-PERSON

Consider going where the crowds already are. The seven Rotary clubs of Frederikstad, Norway, coordinated a campaign to collect donations and interact with the public one person at a time at a local shopping center. The Rotary Club of Schweich Römische Weinstrasse, Germany, collected plastic bottle caps in shopping areas, which were recycled and used to raise funds.

RUNNING AND RIDING

Bike rides and marathons turn the participants into a crowd as they put on uniforms emblazoned with End Polio Now logos and make their way through the community. The Ride to End Polio organized by District 5500 (Arizona, USA) raised \$11.7 million last year after the 2-to-1 match by the Bill & Melinda Gates Foundation.

NEED MORE IDEAS?

Visit the resources page at endpolio.org to get more ideas as well as step-by-step guides for planning your own event and promoting Rotary's livestream World Polio Day celebration. And **register your event**.



SHOW, DON'T TELL

Looking to make your World Polio Day event an unforgettable experience? Consider incorporating virtual reality, or VR, into your program. VR is an innovative way to show our polio eradication efforts in action. It's a 360-degree immersive experience that takes viewers on a journey without ever leaving home. Through the power of VR, you don't just see the world of polio eradication, you experience it firsthand. It's a powerful tool that may motivate your World Polio Day guests to invest their time, money, and energy to join us in the fight against polio. To host a VR viewing, you'll just need a few pieces of simple technology — smartphones and VR goggles — along with a safe space for viewing.

WHAT'S NEW WITH ONLINE GIVING

For some time, The Rotary Foundation has been working to make it easier for donors to give online. The new online giving platform streamlines the process and adds several enhancements.

HERE'S WHAT'S NEW:

A mobile-friendly, responsive design.

Donors using their smartphones or tablets to give will now see a layout optimized for these devices, instead of a smaller version of the desktop view. Because the new donation process is in one continuous flow, donors can navigate through it more efficiently.

Instant email confirmation.

Donors will receive an email immediately after they make their gift online, with any applicable tax receipt information following. Thank-you emails are now tailored to each donor based on their donation and highlight their specific area of interest. Donors will also be notified by email if there is any issue with their payment, such as an expired credit card.

Selecting a fund is easier.

Rotary's two most popular funds, the Annual Fund and PolioPlus Fund, are prominently displayed and easy to find. All other options, like giving to a specific area of focus, supporting a global grant, or increasing the Endowment, are presented in a simple and easy-to-follow design.

It's easier for club officers to give on behalf of their club or members.

Club officers signing in to My Rotary before accessing the platform will automatically be presented with the option to give on behalf of their club or members, and they will see member information, including member IDs. Giving totals are calculated automatically.

Enhanced memorial and tribute giving.

Donors who give on behalf of someone else will receive an email acknowledgment that they can send to the honoree, replacing a letter (which will still be sent for offline donations). Donors can format the email with an image and personalized text, and they can choose to send it as an e-card. Donors can also choose to print the acknowledgment at home and deliver it in person or by mail. This option is available to anyone, not just Rotary members.

Make a gift today and contact rotarysupportcenter@rotary.org with any questions.



CONNECT THROUGH A PROJECT FAIR

Project fairs give Rotary members the opportunity to promote their club projects to other clubs while establishing face-to-face relationships. The fairs seek to connect clubs with international partners on humanitarian projects and initiatives.

The fairs also give members a chance to socialize with each other and enjoy some of the host country's cultural and tourist attractions.

HERE ARE SOME UPCOMING PROJECT FAIRS:

CENTRAL AND SOUTH AMERICA

Colombia
Bucaramanga, Colombia
1-3 February 2019

Contact Trevor Edwin Birt

District 4400 (Ecuador)
Manta, Ecuador
19-20 October 2018
Contact Isabel Andrade

Uniendo America
Costa Rica
24-27 January 2019
Contact
Manuel Antonio Sequeira

Brazil
Foz do Iguaçu, Brazil
February 2019
Contact Darci Luis Campo

AFRICA

West Africa
Cotonou, Benin
3-10 October 2018
Contact Dorothe Gounon

East Africa
Mombasa, Kenya
2-5 May 2019
Contact Eric Kimani

MIDDLE EAST

North Africa and Middle East
Luxor, Egypt
1-3 December 2018
Contact Ayman Helal

EUROPE

Multi-club Workshop
Matera, Italy
5-9 September 2018
Contact Leonardo De Angelis

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