

# ROTARY LEADER

**CLUB CLINIC**

What would it take to make your club irresistible?

**TECH TOOLS**

Find out what your dues support

**SPREAD THE WORD**

Five steps to become a People of Action club

**COMING UP**

Get ready for the Council on Legislation

Growing the number of Rotaract members and clubs is an important emphasis of RI President Barry Rassin this year. Find eight ways to ensure your Rotaract club succeeds.

## PRESIDENT'S MESSAGE



**BARRY RASSIN**

**One of the things** I appreciate most about serving as president of Rotary International is the people I get to meet. Much of my time is spent traveling and visiting Rotary clubs around the world. A Rotarian welcome is something quite special. But let me tell you, there's nothing so warm as the welcomes that have been rolled out for me by Rotaractors. These are young people who are committed to Rotary ideals, who are pouring their hearts into service, and who, in the process, don't forget to have fun.

One of the highlights of my recent travels was a trip to Ghana, where I visited a district that boasts some 60 Rotaract clubs. They aren't satisfied with that number, though — in fact, they're excited about a plan to double it. They'll do it, too.

Rotaractors are vaccinating children against polio. They're donating blood where the supply is dangerously low. They're providing handwashing facilities to schools where children previously had no way to get clean. In short, they're all about transformational service: carrying out projects that make a real difference in their communities.

In Nakivale, Uganda, one special Rotaract club is making a difference in its community — which happens to be a refugee settlement. These young leaders are turning what others might see as disadvantages into opportunities for service, building community and opening up new possibilities to those who are most in need of them.

Rotaractors are blazing the path for Rotary to be more relevant in this new century of service. And World Rotaract Week, which we're celebrating 11-17 March, is the perfect opportunity to get to know your local Rotaractors and talk to them about how your clubs can work together. If your Rotary club doesn't already sponsor a Rotaract club, know that you don't need to be near a college or university to do it: Community-based Rotaract clubs are a great option. And remember that Rotaractors are part of the Rotary family.

When Rotaractors are ready to leave their Rotaract club, we don't want them to leave that Rotary family behind. I'm asking all Rotarians to help them make the transition into a Rotary club or to start a new one: I'm happy to charter as many new clubs as we need to give everyone a place where they feel at home while making the world a little better. Service should be fun, it should be inspirational, and it should be open to all.

If there's one thing Rotary has always excelled at, it's diversity. In the past, that often meant diversity of profession, nationality, and outlook. We've made great strides when it comes to diversity of age and gender, and as we welcome more Rotaractors into our organization, we'll become even stronger.

Rotary is powerful. Together with Rotaract, it is unstoppable. Working side by side, we have the potential to *Be the Inspiration* in every part of society, to every person we meet.



## 8 WAYS TO ENSURE YOUR ROTARACT CLUB SUCCEEDS

In communities worldwide, Rotary and Rotaract members work side by side to take action through service. The partnership between a Rotaract club and its sponsor Rotary club is vital for both clubs to grow and thrive.

When your Rotary club sponsors a Rotaract club, you help both clubs grow and thrive. As a sponsor club, you guide and mentor Rotaract members as they develop leadership skills, increase international understanding, and serve their communities. In turn, Rotaractors work side by side with Rotary members to take action through service. And one day, they may become Rotary members themselves.

Although Rotaract activities vary depending on local custom, the support that sponsor clubs and advisers offer is universal. Here are some ways you can help your Rotaract club succeed:

01

Attend Rotaract club meetings, and act as a liaison between Rotaract and your Rotary club.

02

Provide guidance during Rotaract officer elections.

03

Involve Rotaract members in Rotary club meetings and events, through roles that might motivate them to join Rotary in the future.

04

Create mentorship and professional development opportunities that match Rotary and Rotaract members based on interest, career path, or expertise.

05

Develop joint service projects that build on each club's strengths and give Rotaract members the chance to lead.

06

Encourage Rotaract members to earn the **Rotary Citation for Rotaract Clubs** and to nominate their projects for a **Rotaract Outstanding Project Award**.

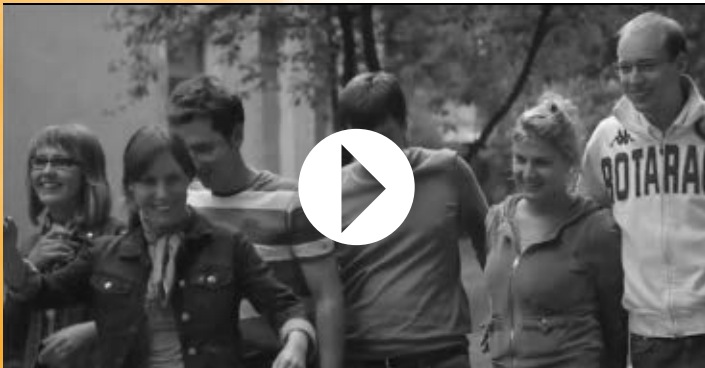
07

Attend the annual **Rotaract Preconvention** to exchange ideas, learn from engaging speakers, and enhance the connection between Rotaract and Rotary internationally.

08

Invite Rotaractors to join your Rotary club while they're still members of their Rotaract club.

**Download the Rotaract Handbook to learn more about creating and supporting a strong Rotaract club.**



## WHAT WOULD IT TAKE TO MAKE YOUR CLUB IRRESISTIBLE?

That is the question that Louisa Horne, a trainer in District 7820, asks leaders to think about when she runs her version of the presidents-elect training seminar (PETS) in the spring. When she was asked to be a district trainer three years ago, Horne knew she wanted to reshape what she called “drill and kill” sessions that revolved around information participants needed to learn.

“Instead, we leveraged the talents of some highly skilled trainers we happened to have among our members,” says the incoming district governor. “We got people who were adult educators who understood how facilitation should be done and were able to create a very different approach to developing our leaders.”

Horne recruited Doug Logan, a past governor, to help. They named their seminars “Training for Leaders of Clubs” (TLC) to stress the changes they made and persuade those who might not want to attend another seminar to give it a try. They later led a breakout session at the 2018 Toronto convention and have also brought their workshop to others outside of their district.

### STRATEGIC DOING

The core idea is to get people thinking strategically about what they need to do to make their clubs more attractive to members.

“Decline in membership is not the problem. It is a symptom,” says Logan. “So rather than rushing to develop recruitment strategies, we want people to start thinking, ‘OK, what else is really happening here?’”

Logan and Horne recruit facilitators with a background in management consulting or adult education. They use a variety of tools to encourage “strategic doing.” Participants are asked to create a list of what they’ll do in the next 30 days to help achieve their clubs’ goals and decide how they will evaluate their completed tasks. They then make a list of what they’ll do 30 days after that to keep making a difference.

### SUCCESSION

The seminars also stress succession planning and courageous leadership.

“This is not just for presidents and secretaries. This is for all leaders and aspiring leaders,” says Horne. “You can’t think of it in terms of ‘my year.’ Most clubs need to have a longer-term plan for what they want to accomplish and how they want to have an impact. Those strategic conversations need to involve people who can give it continuity.”

By shifting responsibility from a single person to a team, Horne says, clubs can make a role less consuming and more appealing. Horne plans to exemplify this approach to her clubs by using the title “chair of the district leadership team” in place of “district governor.”

“We expect our club or district leaders to be all things to all people, and that just doesn’t work,” Horne says. “It has to be a team, and there have to be very simple tools that people can use effectively with some basic training.”

# MAKE THE MOST OF RI'S DIGITAL TOOLS

Rotary International offers clubs and districts a host of services and digital tools, funded by your RI membership dues, that can enhance your Rotary experience. Here is a sampling of some of the tools you can use to make a difference in the world and connect with others.

## CHALLENGE

**Our club wants to connect with prospective members.**

**I am taking on a leadership role in my club and would like to learn how I can make the most of it.**

**I need to track my club's goals for the year.**

**My club has an idea for a project, but we need to find a club to partner with on a global grant.**

**I want to apply for a grant or check the status of an application.**

**I want people in my community to know more about our club and what we do.**

## HOW RI CAN HELP

Through the **Manage Membership Leads tool**, RI connects clubs and districts with people who have expressed an interest in Rotary.

Rotary's **online learning center** is open to all members. Club leaders can dive into information about their roles, and new members can learn more about Rotary.

Sign in to **Rotary Club Central** through My Rotary to set goals and plan for the future.

Visit **ideas.rotary.org** to view other clubs' project pages. Club and district leaders can create a page to solicit partners.

Get started at **Rotary's Grant Center**. Regional grant officers are also available to provide one-on-one support in all official languages.

Rotary's People of Action campaign offers resources to tell stories about the impact your club is making in your own community. You'll find easy-to-use messaging, ideas for local events, social media ads, and print and videos advertising materials, as well as how-to guides in the **Brand Center**.

## WHAT'S NEW

World Rotaract Week marks the founding of the first Rotaract club on 13 March 1968. Sponsoring Rotary clubs and district Rotaract chairs can download a customizable **certificate of recognition** to give Rotaract clubs that celebrate the week of 11-17 March.

Capture the Moment at the 2019 Rotary International Convention in Hamburg, Germany, 1-5 June. Unforgettable memories are made at our convention, where the Rotary spirit fills the air with energy and enthusiasm. This is where we unite and plan action to create true and lasting change in the world. **Register now.**

## WHAT'S NEXT

### MARCH

Water and Sanitation Month

- 13-19 World Rotaract Week
- 31 Last day for **preregistration discount** for the 2019 Rotary International Convention in Hamburg, Germany
- 31 Last day for district governors to **nominate** a non-Rotarian for the Rotary Award for Excellence in Service to Humanity

### APRIL

Maternal and Child Health Month

- 14-18 **Council on Legislation**, Chicago, Illinois, USA
- 30 Last day to **cancel registrations or tickets** for this year's Rotary International Convention



# FIVE STEPS TO BECOME A PEOPLE OF ACTION CLUB

We use the People of Action campaign to talk to the public about Rotary — and it's easier than you think.

While visiting the Rotary Club of Pocahontas, Iowa, USA, as district governor, Kathryn R. Fahy was amazed by the number of projects the small club was involved in.

"They shared 11 projects with me — two more community projects than they had members in their club," she says.

Then it occurred to her: Was the public fully aware of how the local Rotary club was making the community better?

Rotary clubs around the world are doing amazing things, 365 days a year. But research shows that most of the public still doesn't understand what Rotary is or does. If we don't share Rotary's stories, it's harder to

get support for our projects, find project partners, and attract potential members to our clubs.

The solution: People of Action, our campaign to spread understanding of Rotary. "It provides us with a way to tell the public who we are and the impact Rotary makes," says Fahy, a marketing professional, who is so excited to share Rotary's story that she currently serves as Rotary public image coordinator. "It can't be over-emphasized that this campaign is for you — Rotary and Rotaract clubs."

You don't need to be an advertising expert to use our campaign. Here are five steps to becoming a People of Action club now.

Visit Rotary's **Brand Center** today, and see how easy it is to show your community that Rotary is made up of people of action who make a difference in the world.



# CHOOSING THE RIGHT SOCIAL MEDIA PLATFORM FOR YOUR BUSINESS

Whether you're just building out your club's social media channels or deciding which to expand to, use this infographic to help guide you.



## INSTAGRAM

• • DEMOGRAPHICS • •  
**1 BILLION USERS**  
**AGES: 18-29**

• • • • PURPOSE • • • •  
**BUILDING  
RELATIONSHIPS;  
CONVERSATION**

• • • • BEST FOR • • • •  
**REACHING OUT  
TO POTENTIAL  
MEMBERS**

• • • LIMITATIONS • • •  
**MOSTLY  
IMAGES**



## YouTube

• • DEMOGRAPHICS • •  
**1 BILLION USERS**  
**ALL AGES**

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**SEARCH  
"HOW TO"**

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**BRAND  
AWARENESS**

• • • LIMITATIONS • • •  
**RESOURCE  
INTENSIVE**



## LinkedIn

• • DEMOGRAPHICS • •  
**600 MILLION USERS**  
**AGES: 30-49**

• • • • PURPOSE • • • •  
**NEWS &  
ARTICLES,  
CONVERSATION**

• • • • BEST FOR • • • •  
**PROMOTING  
ROTARY'S  
NETWORKING**

• • • LIMITATIONS • • •  
**LIMITED  
INTERACTIONS**



## TWITTER

• • DEMOGRAPHICS • •  
**600 MILLION USERS**  
**AGES: 18-29**

• • • • PURPOSE • • • •  
**NEWS &  
ARTICLES,  
CONVERSATION**

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**PUBLIC  
RELATIONS**

• • • LIMITATIONS • • •  
**280  
CHARACTERS  
OR LESS**



## FACEBOOK

• • DEMOGRAPHICS • •  
**1.3+ BILLION USERS**  
**AGES: 25-54**

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**BUILDING  
RELATIONSHIPS**

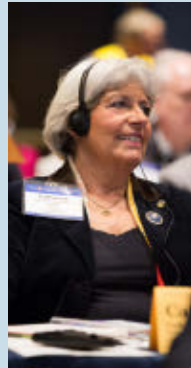
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**BUILDING  
BRAND  
LOYALTY**

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**LIMITED REACH,  
CROWDED  
LANDSCAPE**

COMING  
UP

# 2019 COUNCIL ON LEGISLATION MEETS IN APRIL

Rotarians from around the world will gather in downtown Chicago 14-18 April to consider and vote on changes to the constitutional documents of Rotary International.



The Council on Legislation (COL) meets every three years and is an essential part of Rotary's governance. Each Rotary district sends a representative to the COL. Representatives review and vote on enactments that seek to change Rotary's **constitutional documents**, as well as on position statements from the RI Board.

Over the decades, the COL has debated virtually every nuance of Rotary policy and membership and attendance rules. For example, the 2016 COL adopted enactments to give clubs greater flexibility to choose when, where, and how they meet and the types of membership they offer. The COL is one of Rotary's main avenues for change, allowing the organization to evaluate its relevance and evolve in a rapidly changing world.

Representatives also changed the structure of the Council itself in 2016 by creating a separate Council on Resolutions that takes place annually online. Clubs and districts can learn how to draft resolutions by reviewing **How to Propose Resolutions**, and then submit them through the **online form**. Rotary must receive any proposed resolutions for the 2019 Council on Resolutions by 30 June 2019.

The 2019 COL will be an exciting meeting. The Council will once again consider a number of large changes to the COL and proposed legislation that could help modernize Rotary and its constitutional documents. Talk to your district's representative to learn more about the proposed changes, and visit [Rotary.org](http://Rotary.org) for frequent updates **during the Council**.

ABOUT ROTARY  
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#### Web

[Rotary.org](http://Rotary.org)

#### Fax

+1-847-866-9732

#### Phone

+1-847-866-3000

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#### Managing Editor

Arnold R. Grahl

#### Graphic Designer

Daniel Brown

#### Writers

Joseph Derr

Ryan Hyland

James Kahler

#### Photographers

Alyce Henson

Monika Lozinska

#### Copy Editors

Kelly Cison

Amy Finkelstein

#### Proofreader

Kelly Doherty

