

ROTARY LEADER

MEMBERSHIP

How to create a club environment that's welcoming to families

GRANTS

A global grant in Ecuador helps restore a ravaged watershed

CLUB CLINIC

Five reasons you should visit the Learning Center

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Learn to make the most of People of Action materials

Rotaractors make new friends during the 2019 Rotaract Preconvention. Learn more about the changes to Rotaract.



PRESIDENT'S MESSAGE



MARK DANIEL MALONEY

March is the month we celebrate Rotaract — and this has been quite a year for our young partners in service.

Last spring, the Council on Legislation elevated Rotaract in our constitution: Rotary International is now the association of both Rotary clubs and Rotaract clubs. Then in October, the Rotary Board of Directors eliminated the artificial Rotaract age limit and took other steps to break down barriers that were preventing Rotaract from growing in some parts of the world.

These steps were long overdue, because Rotaract is a vision of what Rotary must become. Not only do we need to open our doors to our young colleagues, but we also have to open our ears and minds to the Rotary experience they find most engaging. That is one of the best ways we will meaningfully grow Rotary.

When I say grow Rotary, I mean it in many ways. We need to grow our service and to grow the impact of our projects. Most importantly, however, we need to grow our membership, so that we can achieve more. Rotaractors provide this opportunity, not only because they can transition to Rotary at the time that is right for them, but also because they understand what it will take to attract others like them.

Business as usual will not work for us anymore. Bringing in more members to replace the ones we lose is not the answer. It is like pouring more water

into a bucket full of holes. We need to address the root causes of member loss in many parts of the world: member engagement that is not what it should be and our member demographic that skews steadily older.

It is time to make some fundamental changes. We already know what the barriers are to an engaged and diverse membership. It is time to act on what we know: creating new membership models, opening new paths to Rotary membership, and building new Rotary and Rotaract clubs where the existing clubs do not meet a current need.

New club models represent an opportunity to connect with a more diverse group of individuals — particularly those who are unable or unwilling to join our traditional clubs. While new club models have been emerging for some time, it is up to district governors to make them a reality. In January at the International Assembly, our incoming district governors took part in an exercise called Build Your Own Club Model. It was a wonderful experience that puts them in the right frame of mind for the work ahead.

Ultimately, however, it will be up to Rotaractors and young Rotarians to create new club models most meaningful to the next generation. We may think we know what young people want from Rotary clubs in the future, but I am confident that what young people want will surprise us. It will be our job to support their innovation, for it will help us grow Rotary as *Rotary Connects the World*.

GROWING THE NEXT GENERATION OF ROTARIANS

Anabella Bonfa's Rotary club has long recognized the importance of creating an environment that makes family members feel welcome and valued. Seven years ago, the Rotary Club of Irvine, California, USA, went out of its way to involve her son, Anthony, who was nine at the time. Don Kennedy, then-club president, was quick to give Anthony age-appropriate tasks when Bonfa brought him to service activities.

"I remember being at a local food drive where we were collecting food donations outside a grocery store," recalls Anthony, now 16. "Don reached into his pocket, pulled out \$40 and told me to go shop in the store for 'food samples' to put on our display table. That same day, Don told me I was old enough to count all the money and checks — about \$400 worth — and I became his official accountant. I had a great time shopping and counting money."

Since then, Anthony has volunteered at more than 70 Rotary service projects and has had experiences he would never have had otherwise. He's helped build houses for poor families in Mexico, helped provide free eyeglasses to people in underserved communities, and cooked waffles for U.S. Marines. In 2019, in honor of Kennedy who died of cancer the year before, Anthony led his first Rotary project — the same food drive he helped at as a child.

With Anthony engaged in service activities, club time becomes family time and enables the Bonfas to volunteer at more than 30 projects a year. His involvement not only makes it easier for his parents to take part, but it also gives events a "family-friendly" ambience and encourages other parents to join the club.

The club also regularly invites local high school students and Rotaractors from the University of California, Irvine to participate in its service projects and, in turn, club members show up to support their student-run activities.

Honoring youth, the club believes, will attract younger Rotarians and grow the next generation of leaders who will continue Rotary's work for years to come.

This is what RI President Mark Daniel Maloney had in mind when he made welcoming family members to Rotary events one of his top priorities for 2019-2020. He has encouraged all clubs to consider ways they can make their meetings and activities family-friendly.

"We must foster a culture where Rotary does not compete with family, but complements it," says Maloney. "We should never expect our members to choose between the two. That means being realistic in our expectations, considerate in our scheduling, and welcoming of children at Rotary events on every level."

Here are some ideas for creating a family-friendly environment at your club's events.

- Start small. Hold a few meetings at family-friendly times then gradually schedule more events at those hours. Consider locations that are informal, like a local coffee shop.
- Give children roles to play in club meetings, like handing out birthday cards and helping with announcements.
- Bring family members to a Rotary service project or fundraising event.
- Give children a task during fundraisers. This could include tagging ducks ahead of a duck race, selling tickets, or cleaning up after an event.
- Brainstorm ideas for projects that children and their parents can work on together.



PROTECTING THE ENVIRONMENT WITH A GLOBAL GRANT

Rotarians in Ecuador are using a global grant project to restore a ravaged watershed in the foothills of the Andes while collaborating with an environmental nonprofit to teach residents how to improve the safety of their water supply.

During a 2017 Rotary project fair in Ecuador, Fressia Abad Castro, past president of the Rotary Club of Machala Moderno in El Oro and a past district governor who is also an engineer and organic farmer, pitched the idea to Pedro Cevallos-Candau. Like Abad Castro, he's an engineer and a past district governor, and he's originally from Ecuador. He's now a member of the Rotary Club of Chicago, Illinois, USA.

The project was designed to combine Rotary's strengths with the expertise of the Fundación Jocotoco, a local environmental nonprofit that manages a forest preserve in the watershed. Through it, the Fundación Jocotoco is planting 30,000 trees of native species on 100 acres of deforested land in the upper watershed of the Naranjo River.

Rotarians in Abad Castro's and Cevallos-Candau's clubs are funding the project through a global grant under the water, sanitation, and hygiene area of focus. In their grant application, they described how unsustainable farming practices endanger springs and streams in the watershed and how the loss of trees contributes to soil erosion, decreased rainfall, and sedimentation. Runoff from pig and poultry farms on the cleared land pollutes the river. The toxins, along with water shortages caused by the farms' water use, affect 90,000 people downstream who depend on the river for irrigation and drinking water.

Making the grant better

Rotary Grants staff encouraged the clubs to ensure that key stakeholders — from the provincial government to local farmers — understood the changes they needed to make to improve the water quality and supply.

"We've done other watershed management projects, particularly in India," says Susan Doxtator, the regional grants officer for Ecuador. "Most of these involve check dams and flood control. This one, based on reforestation, was different — coming up with a solution was complicated."

"We urged the project team to develop a structure that would work," she adds.

The questions that needed to be asked included:

- What is the watershed management plan in the region?
- Will this project fit with what that plan aims to achieve?
- What educational activities can you carry out with stakeholders — especially those involved in agriculture and economic development?
- Is the local government providing any incentives to farmers to keep riverbanks forested, protect springs, and reduce turbidity and runoff?



Abad Castro's team held extensive consultations with the provincial government, the regional water authority, and community residents. Public officials, Rotarians, and Fundación Jocotoco staff are working together to hold eight workshops for stakeholders, including farmers, developers, and residents of the communities within the watershed. Topics include the quality of water used for irrigation and human consumption, managing water for agricultural development, soil conservation, and treating wastewater from pig farms.

By looking at the whole system and going beyond the river to find out how land, water, and humans can better interact, they've made a more sustainable future possible.

WHAT'S NEW

Enroll now in the new **Mentoring Basics** course, available in the Learning Center, to discover the benefits of mentoring adults. This 30-minute interactive course will teach you how to identify the traits of a good mentor, what you can learn from sharing your experience with others, and how to apply mentoring best practices. This course is not intended to advise or certify mentors for young people.

World Rotaract Week is 9-15 March. Learn how you can celebrate each day of the week on **Rotaract's Facebook page**.

WHAT'S NEXT

March

Water, Sanitation, and Hygiene Month

1-31 District governors **nominate** non-Rotarians, including partners and spouses of Rotarians, for the Rotary Award for Excellence in Service to Humanity. Nominees must demonstrate exemplary humanitarian service in accordance with Rotary ideals. Read tips on **how to write a compelling nomination** (PDF).

9-15 World Rotaract Week

28 Presidential conference, Rotary Day at UNESCO, Paris, France

31 Preregistration discount on the Rotary International Convention ends

April

Maternal and Child Health Month

30 Rotary Convention **registrations and ticket cancellations** are due

5 REASONS TO VISIT THE LEARNING CENTER

Did you know you can earn virtual badges, find courses in languages like Chinese and Swedish, and take a series of leadership courses, all in Rotary's Learning Center? Here are five reasons you should visit the Learning Center today:

1. Courses for club officers

Want to learn more about your role and responsibilities as a club president, secretary, treasurer, or club committee member? The Learning Center has a learning plan for your specific role. The content was recently updated based on the changes made by the 2019 Council on Legislation, so you can review the latest information.

2. Professional development courses

Do you need help **Leading Change** in your club? There's a course for that. Other recently added courses include **Essentials to Understanding Conflict** and a course on setting up a mentoring program for new members. You can take these courses at your convenience.

3. Report access for districts

Find out which courses your district members are taking in the Learning Center by requesting access to usage reports. The following officers can receive weekly reports by email:

- District governors-elect
- District trainers (current and incoming)
- District Rotary Foundation committee chairs
- District membership chairs

If you're serving in one of these roles and want to receive the reports, complete the Access to Learning Center Reports course in the Learning Center. You can find the course on the My Dashboard page or by searching for it on rotary.org/learn.

4. Leaderboards

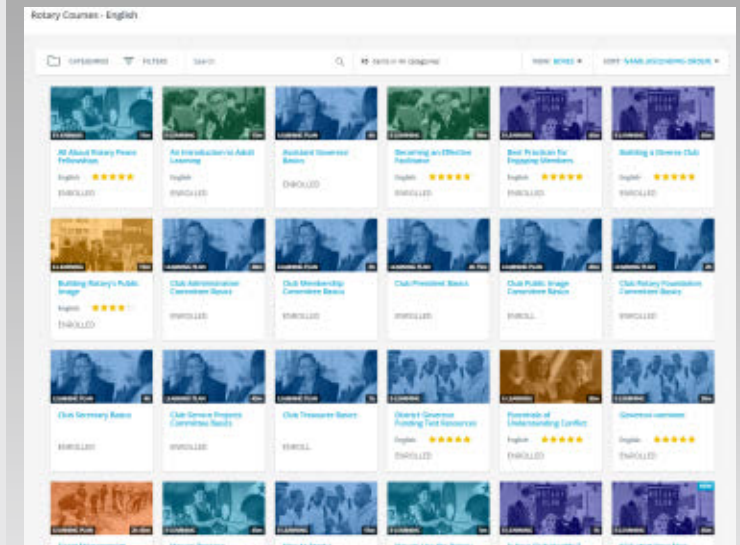
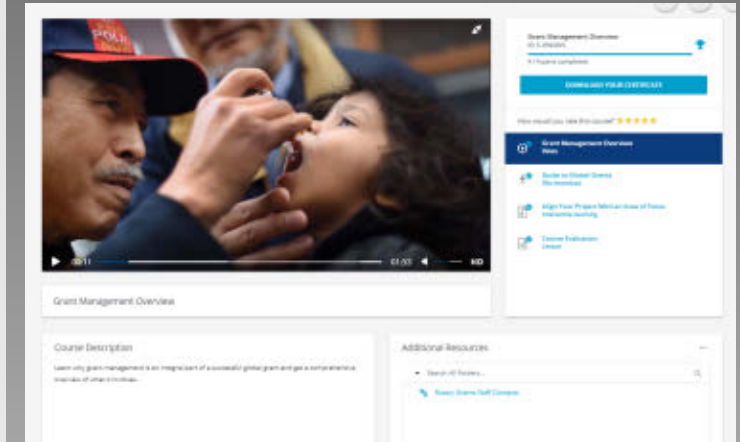
On the My Dashboard page, leaderboards show the number of points learners have earned by taking courses and participating in the Learning Center. A global leaderboard shows the top 10 learners worldwide. Districts can also request district-specific leaderboards so you can see who the top 10 learners are in your district.

5. Online grant management seminars

Districts can now opt to replace or supplement in-person Grant Management Seminars with **online courses**, which include nine topics that conclude with a quiz. Districts can also use Learning Center reports to track progress and qualification of clubs.

It's easy to get started. Go to rotary.org/learn, sign in to My Rotary, and start taking courses. For tips on using the Learning Center, take the **Getting Started with the Learning Center** course.

Questions or suggestions? Contact the Learning and Development staff at learn@rotary.org.



SPREAD
THE WORD

HOW TO MAKE THE MOST OF PEOPLE OF ACTION

People of Action is more than advertising — it's the way we talk about ourselves and what we do. It is founded on our record of making an impact and supports Rotary's vision of a world where people take action to create lasting change.

Rotary clubs like yours are champions of our brand. By using People of Action to tell stories about the difference you're making in your community, you increase people's awareness and understanding of Rotary.

We are continually adding new templates, logos, and other resources to the Brand Center to make it easy for you to share your unique story. When you're planning your People of Action messages, keep these tips in mind:

Don't worry if you don't have design experience

You don't need to be a marketing or design professional to use the templates and promote stories about your impact. The guidelines and templates in the Brand Center allow you to easily create your own print ads, social media posts, and web banners. Everything you need is there. If you run into problems, **contact us**. We're here to help.

Make it your own

It's your story. Consider your club projects, then capture one or more of them in photos. Remember to select photos that show your members in action, working side by side. For tips on taking great photos, see the post "**How to improve your photography: Telling Rotary's story in pictures.**" Consider the privacy of your fellow club members and obtain a **release** from anyone who appears in your photos, and from parents or guardians for photos of children.

Choose the "Together, We" ad that fits best

The verb phrases that follow "Together, We" in the headlines of People of Action ads have been selected because they highlight what Rotary represents. This wording is also free of copyright and other legal restrictions, according to research by RI's legal team. Using these words and only these words helps us send a powerful and cohesive message about Rotary.

Tell people who you are and what they can do next

In print ads, refer to your club in the main text and include your club's web address. Don't forget to include your call to action, or the message that tells people what they can do next after they see your ad or social media post. Do you want them to learn more? Attend a meeting? Support your fundraiser? Join your club? Make sure to say it clearly.

Spread the word

One of the easiest ways for you to share your People of Action story with the public is through social media. Always use the ad image to spur more engagement with your post. Use hashtags such as #Rotary and #PeopleofAction to widen your reach. And monitor the post so you can respond quickly if people ask questions.



Remember to have fun! And if you have questions, write to us at pr@rotary.org.

WHAT THE CHANGES TO ROTARACT MEAN FOR YOUR CLUB

In October, the Board of Directors made changes to the Rotary Code of Policies related to Rotaract. These changes elevate Rotaract by making Rotaractors full partners in service alongside Rotarians in taking action to improve communities at home and around the world.

Effective 1 July, Rotaract clubs will be able to choose the sponsor relationship that best meets their needs. New Rotaract clubs can choose to organize with or without a sponsor. Existing Rotaract clubs can continue to be sponsored by a Rotary club or decide, with their sponsor club, to end the arrangement.

The Board also removed the upper age limit for membership in Rotaract. Rotaract clubs will be open to all young adults at least 18 years old.

How will the changes affect your club's relationship with Rotaract clubs?

Rotaract clubs can still choose to be sponsored by a Rotary club. If your Rotary club currently sponsors a Rotaract club, talk with Rotaractors about these changes before 1 July. Here are some questions to help start the conversation:

- How does sponsorship benefit the Rotary club and Rotaract club?
- What can your club provide as a sponsor to the Rotaract club? Examples include helping attract new members, planning and organizing service projects, offering mentoring or professional development opportunities, or handling finances.
- If your club and the Rotaract club agree to end the sponsorship arrangement, how will your club maintain a relationship with Rotaract members and continue to work with them in service?

What does the removal of an upper age limit mean for the Rotaract experience?

Rotaract is still a club for young adults. Rotaract members will continue to have opportunities for mentorship, professional and personal development, and service, but with increased flexibility to define what young adult means to them. Through their interactions with Rotary clubs — with the club either as a sponsor or collaborator — they'll gain valuable experiences that will guide their transition from Rotaract to Rotary when the time is right.

Will Rotaractors still be encouraged to become Rotarians?

Yes. And Rotaractors can still have dual membership in both a Rotaract and Rotary club. Rotary clubs are encouraged to continue promoting dual membership by inviting Rotaract members to their club meetings and events, as well as attending and supporting Rotaract initiatives.

Everyone benefits when Rotary clubs welcome Rotaract members into their clubs and partner with them to improve our communities. By maintaining a positive relationship between Rotary and Rotaract clubs, we're creating a stronger Rotary.

Learn more about these and other changes to Rotaract.



ROTARY PEACE FELLOWSHIP

Developing Leaders, Building Peace
Full funding for a certificate in peacebuilding, conflict transformation, and development at Makerere University in Kampala, Uganda

LEARN MORE: rotary.org/peace-fellows

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**March 2020 —
Volume 10, Issue 5**

Rotary Leader, published every two months for Rotary club and district officers, is offered in eight languages: English, French, German, Italian, Japanese, Korean, Portuguese, and Spanish. Rotary Leader is published by Rotary International, One Rotary Center, 1560 Sherman Avenue, Evanston, IL 60201-3698 USA.

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