

# ROTARY LEADER

**CLUB CLINIC**

How to create an inclusive club experience for everyone

**PROMOTING PEACE**

Are you ready to be a peacebuilder in your community?

**OUR FOUNDATION**

How online giving benefits you

**SPREAD THE WORD**

A successful public image campaign requires a plan

Gather with Rotarians and Rotaractors from near and far at the 2020 Rotary International Convention in Honolulu, Hawaii, USA. Bring your family and find your aloha in this island paradise.

## PRESIDENT'S MESSAGE



MARK DANIEL MALONEY

**Rotary Day at the United Nations**, which we celebrate each November, is an important reminder of the historic relationship between our organizations. But this year's event is even more important than usual, because we are building up to the 75th anniversary of the signing of the UN Charter in June 2020.

You might ask, why celebrate this anniversary? For Rotary, it is entirely appropriate, because we played such a critical leadership role in the San Francisco Conference that formed the United Nations in 1945. Throughout World War II, Rotary published materials about the importance of forming such an organization to preserve world peace.

Not only did Rotary help influence the formation of the UN, but *The Rotarian* also played a leading part in communicating its ideals. Rotary educated members about plans to create the UN through numerous articles in the magazine and through a booklet titled *From Here On!* When the time came to write the UN charter, Rotary was one of 42 organizations the United States invited to serve as consultants to its delegation at the San Francisco Conference.

Each organization had seats for three representatives, so Rotary International's 11 representatives served in rotation. The people officially representing Rotary included the general secretary, the current and several past presidents, and the editor of *The Rotarian*. In addition,

Rotarians from Africa, Asia, Australia, Europe, and North and South America served as members of or consultants to their own nations' delegations.

We have a deep and lasting relationship with the UN that deserves to be celebrated and appreciated. To recognize this relationship, Rotary will host five special events between now and June: Rotary Day at the UN in New York on the 9th of this month; three presidential conferences next year in Santiago, Chile, in Paris, and in Rome; and a final celebration just before the Rotary International Convention in Honolulu.

The focus on the UN in the year ahead is not only about the past; it also lights a path to our future. There are so many parallels between the work we do through our areas of focus and the work of the UN Sustainable Development Goals. While those goals are indeed incredibly ambitious, they provide inspiration and direction — and are similar to many Rotary goals, which have proven to create lasting, positive change in our world. The goals can be achieved, but only if undertaken with the same long-term commitment and tenacity that Rotary understands so well. Alone, we cannot provide clean water for all, we cannot eliminate hunger, we cannot eradicate polio. But together, with partners like the United Nations, of course we can.

Please consider attending one of our five UN celebrations. I look forward to sharing news of these special events with you throughout the year.



MEETING  
PLACE



# FIND YOUR ALOHA AT THE 2020 ROTARY INTERNATIONAL CONVENTION

Next June, thousands of Rotary members will experience aloha in paradise — otherwise known as Honolulu, Hawaii, USA, home of the 2020 Rotary International Convention.

*Aloha* is more than a word for hello and goodbye. It's a spirit that is central to Hawaiian culture. According to the state government, it means "mutual regard and affection and extends warmth in caring with no obligation in return." It's this essence that will be the foundation of the convention experience.

Honolulu, the state's capital and its largest and most diverse city, is a melting pot of cultures, food, and traditions. You'll find historic landmarks and unmatched outdoor recreation as well as fine dining and world-class shopping. With an abundance of sunshine, pristine beaches, clear blue water, and breathtaking coastal cliffs, the city is more than a vacation destination. It's a place where you can create lasting memories with fellow Rotarians and friends.

"Honolulu is the perfect symbol of Rotary," says Celia Cruz de Giay, chair of the 2020 Honolulu Convention Committee. "It is a vibrant and caring community, and it welcomes you with open arms." Giay, the first woman to chair a Rotary Convention, says the gathering is a chance "to expand your Rotary knowledge, to connect with your peers, to recharge the batteries of your enthusiasm, and get back to your clubs and continue to serve your communities and the world."

Convention planners recommend you bring your family. Enjoy all that Hawaii has to offer with your children, grandchildren, or siblings. Connect your family to Rotary by **participating in a local service project**.

**The convention is a unique experience that offers members and their families a chance to:**

- Join with young leaders from around the world during the Rotaract Preconvention
- Be inspired by world leaders, philanthropists, and celebrities
- Immerse yourself in local culture, sample delicious regional cuisine, enjoy live entertainment, and learn about Rotary projects in the House of Friendship

**The fun doesn't stop inside the convention center. You'll also have opportunities to:**

- Dine at restaurants in Honolulu's vibrant downtown
- Relax or swim at Waikiki beach
- Learn about Hawaii's history at the Bishop Museum and explore the Honolulu Museum of Art
- Hike up the Leahi peak at Diamond Head State Monument
- Golf at one of the area's stunning courses

**Register for the convention by 15 December to receive an early registration discount. Find other host events.**



# DIVERSITY AND YOU: HOW TO CREATE AN INCLUSIVE CLUB EXPERIENCE FOR EVERYONE

Growing and diversifying our membership is a top priority for Rotary to ensure that we more fully reflect the communities we serve.

We're creating an organization that is more open and inclusive, fair to all, builds goodwill, and benefits our communities.

To help achieve that goal and share it with members, the RI Board of Directors approved a diversity, equity, and inclusion (DEI) statement. As a club or district leader, you play an important role in promoting our effort and making it a priority.

## Review and share the statement, below:

*As a global network that strives to build a world where people unite and take action to create lasting change, Rotary values diversity and celebrates the contributions of people of all backgrounds, regardless of their age, ethnicity, race, color, abilities, religion, socioeconomic status, culture, sex, sexual orientation, and gender identity.*

*Rotary will cultivate a diverse, equitable, and inclusive culture in which people from underrepresented groups have greater opportunities to participate as members and leaders.*

**Diversity:** Rotary welcomes people of all backgrounds, cultures, experiences, and identities.

**Equity:** Rotary strives for the fair treatment, opportunity, and advancement of all Rotary participants.

**Inclusion:** Rotary is working to create experiences where all people feel welcomed, respected, and valued.

"In the context of Rotary membership, it is not enough to invite people from diverse backgrounds to our meetings and events. We need to include them in club planning and decision making, and value their contributions." — Katey Halliday, the Rotaract Club of Adelaide City and the Rotary Club of Adelaide Light, South Australia, Australia

➞ [Read more about the importance of diversity in posts by Halliday and others on \*\*Rotary Voices\*\*.](#)

## MORE STEPS YOUR CLUB CAN TAKE:

- Create a member diversity and inclusion action plan using the **Diversifying Your Club** assessment.
- Invite local diversity, equity, and inclusion experts and professionals to speak at your club's next gathering.
- Connect with organizations that are supporting diversity, equity, and inclusion efforts and work with them on local projects or events.
- Encourage and support people from underrepresented groups to take leadership positions in your club and district. When they do, the pool of candidates to become Rotary senior leaders increases.
- Encourage your club members to take the **Building a Diverse Club** course in the Learning Center to identify ways to be more diverse and inclusive.
- Create an advisory board made up of diverse community members to learn about key issues and find ways to work together to take action. Invite the board members to your club to experience Rotary.

**Learn more about Rotary's efforts to diversify its membership and leadership.**

# ARE YOU READY TO BE A PEACEBUILDER IN YOUR COMMUNITY?

Peacebuilding begins with us.  
But where do we start?



The Rotary Positive Peace Academy is a free online course where you can gain the knowledge and tools to promote peace in your community and in the world. Once you sign up, you can proceed at your own pace at times that work for you.

## We've enhanced the academy so you can now:

- **Learn** about peace and conflict issues, and find out through interactive and engaging videos and exercises how to put Positive Peace into action in your community.
- **Access** the most up-to-date data from the Institute for Economics and Peace's 2019 Global Peace and Positive Peace Indexes.
- **Connect** with other peace advocates. When you complete the academy, you'll be invited to join a Facebook group where you can network with other academy graduates to share stories, projects, and resources and can discuss how you're applying Positive Peace locally.
- **Be rewarded** for your work with a certificate of completion that lets people know you're an advocate for Positive Peace.

Encourage your members to get involved in Positive Peace and become a 100 percent Positive Peace-certified club. As the number of members who complete the academy increases, so do our opportunities to build and sustain peace.

The Rotary Positive Peace Academy will help you do what Rotarians do best — take what you learn and put it into action. Learn more and register at [rotarypositivepeace.org](https://rotarypositivepeace.org).

Coming soon: The Rotary Positive Peace Academy will be available in Spanish by early 2020 and in French and Portuguese by late 2020.

The Rotary Positive Peace Academy was created in **partnership** with the Institute for Economics and Peace, an international think tank dedicated to understanding the factors that contribute to peaceful societies.

## WHAT'S NEW

Did you know that you can support The Rotary Foundation through the Rotary International and End Polio Now Facebook pages? You can also create a personal fundraiser on Facebook for Rotary International or End Polio Now. Contributions from donors and fundraisers on Rotary's Facebook page go to the World Fund to support the most urgent needs, while donations and fundraisers on the End Polio Now page support polio eradication.

Donations through Facebook do not count toward recognition points, so if you want to receive contribution credit you can give directly at [rotary.org/donate](https://rotary.org/donate). Find **answers to frequently asked questions** about donating through Facebook.

## WHAT'S NEXT

### NOVEMBER

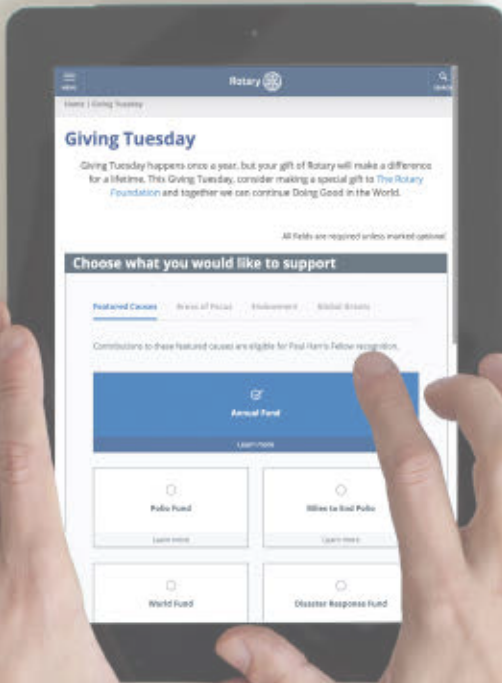
Rotary Foundation Month

- |      |   |
|------|---|
| 4-10 | World Interact Week   |
| 23   | Support the Miles to End Polio team as they take part in El Tour de Tucson, raising money for polio eradication. Contributions are matched 2-to-1 by the Bill & Melinda Gates Foundation. |

### DECEMBER

Disease Prevention and Treatment Month

- |    |  |
|----|--|
| 1  | Last day to submit a video for the Interact Video Awards   |
| 3  | <b>Giving Tuesday</b> — have you made your gift to The Rotary Foundation?  |
| 15 | Last day to <b>submit a photo</b> to The Rotarian magazine's annual photo contest  |
| 15 | Last day to receive the <b>early registration discount</b> for the 2020 Rotary International Convention in Honolulu, Hawaii, USA |
| 31 | Last day to nominate a Rotary member for the <b>Rotary Foundation Citation for Meritorious Service</b>                           |



## HOW ONLINE GIVING BENEFITS YOU

**When was the last time you reminded members of the importance of giving to The Rotary Foundation?**

We'll soon be launching a campaign to encourage people to make our Foundation their charity of choice on Giving Tuesday, 3 December. The United Nations Foundation and New York's 92nd Street Y founded Giving Tuesday in 2012 as a day dedicated to charitable giving. It's celebrated each year on the Tuesday following the U.S. holiday Thanksgiving.

Through the use of technology and social media, Giving Tuesday has become a global phenomenon. In 2018, the Foundation received more than 1,100 gifts, which totaled \$321,000, on that single day.

November, as Rotary Foundation Month, is an ideal time to include the Foundation in your club programs. Explain to members how their giving enables the Foundation to fulfill its mission of Doing Good in the World. Highlight club and district service projects that have been made possible through Foundation grants. There's also information on how and why to give on **Rotary.org**.

**Encourage members to donate online on Giving Tuesday and throughout the year. It's now easier than ever to support the causes you believe in at [rotary.org/donate](https://rotary.org/donate). Here are some ways that giving online benefits you and The Rotary Foundation:**

### BENEFITS TO YOU

- Processes your donations faster
- Removes the risk of checks getting lost or stolen
- Gets any donor recognition to you sooner
- Eliminates postage and mailing costs
- Allows for credit card rewards

### BENEFITS TO THE ROTARY FOUNDATION

- Reduces administrative costs
- Transforms contributions into grants faster
- Appeals to a younger donor base
- Spurs spontaneous giving
- Allows members to respond quickly to giving campaigns

**GIVE NOW**



# SUCCESSFUL PUBLIC IMAGE REQUIRES A PLAN

**Clubs and districts often create strategic plans for membership and Rotary Foundation giving, says Sheila Bethel, Rotary public image coordinator (RPIC) for Zone 34, but they rarely plan for public image.**

She thinks that's a mistake. So she's developed an innovative way to encourage club and district leaders in her zone to be more strategic about promoting their clubs and Rotary.

Bethel's zone incorporates a large territory including the U.S. states of Florida and Georgia, most of the Caribbean, and parts of South America. Unable to cover all of that territory in person, Bethel and her team of assistant RPICs created a webinar series using **Zoom**.

In 2017, they held a couple webinars to see what kind of results they would get. During the 2018-19 Rotary year, they offered webinars on a variety of public image topics, including how to create a public image strategic plan. This Rotary year, they plan to hold a webinar every month (except December). The first one, Don't Fail — Have a Plan, attracted 168 participants.

## WEBINAR TIPS

To have a successful webinar, Bethel offers these tips:

- **Build a team.** In addition to working with her assistant RPICs, Bethel assembled a team of tech-savvy people to make sure her webinars run smoothly.
- **Create a website.** The **Zone 34 public image website** includes copies of every webinar presentation and recording, as well as additional resources to help strengthen Rotary's public image.
- **Follow up.** Bethel's team contacts participants after each webinar, especially if they experienced technical issues during the session or had questions that couldn't be fully answered. "There's no point in having a webinar without follow-up," she says.
- **Collect topic ideas ahead of time.** Bethel's team uses district governors and district public image chairs to promote upcoming webinars and solicit topics for future ones. Popular subjects have included how to promote your club to the public and how to make your club more inclusive.
- **Send multiple reminders.** Bethel says her team sends an email at least one month before a webinar, then another email a couple of weeks later, and a final email the week before.

## WEBINAR SERVICES

Zoom is the webinar service Sheila Bethel uses for her meetings (a paid version is available at a discount through **Rotary Global Rewards**).

Other webinar services include Webstream, **OnlineSeminar**, **GoToMeeting**, and **Zoho Meeting**.

## AREAS OF FOCUS NAME CHANGES

We've changed the names of three of Rotary's areas of focus (marked with asterisks) to better reflect the types of projects members are carrying out. The areas of focus are now called:

- **Peacebuilding and conflict prevention\***
- **Disease prevention and treatment**
- **Water, sanitation, and hygiene\***
- **Maternal and child health**
- **Basic education and literacy**
- **Community economic development\***

Some of the area of focus goals have also changed. We've included activities that relate to the environment in the updated **Areas of Focus Policy Statements**.

# ROTARY DAY<sup>AT</sup> THE

# UNITED<sup>2019</sup> NATIONS

CONNECTING FOR GOOD

NEW YORK



## ABOUT ROTARY LEADER

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