

ROTARY LEADER

DISTRICT CORNER
Plan to attend a presidential
event in 2019-20

TOP PRIORITY
Five ways our work against
polio fights other diseases

HOW TO
Avoid copyright
infringement in your
club materials

MEMBERSHIP
Survey results:
why members stay
and why they leave

We've made tremendous progress in the fight to end polio. On World Polio Day, 24 October, we celebrate our progress and commit to taking action to end polio for good.

PRESIDENT'S MESSAGE



MARK DANIEL MALONEY

Here in the United States, another summer is winding down. And for the Maloney family, every summer ends with a return to my hometown of Ridgway, Illinois, for the annual Popcorn Day festival, where I am honored to serve as the “Popcorn King,” the master of ceremonies for the day’s events.

Regardless of the season, every family has its own traditions. I would like to suggest a new one for yours: Find an opportunity to introduce your family to Rotary. One of my family’s traditions is to take our daughters and grandsons to the Rotary International Convention. The 2020 convention in Honolulu will be a wonderful way to introduce your children and grandchildren to the internationality of Rotary. We are planning many family-oriented events for everyone to enjoy.

Any time is a fabulous time to bring family members on a Rotary service project or to a fundraising event. But perhaps you have not seen many family-friendly events at your club. That is precisely why one of my top priorities this year is to make most Rotary events welcoming to family members.

We must foster a culture where Rotary does not compete with family, but complements it. 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.

Often, the young professionals that Rotary needs to attract in order to remain a dynamic 21st-century service organization are the very people who have the greatest family responsibilities. We must not keep these prospective young members away from their families by holding events on evenings and weekends at which their children are not welcome.

For too long, we have closed the doors of many Rotary events to children and sometimes even spouses. What wasted opportunities these are! Every chance we have to pass on the gift of Rotary to young people is one we must take if we are going to grow Rotary and ensure that the next generation is fully engaged in our mission.

So let us open our doors and do it in a fun way, with opportunities that make our children and grandchildren want to learn more about Interact, Rotaract, and Rotary membership. Start small if you must — perhaps by holding some of your meetings at more family-friendly times — but think about how you can continue these kinds of events for years to come.

Bringing children to Rotary events is not just fun; it also exposes them to the world! Make this a memorable year for your family — and an unforgettable year for the ever-expanding family of Rotary as *Rotary Connects the World*.

CELEBRATE ROTARY, UN AT 5 SPECIAL EVENTS

The United Nations will mark its 75th anniversary in 2020. And to celebrate Rotary's enduring and collaborative relationship with the UN, RI President Mark Daniel Maloney will convene five special events at key UN offices around the world in 2019-20.

The events will feature engaging speakers, informative general sessions, and hands-on workshops. Attendees will have the opportunity to network with fellow leaders and take away ideas and strategies to put into action.

At the Rotary International Convention in Hamburg, Germany, Maloney talked about the common goals of the two organizations.

"There are so many parallels between the work we already do through our areas of focus and the work of the **UN Sustainable Development Goals**," he said. "While those goals are indeed incredibly ambitious, they are like any other ambitious goals we have undertaken, in Rotary or anywhere else."

He added, "This relationship with the UN is but one example of how, together, we can serve the world."

The following events are open to all.

9 November 2019 — Rotary Day at the United Nations, New York, New York, USA. Theme: Connection for Good. This year's Rotary Day at the UN will focus on community-based solutions to the refugee crisis.

28 February 2020 — Rotary Day at the UN Economic Commission for Latin America and the Caribbean, Santiago, Chile. Theme: Sustainable Cities and Communities. This presidential conference will focus on the 11th of the UN Sustainable Development Goals, which aims for a future in which cities and communities provide opportunities for all and access to basic services, energy, housing, transportation, and more.

28 March 2020 — Rotary Day at UNESCO, Paris, France. Theme: Toward Peaceful Societies. This presidential conference will focus on peace, justice, and strong institutions as well as Positive Peace initiatives.

7-8 May 2020 — Rotary Day at the Food and Agriculture Organization, Rome, Italy. Theme: Uniting for Global Impact. This presidential conference will focus on forced migration and food insecurity.

5 June 2020 — Rotary/United Nations Celebration, Honolulu, Hawaii, USA. Theme: Celebrating 75 years of connecting to do good in the world. The final event will honor the relationship between Rotary and the UN. Topics will include environmental sustainability and water, sanitation, and hygiene.

5 WAYS OUR WORK AGAINST POLIO FIGHTS OTHER DISEASES

Since Rotary and its partners in the Global Polio Eradication Initiative took on the fight against polio, they have developed systems to facilitate both immunizations and eradication of the disease. This infrastructure helps get us closer to a polio-free world. But did you know that it's used to fight and protect against other diseases, too? Here are five examples of that infrastructure at work.

The cold chain

The polio vaccine must be kept cool, or it risks losing its effectiveness. The cold chain system — made up of freezers, refrigerators, and cold boxes — was developed to allow polio workers to store the vaccine and transport it over long distances in extremely hot weather. In Pakistan, a measles immunization program now relies on the same system. With the help of the cold chain, Sindh province recently reached its goal of immunizing more than 7.3 million children against measles.

Microplanning

A critical component in immunizing more children against polio, especially in remote regions, is microplanning. A microplan allows health workers to identify priority communities, address potential barriers, and develop a plan for a successful immunization campaign. The workers collect as many details as possible about communities to help them reach and vaccinate all of the children, and this strategy has helped keep India polio-free for five years. Now the Mewat district of India is using microplanning to increase its rates of vaccination against measles and rubella.

Surveillance

The polio surveillance system helps detect new cases of polio and determines where and how these cases originated. In Borno state in Nigeria, the surveillance system is now being used to find people with symptoms of yellow fever. Surveillance was one of many tactics used during a 2018 yellow fever outbreak that prompted vaccinations of more than 8 million people.

Contact tracing

Because polio is a transmittable disease, health workers use contact tracing to learn who has had contact with people who might be infected. Contact tracing was also critical to containing an Ebola outbreak in Nigeria in 2014. When a traveler from Liberia was diagnosed with Ebola, Nigerian officials were able to quickly trace and isolate the traveler's contacts, helping prevent the disease from spreading further.

Emergency operations centers

An important part of the polio infrastructure that Rotary and its partners have built is the emergency operations centers network. These centers provide a centralized location where health workers and government officials can work collaboratively and generate a faster, more effective emergency response. The emergency operations center in Lagos, Nigeria, which was originally set up to address polio, was adapted to handle Ebola, and it ultimately helped the country respond quickly to an Ebola outbreak. Only 19 Ebola cases were reported, and the country was declared Ebola-free within three months.

CELEBRATE WORLD POLIO DAY WITH US

Be part of our global celebration of World Polio Day on 24 October. Organize a viewing party for friends and club members to watch the **Online Global Update**. We'll be streaming regional events live in multiple time zones. Or, hold a bike ride or walk to raise funds. **Register your event** to tell us how you're celebrating. **Find other ways to be a part of World Polio Day.**



HOW TO

HOW TO AVOID COPYRIGHT INFRINGEMENT

You're putting together your club or district newsletter, and you want to liven it up. It's tempting to go online and grab a cartoon or image to use. But if the material is protected under copyright law and you don't have permission to use it, you could face legal troubles and the costs that go with them.

A Rotary club in New Zealand recently used several cartoons from an online stock image company based in England. The club had not secured a license for the images, however, and soon received a notice from the company and a demand for licensing fees.

Rotary International staff members have noted an increase in the number of clubs that say they've been contacted about copyright infringement issues. The consequences of using images or other items without permission — even just seeking legal advice — can consume time and resources that clubs would rather devote to other activities.

Knowing some important points about copyright law can help you avoid problems and protect your club:

- When your club or district wants to use items such as songs, poems, illustrations, photographs, videos, charts, or graphs, you need to get a license or permission from the author beforehand. This applies to items that are on the web or were created by a Rotary member.
- It's worth spending some time trying to identify the copyright owner for any item you want to use for a presentation, newsletter, or club or district website. If you don't have permission from the owner, don't use it. Consult an attorney for help determining copyright ownership.

- Some organizations provide public copyright licenses (such as Creative Commons, which offers international licenses), open access images, or royalty-free licenses. Paying a small fee to use an image is preferable to receiving a copyright infringement letter.
- Fair use generally refers to using some copyright material for a limited and "transformative" purpose, such as to comment upon, criticize, or parody the work. Fair use is decided case by case and would not apply to Rotary club activities and promotions.
- If you are using a photograph, video, or other recording that includes a recognizable person or any personal data, you need written permission from each person (or the parent or guardian of each child) before you use the material. Arts and copyright organizations have posted standard releases online that you can use as templates for a model release.
- Some insurance policies may provide coverage for copyright infringement. If you are concerned, check with your liability insurance provider to see if your policy includes this coverage.



WHAT'S NEW

Download the updated **Community Assessment Tools handbook** for information and tips on how to conduct effective community assessments. Assessing your community's strengths, weaknesses, assets, and needs is an essential first step in planning any effective service project. By taking the time to analyze your community, you can determine the best opportunities for service and maximize your club's impact.

Since 1 July 2019, Rotary exchange rates have been based on the prevailing market rate as of the first of each month. As a result, future rates will no longer be publicized to Rotary members. This new method is the best way to ensure a true exchange rate to all our members worldwide. If you have questions or concerns, write us at treasury@rotary.org. Visit the **Exchange Rates page** for more information.

WHAT'S NEXT

SEPTEMBER

Basic Education and Literacy Month

- 15 Nominations are due for the **Rotary Alumni Global Service Award** and the **Rotary Alumni Association of the Year Award**.

OCTOBER

Economic and Community Development Month

- 1 Nominations are due for the **Service Award for a Polio Free World** and the **PolioPlus Pioneer Award**. The Rotarian magazine's annual photo contest is open for submissions. Entries are due 15 December.
- 7-13 Rotary Alumni Reconnect Week
Hold an event and invite Rotary program alumni.
- 24 World Polio Day. Organize a viewing party to watch the **Online Global Update** and **register your event**.
- 31 Nominations are due for the **Service Above Self Award**.

MEMBERSHIP

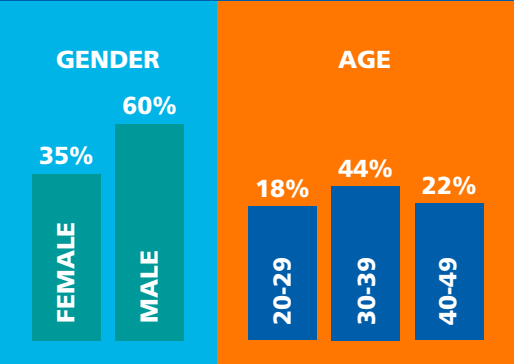
ROTARY'S
MEMBERSHIP
EXPERIENCE

Why do people join Rotary? What makes them stay in their clubs, and what makes them leave? Rotary conducts the Membership Experience Feedback Survey every year to better understand the needs, interests, and engagement of our members. The most recent survey offers insights on prospective, current, and former members.

PROSPECTIVE
MEMBERS

..... WHY THEY JOIN

- Participate in local service projects 40%
- Participate in international service projects 31%
- Gain personal development and training opportunities 27%



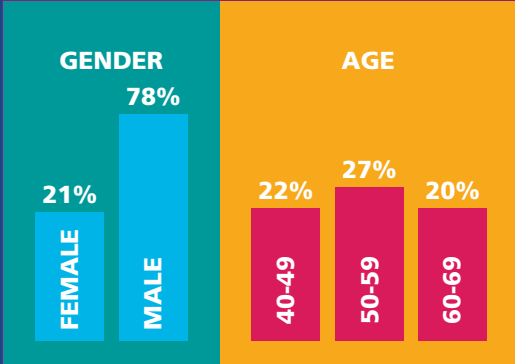
.....WHAT YOU CAN DO

- Contact them when they express interest
- Give them a positive orientation experience
- Engage them in local and international service projects

CURRENT
MEMBERS

..... WHY THEY STAY

- Participate in local service projects 46%
- Enjoy friendship and fellowship 41%
- Connect with people outside their work and social circles 29%



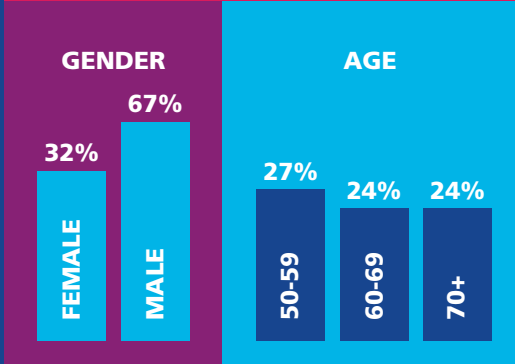
.....WHAT YOU CAN DO

- Display leadership in action
- Be a vibrant club
- Engage people at all stages of membership

FORMER
MEMBERS

..... WHY THEY LEAVE

- Cost or time constraints 34%
- Club environment and culture 32%
- Unmet expectations 17%



.....WHAT YOU CAN DO

- Assess your club
- Work on building a diverse club
- Practice flexibility and innovation

Gender breakdown reflects participants who did not specify a gender.
Age breakdown includes only the top three responding categories.
Respondents were asked to rank in order of preference and could respond to more than one.

Read more about the survey results in the **Global Executive Summary**.



ALUMNI

A TIME TO RECONNECT WITH ALUMNI

RECONNECT
WEEK | 2019

Rotary Alumni Reconnect Week, 7-13 October, is a time to remind Rotary members and past and current program participants of the value of staying in touch. Alumni of Interact, Rotaract, scholarships, Rotary Peace Fellowships, and Youth Exchange are great leaders and innovators and possess skills that can contribute to your next service project.

To inspire you to think of ways you can reconnect with alumni throughout the year, here are five examples of how alumni and members have engaged during Reconnect Week.

1. Hold a video conference — Rotary District 7020 Alumni Association

As district alumni chair, William Inniss, of the Rotary Club of Central Cayman Islands, Cayman Islands, established a tradition of holding an annual video conference with his district's alumni association. Because the district is made up of many islands in several countries and territories, having everyone attend in-person meetings is difficult. So Inniss found a better way to keep in touch. During the meeting, members of the alumni association discuss their experiences and decide how best to partner with local Rotary clubs.

2. Host a networking event — Northern Illinois Alumni Association

Members of the Northern Illinois Alumni Association; the Rotaract Club of Chicago, Illinois, USA; and Rotarians in the Chicago region came together for an evening of networking at Rotary International World Headquarters in Evanston, Illinois. This gave alumni, Rotaractors, and Rotarians the opportunity to get to know one another, see what Rotary and Rotaract clubs are accomplishing, and discuss how alumni might join them.

3. Invite alumni to your district conference — District 7600

For several years, District 7600 in Virginia, USA, has included alumni in its district conference. Not only did it have a place for the district's alumni association to welcome its new members, but they also used Facebook Live to record a breakout session that focused on the experiences of a Group Study Exchange member.

4. Welcome past presidents — Rotaract Club of Patan, Nepal

A president of a Rotary or Rotaract club learns a lot about leadership. The Rotaract Club of Patan recognized this and invited 10 of its past presidents back to the club to share what they learned in that role. This led to discussions about the future of the Rotaract club and how it can expand its potential.

5. Get alumni updates by video — Rotary Club of Invercargill Sunrise, New Zealand

The Rotary Club of Invercargill Sunrise requested one- to two-minute video updates from Youth Exchange alumni it had sponsored. It then shared the videos with its members on Facebook. The alumni talked about the lasting relationships they had formed with their host families and how their exchanges shaped them. When alumni can't come to a club meeting, video updates like these help members and alumni maintain a connection despite long distances.

Celebrate Reconnect Week by reaching out to alumni in your district. Contact your district alumni chair, or email alumni@rotary.org, to get started today.

**Add your
Reconnect Week
event to the map.**

GET READY FOR WORLD POLIO DAY

Host an event on 24 October to help end polio.

Take action and start planning with resources at endpolio.org.



ABOUT ROTARY LEADER

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