

**2019 Rotary Zones 25B and 29 Institute**  
**September 24-29, 2019**  
**Sheraton Overland Park at the Convention Center**  
**6100 College Boulevard**  
**Overland Park, KS**

**District Governors-nominee (GNTS) Training**  
**September 25-27, 2019**

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## DISTRICT GOVERNORS-NOMINEE (GNTS) TRAINING

**Facilitators: PDG Sherri Muniz, Zone 25B, District 5840**  
**EPNC Tim Murphy, Zone 29, District 5950**

Tuesday, September 24, 2019		
1:00 PM – 8:00 PM	Registration	Lobby Pillar
6:00 PM – 7:00 PM	DGE & DGN With Spouse/Partner Reception Cocktails (cash bar)	Lower Escalator Lobby
7:00 PM – 8:30 PM	DGN Fellowship Dinner	Hawthorne 1
8:30 PM – 10:30 PM	DGN Hospitality Suite	Hospitality Suite 15 <sup>th</sup> Floor

Wednesday, September 25, 2019		
8:00 AM – 8:00 PM	Registration	Lobby Pillar
8:30 AM – 9:00 AM	Opening Session DGE & DGN With Spouse/Partner Greeting: RI Director Larry Dimmitt	Cottonwood 1
9:00 AM – 9:30 AM	Break & Transition to Training Room	Leatherwood Pre-function Area
9:30 AM – 9:45 AM	Welcome and Overview	Leatherwood 2
9:45 AM – 10:00 AM	The 3 Years Ahead of Us... RI Director Larry Dimmitt	Leatherwood 2
10:00 AM – 10:45 AM	Effective Leadership: Communication	Leatherwood 2
10:45 AM – 11:45 AM	Discussion: Promoting Rotary's Public Image The People of Action Campaign RPICs Kathy Fahy, Eric Liu, and Linda Peterson	Leatherwood 2

Wednesday, September 25, 2019

11:45 AM – 12:00 PM	Transition to Lunch	
12:00 PM – 1:30 PM	DGE & DGN With Spouse/Partner Lunch Speaker: RI Director Stephanie Urchick	Cottonwood 1
1:30 PM – 2:30 PM	Discussion: Strengthening Your Membership Grow Rotary RC Dian Edwards RC Debbie High RC Shannon Scheffel RMO Emily Tucker	Leatherwood 3
2:30 PM – 3:00 PM	Break (Rotary Business Card Exchange)	Leatherwood Pre-Function Area
3:00 PM – 4:00 PM	Discussion: OUR Foundation Resources and Project Updates RRFCs Pat Merryweather-Arges and Art Zeitler and Team	Leatherwood 2
4:00 PM – 4:30 PM	Effective Leadership: Accountability John Hannes, RI Club and District Support PDG Ronney Reynolds	Leatherwood 2
4:30 PM – 5:00 PM	Recap/Wrap Up Day 1	Leatherwood 2
5:30 PM – 6:30 PM	All Rotarian Reception (cash bar)	Cottonwood Pre-Function Area
6:30 PM – 8:30 PM	DGE & DGN With Spouse/Partner Friendship Dinner Speaker: TRF Trustee Jennifer Jones	Cottonwood 1
8:30 PM – 10:00 PM	DGE Hospitality	Hospitality Suite 15 <sup>th</sup> Floor



Thursday, September 26, 2019

8:00 AM – 8:30 AM	Opening Session: “The Future is Ours” Speaker: RI Director Larry Dimmitt	Cottonwood 2 & 3
8:30 AM – 9:00 AM	Transition to Training Room	
9:00 AM – 9:30 AM	Rotary Structure 101 RIPE Holger Knaack RIDE Suzi Howe	Leatherwood 2
9:30 AM – 10:15 AM	Discussion: What is the District Really? Why Should Clubs Care?	Leatherwood 2
10:15 AM – 10:30 AM	Break	Leatherwood Pre-Function Area
10:30 AM – 11:00 AM	Effective Leadership: Public Speaking TRF Trustee Jennifer Jones	Leatherwood 2
11:00 AM – 11:45 AM	Effective Leadership: Strategic Planning including Nicole Daines, RI Senior Product Manager – New Channels and Growth	Leatherwood 2
11:45 AM – 1:30 PM	Luncheon Speaker: PRIVP Greg Podd	Cottonwood 2 & 3
1:30 PM – 3:00 PM	Effective Leadership: Delegation and Working With Volunteers including RI Director Stephanie Urchick	Leatherwood 2
3:00 PM – 3:30 PM	Break	Leatherwood Pre-Function Area
3:30 PM – 4:15 PM	Effective District Meetings and Events	Leatherwood 2
4:15 PM – 4:30 PM	Discussion: District Conference Celebrating Success	Leatherwood 2
4:30 PM – 5:00 PM	District Conference Discussion continues with DGN Spouses/Partners Wrap Up Day 2	Leatherwood 2
5:30 PM – 6:30 PM	Major Donor Reception	Leatherwood 3

5:30 PM – 6:30 PM	Paul Harris Society Reception (cash bar)	Leatherwood 2
5:30 PM – 6:30 PM	All Rotarian Reception (cash bar)	Cottonwood Pre-function Area
6:30 PM – 9:30 PM	Governor Class Reunion Dinner All Institute Participant Dinner	Cottonwood Ballroom

Friday, September 27, 2019

8:00 AM – 9:00 AM	Effective Leadership: Creative Solutions to Pressing Problems in Your District	Leatherwood 2
9:00 AM – 10:00 AM	Wrap Up and Evaluations	Leatherwood 2
10:00 AM – 10:30 AM	Break	Leatherwood Pre-function Area
10:30 AM – 11:30 AM	*District Specific Caucus	See below location by District Number
11:30 AM – 12:30 PM	Transition to All Club Luncheon	Cottonwood Ballroom

\* District Caucus Rooms:

Hawthorne 2 5790 5810 5840 5870 5890 5910 5930	Leatherwood 1 5580 5650 5950 5960 5970 6000	Leatherwood 2 6220 6250 6270 6420 6440 6450	Redbud 5610 5630 5680 5710
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## ROTARY PAIRED ZONES 25 AND 29

**Rotary**  
Zone 29 

● 5580, 5610, 5630, 5650, 5670, 5690, 5710,  
5950, 5960, 5970, 6000, 6220, 6250, 6270,  
6420, 6440, 6450

**Rotary**  
Zone 25 

**B** 5790, 5810, 5840,  
5870, 5890, 5910,  
5930

**A** 4060, 4100, 4110, 4130,  
4140, 4170, 4185, 4195,  
4240, 4250, 4271, 4281,  
4370, 4380





## EPNC Tim Murphy District 5950

Tim joined the Rotary Club of Edina in 1995 and has been fully immersed making communities and the world a better place thru Rotary ever since. He served as president of his club in 2006-2007 and as the 5950 District Governor in 2015-2016.

He and wife, Cindy, are Major Donors to The Rotary Foundation (TRF) and members of the Paul Harris Society.

Murphy has served Rotary in many leadership roles through his home club and District, including International Project Chair, District Grants Subcommittee Chair (DGSC), and District Rotary Foundation Subcommittee Chair (DRFC) in charge of Programs. He was a Group Study Exchange Team

Leader to East Africa and is currently a member of the District 5950 Foundation Board. Additionally, Tim was a presenter at the District 9200 Conference in East Africa, at many Zone Institutes, North Central Presidents Elect Training, and The Rotary Foundation Arch Klumph Award Ceremonies. Most recently, Murphy will serve his fourth time as Training Facilitator for District Governor Nominees at the upcoming Zone Institute, presided over the Interfaith Service at the Legacy Zone in Cleveland and as a Rotary International Presidents Representative to District 6630 in Ohio and again for District 7570 in Virginia. Currently he is also the End Polio Now Coordinator for Zone 29.

Tim is a recipient of Rotary International's *Four Avenues of Service Award* and in 2012 received its highest honor, the *Service Above Self Award*.

Murphy was instrumental in expanding District 5950's *Safe Water Plus Program* to Kenya, Malawi, Uganda, Guatemala and Honduras over the past seven years. He developed an international service project tracking system for four worldwide locations and created a reporting system that monitored Club, District, and TRF contributions that included three large Global Grants that totaled more than \$3 million.

Tim has personally funded nine trips and led trips to introduce Rotarians and non-Rotarians to East Africa to encourage first-hand knowledge of the need for water projects and to gain support. He speaks regularly to the clubs in District 5950 and elsewhere about International Service Project opportunities and OUR Rotary Foundation. He has also helped to raise funds for many of these projects, an effort that has helped District 5950 achieve recognition as a "top ten contributor" to The Rotary Foundation Annual Fund for several years.

Tim's philosophy of collaboration – an effort that not only promotes collaboration among clubs, but also among districts and non-Rotary individuals and organizations – has impacted millions around the world!

Tim and Cindy founded and operate a group of automotive mechanical repair facilities in the Greater Minneapolis-St. Paul, Minnesota. He and Cindy have three adult children -- Rick (Maria), Renee (Matt), and Ryan. They enjoy travel and family time when not involved with Rotary.





## PDG Sherri Muniz District 5840

Sherri Muniz, an educator and entrepreneur, is currently serving Rotary as Chair of the Lone Star Division of Rotary Leadership Institute and District 5840's International Service Chair.

A Rotarian since 1997, Muniz has served Rotary as: RI President's Representative, Rotary Coordinator, Assistant Regional Rotary Foundation Coordinator, Zone Training Coordinator, Rotary Institute chair, Council on Legislation representative, member of Lone Star P.E.T.S. Board of Directors and Curriculum Chair,

and district governor.

Along with her husband, Al, she serves as a member of the Cadre of Technical Advisors for The Rotary Foundation, and they have participated in twelve polio immunizations in India. She is active in global grant projects throughout the world including projects in India to help ensure girls are educated. Just ask her why she says, "It takes a toilet!"

Both Al and Sherri are Paul Harris and Bequest Society Members as well as Major Donors of The Rotary Foundation.

Sherri is a recipient of *RI's Four Avenues of Service Award* and the *Foundation's Citation for Meritorious Service*. In 2019 she was one of 50 Rotarians worldwide who received the *Rotary Foundation's Distinguished Service Award*. While serving as governor, she led her district to becoming recognized as one of the top 15 Rotary districts worldwide.

She believes Rotarians can move mountains and has been known to quote Dr. Seuss – ***"Your mountain is waiting... so get on your way!"***

# GOVERNOR-NOMINEE WORKBOOK



This workbook is designed for you to use during zone-level governor-nominee training. If your zone does not conduct this seminar, you can use these worksheets independently:

## **Session 1: District Governor-nominee Responsibilities**

1. Responsibility Planning
2. Document Search

## **Session 2: Getting to Know Your District**

3. District Committees
4. District Planning Guide
5. Club Best Practices
6. District Event Observation Form

## **Session 3: Membership**

7. My District's Membership

## **Session 4: Financial Management**

8. Financial Management Case Studies

## **Session 5: Communication**

9. What Is Rotary?
10. Key Points for Talking About Rotary

## **Session 6: District Conference**

11. District Conference Checklist

## **Session 7: Creating a Calendar**

12. Your Calendar
13. Club Visit Observation Form

If you have questions or comments about this workbook, please submit them to:

Learning and Development  
Rotary International  
One Rotary Center  
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Evanston, IL 60201-3698  
USA

Email: [learn@rotary.org](mailto:learn@rotary.org)  
Phone: +1-847-866-3000

# WORKSHEET 1: RESPONSIBILITY PLANNING



Review the recommended responsibilities of governors-nominee. In the right-hand column, write what you will do next to fulfill that responsibility.

Responsibility	Next Step
Work with past, current, and incoming district leaders to support effective clubs.	
Analyze the district's strengths and weaknesses using materials provided by the immediate past governor, governor, and governor-elect.	
Learn how your district is structured, and get to know the clubs in your district and how they are organized.	
Attend district meetings when invited by the district governor or district governor-elect.	
Participate in district committees or other activities, as suggested by the district governor or governor-elect.	
Select a site for the district conference to be held during your year as governor, with the agreement of the majority of either current club presidents or of those who will serve as presidents during your year as governor.	
Attend leadership skills training, if available.	
Attend district governor-nominee training, if offered, or complete the online course for district governors-nominee in the <a href="#">Learning Center</a> at Rotary.org.	

# WORKSHEET 2: DOCUMENT SEARCH



Using the listed resources, look up the following information:

<b>MANUAL OF PROCEDURE</b> Describe the voting process at a district conference.	<b>OFFICIAL DIRECTORY</b> Name five club presidents in your district.
<b>ROTARY CODE OF POLICIES</b> What is the purpose of the District Leadership Plan?	



# WORKSHEET 3: DISTRICT COMMITTEES



It's important to become familiar with your district and how you can maintain continuity in leadership, goals, and activities. Visit the [district committees](#) page on My Rotary, and review the responsibilities of each committee. Write down what your committees are focusing on this year, then the direction you want them to take and the desired outcomes. Be sure to work with your governor and governor-elect to ensure continuity. Then think about Rotarians you know in your district who can serve on these committees.

## ALUMNI

This committee manages relationships with district alumni and helps clubs with alumni relations.

**What is the committee working on now?**

What are the future priorities of this committee?	What are the desired outcomes for this committee?

## CONVENTION PROMOTION

This committee promotes attendance at the annual Rotary International Convention.

**What is the committee working on now?**

What are the future priorities of this committee?	What are the desired outcomes for this committee?

## DISTRICT CONFERENCE

This committee plans and promotes the district conference and helps achieve maximum attendance.

<p><b>What is the committee working on now?</b></p>
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What are the future priorities of this committee?	What are the desired outcomes for this committee?

## DISTRICT PROGRAMS

These committees promote district groups, programs, and activities, providing guidance to Interact, Rotaract, and Rotary clubs. Districts often have a specific committee for each program or group, with additional support for Rotaract and Interact clubs. Rotary offers resources for these committees:

- Interact
- New Generations Service Exchange
- Rotaract<sup>1</sup>
- Rotary Community Corps
- Rotary Fellowships

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<sup>1</sup> Rotary has a recommended structure for district Rotaract committees, which is outlined in the Rotaract Handbook.

- Rotary Friendship Exchange
- Rotary Youth Exchange
- Rotary Youth Leadership Awards (RYLA)

**What are these committees working on now?**

<b>What are the future priorities of these committees?</b>	<b>What are the desired outcomes for these committees?</b>

## **FINANCE**

This committee supervises district funds and works with the district governor to prepare a district budget, review and recommend the amount of district dues, and prepare an annual report on the district's finances. The district treasurer serves as an ex officio member and has voting privileges. The chair should serve a three-year term.

**What is the committee working on now?**

<b>What are the future priorities of this committee?</b>	<b>What are the desired outcomes for this committee?</b>

## INTERNATIONAL SERVICE

This committee works to enhance the quality of the district's humanitarian efforts by identifying resources and experts to advise on international service projects and global grants. The chair should serve a three-year term.

<b>What is the committee working on now?</b>
--

What are the future priorities of this committee?	What are the desired outcomes for this committee?

## MEMBERSHIP ATTRACTION AND ENGAGEMENT

This committee identifies, markets, and implements membership development strategies that are appropriate for the district and will result in membership growth. The chair should serve a three-year term.

<b>What is the committee working on now?</b>
--

What are the future priorities of this committee?	What are the desired outcomes for this committee?

## Training requirement

The chair and as many committee members as possible should attend a regional seminar conducted by the Rotary coordinator.



## NEW CLUB DEVELOPMENT

This committee develops and implements plans to organize new Rotary clubs in the district. The chair should serve a three-year term.

**What is the committee working on now?**

What are the future priorities of this committee?	What are the desired outcomes for this committee?

## Training requirement

The chair and as many committee members as possible should attend a training meeting conducted by the Rotary coordinator.

## NOMINATING

This committee nominates the most qualified Rotarian available to serve as governor. The clubs select the chair at the district conference. For details, contact your [Club and District Support representative](#).

**What is the committee working on now?**

What are the future priorities of this committee?	What are the desired outcomes for this committee?

## PUBLIC RELATIONS

This committee promotes Rotary to external audiences and fosters understanding of and support for the organization's programs. It also helps Rotarians understand that effective external publicity and a positive image are goals for Rotary.

<b>What is the committee working on now?</b>
--

What are the future priorities of this committee?	What are the desired outcomes for this committee?

## Training requirement

Committee members should attend the public image workshops held in conjunction with Rotary training meetings, as well as the regional seminar held by the Rotary public image coordinator (RPIC).

## ROTARY FOUNDATION

This committee helps the governor educate, motivate, and inspire Rotarians to participate in Foundation programs and fundraising. It serves as a liaison between the Foundation and club members. The district governor is an ex officio member and has voting privileges. The committee chair should serve as an ex officio member of all subcommittees, to stay informed of their progress and directly support them as needed. The chair should serve a three-year term.

Members of the district Rotary Foundation committee serve as chairs of four subcommittees:

- Fundraising — coordinates the district's fundraising goals for the Annual Fund, PolioPlus Fund, and Endowment Fund; the solicitation of gifts; and the education of Rotarians about their gift options
- Grants — helps clubs apply for Rotary Foundation grants and encourages participation in district grants, global grants, and the Rotary Peace Centers program

- PolioPlus — supports Rotary’s commitment to eradicating polio and encourages participation in PolioPlus activities
- Stewardship — oversees the qualification of clubs to participate in grants, and has responsibility both for ensuring careful management of Rotary grant funds and for educating Rotarians on how to manage grants properly and effectively

District governors are free to appoint other subcommittees to support their activities and goals. Several subcommittees or roles can be reported online but are not required:

- Annual Fund subcommittee
- Endowment/major gifts subcommittee
- Paul Harris Society coordinator
- Rotary Peace Fellowships subcommittee
- Scholarship subcommittee
- Vocational training team subcommittee

<p><b>What is the committee working on now?</b></p>
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What are the future priorities of this committee?	What are the desired outcomes for this committee?

### Training requirement

All members of the district Rotary Foundation committee are expected to attend a regional Rotary Foundation seminar conducted by a regional Rotary Foundation coordinator (RRFC).

## ROTARY GLOBAL REWARDS

The committee will market and promote this member benefits program to clubs.

**What is the committee working on now?**

<b>What are the future priorities of this committee?</b>	<b>What are the desired outcomes for this committee?</b>

## SERVICE

These committees promote programs and activities, providing guidance to Interact, Rotaract, and Rotary clubs. Districts often have a specific committee for each of the programs or groups, with additional support for Rotaract and Interact clubs. Rotary offers resources for each of these committees:

- Club Service
- Vocational Service
- Community Service
- International Service (See International Service committee description on p. 7 for more information.)
- Youth Service

**What are these committees working on now?**

<b>What are the future priorities of these committees?</b>	<b>What are the desired outcomes for these committees?</b>



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## TRAINING

This committee supports the district governor and governor-elect in training club and district leaders and overseeing the district's overall training plan. The district trainer is the chair of the training committee and assigns responsibility for training meetings and functions as necessary.

<p><b>What is the committee working on now?</b></p>
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What are the future priorities of this committee?	What are the desired outcomes for this committee?

# WORKSHEET 4: DISTRICT PLANNING GUIDE



Review your district's planning guide with your governor and governor-elect and work together to develop or refine it.

This guide helps districts assess where districts are today and establish goals for the coming year. Refer to Rotary Club Central and complete this form during your year as governor-elect to develop goals for your year as governor. Work with your district leadership team to set goals, which should promote your district's strategic plan. Review and revise the goals throughout the year.

District number: \_\_\_\_\_ Rotary year of office: \_\_\_\_\_

Name of governor: \_\_\_\_\_

Name of immediate past governor: \_\_\_\_\_

Name of governor-elect: \_\_\_\_\_

Name of governor-nominee: \_\_\_\_\_

## **STRATEGIC PLANNING**

### **The district today**

Does the district have a strategic plan? ☐ YES ☐ NO

If so, when was it last reviewed, or when was it established? \_\_\_\_\_

Does your district consult with the Rotary coordinator? ☐ YES ☐ NO

### **Looking ahead**

During my year as governor, the district will focus on the following areas of strategic priorities:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

## TRAINING

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### The district today

Number of Rotarians who attended the most recent:

District team training seminar: \_\_\_\_\_

Presidents-elect training seminar: \_\_\_\_\_

District training assembly: \_\_\_\_\_

District Rotary Foundation seminar: \_\_\_\_\_

District membership seminar: \_\_\_\_\_

District leadership seminar: \_\_\_\_\_

Club leadership development program: \_\_\_\_\_

Grant management seminar: \_\_\_\_\_

Number of clubs with Rotarians appointed to district-level positions: \_\_\_\_\_

What support does the district provide club trainers? \_\_\_\_\_

### Looking ahead

During my year as governor, the district will focus on the following areas of training and leadership development:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

## DISTRICT ADMINISTRATION

---

Does the district have a communication plan? ☐ YES ☐ NO

When does the district's election process start for the following positions:

Governor: \_\_\_\_\_ Council on Legislation representative: \_\_\_\_\_

RI director: \_\_\_\_\_

Which of the following is used in your district's election process?

☐ Nominating committee ☐ Ballot at district conference ☐ Ballot by mail

Do you use Rotary.org? ☐ YES ☐ NO

How is the governor's monthly communication distributed?

☐ Mail ☐ Email ☐ Website ☐ Video

What social media networks does the district use (e.g., Facebook, YouTube, LinkedIn)? \_\_\_\_\_

How often is the district's website updated? \_\_\_\_\_

How often does the district hold social events? \_\_\_\_\_

How does the district involve the families of Rotarians? \_\_\_\_\_

How many clubs received the Rotary Citation last year? \_\_\_\_\_

What awards did the district receive last year? \_\_\_\_\_

What awards does the district present? \_\_\_\_\_

### **Looking ahead**

During my year as governor, the district will focus on the following areas of district administration:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

## **FINANCE**

---

### **The district today**

How is the district budget prepared? \_\_\_\_\_

When was the budget approved by a majority of district clubs? \_\_\_\_\_

When and how is the district financial statement reviewed? \_\_\_\_\_

How is the district financial statement shared with clubs? \_\_\_\_\_

Where and when is the annual statement and report of district finances discussed and approved by the clubs? \_\_\_\_\_

☐ Email    ☐ Mail    ☐ Spoken report    ☐ Website    ☐ Other \_\_\_\_\_

Does the district have procedures for protecting district funds? ☐ YES    ☐ NO

Did the district file appropriate tax documents with local government this Rotary year? ☐ YES    ☐ NO

Is the per capita levy sufficient for district needs? ☐ YES    ☐ NO

### **Looking ahead**

During my year as governor, the district will focus on the following areas in finance:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

## **DISTRICT CONFERENCE**

---

### **The district today**

How many Rotarians participated? \_\_\_\_\_

How many clubs were represented: \_\_\_\_\_

What were the program's highlights? \_\_\_\_\_

Have participant evaluations been reviewed? ☐ YES ☐ NO

### **Looking ahead**

During my year as governor, the district will focus on the following areas for the district conference:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

## **CONVENTION PROMOTION**

---

### **The district today**

Is the Rotary International Convention promoted in your district? ☐ YES ☐ NO

Have materials been shared with clubs to promote the upcoming convention?

☐ YES ☐ NO

About how many Rotarians from your district attended the last convention?

\_\_\_\_\_

Does your district website have a link to convention resources? ☐ YES ☐ NO

### **Looking ahead**

During my year as governor, the district will focus on the following areas of convention promotion:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

## **PUBLIC RELATIONS**

---

### **The district today**

What district activities are covered by the media, and what type of media coverage do they receive (radio, newspaper, television)? \_\_\_\_\_

Does your district consult with the Rotary public image coordinator?

☐ YES ☐ NO

Does your district encourage clubs to use Rotary public relations material?

☐ YES ☐ NO

Does your district budget for public relations materials?

☐ YES ☐ NO

Did your district apply for public image grants in the past two years?

☐ YES ☐ NO

### **Looking ahead**

During my year as governor, the district will focus on the following areas of public relations:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

## **MEMBERSHIP**

---

### **The district today**

Number of members in the district: \_\_\_\_\_

Net membership growth in existing clubs this Rotary year: \_\_\_\_\_

Total number of male members: \_\_\_\_\_ and female members: \_\_\_\_\_

Number of clubs specifically targeting younger members: \_\_\_\_\_

Number of clubs with 25 or fewer members: \_\_\_\_\_

What is your district's strategy for incorporating new ideas and flexibility in order to attract and keep members? \_\_\_\_\_

### **Looking ahead**

During my year as governor, the district will focus on the following areas related to membership:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

## **NEW CLUBS (EXTENSION)**

---

### **The district today**

How many clubs have been chartered in your district over the past two years?  
\_\_\_\_\_

Which communities has your district identified as potential locations for new Rotary clubs? \_\_\_\_\_

How many years does a sponsor club work with a new club? \_\_\_\_\_

## Looking ahead

During my year as governor, the district will focus on the following areas to increase its number of new clubs:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

## THE ROTARY FOUNDATION

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### The district today

Does your district consult with the regional Rotary Foundation coordinator?

☐ YES      ☐ NO

What is your district's grant eligibility status?

☐ Qualified   ☐ Qualification pending   ☐ Incomplete

How many clubs are currently participating in a district grant? \_\_\_\_\_

Amount of District Designated Fund for global grants: \_\_\_\_\_

What global grants is your district currently participating in?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

What educational, promotional, and fundraising projects did the district hold for PolioPlus last year?

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

How many Rotary Peace Fellows did the district nominate last year? \_\_\_\_\_

How many of the district's Rotary Peace Fellow nominees were selected by the Foundation Trustees last year? \_\_\_\_\_

How much did the district contribute to the Annual Fund last year? \_\_\_\_\_  
(Note: This should be the sum as reported in Rotary Club Central.)

Related to the Endowment Fund, how many of the following did the district have last year:

Number of Benefactors: \_\_\_\_\_

Number of Bequest Society members: \_\_\_\_\_



Number of Major Donors: \_\_\_\_\_

### **Looking ahead**

During my year as governor:

Amount of District Designated Funds I would like available for a district grant:

\_\_\_\_\_

Number of clubs I would like to involve in district grants: \_\_\_\_\_

Amount of District Designated Funds I would like available for global grants:

\_\_\_\_\_

The district will concentrate on the following area(s) of focus:

☐ Peace and conflict prevention/resolution

☐ Disease prevention and treatment

☐ Water and sanitation

☐ Maternal and child health

☐ Basic education and literacy

☐ Economic and community development

What global grants would you like the district to pursue?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Number of global grants still in progress: \_\_\_\_\_

These are the educational, promotional, and fundraising projects I would like the district to plan for PolioPlus:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

Number of Rotary Peace Fellows I would like the district to nominate: \_\_\_\_\_

Annual Fund contribution goal: \_\_\_\_\_

(Note: This should be the sum of club goals as reported in Rotary Club Central.)

Endowment Fund goals:

Number of Benefactors: \_\_\_\_\_

Number of Bequest Society members: \_\_\_\_\_

Number of Major Donors: \_\_\_\_\_

## **DISTRICT PROGRAMS**

---

### **The district today**

Number of Rotary Youth Exchange students:

Hosted: \_\_\_\_\_ Sponsored: \_\_\_\_\_

Number of sponsored Interact clubs: \_\_\_\_\_

Number of Interactors: \_\_\_\_\_

Number of sponsored Rotaract clubs: \_\_\_\_\_

Number of Rotaractors: \_\_\_\_\_

Number of sponsored Rotary Community Corps (RCC): \_\_\_\_\_

Number of RCC participants: \_\_\_\_\_

Number of Rotary Youth Leadership Awards (RYLA) participants: \_\_\_\_\_

Number of RYLA activities: \_\_\_\_\_

Number of Rotary Friendship Exchanges: \_\_\_\_\_

Number of service projects coordinated by the district (includes all Avenues of Service): \_\_\_\_\_

Number of Rotarians in the district participating in

Rotarian Action Groups: \_\_\_\_\_

Rotary Fellowships: \_\_\_\_\_

### **Looking ahead**

During my year as governor, the district will focus on the following areas to improve district programs:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**SUMMARY OF GOALS FOR DISTRICT \_\_\_\_\_ ROTARY YEAR \_\_\_\_\_**

---

**Strategic planning goals**

\_\_\_\_\_  
\_\_\_\_\_

**Training goals**

\_\_\_\_\_  
\_\_\_\_\_

**District administration goals**

\_\_\_\_\_  
\_\_\_\_\_

**Finance goals**

\_\_\_\_\_  
\_\_\_\_\_

**District conference goals**

\_\_\_\_\_  
\_\_\_\_\_

**Convention promotion goals**

\_\_\_\_\_  
\_\_\_\_\_

**Public relations goals**

\_\_\_\_\_  
\_\_\_\_\_

**Membership goals**

\_\_\_\_\_  
\_\_\_\_\_

**New club goals**

\_\_\_\_\_  
\_\_\_\_\_

**Rotary Foundation goals**

The district will participate in the following Rotary Foundation grants: \_\_\_\_\_

The district's Annual Fund contribution goal: \_\_\_\_\_

The district's Endowment Fund contribution goal: \_\_\_\_\_

**District program goals**

I would like our district to be involved in the following programs that benefit our local community: \_\_\_\_\_

I would like our district to be involved in the following programs that benefit communities around the world: \_\_\_\_\_

**Other goals**

\_\_\_\_\_  
\_\_\_\_\_

# WORKSHEET 5: CLUB BEST PRACTICES



Look at each suggestion for becoming a vibrant club and write how you can help clubs implement each one.

BEST PRACTICES FOR BECOMING A VIBRANT CLUB	HOW I WOULD HELP
<b>Decide what you'd like your club to be like in three to five years.</b>	
<b>Decide on your annual goals, and enter them into Rotary Club Central.</b>	
<b>Hold club meetings that keep members engaged and informed.</b>	
<b>Communicate openly in your club.</b>	
<b>Prepare members for future roles to smooth leadership transitions.</b>	
<b>Adapt your club's bylaws to reflect the way the club works.</b>	
<b>Develop strong relationships within your club.</b>	
<b>Make sure all members are involved in activities that genuinely interest them.</b>	
<b>Coach new and continuing members in leading.</b>	
<b>Create practical committees for your club.</b>	

# WORKSHEET 6: DISTRICT EVENT OBSERVATION FORM



Copy this form to record your observations of various events in your zone. Take new ideas back to your district.

Event: \_\_\_\_\_

Date: \_\_\_\_\_

Venue: \_\_\_\_\_

Purpose of the event: \_\_\_\_\_

Number of participants: \_\_\_\_\_

Event organizer: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Topics: \_\_\_\_\_

Speakers: \_\_\_\_\_

Ideas: \_\_\_\_\_

# WORKSHEET 7: MY DISTRICT'S MEMBERSHIP



To become familiar with the membership trends in your district, fill out the chart below, and discuss your district's membership with other governors-nominee.

<b>MEMBERSHIP STRENGTHS</b>	<b>MEMBERSHIP WEAKNESSES</b>
<b>MEMBERSHIP OPPORTUNITIES</b>	<b>MEMBERSHIP RISKS</b>



# WORKSHEET 8: FINANCIAL MANAGEMENT CASE STUDIES



As governor-nominee, you should become familiar with how your district handles district funds, ensures that clubs pay dues, manages risk, and complies with local laws. To help you do this, review the scenarios below and answer the corresponding questions.

Your district finance committee chair is starting to feel overwhelmed by the responsibilities of the office and is having trouble keeping up with all the financial duties.

- How would you handle this situation?
- What procedures might you change for this position to prevent a recurrence of this problem?

Partway through your year as governor, your district treasurer informs you that there is not enough money in the budget to cover all the expenses for upcoming training meetings.

- How would you handle this situation?
- Who would you work with to solve this problem?
- How would you ensure that this problem doesn't recur?

# WORKSHEET 9: WHAT IS ROTARY?



What will you say when someone asks, “What is Rotary?” How will you convey in your own words how Rotary helps you to JOIN LEADERS, EXCHANGE IDEAS, and TAKE ACTION?

Here are some sample responses:

- *Rotary brings together people who step forward — leaders — who take on important issues for local communities everywhere.*
- *Rotary connects business and community leaders who discover and celebrate diverse perspectives to create positive change in our communities.*
- *Rotary is made up of people around the world working together to clean the environment, end polio, improve our communities, and accomplish many extraordinary things every single day.*

Write your own response in this box.

For more information, visit the [Brand Center](#) and learn more about the [People of Action campaign](#) to increase public understanding of Rotary and drive engagement within your community.

Our Strengthening Rotary initiative helps us provide a simple answer to “What is Rotary?” By incorporating these messages into your conversations, you will inspire and engage members of your community to connect and partner with us.

Great brands build their stories around simple ideas. The three phrases below convey the essence of who we are and help us tell our story with strength and consistency. They communicate what makes Rotary a positive force in communities all over the world.

## **ROTARY UNITES LEADERS**

### **Sample messages**

- *Rotary brings together leaders who take on some of the toughest challenges in their communities.*
- *Rotary harnesses the strength of professional and community leaders from nearly every country in the world.*

## **ROTARY EXCHANGES IDEAS**

### **Sample messages**

- *At Rotary, we discover and celebrate our diverse perspectives during club meetings, conferences, service projects, and social events.*
- *Rotary finds a place for your expertise and passion. Whether you want to lead a project or be part of a team that comes up with an idea for one, Rotary welcomes your thoughts.*

## **ROTARY TAKES ACTION**

### **Sample messages**

- *Rotary creates positive change in communities around the world through our service projects.*
- *From food pantries to projects that provide clean water and improve maternal health, Rotary clubs join forces to carry out impactful and sustainable projects in communities around the world.*

## **AND, THROUGH ROTARY:**

- We build lifelong relationships
- We honor our commitments
- We connect diverse perspectives
- We apply our leadership and expertise to address social issues

# WORKSHEET 10: KEY POINTS FOR TALKING ABOUT ROTARY



Here are messages you'll find helpful to refer to when developing key points before media interviews and speeches to external audiences.

**Rotary is a global network of more than 1.2 million members who believe that great things happen when dedicated minds come together.**

- With clubs in almost every country, we are improving communities around the globe.
- From local food pantries to clean water and maternal health, Rotary clubs work together on local and international projects that address today's more pressing humanitarian challenges.
- Rotary provides a platform for successful men and women of all ethnicities, faiths, and cultures to make the world a better place through volunteer service.

**Rotary's top philanthropic goal is to eradicate polio worldwide.**

- Rotary and its partners are close to eradicating polio, having achieved a 99.9 percent reduction in cases since 1988.
- Rotary's chief role is fundraising, advocacy, and mobilizing volunteers.
- Rotary members have contributed more than \$1.7 billion and countless volunteer hours to protect more than 2 billion children in 122 countries from polio.
- Rotary is working to raise an additional \$50 million per year through 2020 for polio eradication, to be matched 2-to-1 by the Bill & Melinda Gates Foundation.

**Rotary builds peace and international understanding not only through education and humanitarian service, but also by developing young leaders.**

- More than 900 graduates of the Rotary Peace Centers master's degree and professional development certificate programs are in key decision-making positions in governments, corporations, and organizations around the world.
- Rotary's humanitarian projects help prevent the underlying causes of conflict, such as poverty, illiteracy, and lack of clean water.
- Rotary's Youth Exchange program fosters international goodwill by enabling over 8,000 secondary school students to live and study abroad each year in 115 countries.
- Rotary's Interact and Rotaract programs develop young leaders by promoting volunteer service, leadership, and professional growth.

# WORKSHEET 11: DISTRICT CONFERENCE CHECKLIST



Planning for your district conference can begin as early as your term as governor-nominee. With the approval of the RI Board, you may choose the conference site based on a majority vote of either current club presidents or club presidents-nominee in the district.

Use this checklist as a guide for planning your district conference. For more information, refer to the [District Conferences page](#) on My Rotary.

- ☐ Become a member of the current district conference committee.
- ☐ Think about whom you will appoint to the district conference committee and subcommittee for your year as governor.
- ☐ Select a date, venue, and hotel for the district conference. Obtain a written contract from the venue/hotel.

DATE: \_\_\_\_\_

SITE: \_\_\_\_\_

HOTEL: \_\_\_\_\_

- ☐ Identify the goals and messages you want to convey.

\_\_\_\_\_

- ☐ Create a draft program.
- ☐ Identify and invite speakers, panelists, discussion leaders, sergeants-at-arms.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- ☐ Plan your promotion strategies.

Date to send registration materials: \_\_\_\_\_

Date to send promotional materials: \_\_\_\_\_

- ☐ Secure adequate liability and property insurance.

\_\_\_\_\_

\_\_\_\_\_

# WORKSHEET 12: YOUR CALENDAR



This checklist is designed to help you plan for your year. The items listed do not have fixed dates. In the calendar below, list each activity on a blank line of the appropriate month and add the date you will schedule it. Also add local events that are specific to your district.

## Activities

- ☐ Have your photograph taken for your business card, district website, etc.
- ☐ Order business cards.
- ☐ Attend district meetings.
- ☐ Attend training meetings convened by the governor-elect and the governor.
- ☐ Attend club visits made by the governor, if invited. (*Refer to worksheet 13: Club Visit Observation Form.*)
- ☐ Attend the governor's recognition events.
- ☐ Attend the Rotary International Convention.
- ☐ Prepare both a long version of your résumé to include on the district website and a short version to use for introductions.
- ☐ Create or revise a district organizational chart.
- ☐ Prepare written descriptions of responsibilities for each district position.
- ☐ Become familiar with district operating policies and deadlines.
- ☐ Set up procedures to track eligible expenses for your year as governor-elect.
- ☐ Become familiar with district procedures for handling funds.
- ☐ Create a file for each club in the district.
- ☐ Meet with a Rotary Foundation beneficiary or visit a project funded by a Rotary Foundation grant.
- ☐ Become familiar with your clubs' giving history (both Annual Fund and Endowment Fund) and work with your district Rotary Foundation committee chair to develop strategies for increasing club giving.
- ☐ Check out the websites of clubs in the district to identify potential leaders and learn about club projects.

- ☐ Prepare brief presentations for various occasions, including new member induction ceremonies, to have on hand in case of last-minute speaking requests.

### **District meetings**

- ☐ Assistant governor meetings
- ☐ Governor meetings
- ☐ District committee meetings
- ☐ District strategic planning discussion
- ☐ District conference planning meeting
- ☐ District conference
- ☐ District team training seminar
- ☐ Presidents-elect training seminar
- ☐ District training assembly
- ☐ District membership seminar
- ☐ Leadership development program
- ☐ District Rotary Foundation seminar
- ☐ District leadership seminar
- ☐ Rotaract district leadership training meeting
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

## **YEAR AS DISTRICT GOVERNOR-NOMINEE**

### **July — New Rotary Year**

- ☐ You're governor-nominee.
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

### **August — Membership and New Club Development Month**

- ☐ Observe the district membership seminar.
- ☐ Observe the district Rotary Foundation seminar.
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

### **September — Basic Education and Literacy Month**

- ☐ Attend your governor-nominee training, if offered, and Rotary institute.

☐ Begin planning the district conference for your year.

☐ \_\_\_\_\_

☐ \_\_\_\_\_

☐ \_\_\_\_\_

**October — Economic and Community Development Month**

☐ Accompany the governor on an official visit.

☐ \_\_\_\_\_

☐ \_\_\_\_\_

☐ \_\_\_\_\_

**November — Rotary Foundation Month**

☐ Observe a district leadership seminar.

☐ \_\_\_\_\_

☐ \_\_\_\_\_

☐ \_\_\_\_\_

**December — Disease Prevention and Treatment Month**

☐ Visit a club in your district. Consider volunteering in a service project.

☐ \_\_\_\_\_

☐ \_\_\_\_\_

☐ \_\_\_\_\_

**January — Vocational Service Month**

☐ \_\_\_\_\_

☐ \_\_\_\_\_

☐ \_\_\_\_\_

**February — Peace and Conflict Prevention/Resolution Month**

☐ Observe your district's district team training seminar. Consider observing one in another district as well.

☐ \_\_\_\_\_

☐ \_\_\_\_\_

☐ \_\_\_\_\_

**March — Water and Sanitation Month**

☐ Observe presidents-elect training seminar.

☐ \_\_\_\_\_

☐ \_\_\_\_\_

☐ \_\_\_\_\_

**April — Maternal and Child Health Month**

☐ Observe a district conference and the district training assembly this month or next.

☐ \_\_\_\_\_

☐ \_\_\_\_\_

☐ \_\_\_\_\_

**May — Youth Service Month**

☐ Observe another district's district training assembly.

☐ \_\_\_\_\_

☐ \_\_\_\_\_

☐ \_\_\_\_\_

**June — Rotary Fellowships Month**



- ☐ Attend the Rotary International Convention. Confirm dates at [Rotary.org](http://Rotary.org).
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

## YEAR AS DISTRICT GOVERNOR-ELECT

### **July — New Rotary Year**

- ☐ You're governor-elect! You will receive Lead Your District: Governor with a detailed planning calendar for your years as governor-elect and governor.
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_
- ☐ \_\_\_\_\_

# WORKSHEET 13: CLUB VISIT OBSERVATION FORM



Bring this observation form when you observe a club visit by your governor.  
Recording brief comments and ideas will help you plan topics and activities for  
your official visits as governor.

NAME OF CLUB VISITED \_\_\_\_\_

CLUB PRESIDENT \_\_\_\_\_

NUMBER ATTENDING \_\_\_\_\_

## EVENTS DURING VISIT

- ☐ Charter night
- ☐ Induction ceremony
- ☐ New member orientation
- ☐ Citation or award program
- ☐ Rotary Foundation event
- ☐ Intercity meeting

## TOPICS COVERED IN SPEECH

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## CLUB LEADERS

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

## ASSISTANT GOVERNOR

\_\_\_\_\_

## DISTRICT GOVERNOR

\_\_\_\_\_

Rotary's impact in communities around the world is strengthened by its public image – the consistent voice and visual identity that underscores the character of Rotary's brand.

To best fit your district's unique set of challenges and opportunities, use the guide below to inform a customized district communications strategy.

### Three Pillars of Communications

Communication strategies are supported by three fundamental pillars: public relations, marketing, and social media.

#### Public Relations

- The way we engage with external stakeholders – using our message, voice, and visual identity – defines how Rotary is perceived by our partners and the public.
- Positive public relations help our organization grow and drive change in the world.
- Engagement over a wide range of media using clear messaging and compelling visuals helps Rotarians receive recognition for the work they continue to accomplish.

#### Marketing

- Rather than engaging when an opportunity presents itself, marketing is proactive and dynamic outreach.
- Competition thrives even among service organizations, and Rotarians must be prepared to actively share Rotary's story and value with non-Rotarian audiences.
- To foster a strong perception of Rotary, Rotarians must lead as brand ambassadors by offering a consistent visual identity in print and digital media.

#### Social Media

- More audiences are using social media platforms to find out about events, stories, causes, and community activity in their area and globally.
- Social media users are a younger group that Rotary is continuously looking to engage.
- By being active on Facebook, Twitter, Instagram, or other social media platforms, organizations can become better connected to the communities they serve.

### Resources

The resources below can be found in the [Brand Center](#) on MyRotary:

- [Voice and Visual Identity Guide](#)
- [Messaging Guide](#)
- [Quick Start Guide for Club Websites](#)
- [Event Planning Guide](#)
- [Event Banners \(Promotional Resources\)](#)
- [Club Brochure Template](#)
- [District Public Image Seminar Guide](#)

## Communications Action Planning

Use the template below to structure your goals and make a plan for reaching them.

### Goal: Secure media mentions of activity in your district.

Tactic:  
Get to know reporters  
in your area.

Action steps:

1. Identify key local and regional publications.
2. Approach journalists strategically. Make sure to only present reporters with stories that fit their publication and topic they cover.
3. Engage media in club events: for example, invite a journalist to participate in an event or serve as master of ceremonies.

Person responsible:

District public image chairs (DPICs) or District governors.

Timeline:

Cultivating and maintaining relationships is a long-term process. Before the start of your term, be sure to consult your predecessor for any information on past relationships, media placements, or opportunities for growth.

### Goal:

Tactic:

Action steps:

Person responsible:

Timeline:

### Goal:

Tactic:

Action steps:

Person responsible:

Timeline:

### Goal:

Tactic:

Action steps:

Person responsible:

Timeline:

# TELLING YOUR PEOPLE OF ACTION STORY

During your year as governor, clubs throughout your district will have opportunities to promote Rotary to members of your community. You want to encourage them to tell a story that shows how they identified a challenge, worked together to address it, and made an impact locally. Once you understand how to tell a People of Action story, you can help clubs in your district do the same.

Choose a service project from the last year that you believe shows a Rotary club from your district making a real impact locally.

**PEOPLE of  
ACTION**

PROJECT:

Imagine you've been contacted by a local news organization to explain Rotary's impact in the community. Consider the following questions to help you develop your People of Action story. Take notes in the spaces provided. Then share your story with a partner.

1. What problem or challenge in your community was this project designed to solve?

2. How did the club take action to solve the problem?

3. What was the impact of this project? In other words, how did the club improve the lives of people in your community? Try to provide at least two key outcomes and statistics to support your answer.

4. Who do you want to hear this story?

5. What do you want the people who hear this story to do? (Learn more? Donate to your cause? Join you at an upcoming event? Visit your website or your social media channels?)

## **AFTER GETS**

In the coming year, consider the many opportunities your clubs will have to promote Rotarians as people of action. Here are a few ways you can make the People of Action campaign more successful:

- Contact the club you were thinking about during the activity and ask officers if they have used this story for a People of Action ad — if not, ask them if they would consider creating one.
- Tell stories about Rotarians in your district as people of action during your club visits.
- Work with your public image committee to inspire your clubs to use the campaign. Challenge each of them to develop a People of Action ad during your year as governor.
- Share your successes with Rotary at [pr@rotary.org](mailto:pr@rotary.org).

**STRENGTHENING MEMBERSHIP**  
**GROW ROTARY**

# LEARNING OBJECTIVES

- New Club Development
- Club Flexibility
- Club Creation Strategy Exercise
- Nurturing New Clubs
- Resources



# KEY OUTCOMES

Realize our clubs must improve their  
club culture and club experience  
to attract and retain Rotary members  
and form new clubs.

# CLUB MODEL TYPES

- TRADITIONAL
- E-CLUB
- SATELLITE
- PASSPORT
- CAUSED-BASED
- ALUMNI-BASED
- CORPORATE
- ROTARACT

# CUSTOMIZED CLUB DESIGN

## Rotary Club of Seaford, Australia

- Meets twice monthly
- Rotates meeting location – Rotarian's home, restaurant, hotel, bookstore, or coffee shop.
- Speakers are the exception, not the rule
- Main focus is service projects

## Twin Cities Rotary EcoClub, MN, USA

- Theme-based club devoted to environmental issues
- Focus on positive impact and fun through service and socials
- “young adults & young thinkers of all ages”
- Low cost dues
- Fewer meetings, more action

## Rotary “Ambassadors” Club, Kansas, USA

- 20 member capacity
- Meets twice monthly- online meetings and Sunday cocktail hours
- Quarterly home hosted Saturday night dinner
- Partner membership
- Paul Harris Society donors
- 3 projects annually

## Rotary Club of Cross Timbers, TX, USA

- Listed what they felt would be the ideal clubs and chartered at 62 members and grew to 100 in a year
- Meets mid morning on Fridays after breakfast and taking kids to school
- Heavy emphasis on different forms of fellowship
- “Perfect engagement, not perfect attendance
- “No drama”
- Records every meeting for ease of access

# PEOPLE OF ACTION PLANNING TOOL

Use the  
People of Action  
Planning Tool  
when developing  
a new club

PEOPLE OF ACTION PLANNING TOOL FOR ROTARY CLUBS

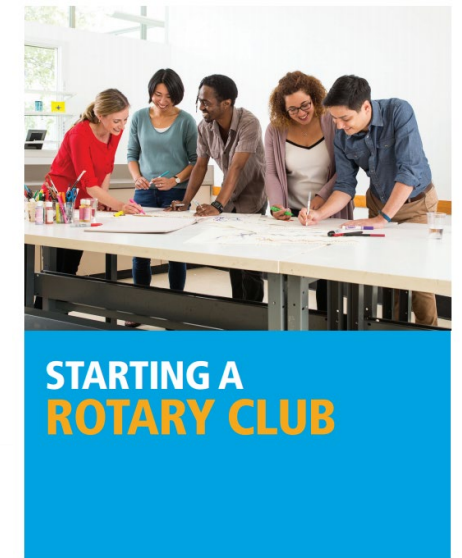
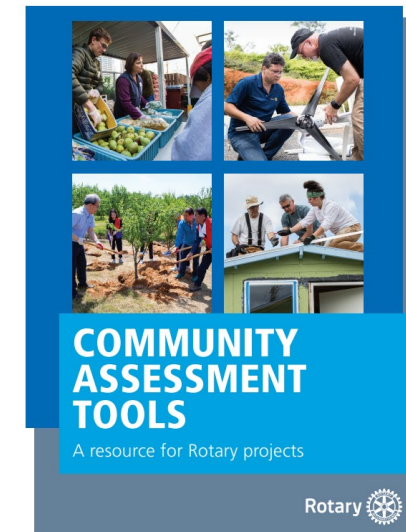
Club name <i>New Towne Rotary Club</i>	Who are the champions and leaders? <i>Co-Chairs: Mary Smith and Paul Harris</i>	From whom do we need buy-in? <i>Board, Club Members, Park Governing Body, Neighbors</i>	Who needs regular updates? <i>Board, Club Members, Park Governing Body, Neighbors</i>
Describe- <ul style="list-style-type: none"> <li>• Concept</li> <li>• Idea</li> <li>• Project</li> <li>• Event</li> <li>• Challenge</li> </ul>	How will you include Rotary Brand focus: <ul style="list-style-type: none"> <li>• Express clear Rotary club identification</li> <li>• Build pride for members</li> <li>• Inform the public &amp; community about the project/event</li> <li>• Inform public &amp; community about the club</li> </ul>	How will you include Membership focus: <ul style="list-style-type: none"> <li>• Attract prospective members</li> <li>• Engage current members</li> <li>• Build connections &amp; friendships</li> </ul>	How will you include Foundation focus: <ul style="list-style-type: none"> <li>• Increase participation in projects</li> <li>• Share impact</li> <li>• Encourage giving</li> <li>• Provide recognition</li> <li>• Celebrate!</li> <li>• Attract future partners &amp; donors</li> </ul>
Rotarian at Work Day April 25, 2020  Local park that needs clean-up and rehab	<ol style="list-style-type: none"> <li>1. Create signage using your club's Rotary logo</li> <li>2. Wear Rotary apparel or a special People of Action shirt for the event</li> <li>3. Provide updated club brochures at the event</li> <li>4. Share widely on social media platforms in advance</li> <li>5. Use Facebook Live to share the action and results of the project</li> <li>6. Take lots of photos to use as People of Action posts and print ads</li> <li>7. Involve the media</li> </ol>	<ol style="list-style-type: none"> <li>1. Get all members on board and excited!</li> <li>2. Members invite family and friends to the event</li> <li>3. Invite another club to participate</li> <li>4. Involve Interact and Rotaract and Alumni</li> <li>5. Promote the event well in advance and invite neighbors and city officials</li> <li>6. Keep a sign in sheet for participants and invite them to the club to thank</li> <li>7. Celebration at end to thank volunteers</li> </ol>	<ol style="list-style-type: none"> <li>1. Use a district grant</li> <li>2. Include Polio information at sign in table and in brochure/purple pinkies at sign in or at celebration</li> <li>3. Recognize financial sponsors with Paul Harris recognition at the club after event</li> <li>4. Include the club's grant projects in social media</li> <li>5. Can this be part of a larger project in the future using Foundation?</li> </ol>

# NURTURING NEW CLUBS

- Notify existing clubs in the area
- Identify leaders/leadership for 3 years
- Be available for support and motivation
- Address conflict early
- Keep members engaged
- Celebrate success
- Utilize resources

# RESOURCES

- Starting a Rotary Club
- *Start a Club, Membership, and Flexibility* pages on My Rotary
- Data & Membership Reports
- Community Assessment Tools
- RC, ARC, RMO, and CDS



Rotary 

JOIN LEADERS: [Rotary.org](https://www.rotary.org)  
800 281-0171

# HOW TO MANAGE MEMBERSHIP LEADS (FOR DISTRICTS)



ROTARY.ORG > MY ROTARY | Sign in/Register

Club Finder Location/Language

Rotary My Rotary Exchange Ideas Take Action Learning & Reference Manage The Rotary Foundation Member News

**CLUB & DISTRICT ADMINISTRATION**

- Club Administration
- District Administration**
- Contributions
- Reports
- Club Invoice

**TOOLS**

- Community Marketplace
- RSS Feeds
- Mobile Apps
- Member Data Integration

Go to Rotary.org and sign in to My Rotary. Then go to **Manage**, then **District Administration**.

**1**

Rotary My Rotary Exchange Ideas Take Action Learning & Reference Manage The Rotary Foundation

Home | Manage | Club & District Administration | District Administration

## DISTRICT ADMINISTRATION

### CLUB FINANCES

- ★ **Club Invoice**  
View the most recent invoices for each of your clubs.  
[View invoices](#) | [View club balance report](#) | [About the club invoice](#)

### CLUB & MEMBER DATA

- ★ **Manage Membership Leads**  
Review your online membership leads for prospective, referred, and relocating or returning members. Then assign and track your candidates through the membership process – from inquiry to induction.  
**[View or manage leads](#)** | [About the membership leads program](#)

Select **View or manage leads**.

**2**

If you don't have any leads,  
you'll get a message that explains why.

## MANAGE MEMBERSHIP LEADS

You can filter or sort leads. Scroll down to see more pages.

3

### SHOW LEADS BY:

#### PROSPECT TYPE

Any

#### STATUS

Any

[FILTER](#)

SUBMISSION DATE	PROSPECT TYPE	CANDIDATE	CURRENT STATUS
29-Oct-2015	Prospective member	John Smith	District assigned candidate to club <a href="#">Manage status</a>
2-Nov-2015	Referral	Jane Referral	District contacted candidate
2-Nov-2015			

View your leads here. District governors and membership committee chairs can select a candidate's name to see more information.

#### SUBMISSION DATE

29-Oct-2015

Prospective member

John Smith

District assigned candidate to club

[Manage status](#)

#### PROSPECTIVE MEMBER

##### FIRST NAME

John

##### LAST NAME

Smith

##### EMAIL

Personal  
johnsmith@hotmail.com

##### PHONE

Home  
555-555-5555  
Antaretica

##### PROFESSION

Sales Manager

##### EMPLOYER NAME

XYZ Company

##### AGE RANGE

40-49

##### GENDER

Male

##### CLUB MEETING LOCATION

ABC city, Antaretica

##### CLUB MEETING DAY

Wednesday

##### CLUB MEETING TIME

Morning

##### MEMBER ID

1234

### Prospective member leads show:

- How they heard about Rotary
- Alumni and program participation

### Referral leads show:

- Details about the candidate
- Who made the referral

### Rejoin or change club leads show:

- Current or previous clubs and positions held
- Previous club and district



## MANAGE MEMBERSHIP LEADS

View and manage your membership leads, including prospective, referred, and former or current members who are rejoining or changing clubs. Keep clubs and districts informed about the progress of your candidates.

You are viewing membership leads for **District** 1234

Active and historical membership leads report

### SHOW LEADS BY:

#### PROSPECT TYPE

Any

#### STATUS

Any

[FILTER](#)

SUBMISSION DATE	PROSPECT TYPE	CANDIDATE	CURRENT STATUS
29-Oct-2015	Prospective member	John Smith	District assigned candidate to club <a href="#">Manage status</a>

### CURRENT STATUS

District assigned candidate to club

### FEEDBACK

If a club is grayed out, it has opted not to receive leads.

### CHANGE STATUS \*

District assigned candidate to club

### CLUB \*

- Select -

To take action on a lead, select **Manage status**. Then choose an action from the Change Status drop-down menu and select a club, if appropriate. Be sure to leave feedback for your clubs to endorse the candidate or add other notes for your club or district leaders. (Feedback is a requirement for some statuses.) Then hit **Submit**.

### FEEDBACK

Some statuses are considered the final step of the process and the leads are no longer visible on this page. You can access these inactive leads in reports (see step 5).

250 characters

[SUBMIT](#)

If a club doesn't take action on a lead, it will be routed back to you for reassignment.

Status history shows the progress of active leads and any feedback left by assigned clubs, other district leaders, or staff.

### STATUS HISTORY

DATE	STATUS	DISTRICT/CLUB	FEEDBACK
4-Nov-2015	District assigned candidate to club	Club name	Feedback from district
29-Oct-2015	Staff assigned candidate to district	1234	



## MANAGE MEMBERSHIP LEADS

View and manage your membership leads, including prospects in districts informed about the progress of your candidates.

You are viewing membership leads for **District**.

[Active and historical membership leads report](#)

You can view reports by selecting this link for inactive leads or selecting **View reports** as shown below.

## REPORTS

### INDIVIDUAL REPORTS

#### Contributions & Recognition



##### Donor History Report

View your contributions to The Rotary Foundation

[View report](#) | [Give online](#) | [Mail your contribution](#)

The **View reports** link leads to two reports:

- **Membership Leads Report** — List of active and historical leads and all associated data, by individual lead
- **Membership Leads Executive Summary** — Analysis of how your leads have heard about Rotary, their progress and demographics, and the average time to contact, assign, and admit them

### CLUB REPORTS



##### Membership Leads

Find a list of active and historical leads in the Membership Leads Report. Review demographics of your leads, and see the average time to admit them in the Membership Leads Executive Summary.

[View reports](#) | [About the membership leads program](#)

For more information about membership leads, see [Connect to Membership Leads](#). Questions? Email [membershipdevelopment@rotary.org](mailto:membershipdevelopment@rotary.org).





# ROTARY CLUB HEALTH CHECK

Just as routine doctor's visits help us identify health risks before they become serious, a club health check can diagnose problem areas and prescribe remedies.

By using this health check, you're taking a step to maintain your club's health and preserve its value for members and the community.

Place a check mark in the boxes next to the statements you consider to be true. Then act on the suggested remedies for any problem areas you've identified.



## YOUR CLUB EXPERIENCE



Members who have a positive Rotary experience are more likely to stay. In turn, they create a positive Rotary experience for others, because their enthusiasm is contagious. If your club's members genuinely enjoy being a part of the club, you're on the right path. Your experience includes not just your club meetings and other activities, but also the connections you've made and your pride in Rotary's work.

- 
- ☐ I look forward to attending club meetings.
  - ☐ Our club meeting programs are relevant, interesting, and varied.
  - ☐ We have a greeter who welcomes members to meetings.
  - ☐ Our meetings are organized and run professionally.
  - ☐ Members sit at different tables each week to meet and talk to different people.
  - ☐ Some of the members of my club are my close friends.
  - ☐ Members other than club leaders participate in Rotary events at the district or international level.
  - ☐ Most members are aware of Rotary's progress toward polio eradication and feel proud to be a part of it.
  - ☐ Our members contribute to The Rotary Foundation.
  - ☐ We raise funds in a way that allows members to contribute what they wish.
  - ☐ We recognize members of the club or community at least monthly.
  - ☐ I have made international connections through Rotary.
  - ☐ Our club tries new things (activities, meeting practices and formats, service, socials, etc.) to enrich members' experience.

**SEE THE FOLLOWING PAGE  
FOR YOUR PROGNOSIS**





While some members leave for logistical reasons, many leave because of a lack of engagement, an inflexible club culture or other unmet expectations, all of which affect a member's experience. If members are not having a good experience, your club is at risk of losing them. Look at the boxes left unchecked and consider implementing those suggestions as well as these:

PROBLEM AREA	PRESCRIPTION
Club meetings	<ul style="list-style-type: none"> <li>+ Change the meeting format or style. For ideas, see <b>Lead Your Club: President</b>, chapter 2, and <b>Be a Vibrant Club's</b> "Ideas to try."</li> <li>+ Find out what your members want using the <b>Member Satisfaction Survey</b> and then give them that experience.</li> <li>+ Develop leadership skills among club leaders and members by holding a <b>leadership skills training</b>.</li> </ul>
Rotary experience beyond the club	<ul style="list-style-type: none"> <li>+ Sponsor an <b>Interact</b> or <b>Rotaract</b> club, <b>organize a RYLA event</b>, <b>create a scholarship</b>, or <b>start an exchange</b>.</li> <li>+ Join a <b>Rotary Fellowship</b> or <b>Rotarian Action Group</b>.</li> <li>+ Promote district events that are open to all members. Try having someone who's attended in the past talk about the experience.</li> <li>+ Promote the work that Rotary does globally, including polio eradication, by showing a short <b>Rotary video</b> or projects on <b>Rotary Showcase</b> during a club meeting.</li> </ul>

## SERVICE AND SOCIALS



Participating in service and having fun with fellow members are the primary reasons Rotarians join and stay in Rotary. The healthiest clubs vary their activities and offer multiple ways to get involved. Try a new kind of social event or a different service experience and watch the impact it has on your club.

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- ☐ Our club holds regular get-togethers (aside from club meetings) for socializing and networking.
- ☐ Our club encourages members to bring partners, spouses, and family members to club meetings and events.
- ☐ Our club offers members leadership opportunities and professional development.
- ☐ Our club invites Rotaractors, Interactors, and Youth Exchange students to participate in meetings and is active in Interact and Rotaract clubs and mentors their members.
- ☐ Our club sponsors a Rotaract or Interact club, sponsors or hosts a Youth Exchange student, or sponsors a RYLA participant.
- ☐ We consult community leaders and community members to determine needs before choosing a project.
- ☐ We visit Rotary Ideas, an online project idea starter, before choosing a new project.
- ☐ Our club has a service project in progress.
- ☐ All members can give input on service and social activities.
- ☐ Our club service projects are aligned with Rotary's areas of focus and Avenues of Service.
- ☐ Our club has applied for or used Rotary grant funds for a service project.



Clubs that have inadequate social or service opportunities are at risk of losing members who don't feel connected or empowered. The good news is that these deficiencies can be remedied in fun and rewarding ways. Look at the boxes left unchecked and consider implementing those suggestions as well as these:

PROBLEM AREA	PRESCRIPTION
Opportunities for service	<ul style="list-style-type: none"> <li>+ Sponsor an <b>Interact</b> or <b>Rotaract</b> club, <b>organize a RYLA event</b>, <b>create a scholarship</b>, <b>start an exchange</b>, join a <b>Rotarian Action Group</b>, or <b>support the Rotary Peace Centers</b>.</li> </ul>
Quality of projects	<ul style="list-style-type: none"> <li>+ Use <b>Community Assessment Tools</b>, <b>Guide to Global Grants</b>, and <b>Rotary Ideas</b> to improve the quality of your projects.</li> </ul>
Social activities	<ul style="list-style-type: none"> <li>+ Put one or two members in charge of organizing socials throughout the year.</li> <li>+ Join a <b>Rotary Fellowship</b>.</li> </ul>
Leadership	<ul style="list-style-type: none"> <li>+ Hold a <b>leadership training</b>.</li> </ul>

## MEMBERS



A healthy club is one that is growing and changing. Having members with diverse perspectives and backgrounds will fuel innovation and give your club a broader understanding of your community's needs. Pay attention to how your members are feeling about the club. Research shows that one of the most common reasons members leave is that club leaders are not open to new ideas. Involving members and giving them a voice in their club's future will strengthen both the club and members' commitment to Rotary.

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- ☐ Our club has had a net increase in members in the past year.
- ☐ Our club has had a net increase in female members in the past year.
- ☐ Our club has had a net increase in members under age 40.
- ☐ Our club seeks to recruit members from professions in the community that are underrepresented in the club.
- ☐ Our club keeps in touch with Rotary alumni (former Rotaractors, Youth Exchange students, peace fellows, and participants of other Rotary programs).
- ☐ Our club actively recruits Rotary alumni.
- ☐ Our club actively recruits recently retired professionals.
- ☐ Our club retains at least 90 percent of its members each year.
- ☐ At least 75 percent of our club members are involved in a hands-on service project, a leadership role, or other assigned roles.
- ☐ Our club has a process for soliciting feedback from members.
- ☐ A designated person checks and follows up on membership leads assigned to the club.
- ☐ Guests are asked to introduce themselves and are invited back.
- ☐ Member benefits are explained and promoted to new and continuing members.
- ☐ New members are provided with an orientation and opportunities to get involved.
- ☐ Newer and seasoned members are paired for mentoring relationships.
- ☐ We ask members to speak at meetings about their vocations or other topics of interest.





Clubs that have deficiencies in membership are at risk of becoming outdated, dull, and less valuable to their members and community. Fortunately, there are many tools available that are proven to give results. Look at the boxes left unchecked and consider implementing those suggestions as well as these:

PROBLEM AREA	PRESCRIPTION
Member diversity	<ul style="list-style-type: none"> <li>+ Take action to diversify your club using <b>Diversifying Your Club: A Member Diversity Assessment</b>.</li> </ul>
Professional diversity	<ul style="list-style-type: none"> <li>+ Make your club a microcosm of your community with <b>Representing Your Community's Professions: A Classification Assessment</b>.</li> </ul>
Stagnant or declining membership	<ul style="list-style-type: none"> <li>+ Create a membership development plan with <b>Strengthening Your Membership</b>.</li> <li>+ <b>Connect to Membership Leads</b> assigned to your club using <b>How to Manage Membership Leads (For Clubs)</b> and <b>resources for prospective members</b>.</li> <li>+ Target prospective members using this <b>exercise</b>.</li> <li>+ Show members how to <b>propose new members</b> to their own club and explain that they can <b>refer</b> qualified prospects to other clubs.</li> </ul>
Members leaving	<ul style="list-style-type: none"> <li>+ Start with the <b>Member Satisfaction Survey</b> to enhance current members' experience.</li> <li>+ Learn and act on trends using the <b>Retention Assessment and Analysis</b>.</li> <li>+ Use the <b>Exit Survey</b> to understand why members resign.</li> <li>+ Let resigning members know they can <b>rejoin or change clubs</b> when they are ready.</li> </ul>
Orientation and Rotary knowledge	<ul style="list-style-type: none"> <li>+ Offer <b>new member orientation, leadership development</b>, and ongoing learning opportunities with Rotary's <b>Learning Center</b>.</li> </ul>

## IMAGE



Clubs that have fun and make an impact are attractive to those who see that. A positive public image improves your club's relationship with your community and prospective members. Make sure your club is getting the credit for the service you provide. Demonstrating that your club meets real needs confirms your value to your community.

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- ☐ We have an online presence, including a public-facing, visually appealing club website, Facebook page, or other social media page that explains what the club does, who its members are, and the benefits of membership.
- ☐ Our club has members dedicated to public image and outreach.
- ☐ Our club appeared in the local media multiple times last year.
- ☐ We promote our club and Rotary through various media in the community.
- ☐ Our club invites members of the media to cover our service work.
- ☐ Our club materials follow Rotary's updated branding guidelines.
- ☐ We use branded materials and templates from Rotary's Brand Center.
- ☐ We use marketing materials provided by Rotary International, such as public service announcements, videos, images, and logos.
- ☐ We display Rotary signs and banners at our meeting place.
- ☐ Our club's presence is known in our community.
- ☐ We have a customized brochure that we give to community members and prospects.
- ☐ We use Rotary Showcase to promote our finished projects.



Clubs that don't have a visible presence in their community are at risk of minimizing their impact or being perceived as irrelevant. Rotary has resources that can help. Look at the boxes left unchecked and consider implementing those suggestions as well as these:

PROBLEM AREA	PRESCRIPTION
Community awareness	<ul style="list-style-type: none"> <li>+ Use the resources in Rotary's <b>Media Center</b> and use them in your community's media.</li> <li>+ Plan events to raise community awareness of Rotary. Use the events guide in Rotary's <b>Brand Center</b>.</li> </ul>
Outdated materials	<ul style="list-style-type: none"> <li>+ Find customizable club brochures and membership materials on Rotary's <b>Brand Center</b>.</li> <li>+ Follow the <b>Voice and Visual Identity Guidelines</b> in any materials your club creates.</li> <li>+ Use <b>Rotary Images</b> and <b>Rotary videos</b>, as well as images of your members, in your materials.</li> </ul>
Online presence	<ul style="list-style-type: none"> <li>+ Find a tech-savvy member to create and manage your club website and social media pages.</li> <li>+ Take the social media course in the <b>Learning Center</b>.</li> <li>+ Use <b>Rotary Images</b> and <b>Rotary videos</b>, as well as images and videos of your own members.</li> <li>+ Share your projects on <b>Rotary Showcase</b>.</li> </ul>
Marketing expertise	<ul style="list-style-type: none"> <li>+ Find tips in <b>Lead Your Club: Public Relations Committee</b> and put members with public relations expertise on the committee.</li> <li>+ Recruit professionals with marketing expertise using ideas from <b>Finding New Club Members: A Prospective Member Exercise</b>.</li> <li>+ Build your own social media expertise using the Social Media Toolkit in Rotary's <b>Brand Center</b>.</li> </ul>

## BUSINESS AND OPERATIONS



When your club runs smoothly, you likely have good leaders who are looking toward the club's future. The leaders shape the club as a whole, and it's crucial to have skilled people in those leadership positions. For this reason, leadership development is also a way to fortify your club.

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- ☐ We have a strategic plan for our club that we update regularly.
- ☐ We have annual goals and enter them in Rotary Club Central.
- ☐ Our club has committees that support the activities and regularly report to the club board on progress toward goals.
- ☐ Our club board changes what isn't working well and updates club bylaws accordingly.
- ☐ We have a process for ensuring continuity that includes preparing members for leadership positions, documenting procedures, and involving current, past, and future leaders in decisions.
- ☐ Our club president attends PETS, and club leaders attend the district training assembly.
- ☐ Members attend district events and seminars on Rotary topics that interest them.
- ☐ New members are officially inducted and are presented with appropriate materials.
- ☐ At least half of our club's members have a My Rotary account.
- ☐ Club officers conduct Rotary business using My Rotary or integrated club software.
- ☐ Our club sets and approves a budget for the upcoming Rotary year, designates a treasurer, and keeps separate bank accounts for administration and fundraising or project funds.
- ☐ Our club sets and achieves fundraising goals using a variety of fundraising activities.
- ☐ We ask our members to complete a member satisfaction survey each year.
- ☐ We offer ongoing learning opportunities for our members.



Clubs that don't have skilled members in leadership roles or that neglect member needs are at risk of becoming ineffective and obsolete, and losing their members as a result. There are plenty of remedies for clubs that want to thrive. Look at the boxes left unchecked and consider implementing those suggestions as well as these:

PROBLEM AREA	PRESCRIPTION
Planning and goal setting	<ul style="list-style-type: none"> <li>+ Create a vision for your club and set long-range and annual goals using the <b>Strategic Planning Guide</b>.</li> <li>+ Track your annual goals in <b>Rotary Club Central</b>.</li> <li>+ Use <b>Strengthening Your Membership</b> to make a membership development plan.</li> </ul>
Innovation	<ul style="list-style-type: none"> <li>+ Ask members for input using the <b>Member Satisfaction Survey</b>, and try their ideas. If they're successful, edit your club bylaws accordingly.</li> <li>+ Use templates in the <b>Brand Center</b> to create your own materials.</li> </ul>
Processes	<ul style="list-style-type: none"> <li>+ Develop standard processes for <b>new members, prospective member follow-up, proposing a new member</b>, leadership continuity, etc.</li> </ul>
Leadership	<ul style="list-style-type: none"> <li>+ Find tips and resources in Lead Your Club: <b>President, Secretary, and Treasurer</b>.</li> <li>+ Offer leadership development opportunities and promote self-paced learning with Rotary's <b>Learning Center</b>.</li> </ul>
Managing funds	<ul style="list-style-type: none"> <li>+ Use <b>The Rotary Foundation Reference Guide</b> to learn about giving options.</li> <li>+ Find best practices in <b>Lead Your Club: Treasurer</b>.</li> </ul>
Managing your club on MyRotary	<ul style="list-style-type: none"> <li>+ Use the <b>Club Administration</b> section of My Rotary to find reports; add, edit, or remove a member; pay your club invoice; and track your membership leads.</li> </ul>

## WHAT'S NEXT?



Using the Rotary Club Health Check is the first step in becoming a healthier, more vibrant club. Take note of which areas had the most check marks and which had the fewest. Look at the suggested remedies and take action. When you visit your doctor, you may get advice about maintaining your good health or possibly a prescription or two to combat an ailment. If you don't follow the advice or take the prescriptions, you aren't making the most of your visit. Similarly, to make the most of your club health check, use the suggested resources to treat your problem areas. Paul Harris said, "May our happiness increase with our usefulness." As our communities and their needs change over time, Rotary clubs must adapt to continue to be useful. Your efforts to make changes will recharge your members and keep your club fit and relevant.

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### FEATURED RESOURCES

#### Membership Assessment Tools

#### Membership resources

#### Brand Center

#### Learning Center

#### Rotary videos



## CLUB MODELS

Rotary is a global network of 1.2 million neighbors, friends, leaders, and problem-solvers who see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves. The criteria for membership are simple. For Rotary clubs, a member needs to be an adult — or for Rotaract clubs, a person age 18-30 — who demonstrates good character, integrity, and leadership; has a good reputation within their business or profession and community; and willing to serve in the community or have an impact elsewhere in the world. All clubs share similar values and a passion for service, but no two clubs are the same because each community has its own unique needs.

Club Model	Description	Appeals to	Minimum number of charter members
<a href="#"><u>Traditional Rotary Club</u></a>	Professionals and aspiring leaders who meet regularly for service, connections, and personal growth	People looking for connections, service opportunities, and traditions Learn more at <a href="#"><u>Start a Club</u></a> .	20
<a href="#"><u>Satellite Club</u></a>	A Rotary club sponsored by a traditional club but with its own meetings, projects, bylaws, and board	Those who want a club experience or meeting format or time other than what's offered by the traditional clubs in the area Learn more in the <a href="#"><u>Guide to Satellite Clubs</u></a> .	8
<a href="#"><u>E-Club</u></a>	A Rotary club that meets primarily online	People who travel frequently, whose schedules make it difficult to meet in person, or who prefer an online experience Learn more about <a href="#"><u>online club meetings</u></a> .	20
<a href="#"><u>Passport Club</u></a>	A Rotary club that allows members to attend other Rotary club meetings as long as they attend a specified number of meetings in their own club each year	People who travel frequently, or those who enjoy trying a variety of club experiences and meeting lots of new people Learn more in the <a href="#"><u>Guide to Passport Clubs</u></a> .	20
<a href="#"><u>Corporate Club</u></a>	A club whose members (or most of them) work for the same employer	Employees of an organization who want to come together to do good in their community	20
<a href="#"><u>Cause-Based Club</u></a>	A club whose members are passionate about a particular cause and focus their service efforts in that area	People who want to connect with others while addressing a particular set of problems.	20
<a href="#"><u>Alumni-based Club</u></a>	A club whose members (or most of them) are former Rotary or Rotary Foundation program participants	People who have participated in Rotary outside of a club	20
<a href="#"><u>Rotaract Club</u></a>	A club of members ages 18-30 that is sponsored by a Rotary club and often works with that club on projects	Younger people who want to serve their communities, develop leadership and professional skills, and have fun through service. Learn more in the <a href="#"><u>Rotaract Handbook</u></a> .	n/a

All club models meet at least twice each month. With exception of Rotaract clubs, all active members pay US\$68.00 in annual dues, are counted in Rotary International's database, and have voting privileges.

# PRACTICING FLEXIBILITY AND INNOVATION



**RELEVANCE:** Flexible and innovative clubs are more appealing to prospective members and help keep current members more engaged.

## Learning objectives

At the end of this session, participants should be able to help clubs:

- Identify ways to make their club more flexible
- Understand the value of accommodating members' needs

## Resources

- [Practicing Flexibility and Innovation \(online course\)](#)
- [www.rotary.org/flexibility](http://www.rotary.org/flexibility)
- [Frequently asked questions](#)
- [Start Guide for Alternate Membership Types \(includes sample bylaws\)](#)
- [Enhancing the Club Experience: Member Satisfaction Survey](#)
- [Rotary Governance Documents](#)





## **Club Goal Planning**

Rotary Clubs need a plan and strategy to meet fundraising goals. Attached are templates and sample plans and strategies.

Sample Rotary Foundation  
Club Budget Plan  
(100 Rotarians)

A. Annual Giving/Share

1. 4 Paul Harris Society Members:	\$ 4,000
2. 6 New Paul Harris Fellows	\$ 6,000
3. Miscellaneous EREY and Sustaining Contributions:	\$ 5,000
4. 10% Net Proceeds from Fall Club Fundraiser	\$ <u>800</u>
	\$15,800

B. Polio

1. Pints for Polio (2):	\$ 1,200
2. Misc. Change Jar - Club Meetings:	\$ 1,000
3. 1 Paul Harris Society Member	\$ 1,000
4. Donation in Lieu of Speaker Gifts (from Operating Budget):	\$ 100
5. 10% Net Proceeds from Spring Club Fundraiser:	\$ <u>500</u>
	\$ 3,800

C. Recruiting Goals

1. 2 new Benefactors
2. 6 New Paul Harris Fellows
3. 2 New Paul Harris Society Members

D. Club Raffle Proceeds

Goal to obtain "match" funds for Grants.	
1. Global Grant *:	\$ 4,500
2. District Grant:	\$ <u>1,500</u>
	\$ 6,000
(*Plus funds from other Clubs)	

E. Local Projects and Scholarships

Funded by 90% Proceeds from Club Fall and Spring Fundraisers:	\$11,700
---	----------

Sample Rotary Foundation  
Club Budget Plan  
( \_\_\_\_\_ Rotarian Members)

A. Annual Giving – Share.

- |    |  |          |
|----|--|----------|
| 1. | _____ Paul Harris Society Members:               | \$ _____ |
| 2. | _____ New Paul Harris Fellows:                   | \$ _____ |
| 3. | Miscellaneous EREY and Sustaining Contributions: | \$ _____ |
| 4. | _____ % Net Proceeds from Fall Club Fundraiser:  | \$ _____ |
| 5. | _____  | \$ _____ |
| 6. | _____  | \$ _____ |

B. Polio.

- |    |   |          |
|----|---|----------|
| 1. | Pints for Polio (or similar)                              | \$ _____ |
| 2. | Misc. Change Jar - Club Meetings                          | \$ _____ |
| 3. | _____ Paul Harris Society Members                         | \$ _____ |
| 4. | Donation in Lieu of Speaker Gifts (from Operating Budget) | \$ _____ |
| 5. | _____ % Net Proceeds from Spring Club Fundraiser          | \$ _____ |
| 6. | _____   | \$ _____ |
| 7. | _____   | \$ _____ |

C. Recruiting Goals.

- |    |                                       |
|----|---------------------------------------|
| 1. | _____ New Benefactors                 |
| 2. | _____ New Paul Harris Fellows         |
| 3. | _____ New Paul Harris Society Members |
| 4. | _____                                 |

D. Club Raffle (or other event) Proceeds.

Goal to obtain "match" funds for R.F. Grants

- |    |                      |          |
|----|----------------------|----------|
| 1. | For Global Grant *   | \$ _____ |
| 2. | For District Grant * | \$ _____ |
|    |                      | \$ _____ |

(\* Plus funds from other Clubs)

E. Local Projects and Scholarships.

Funded \_\_\_\_\_ % by Proceeds from Club Fall and Spring Fundraisers: \$ \_\_\_\_\_

SAMPLE  
PLAN IMPLEMENTATION STRATEGIES TO MEET GOALS  
MIDDLE OF THE HIGHWAY ROTARY CLUB 2019-20

1. Obtain two new PHS members – we have three already (two for Annual Fund and one for Polio).
2. Six new Paul Harris and two new Benefactors.
3. Be a 100% Foundation Giving Club and earn the banner:
  - a) Our Plan: \$158 average per member (banner requirement \$100)
  - b) Every member contribute at least \$25 to Annual Fund, Polio, Global Grant and/or Endowment (minimum requirement for banner).
4. In order help to make goal, provide for 10% of Fall fundraiser to Annual Fund and 10% of Spring fundraiser proceeds to Polio.
5. Various Polio fundraising activities.
6. Raffle for our Matching Funds Grant projects.
7. 90% of funds from fundraisers for local projects.
8. Financial result will be 40% increase from prior year which had no plan.
9. Membership: Current Club size 100 – Goal of increase of membership by +5; plus with new grant projects and better publicity of Club activities it might be +10.
10. Projects and Publicity: Impactful local and international projects to engage members with projects selected after input at a Club Assembly – projects' work to be publicized in local newspaper, Club website and District website, Facebook and Club meetings.

## **Club Banner Recognitions**

### **100% Paul Harris Fellow Club**

For clubs in which all dues-paying members are Paul Harris Fellows. This is a one-time recognition.

### **100% Foundation Giving Club**

For clubs that achieve an average of \$100 in per capita giving and 100% participation with every dues-paying member contributing at least \$25 to any or all of the following during the Rotary year: Annual Fund, PolioPlus Fund, approved global grants, or Endowment Fund.

### **Every Rotarian, Every Year Club**

For clubs that achieve a minimum Annual Fund contribution of \$100 per capita during the Rotary year, and every dues-paying member must personally contribute at least \$25 to the Annual Fund during the year.

### **Top Three Per Capita in Annual Fund Giving**

For the three clubs in each district that give the most, per capita, to the Annual Fund. Clubs that give at least \$50 per capita are eligible.



# TERMS AND CONDITIONS FOR ROTARY DISASTER RESPONSE GRANTS

The Rotary Foundation (TRF) may modify the terms and conditions of the grant at any time. Updates can be found at [rotary.org/grants](https://rotary.org/grants) or requested from [Rotary grants staff](#).

## **I. WHAT ARE ROTARY DISASTER RESPONSE GRANTS?**

Rotary disaster response grants support relief and recovery efforts in areas that have been affected by disaster within the past six months. Districts are responsible for identifying the needs in those communities and determining how funding could best meet their needs. The district will have the authority to distribute the funds it receives from TRF and is required to report on the use of funds spent on relief and recovery projects.

## **II. ELIGIBILITY GUIDELINES**

All Foundation grant activities must:

1. Relate to the mission of The Rotary Foundation
2. Include the active participation of Rotarians
3. Exclude any liability to The Rotary Foundation or Rotary International beyond the funding amount of the grant
4. Adhere to the governing laws of the United States and the host area of the grant, and harm no individuals or entities. Sponsors of projects in and travel planned to countries sanctioned by the Office of Foreign Assets Control (OFAC) of the United States Department of Treasury may need to supply additional information.
5. Be reviewed and approved by TRF before their implementation. Grants may not be used to reimburse clubs or districts for activities and expenses already completed or in progress. Planning for grant activities prior to approval is encouraged, but expenses may not be incurred. After grant approval, any changes to the original project plan must be pre-approved by TRF.
6. Demonstrate sensitivity to the host area's tradition and culture
7. Comply with the Conflict of Interest Policy for Program Participants as outlined in section 30.040. of [The Rotary Foundation Code of Policies](#).
8. Comply with the Rotary International policies for use of the name "Rotary" or other Rotary Marks, as outlined in sections 34.040.6. and 34.040.11. of the [Rotary Code of Policies](#).

9. Include signage on, or in conjunction with, projects that identifies the role of the grant sponsors and The Rotary Foundation as outlined in section 40.010.2. of The Rotary Foundation Code of Policies and in accordance with Rotary's Voice and Visual Identity Guidelines.
10. Follow Rotary's Privacy Statement for Personal Data stated in section 26.080. of the Rotary Code of Policies. Grant applications and reports should not include beneficiaries' personal data (name, age or date of birth, or other identifying information) or images of the beneficiary unless (a) it is requested by TRF and (b) written consent of the beneficiary (or their parent or legal guardian) is provided. If such personal data is inappropriately included, it may cause delays in the grant process while TRF ensures compliance with Rotary's Privacy Policy.

In addition, Rotary disaster response grants may:

1. Allocate up to 3 percent of the grant award for grant-related administrative expenses such as bank fees, postage, software, and an independent financial assessment
2. Allocate up to 20 percent of the grant award for contingencies, but all projects and activities added to the grant after it has been approved must then be approved by TRF before funds may be spent.

Each health care professional who will provide services as part of the grant activities are expected to have a minimum of US\$500,000 in professional liability insurance coverage (a.k.a. errors and omissions liability). This refers to coverage for that participant's legal liability that could arise from their professional acts or omissions that cause harm to others. The participant is responsible for obtaining and paying for this coverage.

### **III. RESTRICTIONS**

Grants cannot be used to unfairly discriminate against any group, promote a particular political or religious viewpoint, support purely religious functions, support activities that involve abortion or that are undertaken solely for sex determination, fund the purchase of arms or ammunition, or serve as a new contribution to the Foundation or another Rotary Foundation grant.

In addition, grants cannot fund:

1. Continuous or excessive support of any one beneficiary, entity, or community
2. Establishment of a foundation, permanent trust, or long-term interest-bearing account
3. The purchase of land or buildings
4. Fundraising activities
5. Expenses related to Rotary events such as district conferences, conventions, institutes, anniversary celebrations, or entertainment activities
6. Public relations initiatives, unless they are essential to project implementation
7. Project signage in excess of \$500
8. Operating, administrative, or indirect program expenses of another organization
9. Unrestricted cash donations to a beneficiary or cooperating organization

10. Activities for which the expense has already been incurred
11. Transportation of vaccines by hand over national borders
12. Travel to National Immunization Days (NIDs)
13. Immunizations that consist solely of the polio vaccine

#### **IV. HOW TO APPLY**

Qualified districts in the affected area or country may apply for a Rotary disaster response grant. The maximum grant amount is \$25,000. Districts may apply for subsequent grants after successfully reporting on any prior disaster response grants. To apply, the district governor and district Rotary Foundation chair must complete the Rotary Disaster Response Grant Application and send it to [grants@rotary.org](mailto:grants@rotary.org).

The district governor and district Rotary Foundation chair are required to maintain contact with TRF grants staff, approve spending plans, oversee efforts to identify community needs and distribute funds, ensure that all government reporting and financial requirements are met, ensure that all TRF reporting requirements are met, and ensure financial stewardship of funds.

#### **V. FUNDING AND PAYMENT**

Rotary disaster response grants are funded by contributions made to the Rotary Disaster Response Fund.

1. Rotary disaster response grant payments will be made only to a district-controlled bank account dedicated to disaster response or another district-controlled grant account. Payments will not be made to individual clubs.
2. The account must require at least two signatories for any transaction.
3. Grants will be paid out at the Rotary International exchange rate at the time of payment.

Grant payments will be made when the following conditions are met:

1. TRF has received and approved a Rotary Disaster Response Grant Application authorized by the governor and district Rotary Foundation chair.
2. TRF has received a completed Rotary Disaster Response Grant Payee Form.

#### **VI. COOPERATING ORGANIZATIONS**

Cooperating organizations are reputable non-Rotary organizations or academic institutions that provide expertise, infrastructure, advocacy, training, education, or other support for the grant. Cooperating organizations must agree to comply with all reporting and auditing activities required by The Rotary Foundation and provide receipts and proof of purchase as required. Any funding provided to cooperating organizations must be used for specific project expenses. The sponsoring district must maintain an itemized report of such expenses.



## **VII. REPORTING AND AUDITING REQUIREMENTS**

The district must:

1. Submit reports at least every 12 months after the initial payment is received, detailing the progress of the project(s). It must also submit a final report within two months of the project's completion. Reports must include:
  - a. A full description of the project
  - b. The Rotary clubs involved
  - c. Any cooperating organizations involved in carrying out projects
  - d. The number of people who benefited from the project
  - e. How Rotarians participated in the project
  - f. A list of expenses
  - g. A bank statement that correlates to the list of expenses
  - h. Receipts appropriately cross-referenced to the list of expenses (when expressly requested by TRF)
2. Cooperate with TRF audits.
  - a. TRF reserves the right to conduct an audit of or send a monitor to any project regardless of size, at any time.
  - b. In addition, TRF reserves the right to assess projects at any time, require the submission of additional documentation, and suspend any or all payments if in its sole discretion progress is not considered to be satisfactory.
  - c. The district will maintain detailed, accurate, and complete financial records throughout the life of the project and for five years, or more if required by local law, after the grant closure date. These financial records include original receipts, canceled checks, invoices, etc. Further, if a project is selected to receive an audit, the district must maintain all documentation until such time as TRF advises that the documents may be discarded.
3. Comply with all economic and trade sanctions, including those implemented by the Office of Foreign Assets Control (OFAC) of the United States Department of Treasury.
4. Return any unused grant funds that exceed \$500. If \$500 or less remains, the district must use these funds for disaster response activities.

## **VIII. SPECIAL CONSIDERATIONS FOR ROTARY FOUNDATION (INDIA)**

For general information about the Foreign Contribution Regulation Act (FCRA), go to [fcraonline.nic.in](http://fcraonline.nic.in). In addition to all other terms and conditions, grants with full or partial payment to a Rotary district in India should follow these payment and reporting procedures to comply with GOI laws and the FCRA:

1. Grant funds will not be released to a bank account in India unless all general payment conditions listed below have been met. Either the sponsors must provide documentation showing that the

bank account is registered under the FCRA or staff must determine that sufficient funds are available from contributions made within India. Otherwise, the payment will be placed in a queue and paid on a first-come, first-served basis only when additional contributions are made and sufficient funds are available. The sponsors of grants must ensure funds are not commingled.

2. Progress reports on grant funds released to India through 31 March are due by 31 May of that same year. Final reports are due two months after the grant's completion. Grant sponsors must ensure that funds received in a FCRA-registered bank account are not commingled with local funds.
3. All progress reports must:
  - a. Meet all general reporting requirements as listed in section VII
  - b. Show that a copy of the progress report filed electronically with TRF has been submitted to the South Asia Office
  - c. Include a utilization certificate if a portion of the grant amount has been used, along with statement of receipt and payment for the grant amount, certified by an independent chartered accountant (indicating membership number of the CA)
  - d. If the grant funds were not used for any reason, include an original bank statement or bank passbook (or a photocopy certified by the bank manager or a chartered accountant) indicating the date on which the grant amount was credited and a statement explaining why the grant amount has not yet been used, even if the grant amount was received before March.
4. All final reports must:
  - a. Meet all general reporting requirements as listed in section VII
  - b. Show that a hard copy of the final report filed electronically with TRF has been submitted to the South Asia Office.
  - c. Include:
    - i. A utilization certificate along with statement of receipt and payment for grant amount, certified by an independent chartered accountant (indicating membership number of the CA)
    - ii. An original bank statement or bank passbook (or a photocopy certified as true copy by the bank manager or a chartered accountant)
    - iii. A bank reconciliation statement, if multiple grants were paid to a single FCRA account
    - iv. Originals or photocopies of bills of payment/expenses vouchers and, if only photocopies are provided, a written undertaking that "all originals will be kept for a period of eight years and will be produced as and when required by Rotary Foundation (India)"
    - v. Beneficiary information (for example, photographs, newspaper clippings, appreciation letter from beneficiary)

- d. Return of any remaining funds of any amount to the Rotary Foundation (India)
5. An FCRA-registered club or district is responsible for furnishing an FC-4 return along with the financial statements to the Ministry of Home Affairs, New Delhi, in a timely manner.

#### **IX. SPECIAL CONSIDERATIONS FOR THE PHILIPPINES**

In addition to all other terms and conditions, grants paid to a Rotary district in the Philippines require more substantiation to comply with Philippine regulations. The Philippine Securities and Exchange Commission requires foundations to include supporting documents for all projects for which they have provided funding when they file financial statements. More information about this requirement can be found in Securities Regulation Code 68, as amended. Please see Item 4 on page 19. To enable the Foundation to comply with this regulation, grant sponsors must obtain certification issued by any of the following persons/organizations in the locality for which it exercises jurisdiction:

1. Office of the Mayor, stamped with office seal
2. Head of the Department of Social Welfare and Development, stamped with office seal
3. Head of the Department of Health, stamped with office seal
4. Office of the Barangay Chairman, stamped with office seal
5. Head/officer of private institution or actual beneficiaries, notarized

Please send five (5) original certificates on each project to:

Phil. Consulting Center, Inc.

c/o Erika Mae Bautista

2D Penthouse, Salamin Bldg.

197 Salcedo St., Legaspi Village

Makati City 1229

Philippines

Sample templates of the certification may be obtained through the Rotary International South Pacific and Philippines office.


Certifications of projects paid from July to May should be received by 30 June of the same fiscal year while those paid in June should be received by 31 July.



## AREAS OF FOCUS POLICY STATEMENTS

The Rotary Foundation strives to process grants efficiently and ensure the quality of grant-funded projects. In each policy statement, you'll find lists of eligible and ineligible activities, including examples of the types of projects that Rotary clubs and districts have successfully implemented. All grant requests must comply with the policy statement related to their intended area of focus. Project planning is the responsibility of the host club or district.

### Environmental Projects


Most areas of focus include projects designed to protect the environment. Look for the  to find projects with an environmental focus.

## PEACEBUILDING AND CONFLICT PREVENTION

Rotary supports training, education, and practices related to peacebuilding and conflict prevention through initiatives that help transform<sup>1</sup> conflict in our communities and around the world.

### Area of Focus Statement of Purpose and Goals

TRF enables Rotarians to advance peacebuilding and prevent conflict by:

1. Enhancing the capacity of individuals and communities to transform conflict and build peace
2. Training community members in peace education, peace leadership, and conflict prevention and resolution
3. Providing services that help integrate vulnerable populations into society
4. Improving dialogue and community relations to determine how best to manage natural resources 
5. Funding graduate scholarships for career-minded professionals related to peacebuilding and conflict prevention

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<sup>1</sup> Conflict transformation involves identifying and working with the underlying conditions, relationships, and social structures that give rise to conflict. Through this process, one moves beyond conflict resolution or management to change the environment that has led to conflict. This focus on transformation helps ensure sustainable peace.

## Parameters for Eligibility

TRF considers the following activities to be within the scope of the peacebuilding and conflict prevention area of focus:

1. Group activities including workshops, trainings, and other programs that support peace leadership and education, Positive Peace,<sup>2</sup> community integration of vulnerable populations, facilitated dialogue, communication, and conflict prevention and transformation
2. Education for youth on constructive ways to prevent, manage, and transform conflict, including after-school or community-based programming with robust peacebuilding and conflict-diversion activities
3. Training programs or campaigns to address conflict, or the risk of conflict, related to the use and management of natural resources 🌿
4. Legal, psychological, social, and rehabilitative services that help integrate vulnerable populations into society, including at-risk youth, refugees, trafficked people, and others affected by conflict or violence

TRF considers the following activities to be outside the scope of the peacebuilding and conflict prevention area of focus and not eligible for global grant funding:

1. Peace conferences in which Rotarians are the primary participants
2. Programs with a sole focus on music, sports, or extracurricular activities. Programs must have robust peacebuilding and conflict-diversion aspects to receive global grant funding.
3. Enrollment at a Rotary Peace Center partner university in the same, or similar, academic program as those pursued by Rotary Peace Fellows

## Elements of Successful Humanitarian Projects and Vocational Training Teams

Peacebuilding and conflict prevention global grants are:

1. Sustainable — Communities can continue to make progress in peacebuilding and conflict prevention after the Rotary clubs or districts complete their work.
2. Measurable — Sponsors need to set targets and identify measurements to track project outcomes. Standard measures for peacebuilding and conflict prevention are listed in the [Global Grant Monitoring and Evaluation Plan Supplement](#).
3. Community driven — Projects meet the needs identified by the host community.

## Elements of Successful Scholarships

Global grants support graduate-level scholarships for professionals interested in pursuing careers in

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<sup>2</sup> Rotary has a strategic partnership with the Institute for Economics and Peace to help address the underlying causes of conflict and create conditions that foster peace. [Learn more](#) about our work in Positive Peace.

peacebuilding and conflict prevention. TRF considers the following when evaluating global grant scholarship applications:

1. The applicant's previous professional experience in peacebuilding and conflict prevention, including work or research with nongovernmental organizations, governmental agencies, or international associations
2. The academic program's alignment with peacebuilding and conflict prevention
  - a. Preferred academic programs include conflict prevention and resolution, peace and justice studies, social entrepreneurship related to peace, security studies, international relations, and other degrees with a specialization in peace and conflict, such as human rights law.
  - b. Programs that focus directly on peace and conflict issues and outcomes will be considered favorably.
  - c. Programs that will not be considered favorably include those related to general international relations with no emphasis on peacebuilding, conflict transformation, or conflict prevention and resolution, as well as other general social development degrees.
3. The applicant's career plans as they relate to peace and conflict transformation, prevention, and resolution

## **DISEASE PREVENTION AND TREATMENT**

Rotary supports activities that reduce the causes and effects of disease. Projects strengthen the health care system<sup>3</sup> by improving access to and expanding medical services, providing medical equipment, or training health care personnel.

### **Area of Focus Statement of Purpose and Goals**

TRF enables Rotarians to prevent and treat disease and support health by:

1. Improving the capacity of local health care professionals
2. Promoting disease prevention and treatment programs that limit the spread of communicable diseases and reduce the incidence and effect of noncommunicable diseases
3. Strengthening health care systems
4. Providing clinical treatment and rehabilitation for physical disabilities
5. Funding graduate scholarships for career-minded professionals related to disease prevention and treatment

### **Parameters for Eligibility**

TRF considers the following activities to be within the scope of the disease prevention and treatment area of focus:

#### **Prevention and Control of Communicable Diseases**

1. Disease testing through projects such as health fairs, provided they include counseling and referrals or help admit patients for treatment
2. Educating community members and health care professionals about intervention strategies for preventing disease transmission
3. Providing equipment specifically to offer health care services to remote populations that lack access to the local primary care system
4. Supplying medical equipment to health care facilities. Equipment must meet current technology standards and satisfy environmental criteria for power, water, and air quality. Grant sponsors must provide proof of ownership and operational and maintenance plans, including documentation showing that personnel have received training on equipment operation and maintenance, or a training plan that ensures compliance with these requirements.
5. Providing surveillance systems, along with training, to track and monitor the diagnosis and treatment of disease
6. Treating communicable diseases through an approach that also helps prevent disease, improve the training of medical professionals, or enhance public health education to promote a community's long-term well-being

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<sup>3</sup> A health care system includes both the public and private sectors engaged in the delivery of health services.

7. Preventing and controlling illnesses transmitted by mosquitoes and other vectors. High-priority projects will include identifying environmental hazards specific to vector-borne diseases and remedial strategies. 🌿
8. Addressing environmental hazards related to infection and disease containment, such as disposal of medical waste in health care facilities 🌿

### **Prevention and Control of Noncommunicable Diseases**

1. Offering prevention and treatment services for physical and mental illnesses and related disabilities
2. Developing community education and early screening and treatment programs designed to reduce the incidence and prevalence of chronic diseases
3. Providing equipment specifically to offer health care services to remote populations that lack access to the local primary care system
4. Supplying medical equipment to health care facilities. Equipment must meet current technology standards and satisfy environmental criteria for power, water, and air quality. Grant sponsors must provide proof of ownership and operational and maintenance plans, including documentation showing that personnel received training on equipment operation and maintenance, or a training plan that ensures compliance with these requirements.
5. Providing lifesaving surgeries and surgeries to address congenital problems, provided they include assessing the beneficiary and ensuring follow-up care
6. Treating noncommunicable diseases, including mental illness, through an approach that also helps prevent disease, train health service professionals, or enhance public health education with measurable outcomes to promote a community's long-term well-being
7. Preventing traffic- or vehicle-related injuries, provided these projects can demonstrate measurable reductions in such injuries
8. Supplying vehicles, personnel, and equipment to provide emergency medical services. Ambulances must be new and purchased locally and include documentation of ownership, operation, maintenance, repair, and security systems by the appropriate health care facility.

TRF considers the following activities to be outside the scope of the disease prevention and treatment area of focus and not eligible for global grant funding:

1. Projects that consist exclusively of purchasing furniture, supplies, consumables, or nonmedical equipment, such as solar panels
2. Medical missions or surgical team trips that do not provide educational outreach programs or significant capacity-building in the project country, with the exception of lifesaving surgeries and surgeries to address congenital problems
3. Eco-stove or indoor stove-top projects



4. Nonconventional or alternative therapies for treating physical and mental disabilities, unless they include clinical protocols supervised by health care professionals
5. Treatment of pervasive developmental disorders and other spectral disorders, including autism, unless there are measurable clinical interventions that demonstrate an improvement of the disorder's long-term impact
6. Nutrition programs, unless they target clinical malnutrition or interventions in the first 1,000 days between a woman's pregnancy and her child's second birthday
7. Introduction of new technology without documentation of its prior successful use in the project area and appropriate operations, maintenance, replacement, and repair systems in place
8. General health education and public safety programs

### **Elements of Successful Humanitarian Projects and Vocational Training Teams**

Disease prevention and treatment global grants are:

1. Sustainable — Communities can address their disease prevention and treatment needs after the Rotary club or district completes its work.
2. Measurable — Sponsors need to set targets and identify measurements to track project outcomes. Standard measures for disease prevention and treatment are listed in the [Global Grant Monitoring and Evaluation Plan Supplement](#).
3. Community-driven — Projects meet the needs identified by the host community.

### **Elements of Successful Scholarships**

Global grants support graduate-level scholarships for professionals interested in pursuing careers related to disease prevention and treatment. TRF considers the following when evaluating global grant scholarship applications:

1. The applicant's previous work experience in the field of disease prevention and treatment
2. The academic program's alignment with disease prevention and treatment, such as public health and advanced degrees in nursing and medicine
3. The applicant's career plans as they relate to disease prevention and treatment

## **WATER, SANITATION, AND HYGIENE**

Rotary supports activities that encourage the management and protection of freshwater resources and provide universal and equitable access to safe drinking water, sanitation, and hygiene. TRF seeks to empower governments, institutions, and communities to manage their water, sanitation, and hygiene services through environmentally sound, measurable, and sustainable interventions. 🌱

### **Area of Focus Statement of Purpose and Goals**

TRF enables Rotarians to ensure communities' sustainable access to water, sanitation, and hygiene by:

1. Facilitating universal and equitable access to safe and affordable drinking water
2. Improving water quality by protecting and maintaining surface- and groundwater resources, reducing pollution and contaminants, and promoting wastewater reuse 🌱
3. Facilitating universal and equitable access to improved sanitation and waste management services in order to achieve open defecation-free communities 🌱
4. Improving community hygiene knowledge, behaviors, and practices that help prevent the spread of disease
5. Strengthening the capacity of governments, institutions, and communities to develop, finance, manage, and maintain sustainable water and sanitation services
6. Funding graduate scholarships for career-minded professionals related to water, sanitation, and hygiene

### **Parameters for Eligibility**

TRF considers the following activities to be within the scope of the water, sanitation, and hygiene area of focus:

1. Ensuring access to safe drinking water, including projects focused on water supply, storage, purification, treatment, and source water protection 🌱
2. Ensuring access to improved sanitation, defined as the collection, treatment, and disposal of human excreta or urine through sanitation infrastructure and fecal-sludge management, treatment, and disposal 🌱
3. Providing hygiene education that promotes healthy behaviors such as hand washing, safe disposal of human waste, safe water storage, and proper menstrual hygiene. The program must identify the factors that prevent or encourage positive behaviors and describe how to address barriers.
4. Providing solid waste management systems, defined as the process of collecting, treating and disposing of solid waste materials 🌱
5. Using watershed management practices to protect source water and recharge surface and groundwater resources 🌱
6. Supplying water for crop, livestock, and fisheries production
7. Developing sustainable management practices to support water and sanitation services, including

community governance, financing and planning, system maintenance, and delivery

8. Organizing strategic advocacy initiatives to encourage regional, national, and local authorities to implement policies that support sustainable access to water, sanitation, and hygiene. These include allocating funding for related services, establishing standards and guidelines, and developing processes for certifying communities as open defecation-free.

TRF considers the following activities to be outside the scope of the water, sanitation, and hygiene area of focus and not eligible for global grant funding:

1. Hygiene programming that focuses on increasing knowledge and providing standardized information rather than changing behavior. One-time education sessions are not eligible.
2. Single-event river or beach clean-ups that are not part of a watershed management project
3. Projects that solely construct water and sanitation systems

### **Elements of Successful Humanitarian Projects and Vocational Training Teams**

Water, sanitation, and hygiene global grants are:

1. Sustainable — Communities and governments can better address their water, sanitation, and hygiene needs after the Rotary club or district completes its work.
2. Measurable — Sponsors need to set targets and identify measurements to track project outcomes in water, sanitation, and hygiene and water resource management. Standard measures are listed in the [Global Grant Monitoring and Evaluation Plan Supplement](#).
3. Community driven — Projects meet the needs identified by the host community. Governments, communities, and businesses work together to build, own, and operate sustainable water and sanitation systems.

### **Elements of Successful Scholarships**

Global grants support graduate-level scholarships for professionals interested in pursuing careers in water, sanitation, and hygiene. TRF considers the following when evaluating global grant scholarship applications:

1. The applicant's previous work experience in the field of water, sanitation, and hygiene or water resource management
2. The academic program's alignment with water, sanitation, and hygiene or water resource management. Examples include water and sanitation engineering, environmental engineering, integrated water resource and systems management, hydrology, and public health.
3. The applicant's career plans as they relate to water and sanitation

## **MATERNAL AND CHILD HEALTH**

Rotary supports activities and training to improve maternal health and reduce mortality for children under five. Projects strengthen the health care system<sup>4</sup> by improving access to and expanding medical services, providing medical equipment, and training health care personnel.

### **Area of Focus Statement of Purpose and Goals**

TRF enables Rotarians to improve the health of mothers and their children by:

1. Reducing the neonatal and newborn mortality rate
2. Reducing the mortality and morbidity rate of children under five
3. Reducing the maternal mortality and morbidity rate
4. Improving access to essential medical services, trained community health workers, and health care providers
5. Funding graduate scholarships for career-minded professionals related to maternal and child health

### **Parameters for Eligibility**

TRF considers the following activities to be within the scope of the maternal and child health area of focus:

1. Maternal prenatal, delivery, and antenatal care
2. Training or “train the trainer” initiatives for maternal and child community health care workers and medical professionals
3. Projects that provide medical equipment to health care facilities. Equipment must meet current technology standards and satisfy environmental criteria for power, water, and air quality. Grant sponsors must provide proof of ownership and operational and maintenance plans, including documentation showing that personnel received training on equipment operation and maintenance, or a training plan that ensures compliance. Equipment projects must include educational activities for women related to healthy pregnancy, delivery, or neonatal care.
4. Education about and enhanced access to family planning and other sexual and reproductive health interventions and services available through the health care system
5. Immunizations for women, adolescent girls, and children under five
6. Interventions to combat pneumonia, diarrhea, malaria, measles, and other major causes of disease in women and children under five
7. Interventions to reduce the transmission and impact of sexually transmitted disease in adolescents and women

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<sup>4</sup> A health care system includes both the public and private sectors engaged in the delivery of health care services.

8. Prevention of mother-to-child transmission of HIV
9. Projects that promote breastfeeding and other actions that prevent, reduce, and treat the effects of malnutrition
10. Lifesaving surgeries and surgeries to address congenital problems, provided they include assessing the beneficiaries and ensuring follow-up care
11. Projects that address environmental hazards related to the containment of infection and transmission of disease, such as the disposal of medical waste in health care facilities 🌿

TRF considers the following activities to be outside the scope of the maternal and child health area of focus and not eligible for global grant funding:

1. Medical missions and surgical team trips that do not provide significant capacity-building in the project country, except for lifesaving surgeries and surgeries to address congenital problems
2. Garden projects, food supplements, and school-based nutrition programs
3. Eco-stove or indoor stove-top projects
4. Playgrounds and general childhood exercise and wellness projects
5. Nonconventional or alternative therapies for treatment of physical and mental disabilities, unless they include clinical protocols supervised by health care professionals
6. Sexual and reproductive health projects for adolescents, unless they are carried out within the health care system under the supervision of licensed medical professionals
7. Furniture, supplies, and consumables, unless they are part of a larger maternal and child health project that meets the eligibility parameters for global grants
8. General health education and public safety programs

### **Elements of Successful Humanitarian Projects and Vocational Training Teams**

Maternal and child health global grants are:

1. Sustainable — Communities can address their maternal and child health needs after the Rotary club or district completes its work.
2. Measurable — Sponsors need to set targets and identify measurements to track project outcomes. Standard measures are listed in the [Global Grant Monitoring and Evaluation Plan Supplement](#).
3. Community-driven — Projects meet the needs identified by the host community.

### **Elements of Successful Scholarships**

Global grants support graduate-level scholarships for professionals interested in pursuing careers related to maternal and child health. TRF considers the following when evaluating global grant scholarship applications:

1. The applicant's previous work experience in the field of maternal and child health
2. The academic program's alignment with maternal and child health. Examples include epidemiology, nutrition, global health, public health, and health promotion, as well as advanced degrees in nursing and medicine.
3. The applicant's career plans as they relate to maternal and child health

## **BASIC EDUCATION AND LITERACY**

Rotary supports activities and training to improve education for all children, and literacy for children and adults.

### **Area of Focus Statement of Purpose and Goals**

TRF enables Rotarians to ensure that all people have sustainable access to basic education and literacy by:

1. Supporting programs that strengthen a community's ability to provide basic education and literacy to all
2. Increasing adult literacy
3. Working to reduce gender disparity in education
4. Funding graduate scholarships for career-minded professionals related to basic education and literacy

### **Parameters for Eligibility**

TRF considers the following activities to be within the scope of the basic education and literacy area of focus:

1. Improving academic outcomes at the early childhood, primary, and secondary levels, in collaboration with local school officials
2. Educating adults in reading, writing, and numeracy skills
3. Providing professional development opportunities for teachers with a qualified trainer in curriculum implementation, effective instructional methods, or student assessments
4. Strengthening basic educational outcomes by providing improved learning materials and facilities supported by enhanced curricula and new professional development for teachers
5. Improving academic support for before- and after-school programs by training tutors and teachers, conducting student assessments, and providing equipment if needed
6. Supporting educators' ability to help students with physical or developmental disabilities achieve greater academic outcomes by providing professional development opportunities for teachers and staff, as well as basic educational materials and enhanced facilities if needed

TRF considers the following activities to be outside the scope of the basic education and literacy area of focus and not eligible for global grant funding:

1. Projects that consist exclusively of infrastructure, vehicles, or equipment purchases, and training on their use
2. Projects that provide salaries, tuition, or school supplies without the means for the community or non-Rotary entity to maintain these in the future
3. Projects that purchase only extracurricular or play materials or playgrounds

4. Projects that focus on school feeding or providing infrastructure and equipment for school feeding programs
5. Projects the community is not able to sustain after grant funding ends
6. Projects that benefit only one cohort of students, such as tutoring or after-school programs that will function only during the life of the grant

### **Elements of Successful Humanitarian Projects and Vocational Training Teams**

Basic education and literacy global grants are:

1. Sustainable — Communities can address their basic education and literacy needs after the Rotary club or district completes its work.
2. Measurable — Sponsors need to set targets and identify measurements to track project outcomes. Standard measures are listed in the [Global Grant Monitoring and Evaluation Plan Supplement](#).
3. Community driven — Projects meet the needs identified by the host community.

### **Elements of Successful Scholarships**

Global grants support graduate-level scholarships for professionals interested in pursuing careers in basic education and literacy. TRF considers the following when evaluating global grant scholarship applications:

1. The applicant's previous work experience in the field of basic education and literacy
2. The academic program's alignment with basic education and literacy. Examples include education, literacy, curriculum development, special education, and school administration.
3. The applicant's future career plans as they relate to basic education and literacy



## **COMMUNITY ECONOMIC DEVELOPMENT**

Rotary supports investments in people and communities to alleviate poverty, creating measurable and enduring economic improvements in poor and underserved areas.

### **Area of Focus Statement of Purpose and Goals**

TRF enables Rotarians to alleviate poverty by:

1. Building the capacity of local leaders, organizations, and networks to support economic development in poor communities
2. Developing opportunities for productive work and improving access to sustainable livelihoods
3. Empowering marginalized communities by providing access to economic opportunities and services
4. Building the capacity of entrepreneurs, social businesses, and locally supported business innovators
5. Addressing gender or class disparities that prevent populations from obtaining productive work and accessing markets and financial services
6. Increasing access to renewable energy and energy-efficiency measures to create more sustainable and economically resilient communities 🌱
7. Empowering communities to develop environmental and natural resource conservation skills for economic gain 🌱
8. Strengthening communities' economic resilience and adaptive capacity<sup>5</sup> in response to environmental and climate-related hazards and natural disasters 🌱
9. Developing and supporting community-based basic emergency preparedness services to improve economic resilience
10. Funding graduate scholarships for career-minded professionals related to community economic development

### **Parameters for Eligibility**

TRF considers the following activities to be within the scope of the community economic development area of focus:

1. Providing poor communities with access to financial services, including microcredit, mobile banking, savings, and insurance
2. Offering training related to community economic development, including entrepreneurship, community leadership, vocational skills, and financial literacy

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<sup>5</sup> Adaptive capacities refer to the social and technical skills of individuals and groups that allow them to respond effectively to environmental and socioeconomic changes.

3. Developing community members' economic and employment potential through leadership training and empowerment tools, especially through initiatives for women, refugees, and young adults
4. Supporting small-business, cooperative, or social-enterprise development and income-generating activities for the poor, including organizing area-wide businesses that provide employment
5. Furthering agricultural development for subsistence and small farmers, including building capacity and facilitating access to financial markets and capital
6. Organizing community-led and -coordinated adopt-a-village initiatives, or comprehensive community development activities
7. Supporting equal and effective economic opportunities for women, refugees, and other marginalized populations
8. Providing access to renewable, clean, and efficient energy through sustainable, locally purchased, and innovative technology, as well as substantial training directly connected to economic outcomes 🌱
9. Training communities in conservation and resource management to help them preserve, protect, and sustainably use natural resources for their economic benefit and growth 🌱
10. Improving communities' ability to adapt to environmental and climatic changes through capacity-building, and developing sustainable economic activities 🌱
11. Providing training and basic resources to support basic emergency preparedness initiatives and enhance communities' economic resilience, including fire prevention and natural disaster preparedness

TRF considers the following activities to be outside the scope of the community economic development area of focus and not eligible for global grant funding:

1. Community infrastructure or equipment projects without direct economic results, or without operational and maintenance plans
2. Community beautification projects such as parks and playgrounds
3. Projects to rehabilitate community centers

### **Elements of Successful Humanitarian Projects and Vocational Training Teams**

Community economic development global grants are:

1. Sustainable — Communities can address their economic development needs after the Rotary club or district completes its work.
2. Measurable — Sponsors need to set targets and identify measurements to track project outcomes. Standard measures are listed in the [Global Grant Monitoring and Evaluation Plan Supplement](#).
3. Community driven — Projects meet the needs identified by the host community.

## Elements of Successful Scholarships

Global grants support graduate-level scholarships for professionals interested in pursuing careers in community economic development. TRF considers the following when evaluating global grant scholarship applications:

1. The applicant's previous work experience in the field of community economic development. Applicants are expected to demonstrate how their work contributed to the economic well-being of poor, low-income, or underserved communities at the local, regional, or national level.
2. The academic program's alignment with community economic development
  - a. Examples include social science degrees with a focus on community economic development and business degrees tailored to social business, micro-entrepreneurship, or microcredit
  - b. Programs that will be favorably considered include those that:
    - i. Emphasize local, regional, or national economic development strategies
    - ii. Focus on addressing economic issues of poor, low-income, and underserved communities
    - iii. Support social business development, such as a specialized track within a master of business administration program
    - iv. Provide a business degree to teach entrepreneurial skills or support startups at the local, regional, or national level
    - v. Include "community development" in the name of the program or specialized track
    - vi. Improve the coaching or advising capability of an individual working with small businesses or entrepreneurs
    - vii. Focus on strategies to address environmental issues that affect poor, low-income, and underserved communities, such as resource management, environmental and conservation studies, resilience planning, and preparedness 🌿
    - viii. Use urban planning principles to guide economic development strategies
  - c. Programs that will not be favorably considered include those that:
    - i. Focus on purely theoretical, macro-level economics, politics, or finance
    - ii. Support general private business development, such as a master of business administration for professions unrelated to social enterprise
3. The applicant's career plans as they relate to community economic development
  - a. Careers that will be considered favorably include those that:
    - i. Improve the economic and social well-being of poor, low-income, and underserved communities at the local, regional, and national level
    - ii. Are in a nonprofit or social enterprise environment
    - iii. Support advocacy for economic and social well-being (e.g. for poor communities, youth, women, indigenous peoples, refugees, and other underserved populations)

- iv. Address environmental issues that affect poor, low-income, and underserved communities through strategies including resource management, environmental and conservation studies, resilience planning, and preparedness 🌿
- b. Careers that will not be considered favorably include general roles in business, engineering, or social work, or general administration in a private or corporate environment



# Global Grant Lifecycle

## Application Phase

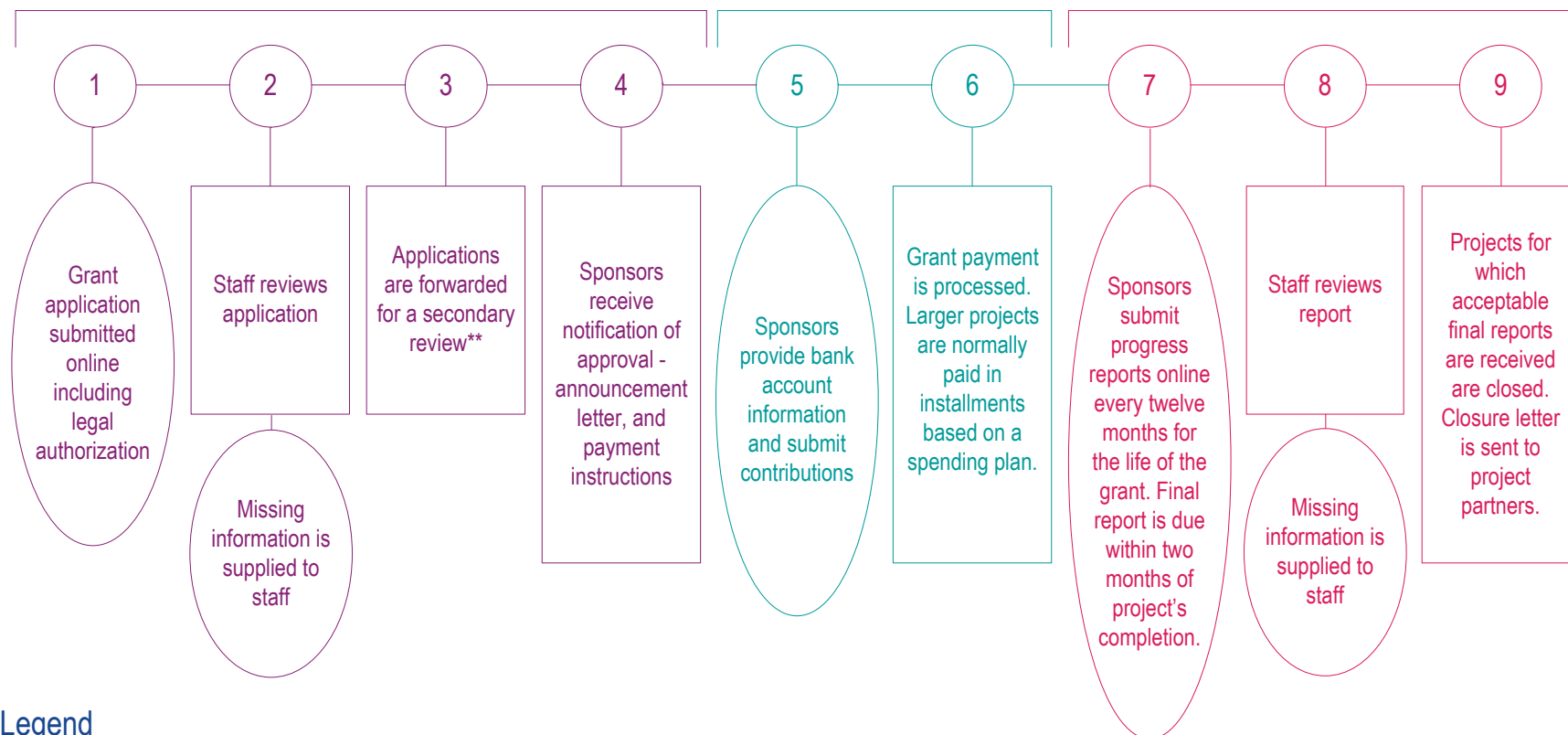
If application arrives at TRF complete, time from receipt to approval of application is approximately 4 weeks.\*

## Payment Phase

From time that TRF receives bank account information and contributions, processing of payment takes approximately 2-4 weeks.\*

## Reporting Phase

Staff review reports in the order in which they are received within 8 weeks of receipt at TRF.\*



## Legend

○ = Rotarian action

□ = TRF action

\* Timeframe may be longer during peak times.

\*\* Applications requesting a match of more than \$50,000 are reviewed by the Cadre. Applications requesting a match of more than \$100,000 are reviewed by the Trustees.



# **The Financial Responsibilities of being District Governor**

July 1, 2019

## **The Financial Responsibilities of Being District Governor**

As a Rotary International District Governor, you have many fiscal responsibilities such as managing the district's finances, monitoring the funds of clubs, practicing good stewardship, and ensuring that the district complies with all local laws, including tax and nonprofit (as applicable).

To create training material concerning the financial responsibilities of being a District Governor as you can imagine was quite a challenge. Not all Rotarians serving as District Governors have had professional training in financial management.

Training material in the following areas were developed by recognizing the challenges you might encounter during your term:

- District and Club Finances
- Rotary Funding for Governors
- Documenting Expenses
- Authorized Expenses
- District Governor Expenses
- Top Eight District Governor Expense Reporting Errors
- Additional Reimbursements-International Assembly
- Risk Management
- Insurance provided by Rotary International
- U.S. Rotary Club and District Liability Insurance Program
- Compliance issues
- Incorporation

Please note, we will not cover all the materials in depth. They should serve as a resource. The session will focus on specific key areas, while responding to your concerns and interests. Any new procedures from Rotary International will be included in the discussion.

I sincerely hope you enjoy your training session and wish you the very best in your service to Rotary International as a District Governor.

Ronald (Ronney) Reynolds, CPA  
PDG 2008-2009 District 5870  
Rotary Zone 21B-27  
Treasurer 2011-2019  
E/MGA 2016-2019  
Rotary Zones 25B & 29 Institute Chair  
[ronney@reynoldsfranke.com](mailto:ronney@reynoldsfranke.com)  
512-206-3141

July 1, 2019

Method of presentation:

Before we get started, I want you to think of the questions you want answered. If you are looking at this page before the presentation, write them down in the space below. At the beginning of this presentation I will ask for your questions. We will have volunteer stenographers writing each question down. If this is the first time you have seen this page, do not worry. We will go around the room and get as many of these questions recorded as possible.

I will then give my remarks, answering as many questions as possible during the presentation. At the end I will ask the stenographers if I have answered all the questions. All unanswered questions will be addressed.

Therefore, each of these presentations is different. No two are alike. They are geared toward not only your needs, but your questions.

Now write down your questions.

1.

2.

3.

4.

Ronney

July 1, 2019



# **The Financial Responsibilities of Being District Governor**

## **Table of Contents**

- I. The Financial Responsibilities of being a District Governor:
  - a. District Finances
  - b. Club Finances
- II. Rotary Funding for Governors
  - a. Regular
  - b. Alternative
- III. Documenting Expenses
- IV. Authorized Expenses
  - a. District Governor Nominee and District Governor Elect
  - b. District Governor
- V. District Governor Expenses
  - a. District Governor Expense Statement
  - b. District Governor Expense Statement Forms
  - c. Rotary Funding to DG vs District (Flow of Funds)
  - d. Worksheet example
- VI. Top Eight District Governor Expense Reporting Errors
- VII. Additional Reimbursements-International Assembly
- VIII. Risk Management

- IX. Insurance Provided by Rotary International
- X U.S. Rotary Club and District Liability Insurance Program
- XI. Compliance Issues
  - a. District and Rotary Clubs – Type of Organization
  - b. IRS Filing Requirements:
    - i. Who must file?
    - ii. So what form should be filed?
    - iii. What are gross receipts?
    - iv. Do Rotary Districts and Clubs have to pay taxes?
    - v. What are the penalties for not filing?
    - vi. Identification Numbers:
      - 1. Federal Identification Number
      - 2. Group Exemption Number
- XII. Incorporation

July 1, 2019

## **The Financial Responsibilities of Being District Governor**

### **Section I – A – District Finances**

As district governor, you have fiscal responsibilities such as managing the district's finances, monitoring the funds of clubs, practicing good stewardship, and ensuring that the district complies with all local laws, including applicable tax and nonprofit laws.

#### **District Funds/Budget**

Districts may establish a fund for financing district-sponsored projects and the administration and development of Rotary in the district. The district fund shall be established by resolution of the district conference. It is important to ensure that

- Decisions about the fund, including the district levy, are voted on at the district assembly, presidents-elect training seminar, or district conference
- The fund is not controlled by a single individual
- An annual statement and report of income and expenditures for the fund is presented to all clubs
- The district per capita levy finances the district fund. The annual budget should help set an appropriate levy amount. The per capita levy may be established or changed by at least three-fourths of the Incoming club presidents at PETS or the district training assembly, or by a majority of the electors present and voting at a district conference. Once established, the levy requires additional approval only if the amount needs to change.

The district finance committee will review and study the necessary costs of district administration. This committee should prepare a budget of district expenditures that should be submitted to clubs at least four weeks before your district training or presidents-elect training seminar and approved at a meeting of the incoming club presidents (at district training assembly, president-elect training seminar, or district conference).

Select one member of the district finance committee to act as treasurer and keep proper records of income and expenditures for each of your district's funds. You and the treasurer will supervise the funds, which should be held in a bank account in the district's name.

If your district raises funds for a specific purpose, such as a multi-district Rotary youth Exchange, a budget should be prepared and submitted to the governor and finance committee for approval, and subsequently to the club presidents. It is essential to maintain separate bank accounts for specific funds and to designate the chair of the appropriate committee as one of the signatories.

District budgets should include funds to support the governor and governor-elect (in addition to Rotary International's funding) as they prepare for and perform the responsibilities of office. Besides the official Rotary activities within the district, special club or district events may require your participation as governor. In accordance with RI policy, the expenses associated with these additional activities should be covered by the club or district. The district fund should also be used to defray the expenses of any visit to your district by the RI director for your zone or any other RI or Rotary Foundation officer invited to your district.

## Reporting

After your year is over, work with the district finance committee to prepare an annual statement and report of district finances, which should mention all sources of district funds, including:

- All funds received by or on behalf of the district from fundraising activities
- Funds of the Rotary Foundation, including grants
- All district committees' financial transactions
- All the governor's financial transactions by or on behalf of the district
- All district fund expenditures
- All funds from RI to the governor

When the report is ready, have a qualified accountant or audit committee independently review it. After the review, the report should be discussed and formally approved at the next district meeting. If it is not adopted, then, it should be moved for discussion and adoption at the district conference. Make sure to provide 30 days' notice so all clubs can send a representative. If the annual statement has not been discussed and approved at the district conference, plan for its formal adoption at a separate meeting also to be announced with 30 days' notice, and to be held within three months of the district conference. If no such meeting takes place, a ballot-by-mail must be conducted within 60 days after the end of the district conference.

Also, you need to submit a copy of your district's annual statement and report of district finances to your Club and District Support representative, along with confirmation that it has been independently reviewed and shared with your district's clubs, within 12 months following your term. Otherwise, until the district financial statement is shared with your clubs and RI, and adopted by the clubs, you will not be eligible for:

- Any expense reimbursements from RI even if RI has validated your submitted expense report
- Any RI volunteer appointment or assignment
- Any Rotary Foundation appointment or assignment
- Any RI or Rotary Foundation award

# **The Financial Responsibilities of Being District Governor**

## **Section I – B – Club Finances**

### **Club Finances**

Any per capita levy established by the district is mandatory for all clubs. Your service as governor and the services of RI can be withheld from any club that does not pay the district levy. In addition, per capita dues to Rotary International are mandatory for every club in your district. RI depends on you, as governor, to work with the clubs in your district to ensure they pay on time.

RI bills each Rotary club for per capita dues and required subscriptions to *The Rotarian* or a Rotary regional magazine (where applicable) twice per year. Council on Legislation charges and other fees are billed annually in July. All assessments are included in the same billing. The club dues invoice is created from the membership information your club has submitted to RI by 1 January or 1 July. Club presidents must ensure that their secretaries provide a current club member list to RI by 1 January and 1 July of each year. Once your club invoice is generated, adjustments to the balance can no longer be made.

Notifications of club termination for nonpayment will be sent to you and the RI director for your zone. You can download a copy of the Daily Club Balance report from [rotary.org](https://rotary.org) to monitor clubs' payment of RI dues and address problems before clubs are terminated. If you have difficulty accessing the report, contact your RI finance representative. You can locate your RI finance representative at [rotary.org/cds](https://rotary.org/cds).

As governor, you are asked to work with assistant governors and clubs to avoid termination and reinstate any terminated clubs. RI policy for termination and reinstating clubs is listed below.

#### **Termination**

- \* Clubs with unpaid dues of \$250 or more will be terminated 4 months after the 1 July and 1 January invoice dates. Code of Policies 9.020.1 (2).

#### **Reinstatement**

- \* Clubs can only seek reinstatement within 150 days after termination.
- \* To reinstate, a club must pay its accrued balance in full, including a reinstatement fee of \$30 per member. Code of Policies 9.020.
- \* See Code of Policies 9.030 for actions clubs are not allowed to make while terminated.

Information obtained from the Rotary International  
Lead Your District Governor  
Club Invoice, Key Points for Club Presidents  
And Rotary Code of Policies

July 1, 2019

## **The Financial Responsibilities of Being District Governor Section II –A**

### **Rotary Funding for Governors – Regular (thru 6/30/21)**

As governor, you will receive funding from Rotary International to assist you in fulfilling your official responsibilities in the district. In February of your year as governor-elect, you'll be advised of your allocated funding, which is determined by the RI Board of Directors. Your funding will take into consideration the needs of your district (# of Rotarians, # of clubs, # of club visits, estimated hotel overnights, training costs, office expenses, size of district, and # of languages) and then available Rotary funds. In first week of July, you will receive 70 percent of the allocated funding. These funds, given in your local currency whenever possible, are intended to subsidize the expenses you personally incur in carrying out your official duties as district governor, governor-elect, and governor-nominee including conducting your district team training events, presidents-elect training seminar, district assembly and district conference, visits to clubs, and office supplies. They are not intended to cover expenses incurred by the district, such as meeting and hotel rooms, meals, transportation expenses for attendees of district meetings, the publication of a district directory, and other district meetings and functions. The premise is that the funds will be used to further Rotary in the DG's district. This funding still does not cover expenses of spouses/significant others.

To receive any portion of the remaining 30 percent, you must first spend it on authorized expenses and provide documentation to RI no later than 31 July after your year-end.

For districts in the new governor funding process, the district finance committee will receive and distribute Rotary funds for the governor.

Information obtained from Rotary International  
Lead Your District Governor  
And April 2019 RI Board of Directors' Minutes

July 1, 2019

## **Section II B Rotary Funding for Governors – Alternative (To become mandated 2021)**

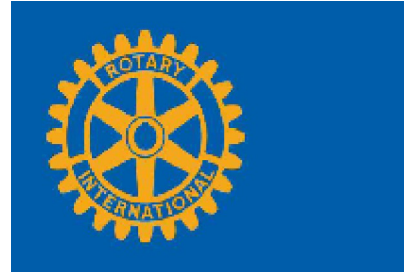
- The district finance committee is responsible for
  - overseeing the funding,
  - creating an expense report for the DG to use,
  - determine the timing for DG's to submit their reports, and
  - approving the expenses the DG submits
- The participating districts receives 100% of the funding in July of the DG's year.
- By 31 July of the year following the DG's year (31 July 2020 for 2019-20 DG's) the finance committee is responsible for submitting a DG Funding Report (sample attached)
- The IPDG is still required to submit to the clubs an Annual Financial Statement, as required in Article 16 in the RI bylaws and ensure that it is discussed and approved by the clubs at a district meeting, also as noted in the bylaws. A copy must also be sent to Rotary International (through the district's CDS representative).

Regarding the last bullet point, please note that though the bylaws state this must be done by 30 September, the RI Board has extended the deadline. IPDG's have until 30 June of the year after the year the DG served (for 2019-20 DG's this would be 30 June 2021) to accomplish these requirements.

There is a course on the funding test entitled *District Governor Funding Test Resources* in the Learning Center on [www.rotary.org/myrotary](http://www.rotary.org/myrotary). The next few pages are excerpts from the course.

Information courtesy of memo from James Damato  
& April 2019 RI BOD Minutes

## APPENDIX: ALTERNATE DISTRICT GOVERNOR FUNDING PROCESS



This section is only for district finance chairs who have agreed to test the new district governor funding process. The requirements for participating districts are outlined below.

### Receiving funds

- Receive the funding amount from RI in February.
- Have your committee submit the completed district payee form by 28 April to enable RI to send the district governor the funding payment. Each July, the district bank account must have at least two Rotary signatories from the district finance committee.
- Release 100 percent of the district governor funding to the district on 1 July.

### District grants

- Distribute funds from the district account to the governor for eligible expenses, such as club visits, training events, office supplies and other related expenses.
- Consider giving the district governor an advance for eligible expenses.
  - o Establish a policy stage based on total funds provided.
  - o Review previous year's statements before disbursement of funds.

### Managing funds

- Determine how frequently governors must report expenses for reimbursement.
- Ask governors to **provide** documents as required by local financial policy.
- Report any substantiated misuse and mismanagement to your Club and District representative.
- Maintain appropriate record keeping system to comply with local laws.
- Agree to ratify the standard district governor funding process on 1 July 2020.

### Reporting

- Submit the district governor funding report form to RI by 31 July following the governor's term. Include information as a governor-nominee, governor-elect, and governor.
- Return any unused funds to RI by 30 September following the governor's term.
- Cooperate with any audits (financial, district governor funding, operational).
- Provide annual feedback about this process to Rotary International.

If you have any questions about the alternate governor funding process, email [Oinbaru1JmtrictS1QWortJWffient:awe](mailto:Oinbaru1JmtrictS1QWortJWffient:awe).





# DISTRICT GOVERNOR NEW FUNDING PROCESS

## Participation Agreement

The 2017-18 district governor, 2018-19 district governor, 2019-2020 district governor (if named), and 2017-18 district finance committee chair agree to test a new process for District Governor Funding by adhering to the following requirements and signing this agreement by 15 August 2016:

- Appoint a district finance committee chair by 15 August 2016 and by 31 December of the following two years.
- Submit a completed Rotary payee form by 1 April 2017 to provide district account information enabling Rotary to send the DG funding payment each July. The account must have at least two Rotarian signatories from the district finance committee.
- Receive 100% of the DG funding in the district account and ensure unused funds are returned to Rotary no later than 90 days following the end of term (30 September).
- Distribute DG funding from the district account directly to governors for eligible expenses (club visits, district training, district conference, and office expenses).
- Agree to follow all policies in the DG Funding Agreement (available upon request).
- Collaborate on the annual statement and report of district finances and provide a copy to the clubs in accordance with Article 15.060.4 of the RI Bylaws. A financial statement template is available as needed.
- Submit the DG funding report form (enclosed).
- Agree to cooperate with audits (financial, district governor funding, or operational).
- Agree to investigate and resolve any misuse or mismanagement of DG funding, and report any substantiated misuse to Rotary’s General Secretary.
- Agree to return to operating in accordance with the standard DG funding process on 1 July 2020.

\_\_\_\_\_  
District Governor 2017-18

\_\_\_\_\_  
Signature/Date

\_\_\_\_\_  
District Governor 2018-19

\_\_\_\_\_  
Signature/Date

\_\_\_\_\_  
District Governor 2019-20 (if named)

\_\_\_\_\_  
Signature/Date

\_\_\_\_\_  
District Finance Chair 2017-18 (if named)

\_\_\_\_\_  
Signature/Date

**FUNDING** PltOCESS TEST (20i17-20)

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# START GUIDE FOR DISTRICT GOVERNOR FUNDING TEST DISTRICTS

Use the questions in this worksheet to help you determine how your district will handle Rotary funding for district governors, including procedures for receiving the funds from Rotary, providing funds to the district governor, verifying proper usage of the funds, and reporting to Rotary.

1. What bank account will receive the DG funding payment from Rotary International? This account must be a District controlled account.
  
2. How many signatories will you have on the district bank account receiving the funds from Rotary International and what are their positions? A best practice is to have at least two signatories (who should not be the DG, unless at least two signatures are required to withdraw funds from the account).
  
3. How will the Rotary funds be distributed to the district governor? When determining this, please consider local laws, tax codes and local financial best practices, as there may be local tax or other implications based on how the funds are distributed.  
Options include but are not limited to:
  - a. Reimbursement only upon receipt of valid expense report
  - b. 70% advance on [Date] and up to 30% additional reimbursement upon receipt of valid expense report (same as current Rotary process)
  - c. \_\_\_% advance on [Date] and up to \_\_\_% additional reimbursement upon receipt of valid expense report (choose different percentages)
  
4. What form will be used by the governor to document/validate expenses?
  - a. District will create own form
  - b. District will use template form from Rotary

(It is recommended the form track expenses according to club visits, training, and office supplies so the DG Funding Report can be completed with ease.)

District Governor Funding Report	
District	
District Governor Name	
Year Served	
Funding from Rotary	
Please list all <b>Rotary</b> funds distributed to this district governor by the district finance committee for expense incurred as a DGN, DGE, and DG.	
Total DG Funding Received from Rotary	0.00
Category	Total Expenses
Club Visits	0.00
District Training Meetings	0.00
District Conference	0.00
Office Supplies	0.00
Total Rotary Funds Distributed to DG	0.00
Funds to Return to Rotary	0.00
Funding from District	
Please list all <b>non-Rotary</b> funds distributed to this district governor as a DGN, DGE, and DG.	
Category	Total Expenses
District Governor-Nominee	0.00
District Governor-Elect	0.00
District Governor	0.00
Total non-Rotary Funds Distributed to DG	0.00
Total Rotary and Non-Rotary Funds Distributed to DG	0.00

Annual Statement and Report of District Finances		
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District		
Rotary Year		
DG Name		
ID	List All District Revenue	Total
1	District per capita levy on clubs	0.00
2	Youth programs	0.00
3	Events	0.00
4	Fundraising	0.00
5	Governor funding from Rotary	0.00
6	TRF grant or other TRF funds designated for district use	0.00
7	Bank account interest	0.00
8	Other income	0.00
9	Total District Revenue	0.00

ID	List all District Expenses	Total
10	Rotary clubs	0.00
11	Youth programs	0.00
12	Events	0.00
13	Fundraising	0.00
14	District office and administration	0.00
15	District projects	0.00
16	Rotary-funded grant projects	0.00
17	Governor expenses	
17a	Club visits	0.00
17b	District training meetings	0.00
17c	District conference	0.00
17d	Office supplies	0.00
17e	Other governor expenses	0.00
17f	Governor expenses subtotal	0.00
18	Incoming governors	0.00
19	Assistant governors	0.00
20	District committees	0.00
21	Other expenses	0.00
22	Total District Expenses	0.00

23	Starting balance (from 30 June of the previous year)	0.00
24	Ending Balance	0.00

## Additional Information

### Reporting Requirements

At its January 2017 meeting, the RI Board approved more detail related to non-compliance with the bylaws provision for furnishing an annual statement to clubs and RI. This applies to all districts, whether participating in the alternate funding test or not. If a IPDG fails to comply with this requirement, they will be ineligible to receive:

- any additional expense reimbursements from RI
- any RI volunteer appointment or assignment
- any Rotary Foundation appointment or assignment
- any RI or Rotary Foundation award

Information courtesy of memo from James Damato

## **The Financial Responsibilities of Being District Governor**

### **Section III – Documenting Expenses**

#### **Documenting Expenses**

You will be reimbursed only for expenses you document and submit to RI and only up to the amount of your original funding. If it appears that you will need additional funds because of unusual circumstances, you must obtain prior approval from the RI general secretary. You are responsible for checking local tax regulations related to expense reporting to ensure that you are complying with your country's laws. The only form to complete is the new District Governor Expense Statement.

To be reimbursed for your expenses, you must include original, or legible copies of receipts for all individual expenses that total US\$75 or more (contact your Club and District Support representative for additional local requirements). Consider the following exceptions and suggestions when documenting your expenses:

- For all hotel and lodging expenses, a zero-balance hotel folio receipt is required, regardless of the amount.
  - For all air travel, a receipted invoice must be provided.
  - If a rental car is used, a copy of the rental agreement and a receipt for the amount paid must be provided. When renting a car, use either mileage or the cost of the rental, not both and not fuel.
  - RI asks that the receipts be put in the same order as on the report. And if you want to use some coding system, all the better.
  - You are encouraged to submit electronically via e-mail, by scanning the receipts in the order of the report. Be sure scanned copies are legible. (maybe required now)
  - Maintain a detailed record of your expenses, even those for which receipts may not be available (for instance, taxi fares or tips). Detailed records will simplify computing your expense report and ensure you are prepared in case you are audited.
- ☐ At the minimum, all governors are required to submit an expense report detailing their use of the 70 percent advance from RI. If you wish to claim any portion of the final 30 percent of your funding, you must also submit documentation. Any undocumented portion of the advance will be considered monies due to RI and must be returned. If amounts exceeding \$100 are owed to RI and are not returned within 90 days, you will be ineligible for any further Rotary or Rotary Foundation appointments.
- ☐ U.S. governors only: To comply with Internal Revenue Service regulations, district governors in the United States, its territories, and its possessions must document the use of the funds advanced to them personally by RI and return any unused funds. Failure to do so will require RI to issue a Form 1099 MISC, which reports the funds as income to the IRS.

Information obtained from the Rotary International  
Lead Your District Governor  
And memos from James Demato, RI Club & District Support

July 1, 2019

## **The Financial Responsibilities of Being District Governor**

### **Section IV – A – Authorized Expenses – District Governor Nominee and District Governor Elect**

Rotary Funding for Governors now covers eligible expenses from the time an individual is selected as DG, to the last day of their DG year. Separate expense reports are no longer used for Governors-elect Training Seminar, Assistant Governor Training, and costs associated with organizing new clubs.

The types of expenses available for reimbursement are the same as for District Governors. However, please note there is no substantial increase in funding, just more flexibility. And travel to the RI convention and purchase of any type of equipment, such as desktop computers, laptops, iPad's, cell phones, etc. are still not reimbursable. Please ask your Club and District Support Representative ([www.rotary.org/cds](http://www.rotary.org/cds)) any questions concerning reimbursable expenses.

Information obtained from Rotary International  
Lead Your District Governor  
And Memo from James Demato, RI Club & District Support

July 1, 2019



## **The Financial Responsibilities of Being District Governor**

### **Section IV – B – Authorized Expenses – District Governor**

The Governor Expense Guide has been eliminated, and funding is now at the discretion of the DGN, DGE, and DG, keeping in mind there will not be a substantial increase in their funding and that the funding should be used to further Rotary in their district.

Expenses considered basic governor responsibilities:

#### Club Visits

1. Travel
2. Hotel
3. Meals

#### Training & Other Meetings

1. Travel, hotel, and meals for meeting attendance and site visits (GETS, AG Training, PETS, district assembly, district conference, and district team training).
2. Funding can be used to reimburse expenses from district training team members (including assistant governors).

#### Office Expenses

1. Supplies, printing, copying
2. Phone and internet
3. Publications and mailings

#### Other

1. Theme pins
2. Banners,
3. Gifts,
4. Theme jackets

Expenses specifically excluded include travel to RI convention and purchase of any type of equipment, such as desktop computers, laptops, iPad's, cell phones, etc.

Information obtained from Rotary International  
Lead Your District governor  
And Memo from James Demato, RI Club & District Support

July 1, 2019

## **The Financial Responsibilities of Being District Governor**

### **Section V – A – District Governor Expense Statement**

Although there is now just one form, as compared to 7 in prior years, you may still desire to complete the forms by type of expenditure. You could also choose to keep expenditures in date or event date order. A copy of the new District Governor Expense Statement follows.

#### **How to Prepare Your Expense Report**

Please follow these steps to prepare your expense statement.

1. Be sure to type or print legibly
2. If you include an expenditure over \$75, make sure you have appropriate documentation to attach
3. If you include a hotel expense make sure you have appropriate documentation
4. Remember when renting a car, use either mileage or the cost of the rental, not both and not fuel.
5. Record every expense separately. Do not group.
6. Total the expenses and record at the bottom. If you've used additional pages, record the total on the last page only.
7. Complete the entire form, sign, and date.
8. Keep a copy of the completed pages and accompanying receipts for your records.
9. Mail or e-mail the signed Summary Report, completed report forms, and required receipts to your Club and District Support representative at the RI office serving your district. (May now require e-mail only)

You may incur expenses that are not reimbursable but may be paid from other sources, such as your district fund, or even your own club. If you need help or have any questions, please contact your Club and District Support representative.

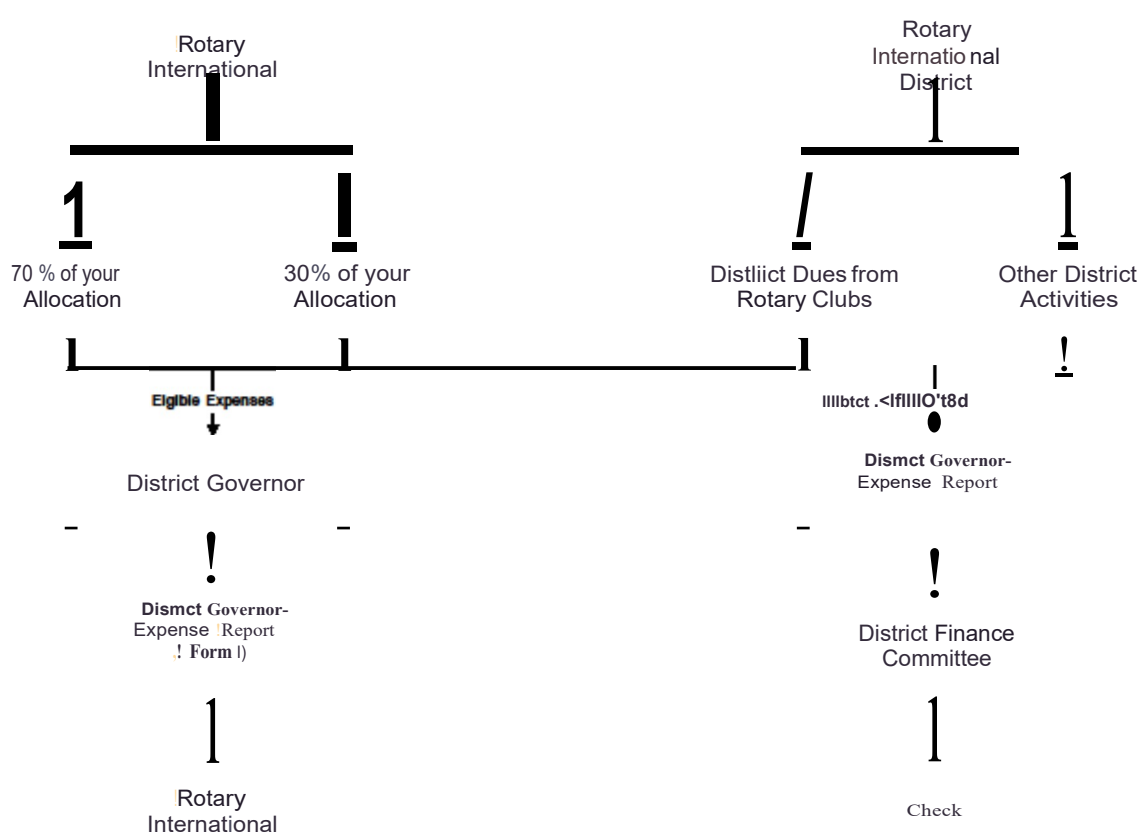


## AUTO TRAVEL LOG

[illegible]

# Rotary International District Governor Expense Report

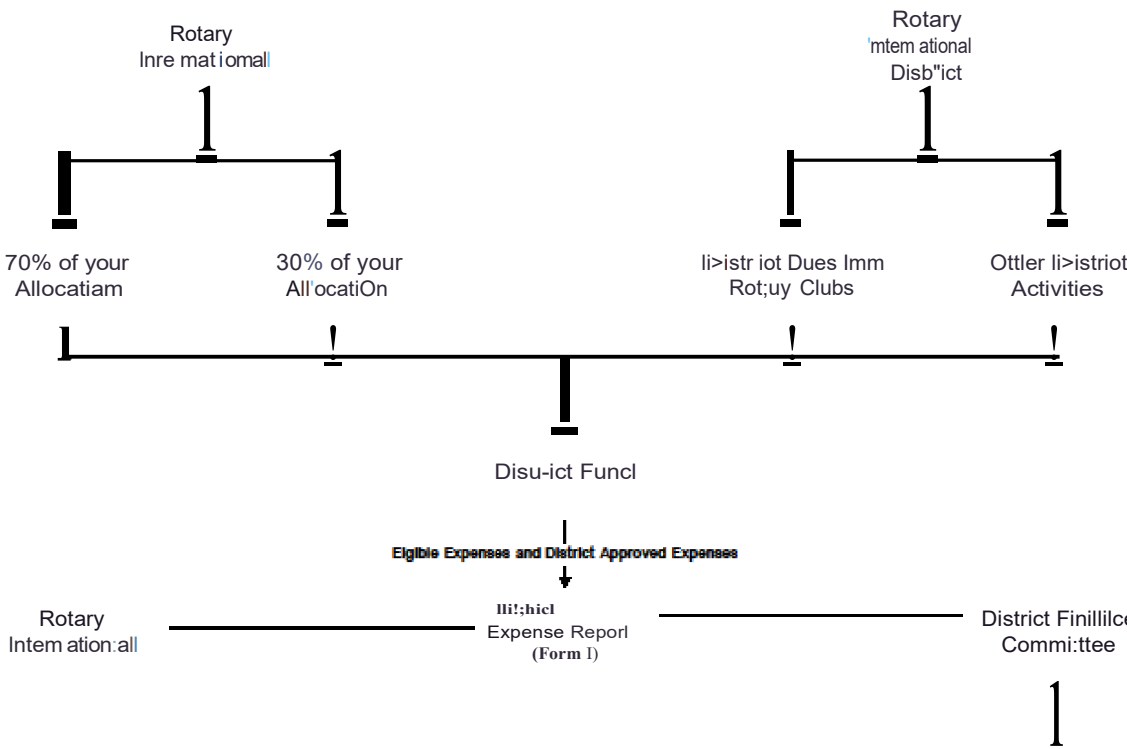
Possible Flow of Funds - Example 1



Rotary International

District Governor Expense Report

Possible Flow of Funds - Example 2



Mileage Schedule									
Month: July									
		# of							
Date	Purpose/description	miles	rate	total	Rotary Int	District	Club	Personal	Explanations
	1 Visits-RC of Killeen	140	0.545	76.30	76.30				use up RI allocation, then District, then club
	2 Training-RC of Waco	200	0.545	109.00	109.00				
	2 Visit- RC of Hillsboro	78	0.545	42.51	42.51				
	3 Fd training-Austin	55	0.545	29.98		29.98			Foundation exp not reimb by RI
			0.545	-					
			0.545	-					
			0.545	-					
			0.545	-					
			0.545	-					
			0.545	-					
			0.545	-					
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			0.545	-					
			0.545	-					
			0.545	-					
			0.545	-					
			0.545	-					
			0.545	-					
	Totals			257.79	227.81	29.98			





## **The Financial Responsibilities of Being District Governor**

### **Section VI – Top Eight District Governor Expense Reporting Errors**

Below are the most common errors made in reporting district governor's expenses.

1. Insufficient detail provided on each line item (especially for printing and postage expenses). Make sure to include specifics of the official RI business purpose of each expense;
2. Receipt not included for expenses US\$75.00 or more, and all hotel expenses. Hotel expenses must be accompanied with a hotel bill (folio);
3. A credit card statement does not suffice as receipt;
4. Expenses claimed for spouse or district officer, or at district committee meetings, etc.;
5. Expenses related to RI Foundation activities;
6. Expenses incurred by the district instead of expenses personally incurred by the governor. The governor's allocation is intended to reimburse governors for personal expenses incurred while performing official RI duties;
7. Incorrect mileage rate for automobile travel expenses. Current mileage rates are listed in the "Travel services" of the "General information" area in the Members section of [www.rotary.org](http://www.rotary.org);
8. A "per day" amount for meals (e.g. 5 meals at \$20.00/day). Each individual expense must be listed out separately.

## **The Financial Responsibilities of Being District Governor**

### **Section VII - Additional Reimbursements-**

#### **International Assembly**

RI provides the air transportation, hotel accommodations, and meals for you and your spouse for the International Assembly. Information on making arrangements and additional allowable expenses are included in the registration mailing you'll receive from RI in August or September. To be reimbursed for any additional authorized costs you incur attending the assembly, submit the Rotary International and Rotary Foundation Expense Statement within 60 days after the International Assembly.

If your spouse/partner decides to skip the assigned meetings, RI will charge you the costs of bringing him/her to International Assembly. I.e. If RI pays, you and your spouse/partner **will** attend.

Information obtained from the Rotary International  
District Governor's Manual Publication

July 1, 2019

## **The Financial Responsibilities of Being District Governor**

### **Section VIII – Risk Management**

Risk management is the process of planning, organizing, leading, and controlling an organization's activities to minimize the adverse effects of accidental losses on the organization. You are able to minimize risk and safeguard Rotarians, program participants, and assets belonging to the district. Limit your personal liability and that of your district by answering three basic questions when planning activities and events for your year as governor:

- What can go wrong?
- If something goes wrong, how will I or the district respond?
- How will any losses be paid for?

If there's a significant possibility that something can go wrong, you can reduce risk by

- Not conducting the activity or event
- Modifying the activity or event to lessen the risk
- Preparing a plan to address any potential problems
- Finding another organization that will agree to participate and share the risk

Though conducting business through handshakes or verbal agreements may be common, RI strongly recommends that your district use written and signed contracts. A contract attempts to clearly define the roles and responsibilities of each party and can include provisions to limit risk. When negotiating a contract, read it thoroughly to understand what you are agreeing to. Retain legal documents for several years after the event in case a claim is made.

Districts and clubs are urged to obtain the advice of legal and insurance counsel regarding liability protection. Protection may come through the incorporation of the district or club (or its activities) or the purchase of liability insurance coverage as deemed appropriate. See the *Manual of Procedure* (035) for additional information

Information obtained from Rotary International  
Lead Your District Governor

July 1, 2019

## **The Financial Responsibilities of Being District Governor**

### **Section IX – Insurance Provided by Rotary International**

#### **Insurance Coverage Provided by Rotary**

While you are acting in your role as a Rotary officer during your term as district governor (1 July to 30 June), you will be covered by the RI general liability and directors and officer's liability insurance policies.

You are covered under these policies only while you are acting in your role as a Rotary officer. Because you will not be serving in this role at all times during your year in office, your district is urged to secure general liability and directors and officers liability insurance to ensure complete coverage. The cost of obtaining additional coverage is not reimbursable as part of your district governor's allocation from RI. To obtain insurance appropriate for your geographic area, contact a local insurance agent. If you are aware of an insurance claim or an incident that may give rise to a claim while you are serving as governor, contact your CDS representative immediately.

#### **Coverage for U.S. Districts**

Districts in the United States and its territories and possessions are automatically covered by general liability and directors and officers employment practices liability insurance through a program arranged by RI and paid for by all active U.S. clubs through the semiannual dues report.

#### **Coverage at the International Assembly**

You and your spouse will be covered by travel insurance while traveling to and from the International Assembly and attending the meeting. This coverage, which is intended for use in the event of an illness or injury, varies depending on your home country. For example, if you live in the United States, travel medical insurance coverage will not be provided. Your International Assembly registration packet will include more detailed information about the insurance coverage provided by RI.

Information obtained from Rotary International  
Lead Your District Governor

July 1, 2019

## **The Financial Responsibilities of Being District Governor**

### **Section X – U.S. Rotary Club and District Liability Insurance Program**

Active U.S. Rotary clubs and districts are provided with general liability ("GL") and directors & officers/employment practices liability ("D&O/EPL") insurance through the U.S. Rotary Club and District Liability Insurance Program ("Program"). The Program is financed by insurance assessments collected from U.S. Rotarians.

Note: The Program does NOT provide coverage for bodily injury or property damage sustained by a first-party insured, such as a Rotarian or volunteer. To obtain a certificate of insurance, insurance policies and summaries, and loss control guidelines, please visit the Insurance Information Portal.

Note: Insurance information Portal is a protected website and can be accessed with a user name and password only. User name and password have been provided to club and district officers through the annual mailing. You can also contact Lockton to obtain a user name and password at [rotary@lockton.com](mailto:rotary@lockton.com).

Insurance Information Portal's web address  
<https://www.locktonportal.com/sites/rotary/resources>

To report an incident, please contact [Rotary International Risk Management](#).

Information obtained from the Rotary International Web Site  
[://www.rotary.org/en/members/generalinformation/insurance/pages/ridefault.aspx](https://www.rotary.org/en/members/generalinformation/insurance/pages/ridefault.aspx)

July 1, 2019

## **The Financial Responsibilities of Being District Governor**

### **Section XI – A – District and Rotary Clubs – Type of Organization**

On 13 May 1958, the Internal Revenue Service declared that Rotary International (RI) and its clubs and districts are entitled to exemption from federal income tax under Section 501(c)(4) of the Internal Revenue Code.

#### **Tax Deductible Status:**

Contributions to clubs and districts are generally not tax deductible as charitable contributions. Clubs and districts that have gross annual receipts that normally exceed \$100,000 generally must include a disclosure statement regarding the non-deductibility of contributions during fundraising solicitations (IRC Sec. 6113). Note that this includes invoices *for payment of dues*. See **IRS Notice 88-120** for more details and acceptable disclosure language. Sometimes clubs create a separate charitable organization or fund and obtain tax exemption under Section 501(c)(3) of the Internal Revenue Code. Contributions to such exempt fund may be tax deductible as charitable contributions. Membership dues may be deductible for some Rotarians as business expenses.

Information obtained from Rotary International and the Internal Revenue Service  
– Code, Regulations, and Instructions

July 1, 2019

## The Financial Responsibilities of Being District Governor

### Section XI – B – I – Filing Requirements – Who Must File?

While Rotary clubs and districts are exempt from paying *federal income tax on exempt function activities*, **the law does require Rotary clubs and districts to file an annual information return (Form 990, 990-EZ) or submit an annual electronic notice (Form 990-N). The version a club files is dependent upon its gross receipts for the year.**

If the Rotary Club or district engages in activities that are regularly carried on, not a part of their exempt function, and the gross receipts exceed \$1,000, they are required to file a Form 990T, and could be subject to paying income tax. Examples of activities would be advertising or marketing for a for-profit business.

These returns are required annually. The law mandates that this information be submitted on or before the 15th day of the 5th month following the close of the annual accounting period (**no later than 15 November**). Failure to meet the annual filing requirement for three consecutive years will result in **revocation of the tax-exempt status of the club or district** in question. To learn more about this requirement, visit the US Treasury website at: [www.irs.gov/eo](http://www.irs.gov/eo), or call the toll-free number: (877) 829-5500.

Information obtained from the Internal Revenue Service –  
Code, Regulations & Instructions

July 1, 2019

## The Financial Responsibilities of Being District Governor

### Section XI – B – II – So what form should be filed?

**Form 990-N.** If an organization normally has gross receipts of \$50,000 or less, it must submit Form 990-N, Electronic Notice (e-Postcard) for Tax-Exempt Organizations Not Required To File Form 990 or 990-EZ, if it chooses not to file Form 990 or Form 990-EZ (there are exceptions for certain section 509(a)(3) **supporting organizations** and for certain organizations described in *Part B, of IRS instructions*).

**Form 990-EZ.** If an organization has **gross receipts** less than \$200,000 and **total assets** at the end of the tax year less than \$500,000, it can choose to file Form 990-EZ, Short Form Return of Organization Exempt From Income Tax, instead of Form 990. See the instructions for Form 990-EZ for more information. There are special rules for **controlling organizations** under section 512(b)(13) and **sponsoring organizations of donor advised funds**.

If an organization eligible to submit the Form 990-N or file the Form 990-EZ chooses to file the Form 990, it must file a complete return.

Information obtained from the Internal Revenue Service Instructions for Form 990  
Return of Organization Exempt From Income Tax

July 1, 2019



## **The Financial Responsibilities of Being District Governor**

### **Section XI – B – III – What are Gross Receipts?**

Gross receipts are the total amounts the organization received from all sources during its annual tax year (including short years) without subtracting any costs or expenses.

Information obtained from the Internal Revenue Service Instructions for Form 990  
Return of Organization Exempt From Income Tax

July 1, 2019

## **The Financial Responsibilities of Being District Governor**

### **Section XI – B – IV – Do Rotary Districts and Clubs have to pay taxes?**

#### **Other Taxes:**

Clubs or districts may be required to file **IRS Form 990-T** if they have "*unrelated business income*." An unrelated trade or business is defined as any trade or business that is regularly carried on, and that is not substantially related to the organization's exempt purpose or function. (IRC Sec. 513). Federal Social Security and withholding taxes, and local state income taxes may be required from a club or district that has one or more paid employees. Please contact the IRS or your tax consultant or attorney for guidance on this issue.

The laws of individual states vary regarding state income tax, sales tax, other taxes and special licenses. The 501(c)(4) status applies only to federal income tax and does not necessarily have any bearing on state or local taxes. IRS interpretation of its Code also can vary slightly in different US Treasury districts.

Information obtained from the Rotary International and the Internal Revenue Service – A Bulletin for Rotary Clubs and Districts in the USA, Puerto Rico, US Virgin Islands, Guam, American Samoa, and Northern Mariana Islands

July 1, 2019

## **The Financial Responsibilities of Being District Governor**

### **Section XI – B – V – What are the penalties for not filing?**

#### **Against the organization**

Under section 6652(c)(1)(A), a penalty of \$20 a day, not to exceed the lesser of \$10,000 or 5% of the **gross receipts** of the organization for the year, can be charged when a return is filed late, unless the organization shows that the late filing was due to reasonable cause. Organizations with annual **gross receipts** exceeding \$1 million are subject to a penalty of \$100 for each day failure continues (with a maximum penalty for any one return of \$50,000). The penalty applies on each day after the due date that the return is not filed.

Tax-exempt organizations that are required to file electronically but do not are deemed to have failed to file the return. This is true even if a paper return is submitted, unless the organization files by paper to report a name change.

The penalty can also be charged if the organization files an incomplete return, such as by failing to complete a required line item or a required part of a schedule. To avoid penalties and having to supply missing information later:

- Complete all applicable line items,
- Unless instructed to skip a line, answer each question on the return,
- Make an entry (including a zero when appropriate) on all lines requiring an amount or other information to be reported, and
- Provide required explanations as instructed.

Also, this penalty can be imposed if the organization's return contains incorrect information. For example, an organization that reports contributions net of related fundraising expenses can be subject to this penalty.

Use of a paid preparer does not relieve the organization of its responsibility to file a complete return.

#### **Against responsible person(s).**

If the organization does not file a complete return or does not furnish correct information, the IRS will send the organization a letter that includes a fixed time to fulfill these requirements. After that period expires, the person failing to comply will be charged a penalty of \$10 a day. The maximum penalty on all persons for failures for any one return shall not exceed \$5,000.

There are also penalties (fines and imprisonment) for willfully not filing returns and for filing fraudulent returns and statements with the IRS (see sections 7203, 7206, and 7207). States can impose additional penalties for failure to meet their separate filing requirements.

#### **Automatic revocation for non-filing for three consecutive years**

The law requires most tax-exempt organizations, other than churches, to file an annual Form 990, 990-EZ, or 990-PF with the IRS, or to submit a Form 990-N e-Postcard to the IRS. If an organization fails to file an annual return or submit a notice as required for 3 consecutive years, it will automatically lose its tax-exempt status. Organizations that lose their tax-exempt status may need to file income tax returns and pay income tax but may also apply for reinstatement of exemption. For details, go to [www.irs.gov/eo](http://www.irs.gov/eo)

Information obtained from the Internal Revenue Service Instructions for Form 990  
Return of Organization Exempt From Income Tax

July 1, 2019

## **The Financial Responsibilities of Being District Governor**

### **Section XI – B – VI – 1 – Federal Identification Number**

This 9-digit number is essentially a tax ID number and has nothing to do with whether the club or district has any employees. As RI must report annually the EINs of all districts and clubs in the USA, Puerto Rico and Virgin Islands, the RI secretariat maintains a list of those EIN tax numbers for reference. New Rotary Clubs, however, must apply directly to the IRS for an EIN number to be assigned to the new Rotary club. Please contact your Club and District Support (CDS) representative at Rotary International headquarters if you have any questions about the EIN number for your club or district.

Information obtained from the Rotary International and the Internal Revenue Service – A Bulletin for Rotary Clubs and Districts in the USA, Puerto Rico, US Virgin Islands, Guam, American Samoa, and Northern Mariana Islands

July 1, 2019

## **The Financial Responsibilities of Being District Governor**

### **Section XI – B – VI – 2 – Group Exemption Number**

RI's **Group Exemption Number** (referred to as "GEN" on Form 990), **is 0573**, which applies to RI as well as all USA, Puerto Rico and Virgin Islands clubs and districts. At the same time, every club and district in the USA, Puerto Rico and Virgin Islands is required to have its own ***Employer Identification Number (EIN)***.

If the club or district fails to file their tax return for 3 years and loses their exemption from IRS, they will also lose the ability to use RI's Group Exemption Number. They will also have to make application (Form 1024) to the Internal Revenue Service to be an exempt organization. The Form 1024 is long and detailed, and the review process by IRS can take six months or more.

Information obtained from the Rotary International and the Internal Revenue Service – A Bulletin for Rotary Clubs and Districts in the USA, Puerto Rico, US Virgin Islands, Guam, American Samoa, and Northern Mariana Islands

July 1, 2019

## **The Financial Responsibilities of Being District Governor**

### **Section XII – District Incorporation**

1. When a group or organization incorporates, it forms into a legal corporation. The primary benefit of incorporating is to protect personal assets from potential business liabilities. Incorporation may also support continuity and consensus for decision-making, because the district board of directors will be involved in short- and long-term decisions that affect the district.

Districts may seek the RI Board's approval to incorporate if they have the support of at least two-thirds of their clubs. RI requirements for district incorporation include:

- All clubs must be members of the incorporated district.
- The district governor must be the highest officer of the district corporation.
- The district's corporate documents must be consistent with the RI Constitution, RI Bylaws, and policies to the extent permitted by the laws of the local jurisdiction.

If you are considering incorporating your district, contact your CDS representative. Find more information about incorporation at [rotary.org](http://rotary.org).

Information obtained from Rotary International  
Lead Your District Governor  
And Manual of Procedures

July 1, 2019



# ROTARY'S VISION STATEMENT

Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves.

As we stand on the cusp of eliminating polio, we find ourselves poised for our next challenge. The time is right to move toward realizing a new vision that brings more people together, increases our impact, and creates lasting change around the world.

To achieve the vision of Rotary International and The Rotary Foundation, we have set four priorities that will direct our work over the next five years.

## ROTARY'S STRATEGIC PRIORITIES AND OBJECTIVES

### INCREASE OUR IMPACT

- Eradicate polio and leverage the legacy
- Focus our programs and offerings
- Improve our ability to achieve and measure impact

### EXPAND OUR REACH

- Grow and diversify our membership and participation
- Create new channels into Rotary
- Increase Rotary's openness and appeal
- Build awareness of our impact and brand

### ENHANCE PARTICIPANT ENGAGEMENT

- Support clubs to better engage their members
- Develop a participant-centered approach to deliver value
- Offer new opportunities for personal and professional connection
- Provide leadership development and skills training

### INCREASE OUR ABILITY TO ADAPT

- Build a culture of research, innovation, and willingness to take risks
- Streamline governance, structure, and processes
- Review governance to foster more diverse perspectives in decision-making



# ROTARY'S CORE VALUES

The world today is not the same as it was when Rotary was founded in 1905. Demographics have shifted, the pace of change has accelerated, and technology has created new opportunities for connection and service. What hasn't changed is a need for the values that define Rotary:



FELLOWSHIP  
INTEGRITY  
DIVERSITY  
SERVICE  
LEADERSHIP

By honoring our past and embracing our future, we can evolve and keep Rotary not only relevant, but thriving.



JOIN LEADERS | EXCHANGE IDEAS | TAKE ACTION [rotary.org/strategicplan](https://rotary.org/strategicplan)





## DGND through DGE Preparation Calendar Prior to Service as District Governor

**To the current District Governors-nominee-designate, District Governors-nominee and District Governors-elect:**

The intent of this 21-month calendar is to bring to your attention some suggestions and organizational items that will assist you in planning, prior to your year of service as District Governor. Because it is understood that Districts vary in both protocol and precedent, this calendar is a guideline, not a mandate. It is for your use and we hope you experience great success as you incorporate some of the suggested items.

### HELP YOURSELF:

- A. Be sure you are properly registered on **MY ROTARY** on the RI Website at [www.rotary.org](http://www.rotary.org).
- B. Familiarize yourself with the RI Website.
- C. Familiarize yourself with your own District's Website.
- D. Get to know your District's Assistant Governors. How many are in their 1st, 2nd, or 3rd year of service? How many new AGs will you be responsible for appointing and reappointing?
- E. Get to know your District Committee Chairs and members. Do you understand all their roles and responsibilities? Are you prepared to appoint, reappoint or replace?
- F. Understand your District's geographic area. Do your best to visit as many Clubs as you can prior to your year of service as DGE and DG.
- G. Have good representation from the entire District on your District Leadership Team.
- H. Be engaged at every Rotary and District event you attend.
- I. Listen.
- J. Say "thank you" at every opportunity.

### PRIORITIES AS DGND, DGN & DGE

- 1. Does your District have a "Strategic Plan"? If not, should you?
- 2. Be familiar with the **ROTARY INTERNATIONAL STRATEGIC PLAN** and changes implemented by the RI Board.

**December**  
**DGND**

**1 of 21**



**You have been selected to serve as District Governor**

Download a copy of the **Rotary International Governance Documents and Code of Policies** and read them. These documents are the institutional memory of Rotary, compiled since our early years. Familiarity with them will save you from allowing issues to develop within your District.

- ☐ Begin visiting Clubs throughout your District...because you need to get to know your District and the District needs to get to know you.
- ☐ Begin to identify potential District leaders from among the current and past Club Presidents and add them to your database of possible District Committee chairs, committee members and Assistant Governors.
- ☐ Plan on attending ALL District meetings such as District Leadership Team Training, PETS, District Training Seminar, District Advisory Board, District Finance Committee and District Conference. This is a time for observation, asking questions and meeting those who are already serving at the District level.
- ☐ Select the date AND site of your District Conference and book your block of hotel rooms, in accordance with District and RI policies.
- ☐ Select your District Conference Committee Chair and members.

**DGND  
until July 1  
2 of 21**

- ☐ Develop your 3-year calendar; be sure to include important governmental and religious holidays to avoid conflicts.
- ☐ Become familiar with your District Leadership Plan as recommended by RI and approved by your District.
- ☐ Review and understand your District's Operational Chart. If your District does not have an operational chart you may want to work with your DG, DGE, DGN to create one.
- ☐ Attend AG meetings and area/group Club meetings; you will want to listen & observe.
- ☐ Attend and participate in the District Rotary Foundation and Membership Seminars.

**DGN  
July-December  
3 of 21**

- ☐ Continue to visit the Clubs in your District. Use these Club visits as a time to sound out the Clubs on what issues they may have.
- ☐ Begin thinking about what your focus will be as you look toward your year as District Governor. Some things will (likely) never change and so you can expect that membership development and retention as well as support for The Rotary Foundation will be priorities of your Rotary International President.
- ☐ Proactively meet as many District Committee Chairs and members as you can. Ask them about the function/purpose of their specific committee as well as successes of their committees, best practices and outcomes of their committees in relationship to the Clubs.
- ☐ Attend District Governor Nominee Training, convened by the RI Director.

- ☐ Work closely with the DGE in the planning of the District training events such as District Leadership Team Training, PETS and Vibrant Club Workshop. Remember, in one year, these events will be your responsibility.
- ☐ Work with your District Trainer (or select your District Trainer-depending on your District's "appointment cycle") and training committee.
- ☐ You should be a member of some of your District committees. Work with your Governor to determine which committees.
- ☐ A successful District Governor is one who shares leadership and is surrounded by quality people. You will be making appointments to positions of District leadership. Make it a point to create an inventory of potential District leaders as you are visiting Clubs. This is the time when you should be looking forward to your appointments to the positions of Assistant Governors and District Committee Chairs.
- ☐ Begin thinking about your Club Visitation Schedule. Are you planning to visit each Club individually or are you thinking about "group" meetings centered around special events (i.e. Paul Harris Dinner, Million Dollar Rotary Foundation Event, etc.)? This schedule should be presented to your Presidents-elect at PETS. Typically, a Club visit involves a meeting with the Club's Board of Directors...not just sitting in on a board meeting! The distinction is important because you need to have time to share your vision and program with the leadership...and they to share their concerns with you.
- ☐ Continue to be thinking about your District Conference, which will be the culmination of your year as District Governor. Over the next 2+ years, you will meet many great Rotarians and will be exposed to some wonderful programs. Think about your conference and consider if any of these people or programs would enhance the conference experience for those who attend. Remember, a District Conference should be educational, motivational and inspirational...it is not a training session. Focus on Rotary and make it fun!!!!

**DGN**  
**January**  
**4 of 21**

- ☐ Order Rotary business cards with photo? (if not already done) and stationary. Include word-friendly letterhead as you will likely be sending out more electronic than hard-copy letters.
- ☐ Give the DG your photo and bio for use at the District level.
- ☐ Send your contact information to Rotary International at Club and District Support (CDS)  
 Be sure to include your name, preferred Rotary address, home/business/cell phone, fax, and e- mail address. You may also want to include your photo.
- ☐ Meet with your DG and DGE (face-to-face or conference calls) on a regular basis.
- ☐ Appoint District Treasurer for your DG year (according to your District Leadership Plan).

- ☐ Meet with DGE and District Treasurer regarding District Budget effective July 1.
- ☐ Continue to work on your 3-year calendar; obtain the schedule of all District committee meetings, events, etc. of which you are expected to attend and participated.
- ☐ Create your filing system.
- ☐ Install a scanner if you have not already done so.
- ☐ Consider PDF conversion software (word documents to PDF; PDF documents to word).

**DGN**  
**February**  
**5 of 21**

- ☐ District Finance Committee meets to approve your predecessor's budget. Take good notes and ask questions and understand the District's budget.
- ☐ Appoint District Secretary for your DG Year (according to your District Leadership Plan).
- ☐ Appoint your District Conference Committee Chair (if not already done)
- ☐ Finalize site location and date for your District Conference (if not already done).
- ☐ Finalize dates and locations for District Leadership Team Training and Vibrant Club Workshop (if not already done) for your year as DGE.
- ☐ Be sure you are on you are communicating with (or on) your Multi-District PETS Council.
- ☐ Attend the Council meetings of your past, present and future District Governors.

**DGN**  
**March**  
**6 of 21**

- ☐ Plan conversations with your PDG's and other District Leaders for suggestions and ideas.
- ☐ Attend PETS.
- ☐ If possible, attend one or more PETS outside your own District (or Multi-District) for ideas that can be included in the planning for your own PETS, just one year from now.
- ☐ Talk with your own Club about your DG installation event; start thinking about a date and location.
- ☐ Talk with your Club members about their role during your year as DG.

**DGN**  
**April**  
**7 of 21**

- ☐ Appoint the District Advisory Board members (according to your District Leadership Plan).

- ☐ Appoint the District Board Members (if your District is incorporated and according to your District By-Laws).
- ☐ Attend and participate in Vibrant Club Workshop (dates may vary).
- ☐ What is your role in the current year's District Conference?

**DGN**  
**May**  
**8 of 21**

- ☐ Attend the Rotary International Convention (dates may vary).
- ☐ Continue working on your 3-year calendar which includes all District committee meetings as well as your training dates.

**DGN**  
**June**  
**9 of 21**

- ☐ Election as DGE at the Rotary International Convention (dates may vary).
- ☐ Attend DG installation (dates may vary).
- ☐ District Conference contract should be finalized.
- ☐ Vibrant Club Workshop contract should be finalized.
- ☐ You will start receiving appropriate information from Rotary International (electronically or via US mail). This is where your filing system helps with your organizational skills.

**DGE**  
**July**  
**10 of 21**

## **YOU ARE NOW THE DGE**

- ☐ Continue to receive appropriate information from RI...regularly.
- ☐ Attend Club events when invited.
- ☐ Schedule attendance at several of the DG's official visits.
- ☐ Continue to visit Clubs throughout your District...because you will get to know your Clubs better and the Clubs need to know you before you walk in as the DG.
- ☐ You will receive the **LEAD YOUR DISTRICT: GOVERNOR MANUAL**. This is meant to be read, not placed on a shelf. Please read, highlight, make notes in this document. It is intended to help you prepare for your year of service. Your facilitators at Governors-elect Training Seminar (GETS) and International Assembly assume you have read your manual.
- ☐ Begin to communicate with your Presidents-elect (PE).
- ☐ Attend District's orientation program for Outbound Global Scholars (scheduling of this event will vary with each District).

**DGE  
August  
11 of 21**

- ☐ Who is your District Trainer? Who are the members of your Training Committee?  
If you are just now selecting/working with your training team...you are behind the planning curve.
- ☐ You should receive an **ESTIMATED BUDGET ALLOCATION** questionnaire from RI asking for the estimated number of overnight stays needed during your year as DG, relative to your Official Club Visits.

**DGE  
September  
12 of 21**

- ☐ Attend Governors-elect Training Session (GETS), convened by RI Director (dates will vary from year to year).
- ☐ Continue to compile your list of potential District appointments. Are you prepared to make the appropriate appointments to assist in building stronger Rotary Clubs? Does your District recruit for 3-year appointments with an annual re-appointment by the DG?
- ☐ **DISTRICT APPOINTMENTS FORM** will be sent to you (electronically) for both RI and The Rotary Foundation (TRF). Please complete this information in a timely manner. Others are counting on the information that you will include in this document.
- ☐ You will receive information relative to the **INTERNATIONAL ASSEMBLY** such as registration for you (and spouse/partner), hotel registration information and flight information (required to go through Rotary International Travel Service (RITS). Complete all information in a timely manner. **You are required to attend the Assembly for the entire duration.**
- ☐ RI Convention promotional materials will be sent to you. Your DGN would be a good selection to serve as your "On to the RI Convention" Committee Chair.

**DGE  
October  
13 of 21**

- ☐ Select Assistant Governors to serve during your DG year (according to your District Leadership Plan). Make sure they understand the responsibilities of their commitment.

- ☐ Finalize plans for Assistant Governor Training Seminar. Consider using "retiring" (and effective) AGs as part of your training team for this event.
- ☐ Be sure you know those you are appointing or re-appointing to all your District Committees and AG.
  - 1.) Thank all for their past service
  - 2.) ASK if they are interested in continuing to serve (according to your District Leadership Plan) and
  - 3.) Invite and ASK any new appointees (discuss responsibilities of service)
- ☐ Depending on your personal plans and perhaps traditions in your District, determine a gift/trinket that you will share with other DGE at the International Assembly. Whatever you decide, be sure you have a sufficient number of business cards for distribution for you and your spouse/partner. You may want to discuss what has been done in the past with your DG and PDG.

**DGE  
November  
14 of 21**

- ☐ Finalize all District Committee appointments (RI and TRF) and complete the District Appointment Form and return to RI in a timely manner. You may want to host a "Get Acquainted" session at your home (or other casual environment) to learn of their concerns, begin planning, and develop "leadership team camaraderie" that will carry forward for the next 18 months.
- ☐ If not already done, formally invite Committee Chairs and members and AG to serve. Remember, all serve at the pleasure of the District Governor.
- ☐ Attend and participate in the District Rotary Foundation and Membership Seminars

**DGE  
December  
15 of 21**

- ☐ District Governor Nominating Committee (what is your role?).
- ☐ Continue working with your District Trainer/Training team regarding agendas and speakers/presenters for your District Leadership Team training, Assistant Governor Training, PETS and Vibrant Club Workshop.
- ☐ Regularly meet with your District Conference Committee.
- ☐ Meet with District Treasurer and District Finance Committee to draft a budget for your DG year (include your DGN and DGND).
- ☐ Discuss the District's Website with the DG and webmaster. What should be changed and/or updated?
- ☐ Are you going to have a printed District Directory? Are you going to have an electronic District Directory? Do you have all the information you need for your District Directory? (District Leadership, AG, Committees, Club Presidents, Club Secretaries, Club Youth Exchange Officers, RI Director, RI President, RI Club & District Support, District Calendar, and/or other information traditionally included or that you want to add?)

- ☐ Finalize your **OFFICIAL CLUB VISITATION** schedule.

**DGE**  
**January**  
**16 of 21**

- ☐ Is all of your training agenda finalized? At this point, you will want to reconfirm all your speakers and presenters.
- ☐ Meet with your DG.
- ☐ Meet with your DGN.
- ☐ Meet with your DGND.
- ☐ Are you ready for the International Assembly?
- ☐ RI will be mailing a sufficient number of **CLUB OFFICER KITS** for your PE at PETS.  
Included in this mailing are the **LEAD YOUR CLUB: PRESIDENT, SECRETARY, TREASURER** and **COMMITTEE MANUALS**. (All of these documents are also available electronically on the RI Website at rotary.org.)
- ☐ Attend the Rotary International Assembly for the full duration.
- ☐ Following the International Assembly, you will receive the **PRESIDENTIAL CITATION** (or RI Citation) and the RI President's "theme" materials. These should be distributed to your Club Presidents-elect at PETS. Additional copies can be ordered from RI to be used for your AG and District Leadership Team Training as well as for distribution at District Assembly...for a nominal fee.

**DGE**  
**February**  
**17 of 21**

- ☐ Meet with your past, present and future District leaders. Share your International Assembly experience, the theme for the upcoming year as well as your goals for your District.
- ☐ District Leadership Team Training and Assistant Governor Training.
- ☐ Finance Committee meeting regarding final budget for upcoming Rotary year.
- ☐ Know when you are to have your budget approved and by whom (Presidents or Presidents-elect or voting delegates to the District Conference, etc.)
- ☐ Determine concepts and format for your monthly District Governor newsletter. Are you creating the newsletter or do you have a newsletter editor?
- ☐ Go over the final details of your Official Club Visitation schedule (which will be distributed to your PE at PETS).



**DGE**  
**March**  
**18 of 21**

- ☐ PETS
- ☐ Encourage clubs to enter goals in Rotary Club Central.
- ☐ Finalize all plans for District Assembly. Re-confirm all speaker/presenters.
- ☐ Continue all final planning.

**DGE**  
**April**  
**19 of 21**

- ☐ District Assembly (dates will vary depending on year and District).
- ☐ District Conference (dates will vary depending on year and District).

**DGE**  
**May**  
**20 of 21**

- ☐ Discuss transfer of District files from DG.
- ☐ Continue to encourage clubs to enter goals in Rotary Club Central.

**DGE**  
**June**  
**21 of 21**

- ☐ Attend Rotary International Convention (dates will vary depending on the year). Please note, your expenses for the RI Convention are not part of your RI Allocation.
- ☐ District Governor Installation (dates will vary depending on year and District).
- ☐ Club President Installations (as invited).

**DG**  
**July**

## **THE YEAR BEGINS ON JULY 1!**

### ***This will be the best year of your Rotary life...***

As District Governor, your authority is an extension of the authority of the Board of Directors of Rotary International. Your empowerment as the District Governor is, however, provided by those you will be leading. If you aren't humble going into the process, then the process will make you humble, because you will soon discover that 20% of the time you will serve by leading and 80% of the time you will lead by serving. You will look back on the opportunity to visit your Rotary Clubs as one of the most rewarding of all your activities as DG. Your role as District Governor is to further the **Object of Rotary** by providing **LEADERSHIP, INSPIRATION and GUIDANCE** to the Rotary Clubs you serve.



## FIVE STEPS TO A SUCCESSFUL DISTRICT CONFERENCE

This manual is designed to help district conference committees plan an event that meets the guidelines set by the Rotary International Board of Directors and the RI Constitution and Bylaws while finding fresh, entertaining ways to engage and energize participants. Adapt the manual's guidelines to suit the needs, traditions, and customs of your district.

Use [My Rotary](#) as your main resource when planning a district conference. You'll find current information on all aspects of Rotary, including details about conference requirements, roles and responsibilities of the conference team, program details, news, announcements, and ways to promote your conference.

### Purpose

The purpose of the district conference is to engage members at all levels, from your most-senior leaders to the newest club members. The event should recognize accomplishments of members, clubs, and the district in order to inspire all to become more involved, to give them a vision of Rotary beyond the club level, and to provide a memorable fellowship experience.

### Requirements

At a minimum, your district conference program should include:

- Two conference addresses and brief closing by the RI president's representative
- Discussion and adoption of the audited financial statement from the previous year
- Approval of the district levy, if it was not approved at the district training assembly or the presidents-elect training seminar
- Election of a member of the nominating committee for the RI Board of Directors, as appropriate for your zone
- Election of the district's representative to the Council on Legislation (*if two years before the next Council and if the district chooses not to use the nominating committee procedure*)

### Resources

Throughout this manual, you'll be challenged to think differently about the district conference than you may have in the past. Before you begin, be aware that there are a multitude of resources to support you as you plan your conference:

- [Manual of Procedure](#) — Includes policies regarding the district conference
- [Tell Rotary's Story: Voice and Visual Guidelines](#) — Guidelines for conference branding
- [shop.rotary.org](http://shop.rotary.org) — Offers materials for use at the district conference

## Step 1: Setting Priorities to Focus on Member Engagement

Before you begin planning conference details, determine the priorities of your conference:

- What do you want to accomplish?
- What do you want attendees to learn and experience?
- How can you use the conference to engage your members in fun new ways?

Here are a few suggestions for determining your priorities and your strategy to engage members:

Assess the needs of your district:

- Seek feedback from district Rotarians: Have they attended a conference before? If so, what did they enjoy? What would they change? What do they want to learn this year? How would they like to see their time structured? What would inspire them to attend?
- Check for and avoid scheduling conflicts with the district assembly, the International Assembly, a Rotary institute, the Rotary Convention, and any public holidays.

Recognize accomplishments at all levels and inspire everyone to get involved:

- Recognize and welcome new Rotarians, first-time conference attendees, club presidents, and incoming club officers.
- Recognize those who have participated in Rotary Foundation activities.
- Promote successful club and district projects.
- Highlight achievements of individual Rotarians.
- Ask those being recognized to share their Rotary moment.

Engage Rotarians and non-Rotarians:

- Incorporate activities that appeal to a broad range of attendees, and definitely consider trying something new.
- Invite spouses or families to attend events.
- Invite Rotaractors, Interactors, Rotary Youth Exchange students, Rotary Foundation alumni, and other Rotary program participants to speak about their experiences, participate in a project, and attend events.
- Invite prominent community members as guests to familiarize them with the good work Rotary does.

## Step 2: Planning Logistics

Conference logistics should be coordinated well in advance to ensure a well-organized and enjoyable event.

### General planning

In order to develop an effective conference:

- Create an action plan and timetable, collaborating with everyone involved in planning.
- Assign subcommittee members to specific tasks, with deadlines, appropriate to their particular skills and interests
- Select a site and hotel that meet conference needs. Obtain written confirmation, such as a contract, specifying your conference dates and requirements, as far in advance of the event as possible.
- Send out registration and promotional materials to district Rotarians as soon as possible.
- Secure adequate liability and property insurance to protect the district and conference organizers against public liability and property damage claims. Insurance should cover all conference activities, including fellowship events, meetings, and meal events.

### Logistics to maximize membership engagement

By prioritizing membership engagement when you make logistical decisions, you can significantly influence Rotarians' decision to attend the conference. Consider:

**Site selection** — Hold your conference at a location that encourages maximum participation.

**Budget** — Keep participants' conference expenses to a minimum. Select reasonably priced venues, hotel rooms, and entertainment. Determine whether participants will pay a registration fee or the district fund will cover all or part of the expenses. Consider selling advertising space in the program book or obtaining local business sponsorships to help offset costs to individual Rotarians.

**Registration** — Determine how this will be handled: on the district's website, as part of the invitation packet for family members mailed to each Rotarian's house, distributed and promoted by club secretaries at weekly meetings. Keep in mind that a simple process may lead to higher attendance.

For more information, see the website's District Conference page.

## Step 3: Planning Programming

The success of a district conference depends largely on its program. General sessions should include interesting and relevant presentations. Your programming should focus on topics that will engage and inspire members with different levels of experience and different interests.

While there is business to attend to, remember that your program should also be fun. The district conference is an opportunity for Rotarians to meet new people, strengthen their connection to Rotary, and celebrate accomplishments — of individual Rotarians, of clubs, and of the district as a whole.

Here are some guidelines for creating engaging programming:

Program to all member types:

- Provide a new member orientation program, including time for both learning and networking, and recognize new members' participation.
- Offer a [district leadership seminar](#) for interested members who've served as club president or in a club leadership role for at least three years.
- Dedicate time to different facets of Rotary membership: networking and fellowship, a service project, and Foundation-related activities.

Keep programming exciting and innovative:

- Invite both Rotarian and non-Rotarian speakers. Often, the latter can address a Rotary-related topic- for example, a teacher discussing literacy.
- Include topics that will provide new information to both new and longtime Rotarians.
- Introduce new ideas implemented by clubs in your district and in other districts for carrying out service projects or attracting new members.
- Use a variety of formats to keep things exciting: small group discussions, videos, panel discussions.
- Use sessions to brainstorm new service project ideas or ways to collaborate with other clubs.
- Include opportunities for fellowship and networking in all sessions.
- Identify opportunities to engage non-Rotarians in your activities. Consider ways to position your conference as a recruitment event for potential members.
- Consider ways to incorporate the current presidential theme to create cohesive messaging and programming.

## Step 4: Promoting the Conference

Organizers of outstanding conferences often begin by asking themselves, “What will encourage the Rotarians in my district to attend?” To be effective, conference promotion efforts must be multifaceted and carefully planned, building enthusiasm by focusing on the benefits of attendance.

A good publicity effort takes skill and time. To take advantage of the resources and expertise in your district, the district conference committee chair should select someone to serve as a liaison to the district public relations committee. Or consider creating a marketing subcommittee for the conference. Successful marketing starts early and builds during the year, with frequent reminders sent to district Rotarians. Develop a calendar to help you plan and manage your efforts.

Consider these strategies:

- Ask your district governor to include conference information in regular communications.
- Build excitement on social media. Start a Facebook or Twitter campaign to highlight fun or rewarding activities, describe benefits of attending, and feature a countdown to the big event.
- Make an entertaining video to promote the conference. Post it to social media and email it to district Rotarians.
- Develop engaging publicity packets and distribute them to each club.
- Include up-to-date information about the conference on the district website.
- Work with the governor to distribute short, timely correspondence about the conference.
- Offer a prize for the club with the best conference-related PR efforts to encourage greater participation.

### Media

Media coverage not only generates excitement among district Rotarians but also promotes Rotary’s good work in your community. Look for opportunities to promote your conference through local media, work with the district public relations chair to identify newsworthy program features, and draft a press release to go to all local media outlets. For more information on how to engage local media, refer to our website’s [Public Relations page](#).

## Step 5: Executing, Evaluating, and Enjoying your District Conference

Now that you've put all of this time, energy, and brain power into planning your district conference, it's time to put your plan into action. Be prepared, identify potential problems, and have contingency plans. And remember: Flexibility is key to a successful conference.

### **Conducting conference business**

The district conference is an ideal time to address important district business, including:

- Adopting the annual statement of district finances
- Setting the district levy (if not set at the district assembly or presidents-elect training seminar)
- Voting on conference resolutions
- Selecting a member of the nominating committee for RI director
- Choosing the district's Council on Legislation representative
- Selecting the governor-nominee

Many districts also use the conference to discuss other district business, such as financial reports from the treasurer; to gain support for district activities and challenges; to recognize new clubs; to present district awards; and to obtain club input on the use of the District Designated Fund.

You'll find resources for conducting conference business, including policies and procedures for voting and taking action as a district, on the website's District Conference page.

### **Evaluating**

It's important that you take the time to ask members to evaluate their district conference experience. Develop a survey they can either complete at the event or that can be emailed after. This will give next year's conference team a solid foundation as they begin planning, and is a good way to see the impact that your team has had. As a committee, maintain a list of tips for next year's conference, helping your successors learn from your successes and challenges.

### **Enjoying it!**

You've set priorities, focused on membership engagement, nailed down the logistics, and promoted your conference. Now it's time to watch it all come together and enjoy every moment, as you celebrate the accomplishments of your district.