



Rotaract Starter Kit

Prepared 2021



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PURPOSE

The purpose of this Rotaract starter kit is to gather important resources to help guide the formation new Rotaract clubs throughout Zones 25B-29. In this kit, you will find:

1

Guidance on early stage club structure and activities.

2

Rotary International resources, such as bylaws, certification forms, etc.

3

Guidance on marketing and recommendations and templates.

Ready to start a club? Check out the checklist at the end of this kit!

Reach out to your District Rotaract Chair for more information and assistance.

INTRODUCTION

CHALLENGES & OPPORTUNITIES

Challenges

- Rotary needs a pipeline young people to survive long term
- Rotary clubs have a reputation for skewing towards older generations and being dull, which makes it hard to recruit young people
- Rotary Districts are intrinsically motivated to register young members at Rotary members and not Rotaract members, since Rotaract does not count towards overall membership

Opportunities

- The value of supporting a Rotaract club is to create a dependable, larger pool of prospective future Rotarian members
- Strengthening the transition from Rotaract to Rotary will ensure that pipeline
- Engaging young leaders in the Rotary mission will introduce them to opportunities within their personal and professional lives and help build a strong foundation for a lifelong mission of service above self

OVERVIEW OF DIFFERENTIATORS

Rotarians

Established members in a community and within their careers who want to give back and make professional connections.

Rotaractors

Emerging leaders who are somewhat new to their careers and are looking to grow leadership skills, give back, and make professional connections.

Shared DNA

Both follow the Rotary mission and share Rotary focus areas. Neither is biased towards religious or political views. Both unite passionate people to make a difference in communities and grow leaders.

TARGET AUDIENCE

Membership Audience

- Target Audience:
 - In the first 5-10 years of their career
- Membership goals:
 - Develop leadership skills through community service and professional development
 - Introduce young individuals to the Rotary mission
- Differentiation from Rotary Membership
 - Requires a self-sustaining group of young individuals (10 people or more)
 - Minimal dues set by individual clubs
 - Starting in 2022, RI will require a nominal per member fee (around \$5)
 - Flexible membership structure/ manageable membership requirements



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CLUB STRUCTURE RECOMMENDATIONS

VISION STATEMENT EXAMPLE

[Certain elements should be universal](#), such as: 7 Areas of Focus, the 4-Way Test, the Rotary Mission.

There is a global Rotary/Rotaract Vision. In addition, clubs are able to outline their own purpose or vision to help further express why they exist and what differentiates them from other organizations.

Global Rotary/Rotaract 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.

Club-Level Vision Statement Example

Saint Cloud Rotaract aims to improve the lives of those in the Central Minnesota area through service, while developing leadership skills and making professional connections and friendships.

CLUB STRUCTURE RECOMMENDATIONS

Rotaract clubs should have the autonomy to customize their structure to best fit their member needs. This recommended structure is just a foundation to help clubs start.

Two meetings monthly:

- First meeting focus: Professional Development
- Second meeting focus: Community Service, Club Activity, or Operations

Club Organizational Chart

- Board of Directors:
 - President, VP, Secretary, Treasurer
- Committees
 - Professional Development, Community Service, Club Activities, Fundraising, International Service (optional), Marketing, Membership

Member Engagement

- Set expectations for member involvement
 - There must be a level of flexibility with this age group, but it's recommended that members attend at least one meeting a month
- Ask each member to serve on a committee or special planning group
- Engage Rotaractors and Rotarians in a mentorship program
- Explore both in-person and virtual opportunities
- Maintain a balance of professional development, club activities, and community service opportunities

CLUB STRUCTURE RECOMMENDATIONS

Club Organizational Chart

- Required positions to fill before certification
 - President
 - Vice President
 - Secretary
 - Treasurer
- Recommended positions to fill in the first year
 - Community Service Chair
 - Professional Development Chair
 - Club Activities Chair
 - International Services Chair (Optional)
 - Fundraising Chair
 - Membership Chair
 - Marketing Chair
- [Role description templates here](#)

File Storage Structure

- Files should be housed in a cloud-based environment that allows all club members to access files as needed
- This could be done through:
 - Google Drive
 - Club Runner
 - Microsoft Teams
 - Or whatever cloud-based solution makes sense
- [Google Drive File Structure Template](#)
 - How to use: If you decide to use Google Drive as a home base for file storage, our suggestion is to:
 - Go to "My Drive"
 - Create a primary folder "XYZ Rotaract"
 - Create new folders within the main folder that mirror the ones listed in the link above
 - Share the main folder with members, giving edit access as needed

CLUB STRUCTURE RECOMMENDATIONS

Operations Start Up Checklist

- ❑ Create a Google email address
 - ❑ Example: saintcloudrotaract@gmail.com
- ❑ Create cloud file structure
 - ❑ [Google template here](#)
- ❑ Create email service account for club-wide communication
 - ❑ Recommendation: Club Runner or [Mail Chimp](#)
 - ❑ Organize contact lists, such as: *Current Members*, *Prospective Members*, etc
- ❑ Create social media channels (within 3 months)
 - ❑ Recommended minimum of Facebook and Instagram
- ❑ [Rotaract + Rotary operative plan for partnership](#)

- ❑ Create website (within 12 months)
- ❑ Identify a pool of local professional development speakers to feature within meetings

Helpful Resources

- [Rotaract Financial Statement Template](#)
- [Rotaract Event Management Guide/Template](#)
- [Rotaract Annual Calendar Example](#)
- [Agenda Template](#)
- [Professional Development Speaker Template](#)
 - If using Google Drive, simply go to File > Make a copy, and ensure that you are making a copy to your primary Rotaract Google Drive account
 - If not using Google Drive, go to File > Download, and download as a file type that your device supports





ROTARY INTERNATIONAL RESOURCES

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Helpful Links & Resources

- [Rotaract Handbook](#)
 - Any individual invested in starting a Rotaract club should first read this ebook
- [Information on the Rotary website](#)
- [Rotary learning courses and resources](#)
 - Requires login
 - Consider starting here: [How to Start a Community-Based Rotaract Club Webinar](#)
- [How to update club and member details on the Rotary International website](#)

Required Paperwork

- [Club Certification](#)
 - All clubs must certify to be official
 - Before certifications, clubs must build out bylaws and adopt the Rotaract Constitution
 - President, Vice President, Secretary, and Treasurer positions must be filled before certification
 - It is recommended to have
- [Club Bylaws](#)
 - Club bylaws can be adjusted as needed, keeping within general Rotary direction/structure
- [Rotaract Constitution](#)

ONGOING ACTION FOR UPDATED CLUB INFO

Ensure that Rotaract information is up to date on the Rotary International database and external facing platforms.

- Update member and location information on the Rotary International website
- Add information about Rotaract to Rotary sponsor club website and District website
- Ensure that club member + location + meeting time information is available on:
 - Rotaract website
 - Rotaract social media pages





MARKETING RESOURCES

MARKETING RESOURCES

Rotary International Resources

- [Rotary International Brand Center](#)
 - Requires login
 - Logos
 - Brand/Marketing templates and premade materials
 - Brand Standards
- [Rotaract logos](#)
- [A guide to starting social media channels](#)
- [Rotaract Zoom Background](#)
- [Images and Videos](#)

Templates

- [Powerpoint Template](#)
- [Google Slides Template](#)
- If using Google Drive, simply go to File > Make a copy, and ensure that you are making a copy to your primary Rotaract Google Drive account
- If not using Google Drive, go to File > Download, and download as a file type that your device supports

Marketing Material Design

- Be sure to reference the Brand Center on Rotary International for marketing material templates. Must have a My Rotary login to access.
- Consider tapping into a local resource (ideally a member) to own the creation of materials outside of what can be found on My Rotary.

WEBSITE & SOCIAL MEDIA RECOMMENDATIONS

Creating Social Media Channels

- It's recommended to create club social media channels within the first 3 months as an active club
- Identify a club member (ideally the Marketing Chair) to manage the channels
- Channels chosen are optional, but likely include at a minimum:
 - Facebook
 - Instagram
- It's recommended that all activities be promoted ahead of time on these channels
- It's recommended to share photos and posts about activities after they have occurred

Creating a Website

- It's recommended to create a club website within the first 1 year as an active club
- Identify a club member (ideally the Marketing Chair) to manage the website
- Find a local website designer/developer to create website
 - This could be done using Club Runner, or outside of Club Runner

START A ROTARACT CLUB CHECKLIST

START A ROTARACT CLUB CHECKLIST

- ☐ Identify a sponsor Rotaract or Rotary club
- ☐ Identify 1-2 motivated individuals who will start and lead the club
- ☐ Meeting between District Rotaract Chair, Sponsor Rotary club evangelist, and potential Rotaract club leaders
- ☐ Host an informational meeting to generate interest from potential members
 - ☐ Be sure to collect contact information
- ☐ Organize the first Rotaract meeting
 - ☐ First meeting include activities like ice breakers, Rotary/Rotaract speakers, etc.
Paint the picture of what this club could be.
- ☐ Identify a regular meeting time (Recommended at least 2X monthly)
- ☐ Establish communication tools (Email, Social media, etc)
- ☐ Complete the "Operations Start Up" checklist
- ☐ Identify first community service project (often done with sponsor Rotary club)
- ☐ Identify first professional development engagement/speaker
- ☐ Elect Officers
- ☐ Fulfill [club certification](#)
 - ☐ Ensure that officer positions are filled
 - ☐ Recommended to have at least 10 members
 - ☐ Including signed [bylaws](#)
 - ☐ Included signed [constitution](#)
 - ☐ Contact [district financial rep](#) to pay organization fee
 - ☐ Scan paperwork and send to rotaract@rotary.org
 - ☐ Certify as a non-profit

START A ROTARACT CLUB CHECKLIST

- ❑ [Add member and club details](#) on the Rotary International website
- ❑ Rotaract club leadership to establish and communicate club vision
- ❑ Rotaract club leadership to establish a calendar of engagements
 - ❑ Professional Development
 - ❑ Community Service
 - ❑ Club Activities
- ❑ Establish Rotaract & Rotary mentorship program
- ❑ Establish website (if not already completed)
- ❑ Set up annual planning meeting between incoming Rotaract President + VP and incoming sponsor Rotary club President and VP
- ❑ Establish and collect annual dues from members





