First Quarterly Meeting

District International Service & Foundation Committees

August 24, 2024

Rotary
District 7040

Increasing Our Impact

Expand Our Reach

Enhance Participant Engagement

Increase Our Ability to Adapt

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2024 – 25 ANNUAL JOINT GOALS

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

GOALS FOR PRIORITY 1 – INCREASE OUR IMPACT
1. Eradicate polio, highlight Rotary's role, and plan for a polio-free world.
2. Increase the overall giving to The Rotary Foundation and build the Endowment Fund to $2.025 billion by 2025.
3. Encourage community assessments and measurement of projects and programs at the club, district, and international level.

GOALS FOR PRIORITY 2 – EXPAND OUR REACH
4. Advance actions to cultivate diversity, equity, and inclusion in our clubs and the family of Rotary.
5. Strengthen existing relationships and develop new partnerships that align with our Action Plan.
6. Establish and nurture innovative clubs and new participant engagement channels.
7. Increase awareness and understanding of Rotary and our members' impact in communities locally and globally.

GOALS FOR PRIORITY 3 – ENHANCE PARTICIPANT ENGAGEMENT
8. Enhance member engagement tools that support clubs in meeting their members' needs and increasing member retention.
9. Increase collaboration and connection among participants, particularly Rotary and Rotaract clubs.
10. Highlight opportunities offered through Rotary to foster professional connections and build leadership skills.

GOALS FOR PRIORITY 4 – INCREASE OUR ABILITY TO ADAPT
11. Support regional adaptability by testing innovative approaches to foster greater collaboration and operating efficiencies.
12. Support diversity, equity, and inclusion in our leadership and governance.

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The **MAGIC** of **ROTARY** through Grants

- **How We Get There**

  Engagement through International Service

  Using our DRN

  Sharing Our Projects

  Promoting What We've Done

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District Resource Network
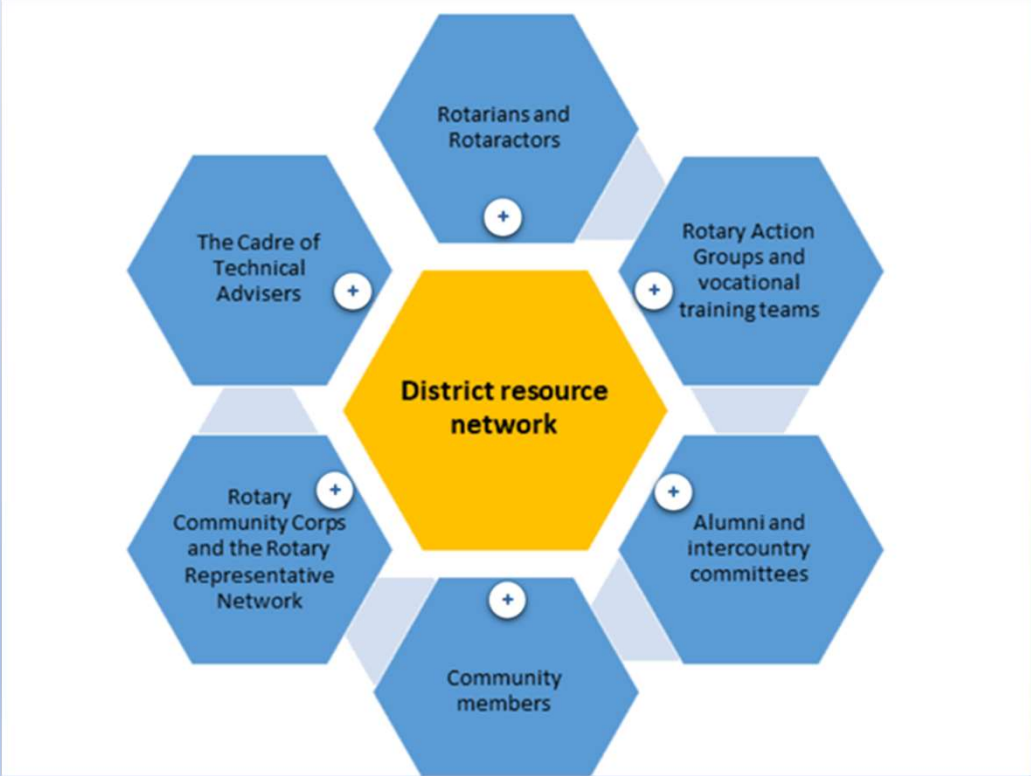
Rotary Resources – Our DRN

- Intercountry committee members
- Project Fairs
- Cadre of Technical Advisors (page)
- Rotary Action Groups (which have a Cadre member and a **new webpage**)
- Rotary discussion groups/forums on Action Group websites
- District Conferences
- Rotary International Conventions
- Rotary Alumni

- District Rotary Foundation Chair, Barbara Fisk
- District Grants Chair, Carol Cartier
- District International Service Chair, Bonnie Black
- Regional Grants Officer, Renee Reiling, RI Evanston
- Area of Focus Managers at RI
- **Other District clubs having completed successful grants similar to what your club wants to do…**

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Cadre, Action Groups, DISCs

WHO THEY ARE

CADRE OF TECHNICAL ADVISERS

Cadre members are Rotarians around the world who have professional experience and expertise in Rotary's areas of focus or financial auditing. Cadre members receive online and in-person training from Foundation staff and guidance and oversight from Rotary staff and Cadre leadership.

HOW THEY CAN HELP

- Advising Rotary members who are planning or working on Rotary Foundation grant projects, especially on topics like community assessments, sustainability, and financial management.

- Establishing monitoring and evaluation plans that safeguard Foundation funds, reviewing global grant applications, and evaluating projects on behalf of The Rotary Foundation Board of Trustees.

ROTARY ACTION GROUPS

Rotary Action Groups are independent, Rotary-affiliated organizations whose members have expertise in a particular subject that may include or relate to one of Rotary's areas of focus.

- Advising about how to conduct community assessments.

- Making recommendations about how to involve community stakeholders.

- Giving advice about preparing a project plan and budget.

- Guiding the creation of a monitoring and evaluation plan.

- Offering direction on identifying partners and funding resources.

- Gathering and distributing resources and the best practices on a specific topic.

DISTRICT INTERNATIONAL SERVICE CHAIR

WHO THEY ARE

- District international service chairs encourage dialogue about international service and motivate clubs to get involved in international service and plan higher quality, sustainable projects and grants.

- Manage and connect clubs with regional coalitions of experts (**District Resource Networks**) to serve as project mentors. Recruit and leverage local TRF Cadre and Rotary Action Group members to join the **District Resource Network.**

HOW THEY CAN HELP

- Connecting clubs with the District Resource Network of local subject matter and project experts.

- Identifying resources to support clubs with their service goals, projects, or global grants.

- Helping clubs find international project partners.

- Publicizing success stories and promoting the best practices.

DRN

- How do you plan to use it this Rotary year to grow the Magic of Rotary?

THE MAGIC
OF ROTARY

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Sharing Our Projects: Past & Future

- **My Rotary Projects:** https://myrotaryprojects.org/

- **Service Project Center**: https://spc.rotary.org/learnmore

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2024-2025 Project Fairs

- https://storymaps.arcgis.com/stories/a8e5334922114f0aa7bb14d7f6b7488f

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Enhancing Your Public Image

- https://my.rotary.org/en/learning-reference/learn-topic/enhancing-our-public-image

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After your Project is Completed…

Write and send a press release

- Include a persuasive reason for the news media to pursue a story
- Include in the first and second paragraph details about who is doing what, where and when it will occur, and why it matters to the community
- Be concise: Limit it to 1 page and send it in the body of an email rather than as an attachment
- Decide who from the project will respond to media inquiries using their contact information in the release
- Include photos or videos that you have the right to share

Post on social media and websites

- Use social media to show your club in action. Posting about your project keeps your members, your community, and others in Rotary updated about it.
- Attracts community members who want to get involved.
- Use hashtags to convey more information and help people find your posts.
- Find out if your club has a designated hashtag or help choose one. You can also use #Rotary and #PeopleOfAction to reach a wider Rotary audience.
- Create a post that you can also use to highlight your project on your club and district websites.

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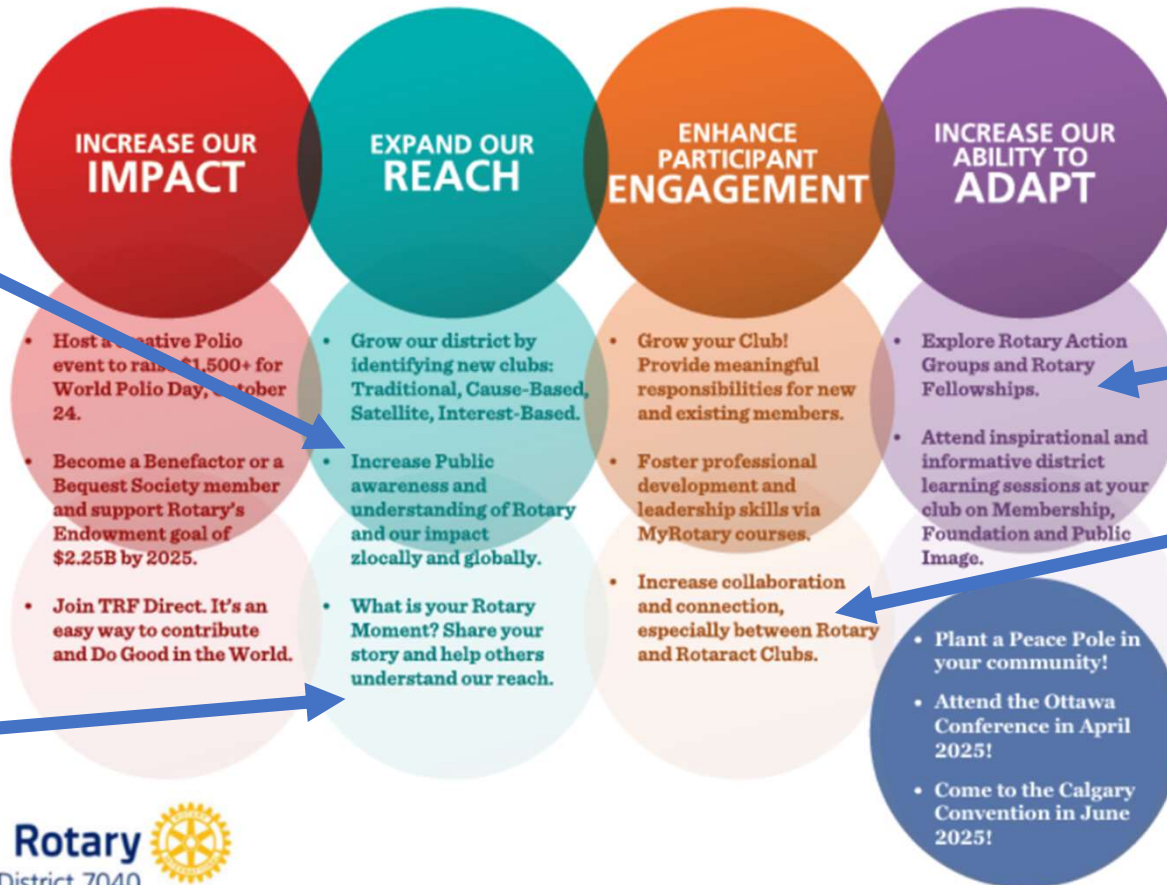
7-minute break

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Increasing Our Capacity by Learning More

- Goals for 24-25 for the District International Service Committee

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Increasing Our Capacity by Learning More

- **<u>Learning Center</u>** – what Courses will you use this year?

- International Service beyond Grants – write a 2-paragraph article with ONE photo for the District Newsletter on how YOUR club is doing this! Please send to Martha Weaver before the 25th of the month. Bilingual is best!

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LUNCH!!

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