

ROTARY LEADER

ALUMNI

Ideas for celebrating
Rotary Alumni
Reconnect Week

MEMBERSHIP

What's the state of your
membership? Our new
presentation will help
you discover the answer.

GRANTS

Adopt-a-village project
demonstrates the value of
community assessment

TECH TOOLS

Find out what's new in
the Learning Center

Many young professionals value the mentoring that Rotary provides, as well as the opportunity to establish themselves as leaders in the community. Discover five values your club can emphasize to appeal to young professionals.

PRESIDENT'S MESSAGE



BARRY RASSIN

Imagine if we could take a snapshot capturing all of the work Rotary does on a given day. In that snapshot you would see dedicated volunteers working to eradicate polio, setting up microloans, providing clean water, mentoring youth, and countless other actions.

We can do all this thanks both to our geographic reach and to the fact that our clubs are made up of people who are engaged in their communities. As a part of the community that you serve, you know the needs, you have the connections, and you're able to take immediate action. That's why every Rotary club's membership should reflect the diversity of its community.

We've made great strides in this. In Egypt, Indonesia, and Kenya, Rotary is approaching 50 percent female membership. We're also expanding the age diversity of our clubs. In each of our communities, young professionals are eager to contribute their talents, give back, and learn from mentors. Let's share with them what Rotary is all about. The **Engaging Younger Professionals** toolkit at [Rotary.org](https://www.rotary.org) has an action plan to help you reach young leaders and Rotary alumni in your area.

Another resource that can help us better reflect our communities — one that is global like us, is a quarter-million members strong, and already shares our values of service and leadership — is Rotaract.

Rotaractors are our partners: team up with them on projects, ask them to speak at your events, and invite them to join your club. Dedicated Rotaractors worldwide are becoming members of Rotary and even starting new Rotary clubs while still serving as members of Rotaract.

The world needs Rotary, and Rotary needs strong clubs and engaged members in order to do more good. It is our responsibility — yours and mine — to make sure everyone who shows an interest in joining Rotary gets an invitation. Make use of the **Membership Leads** tool on My Rotary, which helps people who are interested in joining Rotary connect with a club that's right for them. And let's ensure that every member has a reason to stay. By building strong clubs that engage in meaningful projects and have fun along the way, we provide value to our club members that they can't find anywhere else.

Let's not keep Rotary's story to ourselves. I challenge you to invite leaders of all ages, men and women who are looking for a way to give back. By doing so, you will *Be the Inspiration* in your community and help Rotary continue to do good in the world.



William Inniss

HOW WILL YOU CELEBRATE RECONNECT WEEK?

William Inniss, alumni chair for District 7020 (Caribbean), knew he'd have a challenge to contend with if he wanted to create an alumni association in his district, which spans 15 islands in 10 countries and territories.

"You can't invite people to get in their cars and drive somewhere and have an event," Inniss says.

Instead, he planned an online meeting for past Rotary program participants. Inniss invited the alumni to talk about their experiences, which would help him gauge their interest in forming an association. To market the event, he emailed alumni, using the contact information available in the **Program Participants and Alumni** report on My Rotary, and set up a Facebook page.

The first online social, held on **Zoom** during Rotary Alumni Reconnect Week last year, attracted 24 participants. Its success inspired the district to form an alumni association,

which now holds quarterly video meetings on Zoom. For a project, the group encouraged members to plant a tree as part of the 2017-18 RI president's tree-planting challenge, and post selfies with their trees on the association's Facebook page.

One former Rotary Youth Leadership Awards (RYLA) participant and Rotaractor decided to become a Rotarian after getting involved with the association. Alumni "have such respect for Rotary," Inniss says. "They have been touched by Rotary at some point in their lives, and they want to talk about their experiences with Rotarians."

During this year's Reconnect Week, 1-7 October, Rotary clubs are

encouraged to invite former Rotary Peace Fellows, Rotary Scholars, program participants, and other alumni to renew their connection to Rotary. Welcoming them to club meetings and including them in projects can strengthen their ties and remind them how Rotary reshapes lives locally and globally.

Reconnect Week also benefits clubs by helping them reach potential members and connect with proven leaders. By staying in touch with alumni, you build upon the investment you have already made in them, further expand their network and worldview, and secure more support for our work to create lasting change in communities around the world.

RECONNECT WEEK | 2018

CONSIDER THESE IDEAS FOR CELEBRATING RECONNECT WEEK, 1-7 OCTOBER:

SERVICE

- + Organize a project that involves local alumni.
- + Coordinate a joint service project with an alumni association.
- + Plan a Rotary Foundation fundraiser and invite alumni to contribute.

FELLOWSHIP

- + Host a dinner or social gathering that encourages alumni and Rotarians to interact.
- + Invite a past program participant out for coffee and conversation.
- + Ask alumni to speak at your next club meeting or district conference.
- + Organize an informational session about your club to help alumni learn more about Rotary.

ONLINE CELEBRATION

- + Host a party with alumni using a video conferencing tool like Skype or Zoom.
- + Recognize the achievements of alumni from your club or district and share their stories online.
- + Invite alumni to create a 30-second video on the topic "How Rotary has influenced me" and post it on social media.
- + Use #RotaryReconnect on social media to tag all your posts about Rotary alumni and to discover how others are celebrating around the world.

MEMBERSHIP

THE STATE OF ROTARY MEMBERSHIP

SHERRI MUNIZ, ROTARY COORDINATOR FOR REGION 26, HAS MADE AMPLE USE OF A MEMBERSHIP RESOURCE THAT SHE BELIEVES MORE ROTARY LEADERS SHOULD KNOW ABOUT.

The recently updated **State of Rotary Membership** PowerPoint provides a look at our global membership trends over the past five to 10 years and specific ideas for making membership a top priority in your club. It is designed to be presented to a group, with speaker notes that can be regionalized.

“The key to the power of this presentation is that it is so easily customizable,” says Muniz. “I rarely use all of the slides, as I customize the deck for the audience that is present.”

For example, Muniz says, she varies the emphasis of the second slide, a membership overview, based on whether she is presenting to a club or to district leaders. With a club, she emphasizes the average club size to show that a club that has 20 to 40 members is not too small to make a difference. With district leaders, she emphasizes the importance of forming new clubs to build capacity and diversity.

Show this presentation to members and have an honest discussion about how your club compares with Rotary as whole. Be open to hearing members’ insights, and make a plan to address any issues they raise.

HERE’S HOW TO ACHIEVE THE **BEST RESULTS:**

Customize the presentation

to highlight your unique club and community by using **Rotary Club Central** to find out how your club and district compare with the global information.



Make the presentation

interactive by asking your audience to fill in the blanks, or to give their best guess at a statistic before revealing the answer. For example, before showing slide 9, ask “What are the top three reasons former members give for leaving Rotary?”

After the presentation,



use questions like these to facilitate a discussion:

- Which slide stands out in your memory, and why?
- How does our club compare in terms of gender and age?
- Are there benefits to reporting the ages of our members to Rotary International?
- Does our club deliver on the promises we make to new members? To our long-term members?
- What can we learn by talking to members who decide to leave our club?
- If you could change one thing about our meetings, what would it be?
- Are there members of our community that we should try harder to engage in Rotary?

CELEBRATE ROTARY'S YOUNGEST LEADERS

This year marks the 10th anniversary of the Interact Video Awards, which allow Interact clubs to show how they take action in a short video for a chance to earn \$1,000 toward a future service project.

"Creating a video about your Interact club is about more than just the contest," says Kalyssa, a member of the Interact Club of Mark R. Isfeld Secondary, which was awarded Best Video in 2017. "No matter the result, putting the time and teamwork into creating a film helps bring your club together.

"Through the process, we were able to watch videos from clubs all around the world. It was powerful to see how big the Interact community is," she adds. "Videos are a fun way to encourage new members and share the power of Interact."

Interact clubs give young people ages 12 to 18 the opportunity to take action in their community, develop leadership skills, and gain a global perspective. Work with your sponsored Interact club to submit a short video (30 seconds to three minutes) for the 2018-19 Interact Video Awards by 1 December.

Interact clubs can choose between two themes for their video:

- #InteractFamous: Imagine your video is guaranteed to go viral. Show us your Interact superstars and how your club takes action.
- #InteractTop10: This year marks the 10th anniversary of the Interact Video Awards. Share your top 10 favorite things about Interact.

Learn more about the Interact Video Awards on the [Interact Facebook page](#).



Get inspired to submit an entry in this year's Interact Video Award.

WORLD INTERACT WEEK

Celebrate World Interact Week, 5-11 November, to connect with Interactors worldwide and share how Interact changes lives. Here are a few ways to get involved:

- Empower young people in your community by **sponsoring an Interact club**.
- Share how your club celebrates World Interact Week on our **Interact Facebook page**.
- Plan a joint service project with an Interact club and post it on **Rotary Showcase**.
- Complete a **certificate of recognition** to highlight the positive impact of Interact clubs.
- Encourage your sponsored Interact club to earn this year's **Rotary Citation for Interact Clubs**.

PROJECT SPOTLIGHT



BICYCLE AMBULANCES IN MALAWI

Providing bicycle ambulances for a medical clinic in the village of Chilaweni

PROJECT LOCATION **CHILAWENI, MALAWI**

PROJECT DATES **1 APRIL-30 SEPTEMBER**

PROJECT CATEGORY **MATERNAL AND CHILD HEALTH**

With scant transportation and with fuel at a premium, most pregnant women in the village of Chilaweni have to walk more than three miles to visit the local clinic for care or to give birth. The Rotary Clubs of Limbe, Malawi, and Epsom, Surrey, England, purchased three bicycle ambulances to transport patients to the clinic, and they plan to provide an additional eight bikes.

Use My Rotary's **discussion groups**, **Rotary Ideas**, and **Rotary Showcase** to help you with your service projects from start to finish.

GRANTS

ADOPT-A-VILLAGE PROJECT DEMONSTRATES VALUE OF COMMUNITY ASSESSMENT

When the Rotary Club of Kololo-Kampala, Uganda, began developing a project to help the impoverished village of Lugo, located about an hour's drive from the Ugandan capital, they first identified local leaders and sat down to talk with them.

"All the information you need for a good community assessment is in the village," says Samuel Farouk Mukasa-Kajubi, who chaired the project for the Kololo-Kampala club. "Every community is capable of addressing their needs and how they think they can be met. Sometimes they just need a little awakening."

This community assessment was a key part of a global grant project sponsored by Mukasa-Kajubi's club and District 9980 (New Zealand). Rotary grant staff concur that adopt-a-village projects, which are often complex, highlight the critical role of these assessments in an effort's success.

"Most adopt-a-village projects that haven't had a community assessment fail," says Rebeca Mendoza, a regional grants officer for Rotary International. "Even before community assessments became a requirement of global grants, we saw how essential they were in these types of

projects. Clubs sometimes bite off more than they can chew."

In response to the concerns of local leaders, the Lugo adopt-a-village project addressed economic and community development, education, health, and water and sanitation issues. The project provided cows, sewing machines, books, and school desks. Elders received training in community leadership. A village health team was formed. And a borehole and water harvesting system were installed to provide clean water.

"The real project starts once you have put all the things on the ground, and you start monitoring your results."
— Samuel Farouk Mukasa-Kajubi

Lessons learned from the project:

- **IDENTIFY COMMUNITY LEADERS AND MEET WITH THEM.** The project team assembled a focus group that included two teachers, two local officials, four elders, a health care administrator, two young adults, two religious leaders, and five other community figures. "Sit with them and ask them questions over a cup of tea or a drink," Mukasa-Kajubi says. "Do that for two days, and you will get all the information you need."
- **ESTABLISH A COMMITTEE OF LOCALS WHO WILL IMPLEMENT YOUR PROJECT WITHIN THE COMMUNITY.** A team of four filled that role in Lugo. "This group did wonders for me," he says. "They were there all the time, because they are the real beneficiaries."
- **DEVELOP YOUR OWN QUESTIONS TO SUPPLEMENT ANY LIST OF SAMPLE QUESTIONS.** Every project is unique. "Comparisons with other projects should be minimized," he says.
- **KEEP GOOD RECORDS AND MAKE REPORTS MORE THAN ONCE A YEAR.** If clubs wait until the mandated yearly report to gather records, Mukasa-Kajubi says, officers may have changed and receipts could be hard to track down. The Kololo-Kampala club has a committee that meets every Tuesday to review and record transactions.

DOWNLOAD TOOLS FOR
PLANNING YOUR COMMUNITY ASSESSMENT.

CLUB CLINIC

FIVE VALUES THAT ATTRACT YOUNG PROFESSIONALS



Michael Walstrom was 38 years old when his district governor, Eric Gordon, asked him to create a program to boost membership among young professionals. Only 6 percent of club members in District 6930 were under 40 years

of age. Walstrom, who had been a member of the Rotary Club of Boca Raton Downtown, Florida, USA, for just two years, thought about what had attracted him to Rotary but realized he needed more data.

"I knew why I was in Rotary, but I needed to know if my experience was similar to others," he says.

Walstrom developed a **10-question survey**, designed to reveal what brings people under 40 into Rotary, why they stay, what they want, and what they find challenging. **The results** convinced him that the key to attracting and retaining young professionals is presenting them with a clear value proposition.

"Like any business, Rotary has customers," Walstrom says. "Those customers are our members, and we must provide value to ensure that our customers are satisfied."

HERE ARE FIVE VALUES YOUR CLUB CAN EMPHASIZE TO APPEAL TO YOUNG PROFESSIONALS

MENTORING

Many younger people would value mentoring relationships with current community leaders.

NETWORKING

Many young professionals are looking for business connections, and that's OK. People do business with those they know, like, and trust. Your club can help, as long as you set expectations for appropriate behavior from the beginning. (See **Rotarian Code of Conduct**)

FAMILY COMMITMENTS

Club activities can be a great way for young professionals to spend quality time with their families, and to teach kids valuable life lessons in service. Make your club family-friendly by inviting children and spouses to participate in events and projects.

TIME AND MONEY

Clubs have the **flexibility** to accommodate younger members' schedules and budgets. Corporate memberships and lower dues for anyone under 35 are just two examples.

LEADERSHIP

Through Rotary, young professionals can establish themselves as leaders in the community. They can give back and learn to work with others.

Check out Engaging Younger Professionals, a new toolkit that will help your club better understand this demographic, rethink its membership strategy, and develop ideas for outreach and engagement.

WHAT'S NEW

The **2018-19 Rotary Citation Achievement Guide** is now available, along with guides for the **Rotaract** and **Interact** citations. While Rotary can automatically verify many of your club's updated achievements in membership, service, and giving, you will need to report your progress toward other goals in Rotary Club Central, Rotary Ideas, and Rotary Showcase. The guides explain when to use each of these tools. Send questions to rotarysupportcenter@rotary.org.

Share a one-minute motivational video to tell your members about building a lasting personal legacy through Rotary's Endowment. **Download the video** to show at your club meetings and other events. Find more materials about creating a Rotary legacy at rotary.org/legacy.

Register for the 2019 Rotary International Convention, 1-5 June in Hamburg, Germany, and Capture the Moment.

WHAT'S NEXT

SEPTEMBER

Basic Education and Literacy Month

15 Due date for **Rotary Alumni Global Service Award** and **Alumni Association of the Year Award** nominations. Any Rotarian can submit a nomination.

OCTOBER

Economic and Community Development Month

1 Nominations are due for the **Service Award for a Polio-Free World** and the **PolioPlus Pioneer Award**.

The Rotarian magazine's annual photo contest is open for submissions. Entries are due 15 December.

1-7 Rotary Alumni Reconnect Week — Hold an event and invite Rotary program alumni.

31 Nominations are due from district governors for the **Service Above Self Award**.

LEARNING CENTER HAS A NEW DESIGN, ADDED FEATURES

Rotary's main online training site, the Learning Center, has been streamlined and has new features to make learning online more engaging and enjoyable. The redesign, based on Rotarian feedback and supported by member dues, is the latest digital tool to be upgraded to better support and strengthen clubs.

Users will notice a completely new online experience, starting with the courses themselves, which have a new look and feel. Rotary is moving away from large manuals and rearranging content into smaller pieces, each focused on one topic, making it easier to find and absorb information. Lessons are available in Chinese, Czech, and Swedish, in addition to Rotary's eight most popular languages.

There are eight courses on membership to help clubs with questions from attracting new members to engaging current ones. Other courses that Rotarians use frequently include Rotary Club Central Resources and the Club President Basics Learning Plan, a suite of courses.

Other new features include an updated search function to find courses and documents, graphics that track your progress, and virtual badges that show completed courses. New courses and features for sharing content are being developed.



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