

Rotary



#ROTARYALUMNI

www.myrotary.org

Connecting & Engaging with Rotary Alumni

Presenter: Kehela (Keels) Vandenberg (Chair, District Alumni Committee)

Alumna of Siemens Science Experience (Tas), NSYF & RYLA

Date: 26 September 2024

PRESENTATION OVERVIEW

- **Who are Rotary's Alumni**
- **Statistics**
- **Benefits for Rotary's Alumni of continued Rotary engagement**
- **Benefits for Rotary in connecting & engaging with Rotary's Alumni**
- **Rotary Engagement Strategies**
- **Rotary Alumni Global Service Award**
- **Reconnect Week**
- **District Support & Resources**
- **Upcoming Alumni Events**

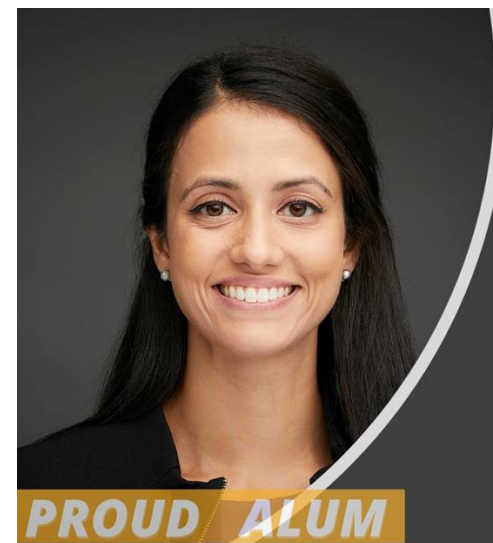
WHO ARE ROTARY'S ALUMNI?

Individuals who have experienced Rotary through participating in and completing Rotary related programs or who are Rotary scholarship recipients



WHO ARE ROTARY'S ALUMNI?

- **Earlyact, Interact, Rotaract**
- **Youth Exchange, MUNA, RYPEN, Science Experience, RYLA, NYSF, Speech Contests**
- **Peace Fellowships**
- **District and Global Grant Scholarships**
- **Vocational Training Teams /Group Study Exchange**
- **Programs like Rotary Friendship Exchange, club and district scholarships, and other local and regional scholarships and programs**
- **Former TRF programs:**
 - **Ambassadorial Scholarships**
 - **Grants for University Teachers**
 - **Rotary Volunteers Program**



STATISTICS

What do we know about the alumni community?

- **Our Alumni can often be Rotary's most passionate advocates of our work and impact and can be particularly motivated following their Rotary experience to continue their relationship with Rotary, take on further available opportunities, collaborate with Rotarians and fellow Alumni and make positive and lasting change, however, statistics* show that only:**
 - **3.5% of current Rotarians are recorded as Rotary program alumni**
 - **only 42% of clubs recruit program alumni for membership**

What do we know about the alumni community?

- Over 500,000* alumni records via RI (yet estimate there are over 700,000+ Rotary alumni)
- **915 reside within the locality of D9815**
 - **39 are currently Rotaractors & 45 are Rotarians**
- 709 were sponsored by a Club within D9815
 - 5 are currently Rotaractors & 43 are Rotarians
- 654 were hosted by a Club within D9815
 - 0 are currently Rotaractors & 33 are Rotarians

What do we know about the alumni community?

- **Not all youth and/or Foundation programs are currently able to recorded via Rotary International**
- **Some Alumni who can record their program experience have not recorded their experience via their My Profile**
- **Thousands of Alumni have not created a 'My Profile' via RI and/or recorded their Alumni experience**
- **Over 80 active alumni associations around the world**
- **48% of those surveyed have volunteered for a Rotary service project, participated in a Rotary event, or spoken at a Rotary meeting.**

What do we know about the alumni community?

- **62% are interested in expanding their professional and leadership skills.**
- **41%, when they are asked, are interested in more information about club membership.**

**Alumni want to be involved in Rotary –
WE need to invite them to participate
and to join.**

BENEFITS FOR ALUMNI

BENEFITS FOR ALUMNI

RECONNECT!

Make your Rotary experience truly beneficial by creating lasting connections.

Rotary



EXCHANGE IDEAS

Engage with the family of Rotary:

My Rotary online discussions

Celebrate Rotary:

Attend the annual RI Convention

Enhance service projects:

Join Rotarian Action Groups

Share your professional talents:

Vocational training teams

Advance your skills:

Apply for scholarships

Make a lasting impact:

Donate to Rotary

Network and serve:

Join a Rotaract club

Engage with fellow alumni:

Join an alumni association

Create positive change:

Join a Rotary club



TAKE ACTION



JOIN LEADERS

JOIN LEADERS:

www.rotary.org/myrotary

Rotary



ALUMNI ROTARY OPPORTUNITY PATHWAY

Rotary believes in developing the next generation of leaders

Our programs help young leaders build leadership skills, expand education and learn the value of service.

Rotary Speech Contests

Students are required to present a 3-minute speech from a list of predetermined topics judged by Toastmasters International advisers connected with Rotary Clubs. This program is designed to promote the art of public speaking and bring forward the creative thinking of the participants. Open to upper primary school and senior school students



Interact

Interact is a service club for young people ages 12-18 who are passionate about making a difference while learning about the world and themselves.



Model United Nations Assembly

The **Model United Nations Assembly (MUNA)** was established in Australia in 1980 and is designed to simulate the working of the United Nations General Assembly. Open to Years 10 - 12

Rotary Youth Driver Awareness

RYDA is a series of practical and powerful workshops aimed to change the way young people think about road safety for 16-18 year olds



National Youth Science Forum

The **National Youth Science Forum** is a two-week conference in either Canberra or Brisbane in January each year for Year 11 and Year 12 students with a passion for science.

Rotary Junior Community Awards

Rotary Junior Community Awards is a non-competitive award for Year six students designed to encourage them to become better involved in their community.



Rotary
District 9815



Rotary Youth Leadership Awards

The **Rotary Youth Leadership Awards (RYLA)** is a transformational leadership conference open to 18 to 30-year-olds looking to develop their leadership potential, build lasting connections and gain new insights and experiences.

Earlyact

Earlyact is a school wide club for primary school students, nurturing the ideal of 'Community Service' and is usually overseen by Years 5/6 students.



Rotary creating opportunities
for the youth of today
to become the leaders of tomorrow



Rotaract

Rotaract Clubs offer 18+ year-olds opportunities for personal growth through service. The Rotaract motto is "**Help, Learn, Enjoy**": members help those in need; learn through professional development opportunities, and enjoy social activities.

ALUMNI ROTARY OPPORTUNITY PATHWAY

Rotary Fellowships

Rotary Sponsored
Scholarships

Rotary Community
Corps

Vocational
Training Teams

Friends of
Rotary/Volunteers

Alumni
Association

Friendship
Exchange

Rotary Peace
Fellowship

Rotary Alumni
Global Service
Awards

Rotary Action
Groups

Rotaract

Rotary

ALUMNI ARE UNTAPPED RESOURCES - MISSED OPPORTUNITIES

“I haven’t heard from Rotary in a while”.

“I wanted to stay in touch but didn’t know how”.

MISSED OPPORTUNITIES

- **A survey of Rotary Alumni found that the majority of Alumni are interested in continuing a relationship with Rotary following their experience.**
- **Their interest however decreases as more years pass after participating in the Rotary Program.**
- **One of the main contributors to that is the decreased to no contact with Rotary**
- **Alumni with more frequent Rotary contact following their program experience corresponded with a higher rate of interest in joining Rotary than those with less frequent Rotary contact.**

MISSED OPPORTUNITIES

- **It is generally recommended to first develop an ongoing/maintained and strong relationship Alumni and to involve them in Rotary activities and opportunities PRIOR to inviting them to join Rotary immediately or shortly following their experience**
- **Rotarians are encouraged to assist Alumni in recognising what Rotary opportunities fit best with their means, their interests, and their lifestyle & determining if they are suitable for Rotary membership**

BENEFITS OF ENGAGING ALUMNI

BENEFITS OF ENGAGING ALUMNI



Always ask...

**Whether you are in a Club or District
role - ask how can we involve our
Rotary Alumni?**

Alumni have often explored other cultures, made connections, developed leadership and peacebuilding skills, and taken action to make a difference in the lives of others — all through Rotary. They are also people of action. This means they are excellent potential partners in service and strong potential members.

BENEFITS OF ENGAGING ALUMNI

Alumni can assist us to achieve Rotary's Action Plan

Increase
our impact.

Expand
our reach.

Enhance
participant
engagement.

Increase our
ability to adapt.

BENEFITS OF ENGAGING ALUMNI

Volunteers, Collaborators and/or Project Partners

- Alumni often show a strong interest in community & international service and are engaged in volunteering.
- They are also thankful for the opportunities via Rotary and are happy to ‘give back’.

Participants of further Rotary Opportunities

- Alumni can be easily accessible when looking for candidates for Rotary programs and scholarships

Speakers, Consultants and/or Mentors

- Alumni are interested in connecting with a diverse group of professionals and sharing their Rotary experience and/or skills.



BENEFITS OF ENGAGING ALUMNI

Advocates of Rotary's work

- **Alumni are thankful for the Rotary experiences and opportunities and can passionately vouch firsthand on the work of Rotary**

Sponsors and/or Donors

- **Alumni are thankful to Rotary for the opportunities it has provided them. In thanks and/or knowing the benefits of Rotary they can be willing to act as financial and/or in-kind sponsors**

Members of Rotary and/or Rotaract

- **Alumni are interested in acquiring and expanding further their leadership and professional skills, giving back to Rotary and participating in community service.**

BENEFITS OF ENGAGING ALUMNI

Increase Rotary's Impact

- **Through Rotary training, mentorship, connections and/or partnerships Alumni can better serve their communities**

Expand Rotary's Reach

- **Alumni can help foster new connections and introduce Rotary and its work to unfamiliar persons and organisations**

Increase our Ability to Adapt

- **Alumni can be innovative, entrepreneurial, change makers and resilient.**



ENGAGEMENT STRATEGIES

Long-term planning

Think of alumni relationship building and engagement as continuous activities. Create a multiyear plan to engage with alumni:

- 1. Start when they are program participants - before they begin their exchange, program, or scholarship**
- 2. During their participation**
- 3. After their participation**

ENGAGEMENT STRATEGIES: CLUBS

Rotary Clubs are encouraged to appoint a Club Alumni Officer and/or Committee to assist in:

- **Maintaining a record of the Club's Rotary program Alumni**
- **Developing and implementing strategies to connect and engage with Rotary Alumni**

Connect/Re-connect with Alumni

Develop Understanding of their Interests, Availability, Stage of Life

Help Connect Alumni with fellow Alumni and/or Rotarians with similar Vocational Interests

Build Strong Relationships

Engage Alumni with Club and other Rotary Activities

Promote or Recognize Alumni Accomplishments

Maintain Relationships

Consider Alumni for further Opportunities

Invite to join Rotary as a Member and/or connect with a more suitable Club

Pre-Participation Strategies

- **Invite the applicant to attend a Club meeting or activity and at the very least meet a number of members if to be interviewed for the Rotary opportunity**
- **Provide the applicant with an explanation of Rotary is, what it does, why Rotarians do what we do and some information on the Club**
- **Ensure the applicant agrees to share with the Club about their experience following completion of their participation**
- **Encourage members to regularly attend Rotaract/Interact meetings**

During Participation Strategies

- **Club support during their program experience such as by visiting them/the program/experience (e.g. MUNA, RYPEN, RYLA)**
- **If appropriate check in with them during the experience**
- **If appropriate have them provide an update to the Club about their experience so far (e.g. those undertaking a scholarship)**

ENGAGEMENT STRATEGIES: CLUBS

Post-Participation Strategies

- **Contact the participant upon their return from their Rotary experience**
- **Invite the participant to speak at the Club about their experience or at least write a piece for the Club's newsletter and/or social media**
- **With their permission include them in the Club's distribution list**
- **Invite them to 'like/follow' the Club's social media accounts**
- **Encourage them to create a 'My Rotary' profile via RI**
- **If the participant is aged under 18, engage with their parents/carer**
- **Engage them in the Club's service projects that may be of interest to them**
- **Tailor making events for Alumni either at Club or District Level (e.g. Alumni Networking Lunch at District Conference)**



ENGAGEMENT STRATEGIES: CLUBS

Post Participation Strategies

- **Help educate them on additional opportunities via Rotary including youth programs, Foundation Scholarships, Rotary Action Groups, Rotary Fellowships & Rotary Community Corps**
- **Invite to Club/Rotary events/opportunities that may be of their interest**
 - **Networking events, Happy Hour, Club Christmas celebration, Club Changeover**
 - **Consider inviting to District Conferences and International Conventions**
- **Provide mentoring and/or link to other Rotarians in similar vocations**
- **Consider engaging them to assist in sourcing future applicants for Rotary opportunities and/or being part of the interview panel**
- **Provide opportunities for the Club's Alumni to connect with other Alumni. Invite other Alumni and/or Rotaractors to attend.**

ENGAGEMENT STRATEGIES: CLUBS

Post Participation Strategies

- **Develop promotional resources targeting Alumni**
- **Encourage them to contribute to the Rotary Foundation and/or support Rotary ventures**
- **Consider providing discounted Club joining and/or membership fees**
- **Promote and recognize Alumni and their achievements**
- **Engage with Alumni and promote Alumni during Reconnect week**
- **Nominate alumni and alumni associations for alumni awards**
- **Invite them to join Rotary as a member and/or recommend Rotaract**

Refer to handout on this topic for more recommendations

ENGAGEMENT STRATEGIES: CLUBS

Post Participation Strategies

The best way to get people to join Rotary is through personal connections – be proactive



ENGAGEMENT STRATEGIES: CLUBS

Locating Past Alumni

- **Review emailed Alumni List from District Committee (from RI)**
- **Contact past Youth Program Chairs and Foundation Chairs**
- **Review Club Records (contact past Youth and Foundation Chairs for their records if not collated)**
- **Ask other Alumni for details and/or to reach out to fellow Alumni they may be in contact with**
- **Ask current participants if they are aware of any Alumni (e.g their family, friends or colleagues/students)**
- **Social Media, Linked In, Newspaper, Website**



ROTARY ALUMNI GLOBAL SERVICE AWARD

ROTARY ALUMNI GLOBAL SERVICE AWARD

- **This award is the highest honour by Rotary for its alumni and recognises an outstanding Rotary alumnus or alumna each year whose career, activities and service to humanity illustrate the impact of Rotary's programs. The nomination period commences 1 July until 15 September of each year. All Rotary alumni are eligible for consideration.**
- **More information and the nomination form is available via: <https://my.rotary.org/en/learning-reference/learn-topic/awards>**

RECONNECT WEEK

Reconnect Week is an annual event when Rotarians/Clubs/Youth Programs are encouraged to catch up with and recognize alumni of Rotary programs.

Your Club can celebrate Reconnect Week such as by:

- **holding a meeting during which one or more Alumni share their Rotary experience and/or what they have gone on to achieve since their Rotary experience**
- **holding an Alumni reunion or networking event**
- **holding a joint zoom meeting with the Rotary Club of a Rotary Alumnus**
- **posting a video, image or story about one or more of Rotary's Alumni (*see District Alumni Facebook page for examples*)**

RECONNECT WEEK: 3 – 9 Oct 2024

Your Club can celebrate Reconnect Week such as by:

- **Promoting opportunities via Rotary's Foundation and/or Rotary's Youth Programs to the public and members (particularly new members)**
- **Engaging with your local Rotaract, Interact and/or Earlyact Club**
- **Promote giving opportunities to the Rotary Foundation so that more individuals can benefit from opportunities made available via the Rotary Foundation**

Share your Reconnect Week celebration by using #RotaryReconnect and #rotarydistrict9815alumni on social media

Visit on.rotary.org/ReconnectWeek to see what's happening around the world.



Scholarships



Rani Kulkarni
2019- 2020 Rotary International Global Grant Scholar

The Global Grant allowed me to complete my Master of Laws at Columbia University in the City of New York. I focused my studies on Public Health Law and Social Justice learning from incredible Professors and Judges, exploring the legal and ethical frameworks underpinning the public health system in the U.S. and internationally. Thanks to the Grant, I was also able to participate in the Columbia Health Justice Advocacy Clinic representing low income individuals and non-profit organizations facing barriers to accessing health care in New York. The scholarship ultimately provided me with the critical financial support required in order to undertake a year of full time, rigorous study in a prestigious program overseas.

I am currently in New York and studying for the New York Bar Exam

PROUD ALUM

RESOURCES

What resources are available?

- **My Rotary**
 - Alumni webpage: www.rotary.org/alumni
- **LinkedIn**
- **Facebook** – Rotary International
- **Facebook** – Rotary District 9815 Alumni
- **District Website**
- Alumni District Committee – kehela.Vandenberg@Rotary9815.org.au
- Alumni Relations at alumni@rotary.org

Alumni Home for Members

Subpages

[Alumni Home for Members](#)

[Who are Alumni?](#)

[Registration and Questionnaires](#)

[Further Information](#)

Related Documents

[2024-25 District Assembly Presentation](#)

[District 9815 Alumni - Clubs engaging with Alumni](#)

[District 9815 Alumni -District Chairs & Program Directors engaging with Alumni](#)

[Powerpoint - increasing Rotary Youth Membership - updated](#)

[Rotary Younger Membership Taskforce - Hand out](#)

Links

Files

Photo Albums

Rotary District 9815 Alumni



Contact

For more information or assistance to follow-up Rotary Alumni or express an interest in joining the District's Alumni Committee, please contact Committee Chair, [Kehela Vandenberg](#) of the Rotary Club of Mount Waverley.

Rotary Alumni can often be Rotary's most passionate advocates of our work and impact and can be particularly motivated following their Rotary experience to continue their relationship with Rotary, take on further available opportunities, collaborate with Rotarians and fellow Alumni and make positive and lasting change.

The District Alumni Committee aims to:

- Develop and promote opportunities for alumni to:
 - engage with Rotary in our District and globally;
 - maintain relationships with other alumni in our district
- Encourage Rotarians to build relationships with alumni and to work with them on projects and fundraisers

The District Alumni Committee's primary tasks are to:

- Make sure that Club and District leaders know about alumni in the District and recognize that they are an important part of the Rotary family

Sponsors



FINDING ALUMNI & REGISTERING ALUMNI

My Rotary

- Alumni ages 16+ can update contact information
- Alumni 18+ can use discussion boards



MY ROTARY PROFILE

PROGRAMS

Expand your My Rotary profile by showing your participation in different Rotary programs.

ROTARY YOUTH EXCHANGE

2004-05

Argentina, United States

[Edit](#) | [Remove](#)

[View more](#) 

ADD



SKILLS & INTERESTS

DISTRICT COMMITTEE

How can we help?

- Provide training on how to connect and engage with Rotary Alumni
- Speak at your Club/District/Program Team or Committee
- Assist Clubs and District/Program Committees in developing plans to engage with Rotary Alumni
- Retain Alumni lists
- Provide your Club or District Program with applicable recorded list of Alumni via RI
- Develop and provide marketing material
- Produce a bi-annual Alumni newsletter
- Encourage Alumni Foundation Giving
- Promote & recognize Rotary's Alumni
- Organizing and hosts District wide Alumni events
- Lend District Alumni Banner
- Provide Rotary Pathway document (being drafted)
- Send welcome letter to Alumni inducted as members (being drafted)
- Act as a liaison between Alumni and Clubs and/or District/Program/Opportunity Committees
- Connect Clubs and Alumni with further engagement opportunities
- Alumni Business Directory and Alumni Business Breakfasts are under consideration
- Eventually set up an Alumni Association

DISTRICT COMMITTEE



ALUMNI QUESTIONNAIRES

- **[Rotary Alumni Information Share Form](#)**
- **Accessed via: <https://forms.gle/C7JYU9nmT4Qf5y6f7>**
 - **A form to enable Rotary Alumni to share their Rotary Experience, how the Rotary experience impacted their life, any significant achievements/recognitions and if they would like to be considered for Rotary guest speaking and/or consultancy opportunities.**
- **[Rotary Alumni Engagement Questionnaire](#)**
- **Accessed via: <https://forms.gle/A3ZmTHCAxgpk8mcU8>**
 - **A questionnaire to advise the District what information and/or opportunities Rotary Alumni would be interested in hearing more about.**

ADVERTISE VOLUNTEERING OPPORTUNITIES FOR ALUMNI

Rotary Clubs may register details of upcoming volunteering opportunities for Rotary Alumni via **this [form](https://forms.gle/t4wEyBN57JWPW8bf7)** (<https://forms.gle/t4wEyBN57JWPW8bf7>).

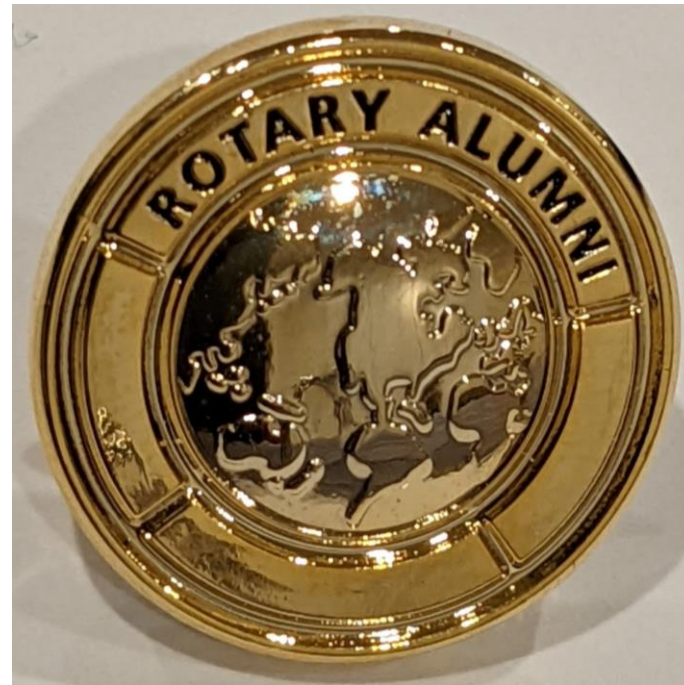
Opportunities will be passed onto Alumni either via their Facebook page, Alumni bi-annual newsletter and/or email.

These will be emailed to Clubs

ALUMNI PINS – FOR SALE

Rotary Clubs are encouraged to present an Alumni Pin to their sponsored candidates upon completion of their experience.

Order via: <https://www.trybooking.com/BZGKJ>



UPCOMING EVENTS

26 Sept 2024	Connecting and Engaging with Rotary Alumni Webinar
24 Nov 2024	D9815 End of Year Luncheon for Members who are Alumni
29 March 2024	District Conference: Alumni Networking Lunch
May 2025	D9815 Alumni Event

SUMMARY



Build Strong relations with current and former Rotary Program participants and scholarship recipients



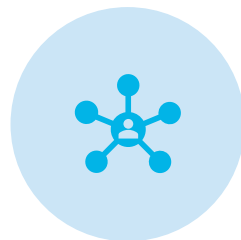
Develop Club and Youth Program Plans on how maintain contact with Alumni and build ongoing connections and relationships.



Engage & involve Alumni in Club and wider Rotary opportunities. Always consider 'how can we involve our Alumni with/in this?'



Promote Alumni



Help Alumni to find a club that suits their interests and needs and ask them to join.



QUESTIONS?