



# Getting **Blood** From Rotarians

A Guide to  
Successful Partnerships with Rotary Clubs for  
Blood Center Professionals

The Governors Challenge Blood Drives, handbooks, and this publication are works of the Global Network for Blood Donation, a Rotarian Action Group.

[www.ourblooddrive.org](http://www.ourblooddrive.org)

The GNBD was authorized by the Board of Directors of Rotary International February 2007.  
This Rotarian Action Group is not an agency of or controlled by Rotary International.

Many of you have seen signs proclaiming *Rotary Meets Here* displayed at local restaurants or country clubs. Maybe you have been asked to speak to a Rotary Club at their weekly meeting. Or perhaps, you are a Rotarian.

Over the past decade, Rotary Clubs have successfully rallied its members to donate large quantities of blood – in large part, because Rotary works very hard to build strong and strategic partnerships with community blood centers. Local Rotary Clubs actively support the work of local blood centers, while the centers also cooperatively support the work of Rotary.

This guide was put together to share ideas and hopefully increase your success at gathering blood donors from your local Rotary. We've learned a few tips over the years that may help you recognize some winning partnership programs.

We'll describe our very successful model, the **Rotary Governors' Challenge Blood Drive**. We promote friendly challenges amongst the Rotary Clubs within a District and challenges between Districts. This has brought in over 100,000 donations in north central Texas.

We invite you and your colleagues to join our Global Network for Blood Donations; open to Rotarians, Rotaractors (young adults), spouses, and Friends (that includes blood center professionals) - there are no fees and the only obligation is the sincere desire to promote voluntary blood donation and share good ideas around the world.

*Chuck*

Charles Kurtzman  
Past District Governor  
Rotary International

Founder,  
Rotary Governors' Challenge Blood Drives

Co-founder  
Global Network for Blood Donation, A Rotarian Action Group

c.kurtzman@ourblooddrive.org  
817.870.9884



### EXECUTIVE SUMMARY

Rotary Clubs have been partnering with their community blood centers for decades.

One particular endeavor, the Rotary Governors' Challenge Blood Drive originated in Texas and is rapidly spreading around the world. Its success is based on a series of partnerships among Rotary Clubs, their Districts, and their community blood centers. It's based upon an intimate understanding of the culture and structure of Rotary International, the world's largest service club.

Generally there will be two phases; first seeking the involvement of the Rotary District; then working with the individual Rotary Clubs to schedule presentations and drives.

The annual change of all officers at all levels of Rotary presents both opportunity and challenge. Catch the cycle right - get the District Governor-elect onboard and help the District Blood Drive Chair take an active role in the planning of the training events and celebration for 50- 70 Rotary Clubs.

In establishing a relationship, the initial contact to the District Governor-elect should be a coordinated contact by the blood center's CEO or other senior executive. It is vital that the approach be initiated by mid-January of each year to assure that the Governor - elect will have the opportunity to fully include the blood drive as part of the planning and training that precedes the change of officers on July 1. The incoming District Governor's support and promotion of blood donation inspires the clubs to be active proponents.

Most blood drives are conducted by clubs. Developing long-term relations with the Rotary Clubs will typically be the responsibility of the Donor Recruitment Team. This is also driven by the annual cycle of changing officers. Work with the Presidents-elect to be part of their planning agenda and your Club Blood Drive Chair to schedule events.

Remember that Rotarians are leaders in the community. In addition to actually giving blood, they can be very helpful in opening doors to their employers, places of worship, and civic organizations.

Another publication, The Global Network for Blood Donation Blood Drive Handbook is available to all as a resource for the district and club Blood Drive Chairs. It gives them step-by-step guidance on setting up and running successful blood drives. It may be freely reproduced from our website at [www.ourblooddrive.org](http://www.ourblooddrive.org).

Partnerships among Rotary Clubs, Districts, and their community blood centers are an expression of Rotary's motto—*Service Above Self*.

## ROTARY INTERNATIONAL

Each Rotary Club has a different perspective and feel.

For some, Rotary is simply a place to have lunch with friends once a week. Other members utilize Rotary as a viable and practical business growth network. Many view Rotary as an effective community resource for advocacy and philanthropy. Some see Rotary as a path towards world peace and understanding

In order to have the most successful partnership with your local Rotary Club, it is critical that you understand the culture, the terminology and the goals of your Club and its individual members.

While Rotary International is a large international organization, it is significant to understand that each Club – and each member of each Club – is free to support or avoid any specific project. Each Club is unique, and each selects the projects its members undertake, chooses its weekly programs, decides on social events and sets its own tone. No Club must participate in any project – Clubs choose to participate in those projects to which the members feel a special affinity.

A worldwide organization of more than 1.2 million business, professional and community leaders, Rotary International is the world's largest and oldest service Club. Members of Rotary Clubs – known as Rotarians – provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world.

The Club's main objective is service in the community, in the workplace, and throughout the world, as signified by the Rotary motto, *Service Above Self*. Open to all cultures, races, and creeds, Rotary Clubs are nonpolitical and nonreligious.

There are over 33,000 Rotary Clubs in more than 200 countries and geographical areas.

- Clubs vary in size from six to 600 members.
- Clubs meet one time per week, 50 weeks out of the year.
- Clubs are organized in 531 Districts, with approximately 50 Clubs in each District.

Rotary Clubs generally serve a small geographic area. Sometimes several serve the same area, meeting at different times or on different days.

Rotary International's primary resources are focused upon strengthening the individual Clubs, and Rotary Districts exist to strengthen the Clubs.

### **The Big Secret – There are No Rotary Secrets**

Rotary International is an extremely transparent organization.

Rotary has no secret handshake, secret societies or mystic rituals. Rotary is a service organization, not a fraternal society. While friendship and camaraderie are very important elements of Rotary, the generosity of Rotary is directed to those outside of the organization.

*“As an organization we have no political or religious ties, and we are known as an organization that does not answer to any government. So that helps us do our work, to be accepted in many places, because everywhere there is a Rotary presence, we are seen as a local entity.”*

- D.K. Lee, Rotary International President, 2008-09

The strength of Rotary lies in the civic involvement of its members. Most Clubs see themselves as leaders of a small town or geographic area of a larger city, so hometown loyalty is the key to involving Rotarians in civic projects.

Rotarians, their family members and employees are a huge resource for community blood centers, most often through on a “one blood center to one Club” basis.

### **Rotarians**

To become a Rotarian, one must be invited to join by a member of that Club. A qualified candidate for Rotary membership is an adult of good character and good business, professional, or community reputation. The candidate fits one of the following criteria:

- Holds or has held an executive position with discretionary authority in any worthy and recognized business or profession.
- Serves or has served as a community leader.
- Is a Rotary Foundation Alumna - has been an Ambassadorial Scholar, a member of an International Group Study Exchange, has served as a Visiting University Professor in the developing world, or is a Rotary World Peace Scholar.

### **Membership Responsibilities**

What Rotarians get out of their membership depends largely on what they put into it. Many membership requirements are designed to help Club members more fully participate in and enjoy their Rotary experience.

Rotary Clubs belong to Rotary International, and individual members belong to a local Rotary Club.

### **Attendance**

Rotary Clubs meet once a week, most over lunch, some over breakfast, a few after the workday. Attending weekly Club meetings allows members to enjoy fellowship, enrich their professional and personal knowledge, and meet other business leaders in their community. If members miss a meeting of their own Club, they're encouraged to expand their Rotary horizons by attending a meeting of any other Rotary Club in the world. Some clubs take this very seriously, others do not.

### **Service**

By participating in local and international service projects, Club members can volunteer their time and talents where they're most needed. Not all Rotary Clubs are equally involved in service. Some do nothing while others take on dozens of projects each year.

The four Avenues of Service are Rotary's philosophical cornerstone and the foundation on which Club activity is based:

*Club Service* focuses on strengthening fellowship and ensuring the Club's effective functioning.

*Vocational Service* encourages Rotarians to serve others through their vocations and to practice high ethical standards.

*Community Service* covers the projects and activities the Club undertakes to improve life in its community. Blood drives in our own communities fall into this Avenue of Service.

*International Service* encompasses actions taken to expand Rotary's humanitarian reach around the globe and to promote world understanding and peace. Support of blood banks and voluntary blood donation in foreign countries (typically in the developing world) is under this Avenue of Service



### **FOR THE BLOOD CENTER RECRUITER, IT'S ALL ABOUT THE CLUB AND ITS PRESIDENT.**

Your job is to get the president, president-elect, blood drive chair and Club interested and awakened to the benefits of this project. If these people are bored, unhappy, or completely disinterested, there will be limited success.

The president-elect may appoint a Blood Drive Chair, and if you are lucky, that person will remain in office for three to five years. Sadly, if the Club president doesn't have an interest in this project, it may not happen unless there is an active Blood Drive Chair.

Some larger Clubs have an executive director or executive secretary – often a paid professional position – that may take on the blood drive. Larger Clubs with memberships from 70 to 200 generally have a permanent executive secretary, who may also be a member of the Club. Clubs over 200 will generally have a full-time executive secretary or executive director. These positions may be very influential within the Club.

### **Calendar & Officers**

Every Rotary Club throughout the world is governed by an annual cycle that sets the pace of the Club's activities.

New officers assume their duties each year on July 1 – the same day the new international president, officers and committees of Rotary International take office. The calendar of events leading up to this annual change-of-office date establishes a critical timeline throughout the world of Rotary that requires a key combination of respect and understanding.

Each Rotary Club selects a president-nominee about 18 months in advance of their taking office. In some Clubs, there is a predefined progression of office – first Sergeant At Arms, then Treasurer, and then Secretary and finally President – so there may be a five year rotation into office. All presidents are expected to serve a one year term beginning July 1.

The president-elect gets very busy in late March or early April when President Elect Training Seminar (PETS) is held. Training times vary by District. Some are single District one day events, while others are multi-District events lasting two or three days. -In Texas, Lone Star Rotary PETS brings together about 550 presidents-elect from ten Districts. Each president-elect must attend PETS or he/she cannot become Club president. PETS is an ideal forum to reach president-elects. The Governors' Challenge has exhibited at Lone Star PETS since 1999, where copies of the Blood Drive Handbook are distributed with the official curriculum materials.

### The Club Newsletter

Most Rotary Clubs have a newsletter. Some are very basic . . . some are elaborate . . . and all are desperate for well written articles about how Rotary is providing service locally and around the world. The newsletter is a great vehicle to discuss volunteer blood donation. Well-prepared articles given to the newsletter editor make their job so much easier – just make sure that the articles are relevant to the Club.

### Suggestions for Action

- Ask for cooperation.
- Ask for an appointment of Club Blood Drive Chair.
- Use the Rotary Blood Drive Handbook to educate the Blood Drive Chair and President.
- Offer the Club a great program – and give them one. Find out how much time is allocated and stick to it. Some Clubs are absolute about ending at a certain time; be careful to honor this.
- Schedule drives.
- Some Clubs do a “Bleed and Feed” – brings a guest to donate blood and the Club pays for the guest’s lunch.
- Hold blood drives at Club meetings – meetings are usually an hour. You might start a mobile an hour before and run an hour after – but most members have habit patterns or business obligations that are hard to break.
- Encourage drives at members’ businesses.
- Ask Clubs to sponsor community drives at shopping centers.
- Engage the Rotary Club in working with your center as volunteers at other civic events where you have a blood drive. (Example - Battle of the Badges)

### What Rotary Clubs Need

- *A great new program every week*
- New members who are committed to service - not just the business network experience.
- Projects which they can undertake that aren’t about raising money.
- Redeployment of good quality serviceable equipment, vans and computers.
- Publicity.
- Recognition of Individuals

### The Annual Cycle for Rotary Club Presidents

Club level events		
	Event	Action for you to take
December 2010	Selection of President 2012-2013 (President Nominee)	
Late March / Early April 2012	President – elect Training Seminar	Exhibit with your District Blood Drive Chair
Mid-April to Late May	District Assembly, training for club officers and committee chairs	Exhibit with your District Blood Drive Chair – get blood drives onto agenda
Mid-April to Late May	Club Assembly / Planning	
June 14	World Blood Donor Day	Encourage recognition of regular blood donors
Rotary International Convention		
Induction	Last meeting in June or first meeting in July	Send congratulations
Mid- April to Late May	District Conference Celebrates accomplishments, awards given	Exhibit with your District Blood Drive Chair
June 30, 2013	Last day as President	

This chart show the process and key events for a typical Rotary Club President selected to serve a term of office from July 1, 2012 to June 30, 2013.

## **DISTRICTS**

Clubs are administered by their District, which is typically a geographic area of 50 to 70 Clubs totaling 2000 to 3500 members. Therefore, Districts vary widely in physical size. For example, District 5810 includes Dallas, Texas USA and surrounding counties, all within an hour drive; District 5010, on the other hand, includes all of Alaska, the Canadian Yukon, and Eastern Russia.

Each District has a primary officer, the District Governor (DG), who serves for one year. District Governors have Assistant Governors (AG). Future District Governors are District Governor-Elects (DGE). Those who have completed a term of service as District Governor are Past District Governors (PDG).

No Rotary officers are paid for their work.

### **District Governor**

The District Governor is the sole officer of Rotary International responsible for administration within the District. He or she is responsible for informing the Clubs of Rotary's goals and plans, visiting each Club and delivering the Governor's speech. The Governor serves a one year term starting July 1, preceded by lots of formal training. For all practical purposes, the role of the District Governor is nearly full-time for 18 months.

The Governor will visit each Club in the District, typically between July 1 and the end of November, where they will deliver a short speech and meet with the Club's officers and board members. The Governor will ask the Clubs to participate in specific programs that are being emphasized by the President of Rotary International. He or she may also have a special interest in other projects, such as a blood drive. In fact, this is how the now successful Governors' Challenge was launched in Texas.

A District may be served by several community blood centers. It would behoove the centers to work together to engage the District Governor-Elect by early January of the year he or she will become Governor, asking for support during the Governor's year.

It is recommended that you treat the Governor-Elect the way you would treat the leader of a major corporation. Initial contacts and invitations should come from the CEO of the blood centers. After the Governor-elect designates a Blood Drive Chair, that person will become your primary contact.

District level events		
	Event	Action for you to take
Fall 2010	Selection of Governor 2013-2014 (President Nominee)	
By Mid January 2013	DGE is planning agenda for year, selecting team	CEO contacts DGE, seeks support for blood drives (or thanks for continuing support by District)
Mid-January 2013	Governor Elect attends International Assembly for Intensive training	
Late March / Early April 2013	President – elect Training Seminar	Exhibit with your District Blood Drive Chair
Mid-April to Late May	District Assembly, training for club officers and committee chairs	Exhibit with your District Blood Drive Chair – get blood drives onto agenda
Mid-April to Late May	Club Assembly / Planning	
June 14	World Blood Donor Day	Encourage recognition of regular blood donors
Rotary International Convention		
Induction	Last meeting in June or first meeting in July	Send congratulations
Mid- April to Late May	District Conference Celebrates accomplishments, awards given	Exhibit with your District Blood Drive Chair
June 30, 2014	Last day as Governor	

### The Annual Cycle for District Governors

This chart show the process and key events for a typical Rotary District Governor selected to serve a term of office from July 1, 2013 to June 30, 2014.

### **Assistant Governors**

Each District Governor is assisted by five to 15 Assistant Governors, each of whom has responsibilities for three to eight Rotary Clubs. Typically, an Assistant Governor is responsible for all the Clubs in a city, or perhaps those within an hour's drive. An Assistant Governor typically serves a three year term and is seen as a future leader.

Unfortunately, Rotary International typically doesn't correspond with Assistant Governors or list them on the Rotary International website or in the International directory. It assumes that everything the Assistant Governor needs will come through the District Governor and the Assistant Governor Training at PETS (the President Elect Training Seminar). You can, however, find the Assistant Governor's on the District websites.

An involved Assistant Governor may be instrumental in helping you get challenges and larger community projects going with several Rotary Clubs in an area. Investing a bit of effort in developing a relationship with Assistant Governors can be time well spent. If they are motivated to help, they can open some doors to reluctant Presidents or Presidents-Elect.

Working with Assistant Governors is a great investment; approximately one out of four Assistant Governors will eventually become a District Governor.

### **Past District Governors**

If a Past District Governor has been a supporter of blood donations, it would be beneficial to keep them informed and involved, as they may be your link to future District Governors.

In many districts, the Past District Governors play a key role in setting the strategic goals and planning for the district. Frequently PDG's take on roles of leadership for their "pet" district projects.

### **The District Newsletter**

Each Governor is required to publish a monthly newsletter. Some Districts send it only to Club presidents and secretaries, while many other use e-mail to send it to each of the 3000 to 4000 members in the District. Like the Club newsletter editor, the District editor is hungry for well written material about the Clubs and their projects. This is a wonderful vehicle for keeping blood donations and drives in front of Rotarians.

## What Does the Rotary District Want?

A Blood Center Liaison Who:

- Provides information about best practices to recruiters and Rotary District representatives.
- Accurately tracks donation numbers by individual Club and for the District.
- Helps promote and organize multi-Club events.
- Facilitates acquisition of media support.
- Provides frequent updates on results.
- Assists territory recruiters in gaining access and commitment from Clubs in their territory.
- Updates Rotary Clubs of changes to donor eligibility requirements and recruitment staffing.
- Updates territory recruiters on changes to the governance of Clubs.
- Secures promotional materials and recognition items.

### **An Action Plan for Forming a Strategic Partnership with your Rotary District**

- Blood Center CEO(s) meets District Governor(s)-Elect (November to January)
- Governor-Elect appoints District Blood Drive Chair (End of February)
- Blood Center provides materials for distribution at PETS(Mid March to Early April)
- Governor-Elect meets with Presidents-Elect and asks for their support for District Blood Drive (Governors' Challenge Model) (Mid March to Late May)
- District Assembly (typically April or May)
  - District Blood Drive Chair presents sessions
  - Blood recipient gives testimonial at plenary

### **Benefits**

- Provides community with blood at critical time.
- Provides opportunity to educate the public through advertising.
- Enhances the image of Rotary within the community.
- Provides opportunity for member fellowship and involvement.
- Allows Rotarians to serve through their vocations.
- Acquaints participants with the donor center location and automation.
- Acquires new donors to telerecruit to the donor center location.
- Opens doors to new donor groups for future blood drives.
- Fosters competition resulting in increased levels of participation among other Clubs.
- Acts as a model for other Rotary Club drives.
- Beneficial to all concerned.
- Builds goodwill and better friendships.

### **Zones**

Districts are geographically grouped into Zones. The 34 Zones exist mostly to choose the Rotary International Directors and keep the Past District Governors involved in the deliberation of significant issues. We have been effective in promoting blood donation at the Zone level as well as exhibiting and placing high profile speakers at the annual Zone Institute. In Zone 21b, most of Texas, all districts have joined the Governors' Challenge.



## THE GOVERNORS' CHALLENGE

Most Rotarians are barely aware of their District Governor, but when the District Governor adopts blood drives as a District priority and motivates Club presidents, great things can happen!

District 5790 (North Central Texas, including Fort Worth and communities West to Abilene) collected over 65,000 units in the Governors' Challenge Blood Drive between 1995 and 2010. Today, these members contribute more than 6,000 units per year to the six blood centers serving this District.

Friendly rivalries among District increase donations. For example, neighboring District 5810 (Dallas and surrounding communities) has a "Golden Vampire Challenge" with District 5790, resulting in donations of nearly 6,600 units per year.

***These two Districts combined have resulted in 100,000 units of blood, donated by Rotarians from North Central Texas over the last 15 years.***

The Governors' Challenge works because it reflects the culture and the timetable of the Rotary Clubs and their Districts.

### What is the Governors' Challenge?

Each Rotary Club is challenged to host blood drives, participate with other groups, and encourage individual donations to its own local community blood center.

Rotary has helped our community blood centers meet the needs of thousands of our friends and relatives who need blood each day. Blood donations by volunteer donors help accident victims, cancer patients, children...

### If we don't help, who will?

Rotarians, as leaders in our communities, can participate by donating blood, recruiting others, and helping to raise awareness in our communities. Blood is needed throughout the year; however during the summer and holiday seasons the blood supply gets critically short. Rotary clubs can schedule drives for these times.

All Rotary Clubs are encouraged to participate in this community service. Rotarians are asked to help encourage donations amongst themselves, their families, friends, members, civic organizations, church groups, etc. We encourage cooperation with other groups. Units donated by Rotarians "count" regardless if they are given on a Rotary drive, at a joint drive with another group, or as individual "walk in" donations at a blood center. Donations from joint activities count towards a club's totals.

### **What do we do next?**

Each district chooses its own chairperson, keeps its own records, sets its own goals, and establishes its own awards. Together we share ideas, challenge and inspire each other. E-mail keeps us in contact. Your community blood centers will be happy to help you plan, arrange speakers for club programs, provide printed materials about blood donation, and schedule blood drives. Challenge other clubs!

### **Here's what we do in District 5790 (north central Texas)**

The Challenge started in District 5790 in 1996. By 2010 we've raised more than 66,000 units of blood in our district; our work has been nationally and internationally recognized – but most important – we help save lives; more each day.

In our district the Challenge runs April 1 to March 31. We've chosen this period to correspond with the cycle of the Rotary year so that awards can be presented at the District Conference and planning can be accomplished at District Assembly time.

#### *Our Classic Model Challenge (1996 –2010)*

Using information taken from the District rolls on July 1 of the current year, we divide clubs into groups by size, 25 and fewer, 26 to 50, and 51 or more.

One award is presented to the club having the highest donation ratio from each group. The "ratio" is (number of units donated/membership size). An additional recognition will be made for clubs that have previously won the competition.

We've used Paul Harris Fellow nominations and large banners as awards to the winning clubs.

#### *Our New Model Challenge (2010 -)*

We are shifting to recognition for all clubs who participate and reach some specific goal as a percentage of membership size. We award "points" for each donation, and also points for each new blood drive established by club members at their places of employment, churches, etc. Our goal is increase advocacy for blood donation among the Rotarians in their roles as civic leaders.

### **The Cowboy Challenge / International Challenges**

The Rotary Districts of Texas, New Mexico, and Oklahoma invite Challenges amongst themselves and the rest of the world. Districts from around the world are participating in this effort to help our local blood centers save lives in our own communities.

District 9300, Johannesburg area, South Africa was the first to accept the International Challenge. Since then, over 40 districts around the world have participated.

## ROTARY'S BLOOD DONATION ROLE IN THE WORLD

Texas Christian University (TCU) helped survey Rotarians throughout the Rotary world. Surveys were conducted by senior level Journalism students under the direction of TCU Professor Jerry Grotta from the Schieffer School of Journalism

### TCU Rotary Survey 1 (Spring 2006)

208 Respondents from 160 Districts (1020 Requests)

#### Specific Survey Goals

Determine level of Rotary involvement in volunteer blood donation.

Determine support for community blood centers.

Identify local leaders in blood donation/support efforts.

The survey of District Governors, District Governor-Elects and Past District Governors revealed the following:

**60% of Districts report that some of their Clubs conduct blood drives.**

**40% of Districts report that the District promotes blood drives.**

**15% of Districts report that Clubs or Districts are involved in helping local blood centers acquire technology, equipment or training.**

#### Results

**The data implies that Rotarians contribute 817,000 units per year – over 1% of the world's blood supply.**

### TCU Rotary Survey 2 (Summer 2006)

60 Respondents from 50 Districts (142 Requests)

#### Specific Survey Goal

Determine level of interest among the 142 identified Rotary blood donation leaders for an Internet-based resource providing customizable newsletters, handbooks, and an automated data collection/analysis/reporting system for maintaining "Challenge" blood donation statistics among participating Clubs and Districts.

The survey of District Governors, District Governor-Elects and Past District Governors revealed the following:

**93% were interested in having access to a global network site devoted to blood donation programs by Rotary International providing materials that can be personalized for their District.**

**95% felt that their District would be likely to use such a site.**

**84% were interested in participating in a "Challenge" blood donation program with other Rotary Clubs and Districts.**

## ROTARY'S HUMANITARIAN PROGRAMS

### The Rotary Foundation

The mission of The Rotary Foundation is to enable Rotarians to advance world understanding, goodwill, and peace through the improvement of health, the support of education, and the alleviation of poverty. The Foundation is a not-for-profit corporation supported solely by voluntary contributions from Rotarians and friends of the Foundation who share its vision of a better world.

### Programs of The Rotary Foundation

Through Foundation grants and programs, Rotarians and other contributors can help change the world. They can finance a well for a village that lacks clean water, improve the environment, or provide scholarships to educate the next generation. The grants and programs available to Rotarians allow them to realize Rotary's humanitarian mission throughout the world, including its number-one goal of eradicating polio.

### Polio Eradication

To eradicate polio, Rotarians have mobilized by the hundreds of thousands. They're working to ensure that children are immunized against this crippling disease and that surveillance is strong despite the poor infrastructure, extreme poverty, and civil strife of many countries. Since the PolioPlus program's inception in 1985, more than two billion children have received the oral polio vaccine.

### Matching Grants

Provide matching funds for the international service projects of Rotary Clubs and Districts. Since 1965, more than 24,000 Matching Grant projects in 167 countries have been funded at a cost of more than \$257 million.

### A note about Foundations

#### Club Foundations

Many larger Rotary Clubs have their own foundations through which they support certain projects – usually local. Often members are confused between the foundation created by their own Club and The Rotary Foundation of Rotary International.

## ROTARY'S EDUCATIONAL PROGRAMS

### Ambassadorial Scholarships

The Foundation sponsors one of the largest international scholarship programs in the world. Scholars study in a different country, where they serve as unofficial ambassadors of goodwill. Since 1947, more than 47,000 scholars from 110 countries have received scholarships of more than \$476 million through The Rotary Foundation.

### Group Study Exchange (GSE)

Annual awards are made to paired Rotary Districts to cover travel expenses for a team of non-Rotarians from a variety of professions. Rotarian hosts organize a four- to six-week itinerary of vocational, educational, and cultural points of interest. Since 1965, more than 57,000 individuals (almost 12,000 teams) from 100 countries have participated at a cost of more than \$92 million.

### The Rotary Peace and Conflict Studies Program

This program, which began July 2006, provides professionals from around the world the opportunity to be trained in conflict resolution and mediation strategies. The intensive three-month course is housed at the Rotary Center for Peace and Conflict Studies at Chulalongkorn University, Bangkok, Thailand.

### Rotary World Peace Fellowships

Each year, up to 60 scholars are sponsored to study at one of the six Rotary Centers for International Studies in peace and conflict resolution for a master's-level degree. Since the program's inception in 2002-03, 233 fellows from 60 countries have participated, funded by awards of almost \$14 million through the Foundation.

We thank **Carter BloodCare** for its assistance in preparing and distributing this document and its ongoing support of the Global Network for Blood Donation.

# Resources

## **Rotary International**

[www.rotary.org](http://www.rotary.org)

### **To contact a specific Rotary Club or find a District Number**

Go to [www.rotary.org](http://www.rotary.org)

Use the “Club Locator” at the top of the homepage

Entering a city, you will be given a list of the Rotary Clubs that meet in that city and their District. The Club Contact phone number given will typically be the current Secretary of that Rotary Club.

### **For information about specific Rotary Districts**

Each Rotary District maintains a website.

In Google, Yahoo, Bing...—Search for the terms “Rotary District XXXX” replacing XXXX with the District Number (see above)

## **Global Network for Blood Donation**

### **A Rotarian Action Group**

[www.ourblooddrive.org](http://www.ourblooddrive.org)

[info@ourblooddrive.org](mailto:info@ourblooddrive.org)

## **Charles Kurtzman**

Past District Governor

Rotary International

[c.kurtzman@ourblooddrive.org](mailto:c.kurtzman@ourblooddrive.org)

817.870.9884 (Fort Worth Texas, USA)

## You are invited to join the Global Network for **Blood** Donation

For many years, Rotary Clubs around the world have helped their community blood centers save lives. The Global Network for Blood Donation invites blood bank professionals to share their experience and fellowship with Rotary Clubs and Districts.

In February 2007 the Rotary International Board of Directors approved the formation of the Global Network for Blood Donation as a Rotarian Action Group.

The aim of the Global Network for Blood Donation (GNBD) is to develop an international network of Rotarians and others who are involved in supporting volunteer blood donations. Through their association in this Rotarian Action Group they are expected to share their expertise and experience with others engaged in the same type of efforts, thus promoting a fellowship of service throughout the world. GNBD will promote voluntary blood donation and support for local community blood centers.

This group has grown to over 950 members in more than 70 countries

The GNBD exhibits and hosts breakout sessions at the annual Rotary International Convention and at other Rotary events around the world. We welcome blood center professionals to help us develop and staff these exhibits.

You are invited to join the Global Network for Blood Donation. (You do not have to be a Rotarian.) There are no fees, the only requirement is a desire to share ideas.

To become a member, send an e-mail to [info@ourblooddrive.org](mailto:info@ourblooddrive.org) including:

First name  
Badge name or nick name  
Last name  
Club and District (if Rotarian or Rotaractor)  
Address including country  
E-mail  
Telephone  
Affiliation/Employer (if blood professional)

Questions about the Global Network for Blood Donation may be sent to [info@ourblooddrive.org](mailto:info@ourblooddrive.org).

**GLOBAL NETWORK FOR **BLOOD** DONATION**  
A ROTARIAN ACTION GROUP    [www.ourblooddrive.org](http://www.ourblooddrive.org)