

*Mid-Northeast PELS 2026
Presidents-Elect Learning Seminar*

**Presidents-Elect
Session Summary**

*MNE PELS Learning & Development Committee
March 26-28, 2026*





President-Elect Session Summary

PE1a: Planning the Year Ahead

March 26-28, 2026

Learning Objectives: *By understanding trends, strengths, and opportunities, Presidents can help Clubs set short-term and long-term goals that align with Rotary’s Action Plan. After this Session, participants will be able to:*

- Identify their Club’s strengths and weaknesses.
- Set 3-Year Goals that align with Rotary’s Action Plan.

Resources: *Always sign-in to [Rotary.org/learn](https://www.rotary.org/learn) first to access the Learning Center links!*

- [Getting Started with the Learning Center](#) course on the Learning Center.
- [Rotary’s Action Plan and You](#) course on the Learning Center.
- [Rotary Club Central Resources](#) course on the Learning Center.
- [Action Plan](#) page on MyRotary.org.
- [What Clubs Can Do](#) flyer on the Action Plan page.
- [Club Excellence Award](#) page on MyRotary.org.
- [Club Health Check](#) PDF download.

Key Messages:

- Identify your Club’s strengths and weaknesses to determine your Goals.
- Align your Club’s short-term and long-term Goals with Rotary’s Action Plan.
- Focus on the aspects of the Action Plan that are most relevant to your Club.
- Review your District’s Goals and the Club Excellence Award in your Goal planning.
- Work with your Club leadership team and Assistant Governor to set Goals.
- Review the status of your Goals with members at your Club Assemblies.

Discussion Topics:

- Have you reviewed Rotary Club Central or used the Club Health Check?
- What types of activities is your Club already doing to support the Rotary Action Plan?
- How can the Action Plan be used to strengthen your Club and make it more welcoming?
- How can you get every member to support your Club’s Goals?

Small Group Activity:

Using the Your Action Plan worksheet, Rotary Action Plan, related Strategic Priorities, and the “What

Clubs Can Do” flyer, complete the worksheet to support your Club’s ability to:

- Increase Our Impact
- Expand Our Reach
- Enhance Participant Engagement
- Increase Our Ability to Adapt

Notes:

One important thing that I learned to take back to my Club:

YOUR ACTION PLAN WORKSHEET

Club strength or weakness you'd like to focus on	Action Plan priority that relates to that strength or weakness	Goal	How will you measure the success of this goal?
	Increase Our Impact		
	Expand Our Reach		
	Enhance Participant Engagement		
	Increase Our Ability to Adapt		

The ROTARY ACTION PLAN



TOGETHER WE SEE A WORLD
WHERE **PEOPLE** UNITE AND TAKE ACTION
TO **CREATE** LASTING
CHANGE ACROSS THE GLOBE
IN OUR COMMUNITIES AND IN OURSELVES

As we stand on the cusp of eliminating polio, we find ourselves poised for our next challenge. **The time is right to move toward realizing a new vision that brings more people together, increases our impact, and creates lasting change around the world.** To achieve the vision of Rotary International and The Rotary Foundation, we have set four priorities that will direct our work over the coming years.

INCREASE OUR IMPACT

- Eradicate polio and leverage the legacy
- Focus our programs and offerings
- Improve our ability to achieve and measure impact

EXPAND OUR REACH

- Grow and diversify our membership and participation
- Create new channels into Rotary
- Increase Rotary's openness and appeal
- Build awareness of our impact and brand

ENHANCE PARTICIPANT ENGAGEMENT

- Support clubs to better engage their members
- Develop a participant-centered approach to deliver value
- Offer new opportunities for personal and professional connection
- Provide leadership development and skills training

INCREASE OUR ABILITY TO ADAPT

- Build a culture of research, innovation, and willingness to take risks
- Streamline governance, structure, and processes
- Review governance to foster more diverse perspectives in decision-making



ROTARY'S ACTION PLAN WHAT CLUBS CAN DO

Rotary's Action Plan builds on our past successes and sets our future direction to ensure that we continue to grow, unite people, and make a lasting impact.

We encourage all members to review the Action Plan, think about your own club and district goals, and find meaningful ways to align those goals with our plan. Have open and ongoing discussions in your club and throughout your district about the new priorities and objectives, then use those talks to shape your own strategies.

For each of the four priorities that will direct our work, we've listed ways you can put that goal into practice. Think about how you can bring Rotary's Action Plan to life.

ROTARY'S ACTION PLAN

INCREASE OUR IMPACT



DEVELOP A STRATEGY for educating members about the importance of impactful service projects. Research shows that measurable, data-driven results offer proof of the impactful service that is attractive to the next generation of leaders.

CONDUCT A COMMUNITY ASSESSMENT to determine which issues are top concerns in the area. Learn about needs and strengths and identify the key decision-makers. Try conducting evaluations both before and after you implement projects to get a better sense of where and how you can create measurable, lasting change that truly helps the communities you serve.

FOCUS YOUR EFFORTS. Review your club's activities and determine which ones can be streamlined or eliminated so your club can spend more time on activities that make a real impact.

ENCOURAGE YOUR CLUB OR DISTRICT TO CELEBRATE THE LONG-TERM SUCCESSES of service and program offerings, but be open to new projects or opportunities to prove that your club or district's impact has only begun. Apply for a global or district grant to fund a project that will have sustainable, measurable outcomes.

EXPAND OUR REACH



SET A GOAL to collaborate with new groups in your community, either through service projects or social events, to introduce more people to Rotary. As our vision statement says, we want to unite people — not just Rotarians — to create lasting change.

USE ROTARY'S MEMBERSHIP TOOLS and resources to assess your club and learn how to make it more diverse, open, and attractive to everyone in your community.

Districts should **CONSIDER FORMING NEW CLUBS.** Take advantage of our flexible club models to create clubs that are welcoming to people with diverse interests, backgrounds, and needs. As always, these new clubs should embrace our core values and deliver value to members.

BE SURE TO TELL COMPELLING STORIES about how your club or district is making a difference. Use the People of Action materials and other resources in the Brand Center to learn how to show your club or district's impact through the media, on social media, and in the community. Strengthening your public image can help you attract like-minded people to your club, form new partnerships for service, and build a stronger and more diverse network of collaborators.

ENHANCE PARTICIPANT ENGAGEMENT

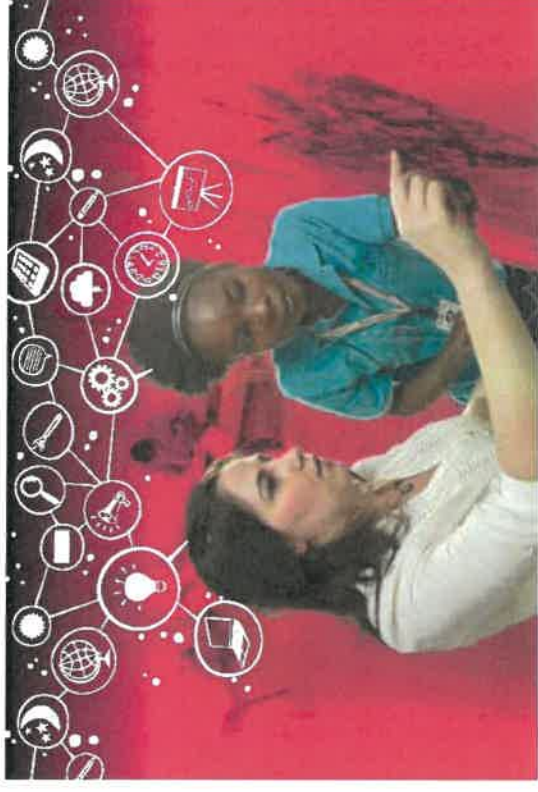


FOCUS NOT ONLY ON GAINING NEW MEMBERS BUT ALSO ON DELIVERING VALUE — both personal and professional — to current members. Hold a brainstorming session or use a survey to ask members what's important to them in their club experience and how they want to grow and develop through Rotary.

Consider everyone who encounters Rotary a participant. Invite them to **OFFER NEW IDEAS AND SHARE THEIR THOUGHTS**. Encourage them to stay involved (whether or not they join the club) so they feel valued and are inspired to support Rotary activities.

USE OUR CURRICULUM in the Learning Center, to develop leadership and other skills in members and participants.

INCREASE OUR ABILITY TO ADAPT



HOLD INNOVATION FORUMS AND BRAINSTORMING SESSIONS with club members and other participants to gather ideas for activities and service projects in the community. Contact other organizations or clubs that have a strong record of innovation or reinvention and look for ways to apply what they did to your own club.

SET ASIDE A SMALL FUND to try new ideas. Expand initiatives that succeed and document what you learn from those that don't.

REVIEW YOUR CLUB ROLES, PROCESSES, AND TASKS and look for ways to be more efficient — whether it's by reducing, combining, or eliminating responsibilities or using different technology.

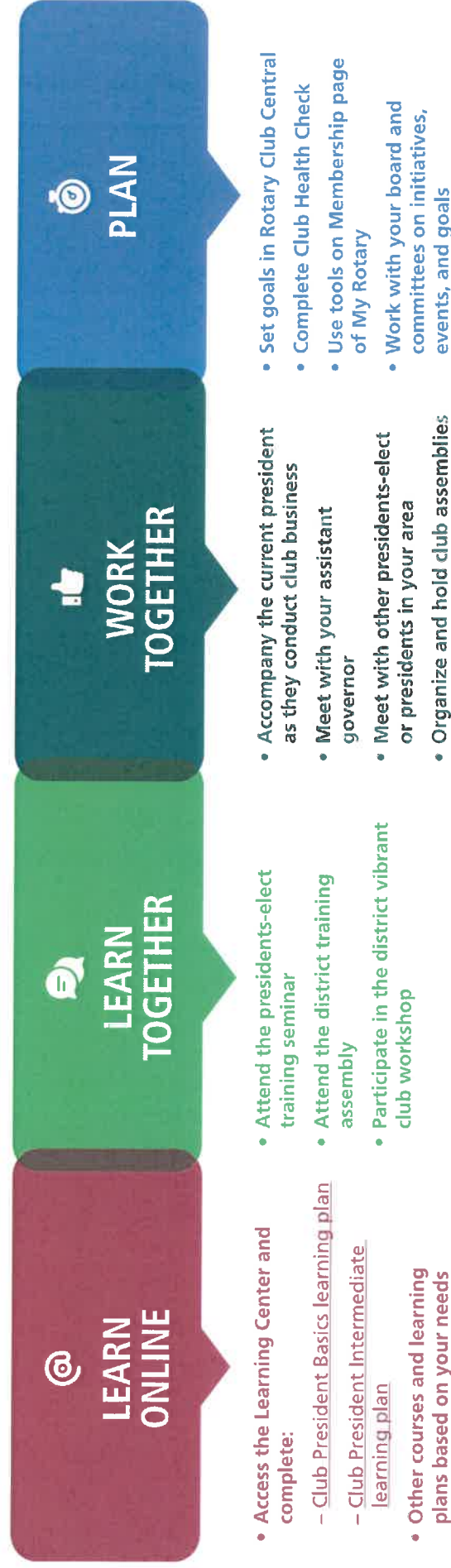
ESTABLISH A CONTINUITY PLAN. Encourage club presidents, district governors, and other officers to work with the incoming leaders chosen for the next few years so that their efforts will be cohesive and all will be invested in a joint success.

EXPLORE ROTARY'S ACTION PLAN:
rotary.org/actionplan



PREPARING TO BE A CLUB PRESIDENT

This learning path will help you develop your leadership skills and understand what to expect as a club president. You'll use this, your prior knowledge and experience, and other district resources to prepare yourself for a successful year.



Throughout this process, make sure to periodically reflect on what you've learned and evaluate how you're doing. Ask others for feedback so you can keep improving during your year in office.

[Need help accessing Rotary's Learning Center?](#)

SAMPLE CLUB COMMITTEE STRUCTURE

Rotary recommends five club committees. Clubs can add, eliminate, or combine committees or subcommittees according to their interests, activities, and number of members. Assistant governors or district governors can help club leaders determine suitable subcommittees.

OPTION 1: Standard Rotary Club Committees

COMMITTEES	Club administration	Membership	Public image	Service projects	Rotary Foundation
	<ul style="list-style-type: none"> • Club program • Member communications • Website • Social events 	<ul style="list-style-type: none"> • Attraction • Engagement • New member orientation • Diversity 	<ul style="list-style-type: none"> • Media relations • Advertising and marketing • Web and social media 	<ul style="list-style-type: none"> • International • Community • Vocational • Youth service • Fundraising (for club projects) 	<ul style="list-style-type: none"> • Polio • Fundraising (for grants) • Grants
POSSIBLE SUBCOMMITTEES					

OPTION 2: Small Rotary Club Committees

COMMITTEES	Club administration	Membership	Public image	Service projects	Rotary Foundation
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OPTION 3: Large Rotary Club Committees

COMMITTEES	Club administration	Membership	Public image	Service projects	Rotary Foundation
POSSIBLE SUBCOMMITTEES	<ul style="list-style-type: none"> • Club program • Club communications • Website • Social events 	<ul style="list-style-type: none"> • Attraction • Engagement • New member orientation • Diversity • New clubs • Membership leads • Assessment 	<ul style="list-style-type: none"> • Media relations • Advertising and marketing • Web and social media 	<ul style="list-style-type: none"> • International • Community • Vocational • Youth service • Fundraising (for club projects) 	<ul style="list-style-type: none"> • Polio • Fundraising (for grants) • Grants • Annual giving • Major giving • Stewardship

ROTARY CITATION / CLUB EXCELLENCE AWARD GOALS AND INSTRUCTIONS

The Rotary Citation, which will be renamed the Club Excellence Award starting 1 July 2024, recognizes the hard work clubs do throughout the year. Taking action toward achieving the required number of goals helps clubs engage their members, stay relevant in their communities, and run more efficiently. A welcoming and engaging club also reflects the values of Rotary. When clubs work to achieve these goals, they also contribute to the overall health and culture of Rotary for generations to come.

To be eligible for the Club Excellence Award, clubs need to be active clubs in good standing – or having paid each invoice balance in full upon receipt. To verify that your club is in good standing, go to My Rotary>Click on Club Name>Finance>Club Invoice. You should have an outstanding balance of \$0.00. Invoices are due when they are posted, in mid-January and mid-July.

Rotary club leaders can go into Rotary Club Central and select the goals they wish to apply toward the club excellence achievement. This flexibility allows clubs to choose the goals that are most relevant and achievable. In addition, many goals will be self-reported by marking “achieved” in Rotary Club Central. Clubs must achieve at least half of the goals by 30 June to be eligible.

To achieve the Club Excellence Award:

1. Go to [Rotary Club Central](#)
2. Review the available goals
3. Set at least half of the available goals
4. Achieve those goals
5. Report achievement in Rotary Club Central by 30 June.
6. Pay club invoices in full upon receipt

Once you are in Rotary Club Central, go to **Club Goals** on the left side of the page if you are not there already, select the **year**, and click on the **All tab** to see the goals. Eligibility will be determined based on goal achievement as of 30 June.

Enhance Participant Engagement	
Goal	Description
Service participation	How many members will participate in club service activities during the Rotary year?
Rotary Action Group participation	How many club members will be members of at least one Rotarian Action Group (RAG) during the Rotary year?
Rotary Fellowship participation	How many club members will be members of a Rotary Fellowship during the Rotary year?
District conference attendance	How many members will attend your district conference?

District training participation	How many of your club's leaders will attend a learning event to prepare for their role
Leadership development participation	How many members will participate in leadership development programs or activities during the Rotary year?
Social activities	How many social activities will your club hold outside of regular meetings during the Rotary year?
Use of official Rotary promotional materials	Did your club use Rotary International's advertising and public service materials, such as broadcast videos, print ads, and other official materials available in the Brand Center, to promote Rotary in your community during the Rotary year?

Increase our Impact	
Goal	Description
Service Projects	How many service projects will your club complete during the Rotary year?
Inbound Youth Exchange students	How many Rotary Youth Exchange students will your club host virtually or in person during the Rotary year?
Outbound Youth Exchange students	How many Rotary Youth Exchange students will your club sponsor virtually or in person during the Rotary year? ¹
Annual Fund contributions	How much money will be contributed to The Rotary Foundation Annual Fund by your club and its members during the Rotary year?
PolioPlus Fund contributions	How much money will be contributed to The Rotary Foundation PolioPlus Fund by your club and its members during the Rotary year?
Major gifts	How many single outright donations of US\$10,000 or more will be made by individuals associated with your club during the Rotary year?
Bequest Society members	How many individuals or couples will inform The Rotary Foundation of their plans to leave US\$10,000 or more to The Rotary Foundation through their estate?
Benefactors	How many individuals or couples will inform The Rotary Foundation of their estate plans to include the Endowment Fund as a beneficiary or will make an outright gift of US\$1,000 or more to the Endowment Fund?

¹ Any club participating in Rotary Youth Exchange must adhere to RI policies and Rotary Youth Exchange certification standards, and must operate under the direct supervision of the district Rotary Youth Exchange program.

Expand our Reach	
Goal	Description
Club membership	How many total members does your club want by the end of the Rotary year?
New member sponsorship	How many members will sponsor a new club member during the Rotary year?
Rotaract clubs	How many new and existing Rotaract clubs will your club sponsor during the Rotary year?
Interact clubs	How many new and existing Interact clubs will your club sponsor during the Rotary year?
RYLEA participation	How many individuals will your club sponsor to participate in Rotary Youth Leadership Awards (RYLA) events during the Rotary year either in person or virtual?
Media stories about club projects	How many media stories will cover your club's projects during the Rotary year?

Increase Our Ability to Adapt	
Goal	Description
Strategic plan	Does your club have an up-to-date strategic plan?
Review club bylaws	Do your club bylaws reflect your members and other participants needs?
Online presence	Does your club's online presence accurately reflect its current activities?
Update website and social media	During the Rotary year, how many times per month will your club's website or social media accounts be updated?

Questions? Read responses to [frequently asked questions](#) for more information.

SMART GOALS



Specific	Measurable	Attainable	Relevant	Time-Bound
<p>Make sure your goals are focused and identify a tangible outcome. Without the specifics, your goal runs the risk of being too vague to achieve. Being more specific helps you identify what you want to achieve. You should also identify what resources you are going to leverage to achieve success.</p>	<p>You should have some clear definition of success. This will help you to evaluate achievement and also progress. This component often answers how much or how many and highlights how you'll know you achieved your goal.</p>	<p>Your goal should be challenging, but still reasonable to achieve. Reflecting on this component can reveal any potential barriers that you may need to overcome to realize success. Outline the steps you're planning to take to achieve your goal.</p>	<p>This is about getting real with yourself and ensuring what you're trying to achieve is worthwhile to you. Determining if this is aligned to your values and if it is a priority focus for you. This helps you answer the why.</p>	<p>Every goal needs a target date, something that motivates you to really apply the focus and discipline necessary to achieve it. This answers when. It's important to set a realistic time frame to achieve your goal to ensure you don't get discouraged.</p>

HOW TO SET A GOAL

For club officers



FIND GOALS TO TRACK

Rotary Club Central

My Rotary English

Club Goals

Choose and set the goals your club will focus on and track. [Learn how to set and track your club's goals](#)

Rotary Club of **Anytown**

< 2024-25 >

1 goal achieved of 4 selected

All Goals Enhance Participant Engagement Increase our Impact Expand Our Reach Increase Our Ability to Adapt

The goals you select will appear below. To report progress or add, remove, or edit a goal, select EDIT.

★ Priority Goals

Strategic plan ★ Priority
[Show goal details and history](#)

Service participation ★ Priority
[Show goal details and history](#)

Annual Fund contributions ★ Priority
[Show goal details and history](#)

Rotary Club Central

My Rotary English

Club Goals

Choose and set the goals your club will focus on and track progress. [Learn how to set and track your club's goals](#)

Rotary Club of **Anytown**

< 2024-25 >

1 goal achieved of 4 selected

All Goals Enhance Participant Engagement Increase our Impact Expand Our Reach Increase Our Ability to Adapt

Which goals will your club track this year? Browse goals by category and select only those you plan to pursue. Then save.

★ Priority Goals

Strategic plan ★ Priority
[Show goal details and history](#)

Service participation ★ Priority
[Show goal details and history](#)

Annual Fund contributions ★ Priority
[Show goal details and history](#)

ACHIEVEMENT	GOAL	SELECT GOAL
21	25	<input checked="" type="checkbox"/>
ACHIEVEMENT (USD)	GOAL (USD)	SELECT GOAL
0	4,000	<input checked="" type="checkbox"/>

SET A GOAL

The screenshot shows the 'Club Goals' interface for the Rotary Club of Anytown. The page title is 'Club Goals' with a subtitle 'Choose and set the goals your club will focus on and track. Learn how to set and track your club's goals'. The user is logged in as 'My Rotary' in 'English'. The left sidebar contains navigation options: Club Goals, Global Summary, Trends, Service Projects, Resources, Reports, and Contact Us. The main content area shows the current year '2024-25' and a progress indicator '1 goal achieved of 4 selected'. Below this, there are tabs for 'All Goals' and 'Priority Goals'. A 'Save' button is highlighted with a callout: 'Select Save after you've entered a goal value'. A 'Goal' input field is also highlighted with a callout: 'Enter a goal value in the box titled Goal'. The bottom section displays a table of goals with columns for 'ACHIEVEMENT', 'GOAL', and 'SELECT GOAL'. The first row shows '21' for achievement and '25' for goal, with a checked 'SELECT GOAL' box. The second row shows '0' for achievement and '4,000' for goal, also with a checked 'SELECT GOAL' box.

Rotary Club Central

My Rotary English

Club Goals

Choose and set the goals your club will focus on and track. Learn how to set and track your club's goals

Rotary Club of **Anytown**

2024-25

1 goal achieved of 4 selected

All Goals Enhance Participant Engagement Increase our Impact Expand Our Reach Increase our...

Save CANCEL Which goals will your club track this year? Browse goals by category and select the ones you plan to pursue. Then save.

Sort selected goals

ACHIEVEMENT	GOAL	SELECT GOAL
21	25	<input checked="" type="checkbox"/>
0	4,000	<input checked="" type="checkbox"/>

President-Elect Session Summary

PE1b: Conducting Meetings

March 26-28, 2026

Learning Objectives: *Club Presidents can provide meaningful experiences for members and participants by working with other Club officers to plan Club meetings, assemblies, and board meetings that are welcoming, engaging, and inclusive. After this Session, participants will be able to:*

- Discuss ideas for meeting formats that will keep members engaged.
- Identify ways to improve the meeting experience for members.

Resources: *Always sign-in to [Rotary.org/learn](https://www.rotary.org/learn) first to access the Learning Center links!*

- [Best Practices for Engaging Members](#) course on the Learning Center.
- [Creating an Inclusive Club Culture](#) course on the Learning Center.
- [Vibrant Clubs in Action](#) course on the Learning Center.
- [Flexible Options for Clubs](#) page on MyRotary.org.
- [Engaging Online Meetings](#) page on MyRotary.org.
- [What Makes Up the Club Experience](#) flier PDF download.

Key Messages:

- Members should feel that Club meetings are a good use of their time and that they can participate in different ways.
- Clubs have the flexibility to choose how often they meet, as long as they meet twice a month.
- Clubs can have a variety of meeting formats. They can rotate the meeting location; meet virtually, in person, or both; and for service projects, social events, and fundraisers.
- Survey your members to see what they are interested in. Your Club should adapt to meet your members' needs rather than expecting members to adapt to your Club.
- When planning meetings and events, survey the needs and abilities of all members, including people with disabilities, families with young children, and professionals of all ages.

Discussion Topics:

- Has your Club varied its meeting format and frequency?
- Are your meetings well attended? If not, why not?
- Do you consider diverse perspectives when you make decisions about the meeting experience?
- What practices can your Club put into place to ensure that guests have a positive experience?
- Is your Club welcoming to members with young children, or with disabilities?
- What do you do at your Club assemblies? How are they different from Club meetings?

Small Group Activity:

How can your Club improve their meeting experience? Break into groups and develop responses to

the following questions/topics:

- What is a typical Club meeting like?
- Do your members and guests say they enjoy the meetings? Do they find them to be a worthwhile use of their time?
- What aspects of your meetings would you like to improve or change?
- Do you regularly survey members to learn what they think?



Mid-Northeast PEELS
Presidents Elect
Learning Seminar

2026-27 District Governors

D7210 Carrie Hernandez
D7230 Dr. Maksud Chowdhury
D7255 Rose Quaranta
D7410 Andy Chapman
D7475 Joe Nastus
D7490/7505 Bill Mercantini

- How could you make meeting formats or programming more engaging and accommodating for members?
- Would these changes require a change to your Club Bylaws, and who in your Club would make those changes?

Notes:

One important thing that I learned to take back to my Club:

CLUB EXPERIENCE MATTERS THE MOST

Recent Rotary research confirms that the single most important factor in member satisfaction is the club experience.



Using our [Membership Assessment Tools](#) guide, which includes the [Member Satisfaction Survey](#), can help you craft an experience that reflects your members' interests and needs.



President-Elect Session Summary

PE2 Your Public Image Campaign

March 26-28, 2026

Learning Objectives: *To help expand our reach, one of Rotary's strategic priorities, Clubs should develop a plan to promote their activities and projects. After this Session, participants will be able to:*

- Understand how to organize a public image campaign
- Identify ways to promote their Club and its activities and projects

Resources: *Always sign-in to [Rotary.org/learn](https://www.rotary.org/learn) first to access the Learning Center links!*

- [Promoting Your Club as People of Action](#) course on the Learning Center.
- [Public Relations and Your Club](#) course on the Learning Center.
- [Our Logo: Representing Rotary](#) course on the Learning Center.
- [Brand Center](#) page on MyRotary.org.
- [Enhancing Our Public Image](#) page on MyRotary.org
- [Social Media](#) page on MyRotary.org Brand Center
- HANDOUTS: Tips, Tricks & Resources & Public Image Checklist.

Key Messages:

- Strengthen your Club's impact by making your community aware of the work you're doing.
- Develop a communications plan that promotes your Club's to an array of media contacts.
- Share photos and information on social media.
- Rotary's Brand Center has media-ready materials & templates (e.g., flyer, brochure).
- Be ready to tell your Rotary story and answer questions from community members.

Discussion Topics:

- Have you ever used the Rotary Brand Center for public image materials or ideas?
- Has anyone organized a public image campaign before? If so, what did that entail?
- How are you currently promoting your Club?
- What are some public image challenges facing your Club?
- How often do you update your Club website and post on social media?

Small Group Activity:

Identify your Clubs' public image opportunities and challenges. Break into groups, choose a Club activity, develop a public image campaign, and share the results with the entire group. Your public image campaign should address each of the following:

- Use of the Rotary [Brand Center](#).
- Design of the campaign.
- Message of the campaign.
- Target audience.
- Which social media platforms.
- Frequency of content distribution.

Notes:



PUBLIC IMAGE CHECKLIST

DO

	Review the materials on Brand Center (www.rotary.com/brandcenter)
	Create your own club logo from Brand Center
	Create a club brochure if you don't have one (template on Brand Center)
	Create a club presentation if you don't have one (template on Brand Center)
	Include the Rotary logo (Rotary + wheel) and/or mark on your materials
	Make sure the Rotary logo is at least 60 pixels in size
	Use Arial Narrow (all upper case) for headlines, Georgia for text
	Use Rotary colors: Azure, Royal Blue, Gold, Sky Blue as primary colors
	Use photographs that reflect Rotarians in action: high resolution, people
	If not using photographs, use graphics that reflect the iconography style: simple, modern, informative
	Ensure your promotion materials reflect the Rotary operating principles: Join Leaders, Exchange Ideas, Take Action
	Make sure your "voice" is smart, compassionate, persevering, inspiring —reflect that in how you speak, write, and design
	Include a call to action on every communications deliverable (email, website, Facebook, phone number)—tell readers what they should do
	Be inspirational and human in all of your communications!

DON'T

	Use the old Rotary logo
	Change the new Rotary logo (color, reformatted, cropped)
	Make the logo and mark the same size: The wheel should be 4x the height of the logo if you use both
	Use upper and lower case in headlines
	Use clip art imagery that is cartoonish—it should reflect the Rotary operating principles, voice, and iconographic style

Your Logos at a Glance

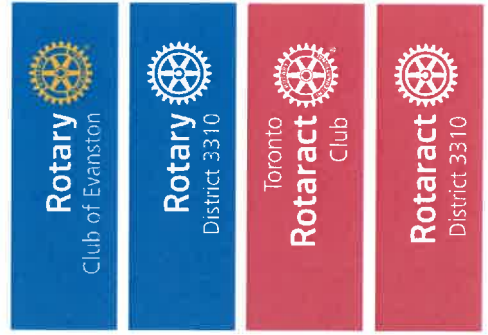
A consistent voice and visual identity are essential components of a strong brand. By using the design elements in this guide you ensure that our brand is presented in a unified way, helping to build awareness and recognition of Rotary and Rotaract. You can find more information on the Brand Center at rotary.org/brandcenter.

Your club, district, or zone logo is made up of the Masterbrand Signature (MBS) plus the club name, or the district or zone number. Multiple district or zone numbers can also be listed. This logo must be used instead of the MBS alone. No other words should appear above or below the MBS.

You can use either the MBS or the simplified version in your club, district, or zone logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Find templates for creating your logo on the Brand Center at rotary.org/brandcenter.

Reverse Options



CLUB, DISTRICT, OR ZONE LOGOS

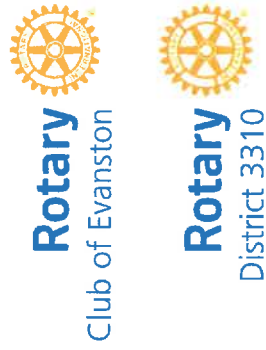
Masterbrand Signature



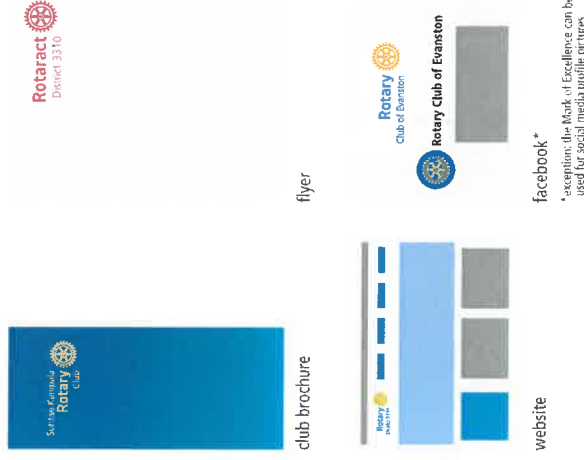
Masterbrand Signature Simplified



Examples



Layout Examples



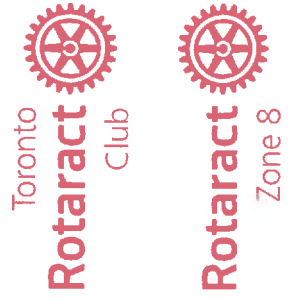
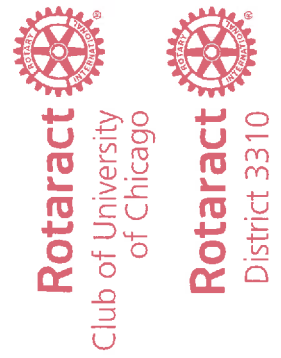
Rotaract Masterbrand Signature



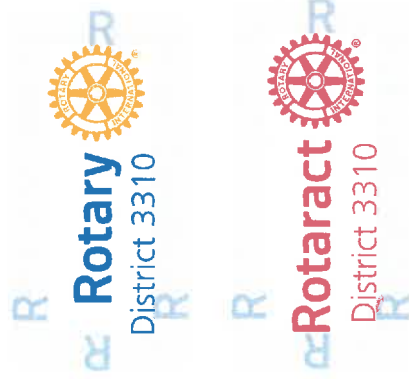
Rotaract Masterbrand Signature Simplified



Examples



Clear Space



Clear space is the space surrounding the club, district, or zone logo that needs to remain empty. It is equal to the height of the capital "R" in "Rotary" or "Rotaract."

*Exception: The Mark of Excellence can be used for social media profile pictures

Your Logos at a Glance

Lockups are used to show a relationship between your club, district, or zone and partners, sponsors, programs, or events. Only one logo can be featured in a lockup with your club, district, or zone logo.

The lockup should not be used as your club, district, or zone logo.

Find templates for creating your own lockup on the Brand Center at rotary.org/brandcenter.

RESOURCES

BRAND CENTER:
rotary.org/brandcenter

LEARNING CENTER:
rotary.org/learn

LICENSED VENDORS:
my.rotary.org/licensed-vendors

SUPPORT CENTER:
rotarysupportcenter@rotary.org

CHECKLIST

Make sure to use your club, district, or zone logo on the following:

- Your club website
- Your club social media sites
- Banners and event signage
- Signage, including those located outside of your club meeting place or on city welcome signs
- Flyers and brochures
- Apparel and goods (purchased or produced by a Rotary-licensed vendor)
- Name badges
- Trading banners/flags

LOCKUPS

Logo Lockup Examples



Word Lockup Examples



Lockup Construction



NAMING PROJECTS OR EVENTS

When naming a project, event, or website URL, you must include the name of your club or district if you want to include the word Rotary or Rotarian(s). For example, instead of calling your event Rotary Bingo, call it Rotary Club of Evanston Bingo Night. You might also call it We Love Bingo, leaving out any reference to Rotary. These guidelines are outlined in the Rotary Code of Policies. Please note that when using your club name, your club must be in full control of the event or project. The Rotary name cannot be licensed to a third party. For example, if a summer camp is opening in cooperation with your club, don't name it Rotary Camp.



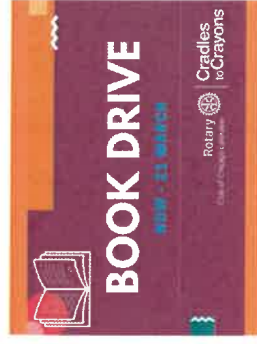
Club logo on installation



Multiclub sign



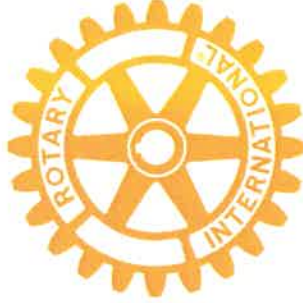
Rotaract club event



Rotary club event

MARK OF EXCELLENCE

The Rotary wheel is the Mark of Excellence (MOE) and should be considered the secondary logo. When you use it, we encourage you to position your club, district, or zone logo nearby for clarity and recognition. There is no simplified version of the MOE — the words "Rotary International" must always appear in the wheel.



The MOE should appear in Rotary Gold. If you're printing one-color, azure or black can be used. It cannot appear in colors other than those shown here. Information about Rotary's color palette can be found on the Brand Center.

ROTARY PUBLIC IMAGE RESOURCES

- **Goal: Increase awareness and understanding of Rotary across all of our districts and around the world.**
 - You can't get the "word out" if everything we say looks and sounds different.
 - Consistency and repetition, starting at the local level, is how we get the word out.
 - There are MANY resources to help you be consistent in your communications!

- **Rotary Brand Center:** www.rotary.org/brandcenter or brandcenter.rotary.org
 - Also accessible from My Rotary under the Manage tab.
 - No longer need to login using rotary.org (My Rotary) credentials.
 - Includes guides, logos, images, ads, customizable templates, videos, and so much more.

- **Brand Guidelines:**
 - Includes the basics for branding: messaging, logos, fonts, colors, imagery, and more.
 - Now only available from Brand Center as web pages.
 - Logos are the most important at this time. All districts and clubs need to use the same template.

- **People of Action campaign**
 - Access customizable templates from Brand Center.
 - Highlight Rotarians doing service projects and the benefits.
 - See online guidelines on Brand Center.

- **Tips and Tricks**
 - ALWAYS use the "new" logo: the word Rotary plus a wheel after it with your club or district name.
 - NEVER use the wheel by itself – it must be used with the official Rotary "word" logo.
 - Never use posed pictures, "grip and grin," or "big check" photos – these do not separate Rotary from other organizations. We want to show people in action in our communities.
 - Make sure photos feature two or more people in action and represent the diversity of your club and community.
 - Make sure your club and district materials ALL LOOK THE SAME, following the Brand Guidelines: It's only through a consistent message and look and feel that we can communicate the brand value of Rotary.
 - ALWAYS include a Call to Action: website URL, email address, phone number, social media page, etc.

- **Where to go for help**
 - Brand Center
 - Your district Public Image Chair
 - Zone Rotary Public Image Coordinator (RPIC) and Assistant Public Image Coordinators (ARPICs)
 - Rotary International: see email addresses on guides

President-Elect Session Summary

PE3: Fundraising for The Rotary Foundation

March 26-28, 2026

Learning Objectives:

Clubs and Districts often ask their members to donate to The Rotary Foundation and hold fundraising events to support projects or polio eradication. After this Session, participants will be able to:

- Identify strategies to fundraise for their Club, District, or The Rotary Foundation.
- Collaborate on fundraising efforts with other participants.

Resources: *Always sign-in to [Rotary.org/learn](https://www.rotary.org/learn) first to access the Learning Center links!*

- [Rotary Foundation Basics](#) course on the Learning Center.
- [Fundraising Basics](#) course on the Learning Center.
- [The Power of Giving](#) course on the Learning Center.
- [Every Rotarian, Every Year](#) brochure PDF download.
- [Fundraising](#) page on MyRotary.org.
- [Contribution and recognition reports](#) page on MyRotary.org.
- [Regional Leaders](#) page on MyRotary.org.

Key Messages:

- Fundraising provides essential financial support for The Rotary Foundation activities.
- Clubs and Districts set fundraising goals for the Annual Fund, PolioPlus Fund, and Endowment Fund each year.
- Highlighting stories of successful fundraisers and updates on Rotary initiatives can motivate members to contribute.
- Your fundraising plan should establish a budget, incorporate strategies to promote your initiative, and outline ways to evaluate success.
- Your Club can partner with community organizations on fundraising events.

Discussion Topics:

- What motivates you to give to The Rotary Foundation?
- What programs does The Rotary Foundation support?
- How can you get more members interested in giving to The Rotary Foundation?

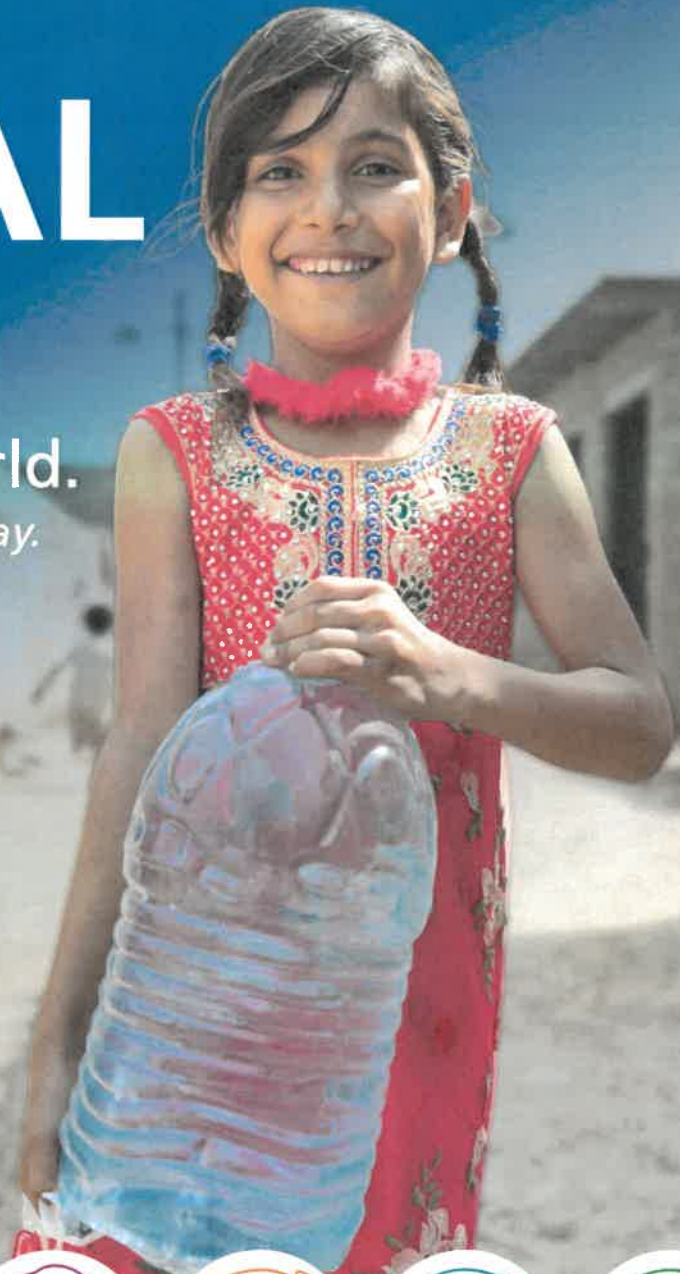
Small Group Activity:

In the previous Service and Your Community session, your group developed a new service project; now it's time to fund that project! Break into the same groups, develop a fundraising plan for this specific project and/or TRF using this project as an example of Rotary's impact, and address the questions below to share with the entire group.

- Can you pursue a Rotary District Grant or Global Grant for funding (which one & why)?
- Will you partner with other Clubs or other community organizations for funding?
- How will you use publicity in a way that encourages financial support for you project/TRF?
- Will you hold one or more fundraisers, and if so, what type(s)?

ANNUAL FUND

Doing good in the world.
Helping members take action today.



PEACEBUILDING AND
CONFLICT PREVENTION



DISEASE PREVENTION
AND TREATMENT



WATER, SANITATION,
AND HYGIENE



MATERNAL AND
CHILD HEALTH



BASIC EDUCATION
AND LITERACY



COMMUNITY ECONOMIC
DEVELOPMENT



ENVIRONMENT

**THE ROTARY FOUNDATION TRANSFORMS YOUR GIFTS
INTO SERVICE PROJECTS THAT CHANGE LIVES.**

By giving to the Annual Fund, you make sustainable projects possible so that together, we can make people's lives better — close to home and around the globe.

TAKE ACTION: rotary.org/donate

WHAT IS THE ANNUAL FUND?

The Annual Fund is the main funding source for The Rotary Foundation's programs. Gifts to the Annual Fund empower members to implement sustainable service projects in their communities and around the world — fighting disease, providing education, protecting the environment, and more. You can direct Annual Fund contributions toward the Annual Fund-SHARE, the World Fund, or an area of focus fund.

When you donate to the Annual Fund-SHARE, a portion of that gift later becomes available to your district through District Designated Funds. This lets your district focus on the projects that are most important locally.

YOUR GIFT AT WORK

When you donate to the Annual Fund-SHARE:

- For three years, your contribution is invested.
- After three years, that money is made available to fund projects. After deducting 5% for expenses:
 - Half of the funds goes into your district's District Designated Funds (also known as DDF). Your district can use it to help fund local and international projects. It decides how to use the money.
 - The other half goes to the World Fund. This money is used for grants, grant matches, Foundation programs that are available to all Rotary districts, or aid where the Trustees determine it to be needed most.



Donation to Annual Fund SHARE

Donation is invested for 3 years; growth supports Foundation operations.



SPENDING DECISIONS SHARED

World Fund (Trustee discretion)



GLOBAL GRANTS AND PROGRAMS*

District Designated Funds (DDF) (District discretion)



DISTRICT GRANTS GLOBAL GRANTS

*Includes PolioPlus, Rotary Peace Centers, other districts, and the Endowment Fund (areas of focus)

EVERY ROTARIAN, EVERY YEAR

The Every Rotarian, Every Year initiative aims to increase support for the Annual Fund and strengthen engagement with the Foundation. It asks every Rotary member to contribute to the Annual Fund and participate in a Foundation grant or program every year.



DID YOU KNOW?



Donors who give US\$25-99 contribute an average of US\$5-6 million to the Foundation each year. When every member gives every year, it makes life-changing, sustainable projects possible. Gifts of any size can make a big impact.

INDIVIDUAL RECOGNITIONS



SUSTAINING MEMBERS

A Rotary Foundation Sustaining Member gives US\$100 or more to the Annual Fund each year.

PAUL HARRIS SOCIETY MEMBERS

The Paul Harris Society recognizes Rotary members and friends of the Foundation who express their intent to contribute US\$1,000 or more each year to the Annual Fund, PolioPlus Fund, or an approved Foundation grant.



PAUL HARRIS FELLOWS

Paul Harris Fellow recognition is given in appreciation to anyone who contributes (or has a contribution made in their name, using Foundation recognition points) a gift of US\$1,000 or more cumulatively to the Annual Fund, PolioPlus Fund, or an approved Foundation grant.



MAJOR DONORS

The Rotary Foundation recognizes individuals or couples whose combined giving reaches US\$10,000, regardless of the gift designation.

This recognition level can be achieved only through personal contributions and not through recognition points.



ARCH KLUMPH SOCIETY MEMBERS

Named for the sixth president of Rotary, the Arch Klumph Society recognizes the Foundation's highest tier of donors — those who have contributed US\$250,000 or more in their lifetime.

Recognition as an Arch Klumph Society member includes an induction ceremony, along with the opportunity to have a portrait and biography in the interactive gallery at Rotary International World Headquarters.



CLUB RECOGNITIONS



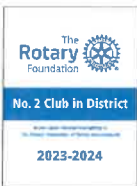
100% FOUNDATION GIVING CLUB

This recognizes clubs that achieve an average of US\$100 in per capita giving and 100% participation, with every dues-paying member contributing at least US\$25 to any or all of the funds of The Rotary Foundation during the Rotary year.



EVERY ROTARIAN, EVERY YEAR CLUB RECOGNITION

This recognizes clubs in which every dues-paying member personally contributes at least US\$25 to the Annual Fund during the year and the club achieves a minimum Annual Fund contribution of US\$100 per capita during the Rotary year.



TOP 3 PER CAPITA IN ANNUAL FUND GIVING

This recognizes the three clubs in each district that give the most, per capita, to the Annual Fund.

Clubs that give at least US\$50 per capita are eligible.



100% PAUL HARRIS FELLOW CLUB

This recognizes clubs in which all dues-paying members are all Paul Harris Fellows at the time when the governor requests the banner. This is a one-time recognition.



100% PAUL HARRIS SOCIETY CLUB

This recognizes clubs in which every dues-paying member contributes at least US\$1,000 to the Annual Fund, PolioPlus, or global grants within a Rotary year.



ROTARACT GIVING CERTIFICATE

This recognizes Rotaract clubs whose members contribute a total of US\$100 or more to the Foundation during the year.



ROTARY'S PROMISE CLUB

This recognizes clubs in which every dues-paying member supports the Endowment with a commitment of US\$1,000 or more through an outright gift or in an estate plan.



WAYS TO GIVE

Your generous contributions are essential to Rotary programs around the world. Make a gift to honor or remember someone special.

- Donate online at rotary.org/donate.
- Give a check to your club Foundation chair.
- Mail your gift directly to the Foundation or your regional Rotary office.
- Automate your giving through Rotary Direct (available only in U.S. dollars through Rotary.org).

No matter how you donate, your gifts have a big impact when they're put to use by our Foundation and by members to do good in the world.

LEARN MORE

The Annual Fund
my.rotary.org/annual-fund

Donor recognition
rotary.org/donate/recognition

The Rotary Foundation
rotary.org/about-rotary/rotary-foundation

The Arch Klumph Society
rotary.org/about-rotary/history/arch-klumph-society

TAKE ACTION: rotary.org/donate



MAKING A DIFFERENCE WITH ROTARY GRANTS

Rotary members around the world have access to different kinds of grants from The Rotary Foundation to support service projects, offer scholarships, and organize other activities that make a difference in their own communities and far away. Explore four grant options that can help turn your vision into reality.



MORE INFORMATION
rotary.org/grants

	DISTRICT GRANTS	GLOBAL GRANTS	DISASTER RESPONSE GRANTS	PROGRAMS OF SCALE GRANTS
How do we use these?	These can address community needs in alignment with the Foundation's mission.	These support larger, international projects that align with an area of focus. They can also support scholarships and vocational training teams.	These support relief and recovery efforts in communities affected by natural disasters. They can be used to provide basic items like water, food, medicine, and clothing.	These competitive grants allow Rotary members to work with experienced partners and expand proven activities that align with an area of focus to make a significant impact.
What's the time frame?	These are for short-term activities that have a limited scope.	Use these for longer-term, sustainable projects that address needs identified in a community assessment.	Your district works with local entities on relief or recovery activities within six months of a disaster.	These evidence-based, sustainable, and measurable programs are implemented over three to five years.
Do we need a partner?	No, but it's often a good idea to work with other local organizations.	You need to work with another club or district, either as the host sponsor or international sponsor.	No, but your district should collaborate with local organizations to meet critical needs.	You need to work with implementing and investment partners outside Rotary and should also collaborate with other Rotary entities.
Who can apply?	A district, which can distribute funds to clubs	Clubs and districts	A district	A club or district
Do we need to be qualified to apply for grants?	Your district needs to be qualified.	Both sponsors need to be qualified.	Your district needs to be qualified.	The club or district leading the program needs to be qualified.
What funding is available?	Your district can seek up to 50% of its District Designated Funds allocated for that year.	Global grants have a minimum project budget of US\$30,000. You can ask for up to US\$400,000 from the World Fund.	Districts can get up to US\$25,000 if the Disaster Response Fund has funds available.	One US\$2 million grant may be awarded each year. Sponsors need to secure US\$500,000 from one or more investment partners outside Rotary.
How and when do we apply?	Your district applies by 15 May of the Rotary year for which you're requesting funds. Your club applies to the district.	Clubs and districts can apply throughout the year.	Your district applies within six months of the disaster.	Your club or district submits a concept note by 1 August. Select programs are invited to develop a full proposal that is due in January of the following year.



President-Elect Session Summary

PE4a: Engaging Club Members

March 26-28, 2026

Learning Objectives: *By getting to know members well, Club Presidents can engage them in ways that tap into their unique skills and interests, creating a more meaningful membership experience. After this Session, participants will be able to:*

- Involve members in ways that make them feel valued for the unique skills they bring.
- Create strategies to engage members.

Resources: *Always sign-in to [Rotary.org/learn](https://www.rotary.org/learn) first to access the Learning Center links!*

- [Best Practices for Engaging Members](#) course on the Learning Center.
- [Creating an Inclusive Club Culture](#) course on the Learning Center.
- [Membership](#) resources page on MyRotary.org.
- [Designing Your Rotary Experience](#) PDF download.
- [Improving Your Member Retention](#) PDF download.

Key Messages:

- Work with the Club Membership Committee to attract, engage, and educate members.
- Clubs that value and foster strong relationships with their members have better retention.
- Use an entrance survey to know your members' interests and unique strengths.
- Make sure all members can fully engage in any meeting, event, or activity that you organize, either in person or online.
- Have members take the [member satisfaction survey](#) to get feedback about their Club experience, then discuss the feedback and implement changes by working with members.

Discussion Topics:

- Do your Club's activities reflect the current interests of your membership and community?
- What does your Club do to engage both long-term and new members?
- How do you keep your members informed and involved in decision making?
- How can your Club be more flexible and accommodating to the members' needs?
- How can your Club members speak up if they see or experience something inappropriate?
- What does your Club do to recognize members for their efforts?

Small Group Activity:

How can your Club improve their member engagement efforts? Break into groups, review this scenario, and develop responses to the following questions/topics to share with the entire group:

The Rotary Club of Yula has 39 members. The Club has a strong core group of 15 members who keep rotating through the leadership positions. Over the past year, the other Club members have not participated much and have started to leave. The incoming Club President noticed that many members are not attending meetings. After reviewing the membership reports, they found that the Club had 54 members three years ago and has lost members each year. What's the first thing you would do to address this issue?

- What other steps would you take?
- What changes would you make after looking into this issue?



Mid-Northeast PELS
Presidents Elect
Learning Seminar

2026-27 District Governors

D7210 Carrie Hernandez
D7230 Dr. Maksud Chowdhury
D7255 Rose Quaranta
D7410 Andy Chapman
D7475 Joe Nastus
D7490/7505 Bill Mercantini

- What steps would you take to make these changes?
- How would you handle members who don't agree with the changes?
- How does this apply to changes needed in your own Club?

Notes:

One important thing that I learned to take back to my Club:

DESIGNING YOUR ROTARY EXPERIENCE

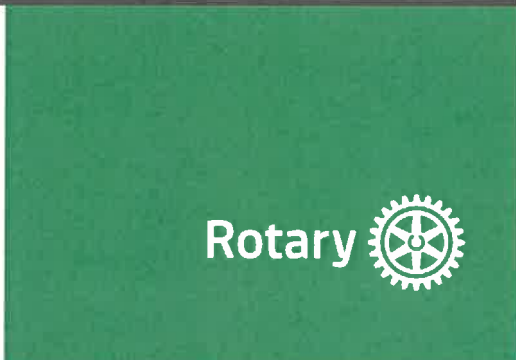


GET INVOLVED IN WAYS THAT MATTER TO YOU

Rotary offers benefits for people of all ages and backgrounds. From learning more about the world to learning more about yourself, you can grow by engaging with Rotary's global network and the array of activities, programs, and interest groups that Rotary offers.

When you get involved in Rotary, whether as a Rotarian, Rotaractor, or program participant, you expand your perspective by honing your skills, learning from professionals, making new connections, and making a difference in your community and around the world.

We know that each member has a unique combination of interests, skills, and talents, and so each member will be attracted to different activities. This guide describes the options you can choose from to personalize your Rotary experience and get involved in ways that matter to you.



Rotary 



MAKE CONNECTIONS

Rotary is a global community with 1.4 million Rotarians and Rotaractors from clubs in nearly every country. This means you can connect with others near home or across the globe. Here are some ways you can make connections through Rotary.



+ ATTEND CLUB MEETINGS AND EVENTS.

Introduce yourself to members in your club to get to know them better. Being genuinely interested in others shows people you value them, and these small interactions can lead to lasting friendships.

+ CREATE A MY ROTARY ACCOUNT.

When you register for a [My Rotary account](#) and create a profile, you can access Rotary's online tools and locate and connect with members near and far using the [Find a Member](#) tool.

+ ATTEND DISTRICT MEETINGS AND EVENTS.

Clubs are grouped into more than 500 districts worldwide. By connecting with other clubs and leaders in your district, you can learn how to get involved in Rotary beyond your club and make a greater impact.

+ GET INVOLVED WITH CLUB INITIATIVES.

Volunteering to take part in a project, attend a meeting, or serve in a club role, such as being on a [committee](#), will let you work with others in meaningful ways and contribute to your club's impact. You can also suggest speakers from [service and project partners](#) or from other organizations that share Rotary's values. Ask your club how you can help.

+ VISIT ANOTHER CLUB.

You can locate Rotary and Rotaract club meetings to attend using the [Find a Club](#) tool. You might think of ways to collaborate on club activities or hear of an idea you want to try with your club. Visiting other clubs fosters new connections and inspiration.

+ JOIN A ROTARY FELLOWSHIP.

Meet others with similar interests by joining a [Rotary Fellowship](#), an international group of people with a common hobby, identity, culture, or vocation. This is a fun way to make friends and explore a pastime or profession.

+ JOIN A ROTARY ACTION GROUP.

These include people around the world who have expertise and passion in a particular area, such as economic development, education, the environment, or safe water. Join a [Rotary Action Group](#) to share your knowledge, develop your skills, and make professional and personal connections.

+ PARTICIPATE IN A ROTARY FRIENDSHIP EXCHANGE.

Experience different cultures and build international understanding and friendships. This program for Rotary members and friends prioritizes cultural immersion, international service, or vocational exchanges. [Friendship Exchange](#) participants take turns hosting one another in their homes and clubs.

+ ATTEND A PROJECT FAIR.

Meet people with whom you can collaborate on international projects. [Project fairs](#) typically last two or three days and can include visits to project sites as well as opportunities to experience the local culture. These activities let visitors learn about the community and build long-lasting relationships with their hosts.

+ ATTEND THE CONVENTION.

The [Rotary International Convention](#) is held in a different international city each year. You'll meet members from around the world, learn how to expand our impact, and enjoy inspiring talks from global leaders, celebrities, and activists.

PARTICIPATE IN MEANINGFUL SERVICE

Making a difference in the community is one of the top reasons people get involved in Rotary. We channel this commitment through [five Avenues of Service](#) — Club Service, Vocational Service, Community Service, International Service, and Youth Service. Here are some ways you can take part in meaningful service through Rotary.



+ SUPPORT YOUR CLUB.

You can help your club thrive by offering your expertise and skills through serving as a club officer, as a committee member, or in another role.

+ PARTICIPATE IN LOCAL SERVICE ACTIVITIES.

Find out what projects your club, neighboring clubs, and your district are working on and volunteer for one or more. Work with partners or conduct a [community assessment](#) to identify projects that would benefit your local area.

+ PARTICIPATE IN INTERNATIONAL PROJECTS.

Many clubs partner with clubs in other parts of the world to address a need in one of their communities. Together, they have more time and funding, as well as the expertise of members, partners, and Rotary program alumni to bring about sustainable, positive change. [Find a project](#) and get involved.

+ USE YOUR PROFESSIONAL EXPERTISE.

Many districts have a [district resource network](#) of local experts who can use their experience, technical knowledge, and project-planning skills to assist clubs in the [design and implementation of meaningful projects](#). Contact your district international service chair to offer your skills to mentor clubs and improve communities.

+ SUPPORT AN INTERACT CLUB.

Interact clubs bring together people ages 12-18 to develop leadership skills while participating in service. If your club sponsors or co-sponsors an [Interact club](#), you can help empower Interactors to make a difference in their communities and globally by supporting their service-learning projects.

+ PARTICIPATE IN ROTARY YOUTH LEADERSHIP AWARDS.

[RYLA](#) events provide opportunities to build leadership, communication, and problem-solving skills, while having fun and forming lasting friendships. Talk to your club and district leaders about getting involved by nominating participants or assisting event organizers.

+ WORK WITH A ROTARY COMMUNITY CORPS.

These groups of nonmembers partner with local Rotary and Rotaract clubs on service projects. By working with a [Rotary Community Corps](#), you can build engagement in the area and make your projects more sustainable by positioning local leaders to pioneer change.

+ USE YOUR SKILLS WITH A ROTARY ACTION GROUP.

Use your professional skills to make a sustainable impact locally and globally through one of Rotary's more than 25 action groups. By leveraging people's expertise and our global network, [Rotary Action Groups](#) help clubs and districts plan and implement meaningful, large-scale humanitarian service projects.

+ APPLY FOR A GRANT.

If your project meets certain requirements, it might be eligible for funding from The Rotary Foundation. Explore the [grant types](#) and find one that's right for your project.

+ JOIN THE EFFORT TO ERADICATE POLIO.

Raise awareness about Rotary's work to end polio, donate to the PolioPlus Fund, or volunteer for a National Immunization Day. Post about polio on social media or include a link to [endpolio.org](#) in your email signature. [Write to us](#) to learn about upcoming trips for NIDs.

+ SUPPORT ROTARY'S CURRENT WORK.

You can do this by [giving to The Rotary Foundation](#), which sustains thousands of projects in your community and around the world. The Foundation supports projects and programs that transform lives by addressing poverty, disease, conflict, and lack of education and water.

BECOME A LEADER

Rotary offers many opportunities to develop your leadership capabilities. Whether you're interested in a club or district role or in building new skills, leadership can be a cornerstone of your Rotary experience. Here are ways you can become a leader through Rotary.



+ SHARE YOUR IDEAS WITH YOUR CLUB.

You can help your club achieve its goals, improve its projects, and enhance the member experience. Clubs can evolve by being receptive to new and diverse perspectives, and your suggestion could become the next big initiative in your club or community.

+ EXPLORE LEADERSHIP COURSES.

Use Rotary's Learning Center to improve and practice your skills. Rotary's [professional development courses](#) include topics such as resolving conflict, public speaking, and networking. You need to have a My Rotary account, so be sure to [register](#) if you haven't already.

+ GIVE A SPEECH AT A CLUB MEETING.

Introduce yourself or discuss an area of expertise in order to practice your presentation skills. If your club meetings don't offer this opportunity, suggest it to your club leaders or contact [your local Toastmasters club](#) and ask to be a guest speaker.

+ BECOME A MENTOR.

Share your professional expertise, community knowledge, or Rotary information as a mentor. Ask if your club has a mentoring program, and if not, propose starting one. Take the [Mentoring Basics course](#) and learn to use your experience to help others grow.

+ LEAD YOUR CLUB.

Find out what committees and other leadership opportunities your club has, and volunteer for one that interests you. You'll learn more about your club and Rotary and gain skills in the process. Explore the [Club Leadership catalog](#) to find out about these roles.

+ ORGANIZE A CLUB EVENT.

Volunteer to coordinate a social gathering or service project, and gain skills including collaboration, public speaking, or managing other volunteers.

+ LEAD YOUR DISTRICT.

If you've served as a club leader and want to get more involved, find out how to do so at the district level. Learn about district roles with the [District Leadership catalog](#) and talk to your club and district leaders about available opportunities.

+ BUILD PEACE.

Join the [Rotary Positive Peace Academy](#), created with Rotary's partner, the Institute for Economics and Peace, to learn about building and sustaining peace and the Positive Peace framework. Learn about the [Rotary Peace Centers program](#), which trains leaders from communities around the world to address peace and development issues.

+ SERVE IN INTERNATIONAL LEADERSHIP ROLES.

Lead global groups of communities of people with similar interests, hobbies, professions, and passions by serving in a leadership role in a [Rotary Fellowship](#) or [Rotary Action Group](#).

EXPAND YOUR PERSPECTIVE

When you make connections, participate in meaningful service, and take leadership roles, you'll inevitably develop and expand your perspective. Here are more ways you can experience personal growth and expand your perspective through Rotary.



+ PERFORM ACTS OF KINDNESS.

Being gracious and caring empowers all parties involved and contributes to people's mental well-being. In Rotary, you have many opportunities to make a positive impact on someone's life by expressing kindness.

+ TAKE COURSES IN THE LEARNING CENTER.

Beyond the courses mentioned elsewhere in this guide, you can find online courses about specific Rotary programs, policies, and leadership roles, as well as more general skill development. Courses are available in more than 20 languages.

+ CONNECT WITH TOASTMASTERS.

Rotary's alliance with Toastmasters International means you can take [leadership courses](#) to develop and practice your skills. You can also [visit](#) a meeting or work with a Toastmasters club on joint initiatives.

+ ATTEND LEARNING EVENTS.

Connect with other members in your area by taking part in one of these informational events offered by your district. You'll learn more about Rotary and other clubs in your community. Visit your district's website or contact your club leaders to find out when your district's next event will occur.

+ WELCOME A YOUTH EXCHANGE STUDENT.

If your district is certified to participate in [Rotary Youth Exchange](#), you can offer to host or help welcome a student from another country, learn about their culture, share your culture with them, and create a memorable learning experience.

+ EXPLORE OTHER CULTURES.

Because Rotary and Rotaract clubs are all over the world, you can [visit clubs](#) when you travel and experience how diverse clubs in other towns or countries are. In addition to programs like Friendship Exchange or Youth Exchange, this is a way to broaden your intercultural understanding, build friendships, and learn about a region's history and customs.

HOW WILL YOU GET INVOLVED?

With so many ways to get involved, you can design the Rotary experience that suits you best. Talk to your fellow club members and leaders and share your interests and ideas. Take an active role in shaping your club. All of this will allow you to get the most out of your Rotary experience!



President-Elect Session Summary

PE4b: Attracting New Members

March 26-28, 2026

Learning Objectives: *When Club Presidents create an inclusive Club culture, then develop and implement innovative strategies to attract diverse participants, they strengthen their own Clubs and Rotary. After this Session, participants will be able to:*

- Develop strategies to attract new and diverse members.
- Identify areas of their Club they need to focus on to create an inclusive environment.

Resources: *Always sign-in to [Rotary.org/learn](https://rotary.org/learn) first to access the Learning Center links!*

- [Strategies for Attracting New Members](#) course on the Learning Center.
- [Diversify Your Club](#) course on the Learning Center.
- [Online Membership Leads](#) course on the Learning Center.
- [Engaging Younger Professionals](#) page on Rotary.org
- [Diversifying Your Club: Member Diversity Worksheet](#) PDF download.
- [Finding New Club Members: Identifying Prospective Members Worksheet](#) PDF download.
- [Creating a Positive Experience for Prospective Members](#) PDF download.

Key Messages:

- Appoint an active and diverse Club Membership Committee to achieve your membership goals.
- Build relationships throughout the community and learn what they think about the Club and the community's needs.
- Use the [Member Diversity Worksheet](#) and the [Identifying Prospective Members Worksheet](#) to see who might be missing from your Club and to develop a pool of prospective members.
- Enhance your Club's public image on social media to attract prospective members.
- Develop a relationship with prospective members to ensure they understand the Club.

Discussion Topics:

- Why did you join Rotary, and why did you stay? Would you join your Club today?
- How can you make your Club more inclusive so that it appeals to new members?
- Is your Club representative of your community's demographics?
- How can you bring in different types of people as members, and leaders, so that your Club
 - reflects the community?
 - How can you use direct marketing, print media, and social media to attract members?
 - Has your Club made significant changes to any traditional practices that were potentially
 - unattractive to guests and prospective members?

Small Group Activity:

Assess your readiness to create a more diverse Club. Break into groups and, using the [Diversifying Your Club: A Readiness Assessment](#) (see attached), respond as a group to the "Is your Club ready to..." questions, summarize the "Next Steps", and share the results with the entire group.

DIVERSIFYING YOUR CLUB: A READINESS ASSESSMENT

Clubs vary widely in their readiness to build connections with new people and create a culture of inclusion. Complete the table below, using the empty row to add your own ideas. Discuss the steps you would take as a group.

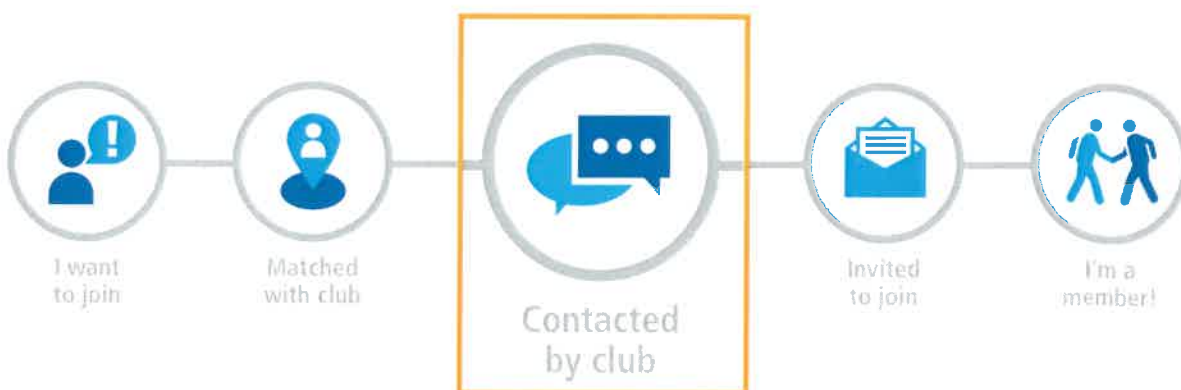
IS YOUR CLUB READY TO ...	YES/NO (circle one)	NEXT STEPS
Discuss the benefits of having its membership accurately represent your community?	Yes No	
Dedicate time during a few meetings to conduct the Diversifying Your Club assessment and complete the Member Diversity Worksheet?	Yes No	
Consider several perspectives when applying The Four-Way Test?	Yes No	
Recognize the difference between equality and equity, and understand why equity is our goal?	Yes No	
Understand and counteract the ways in which unconscious biases can shape how we perceive people?	Yes No	
Build authentic relationships with diverse groups of people?	Yes No	
Include members of underrepresented groups in any discussion of community needs and give them an active role in any initiative?	Yes No	
Develop a culture of inclusion where everyone who engages with us feels respected and valued for their unique qualities?	Yes No	

CREATING A POSITIVE EXPERIENCE FOR PROSPECTIVE MEMBERS



When your club is vibrant, innovative, and making a difference in your community, it will attract prospective members. Bringing in new, qualified members diversifies your club and increases its impact. Because this may be the first contact a prospective member has with a club, be sure to make it a positive one.

A PROSPECTIVE MEMBER'S PATH TO MEMBERSHIP



YOUR PROSPECTIVE MEMBERS

Prospective members can include any of the following:

- A qualified person proposed by one of your club's members (see **Proposing New Members**)
- Someone who approached your club (perhaps having found it through **Club Finder**)
- Someone identified by your club (see **Finding New Members: A Prospective Member Exercise**)
- A candidate who expressed interest through Rotary.org's **Join** page*
- A former Rotarian who is interested in rejoining*
- A current Rotarian who wants to change clubs*
- A qualified person referred by a Rotarian from another club*

*You'll learn about some prospective members through online membership leads. You can track these leads by updating their status on the **Manage Membership Leads** page.



JOIN LEADERS: www.rotary.org/myrotary

However you learn about prospective members, it's important to take the time to meet with them so you can get to know them and determine whether they are a good fit for your club. Meeting with them also allows you to introduce them to your club so they can decide whether it offers what they are looking for.

Because people can become members of a Rotary club only if invited, the process of admitting new members involves thoughtful planning and deliberation, but also timely response and tact. Whether or not prospects become members of your club, their experience of Rotary should be positive. You can offer a positive experience to all prospective members by following the tips in this guide.

MEET WITH PROSPECTIVE MEMBERS

Has your club established a process for following up with prospective members? Designate a member to connect with prospective members to talk about their interests and your club. During this conversation:

- Get to know the prospective members. Explain what Rotary is to you and the benefits of membership, such as the opportunity to make a difference in the lives of others, develop skills that can be useful in your career, and form lasting friendships.
- Tell the prospective members about your club, what to expect at meetings, and the service projects the club has planned. With their interests in mind, explain how your club can help them pursue their passions.
- Be candid about your club's financial obligations and participation expectations or requirements.
- Be sure to keep this meeting friendly and somewhat brief, so you don't overwhelm prospective members. You can give them a **prospective member brochure** from Rotary International and a **club brochure** that includes details about your club's meetings and activities.

Find more resources for prospective members at www.rotary.org/membership.

Some clubs have larger-scale information sessions that are open to members of the community. For these sessions, or any event, consider showing a Rotary video and giving a presentation about discovering Rotary. The session should still cover what Rotary offers and the benefits of joining your club, but getting to know the prospective members may require one-on-one follow-up.

If you learned about the prospective member through an online membership lead, you can admit them directly using their Rotary ID number on the **Manage Membership Leads** page.



DETERMINE FIT

After your meeting, discuss what you learned about the prospective member with your club membership committee and board to determine whether the prospect is a good fit for the club. Keep an open mind about the person's qualifications, and remember that diversity is one of Rotary's core values. Members who have different perspectives and backgrounds bring fresh ideas and new approaches.

Offering prospective members a positive experience engages them from the start and leaves them with a good impression of your club and Rotary. Having a protocol for engaging prospective members — whether or not they become members — helps create that experience.

ENGAGE

Track online membership leads at this stage by selecting one of the following options in your **Manage Membership Leads** page:

- Club reviewed inquiry
- Club contacted candidate
- Club assigned candidate to a club officer
- Candidate attended meetings

A GOOD FIT

If the prospective members are found to be a good fit and you want to move forward:

- Invite them to attend a meeting or two as guests. Consider covering the meal charges, if applicable, as a courtesy.
- Invite them to a social or service event.
- Introduce them to other members of your club.
- Answer any questions they may have.
- Extend an invitation to join your club, if appropriate.
- Add the new members to your club membership list.

See **How to Add a Member**.

- Celebrate their new membership with the whole club.
 - Assign mentors to engage new members right away.
 - Provide a series of in-depth new member orientation sessions.
- See **Introducing New Members to Rotary: An Orientation Guide**.

ADMIT

Track online membership leads at this stage by selecting one of the following options in your **Manage Membership Leads** page:

- Club proposed candidate for membership
- Club admitted candidate

NOT A GOOD FIT

If your club determines that a prospect is not a good fit, with luck, he or she will realize that, too. You may feel that the prospect is not ready to join. Explain the qualifications your club expects of members and offer the prospect ideas for acquiring the needed skills or experience. Whatever the reason may be, having a personal conversation to let the person know is the courteous thing to do.

There are a number of reasons membership doesn't work out. You can maintain relationships with candidates who aren't yet ready to join by inviting them to participate in service projects and social events so they can continue to support your club in the community.

And you can suggest alternatives:

- **Refer them** to another club that may be a better fit if the problem is your club's meeting time or place or financial obligations, or if they are interested in other types of activities and projects. Every club is unique — some even meet exclusively online — so consider this possibility.
- Consider starting a satellite club if you have a group of prospects, or current members, whose needs or wants differ from the rest of your club's.
- If the prospective member is under the age of 30 and not ready to join a Rotary club, refer them to a Rotaract club.

DISMISS

Track online membership leads at this stage by selecting one of the following options in your **Manage Membership Leads** page:

- Candidate sent back to district for reassignment
- Club determined candidate was not interested in Rotary
- Club assigned candidate to a youth program
- Club rejected the inquiry

For more information about online membership leads, see **Connect to Membership Leads** and **How to Manage Membership Leads: for Clubs**.

For online membership leads, be sure to update the status of the lead to reflect what the result was. The gold boxes above list the status options available. When you update a lead's status, you automatically inform your district and RI of what's happening with the leads they forwarded to your club, and you also immediately update your club's membership reports.