

THE ROTARY LEADERSHIP INSTITUTE OF NORTHEAST AMERICA, INC.

ESTABLISHED SPRING 1992



www.RLINEA.org

RLI IS RECOMMENDED BY ROTARY INTERNATIONAL

2018-19
Edition



What is Rotary Leadership Institute?

- A leadership and development program to strengthen Rotary Clubs through education, collaboration and the exchange of ideas among its future leaders.
- A three part curriculum facilitated by experienced, trained faculty members who engage participants through open discussion, problem solving and creative role-play.
- A recommended program of Rotary International, more than 390 districts in 197+ countries now offer it to their members



Why attend Rotary Leadership Institute?

- Leadership Development
- Improved Communication
- Rotary Knowledge
- Team Building
- Exchange of Ideas
- Public Relations Service
- Project Leads
- International Perspective
- Member Engagement



How does it work?

- Three progressive levels plus graduate courses
- 6 – 7 hour day per level
- 50 minute segments



Discussion & Participation

Not a lecture! Cost varies by location.

- Clubs & Districts often subsidize
- Light Breakfast, lunch and beverage breaks are included



Who to send

- Future Club leaders
- New members who have completed orientation
- Active Rotarians



Mission Statement

The Rotary Leadership Institute is a grassroots, multi-district leadership development program whose mission is to strengthen Rotary Clubs through quality leadership education.

Dear Rotarians:

The Rotary Leadership Institute was founded to assist in improving the Rotary knowledge and leadership skills of the future leaders of our Rotary clubs. We believe that excellent leadership is the key to successful service to our communities and the world. Rotary is blessed with members of high quality, but all Rotary clubs depend on outstanding leadership to harness the talents and skills of our membership to reach high levels of accomplishment.

The rapid turnover of leadership positions in Rotary caused by annual elections requires constant effort to prepare more and more Rotarians for the responsibilities of leadership. Through the dedicated efforts of our officers, Executive Committee and Faculty, the Rotarians of our member districts have a unique opportunity for quality education.

We invite all of the clubs of our member districts to join with us to build a better and greater Rotary.

— David Linett, PRID, RLI International Chair

— 2018-19 COURSE CONTENT —

1. ROTARY

Part I - Purpose & Structure of Rotary

Part II - Rotary Opportunities

- Personal & Professional Growth
- Global Networks Groups
- RI Structured Programs

Part II - Making a Difference

- Improve your Rotary Experience
- Use RLI Ideas
- Analyze RLI programs

2. MEMBERSHIP

Part I - Engaging Members

- Active Participation
- Explore engagement options

Part II - Attracting Members

Targeting key audiences

Part III - Vocational Service/Expectations

Add value to membership

3. THE ROTARY FOUNDATION (TRF)

Part I - TRF Goals & Programs

Part II - Targeted Service

- The new Grant model
- Six areas of service

Part III - International Service

- Build connection; meet needs
- Rotary Action Groups

4. ETHICS

Part I - Practice Ethical Behavior

- Promote ethics with others
- Strengthen your vocations
- Promote the 4-Way-Test

5. SERVICE PROJECTS

Part I - Project Implementation

- Plan, lead and accomplish!
- Creativity & Sustainability
- Rotary resources/capacity

6. COMMUNICATIONS

Part I - Effective communications

- Internal and External

Part II - Public Image & PR

- PR Strategy
- Researching your target audience

7. STRATEGIC PLANNING & ANALYSIS

Part II - Insightful Planning At The Club Level (Double Session)

- Club review and analysis
- Areas of improvement

GRADUATE COURSE CONTENT

Diversity in Rotary (AM)

Rotary & Ethics (PM)