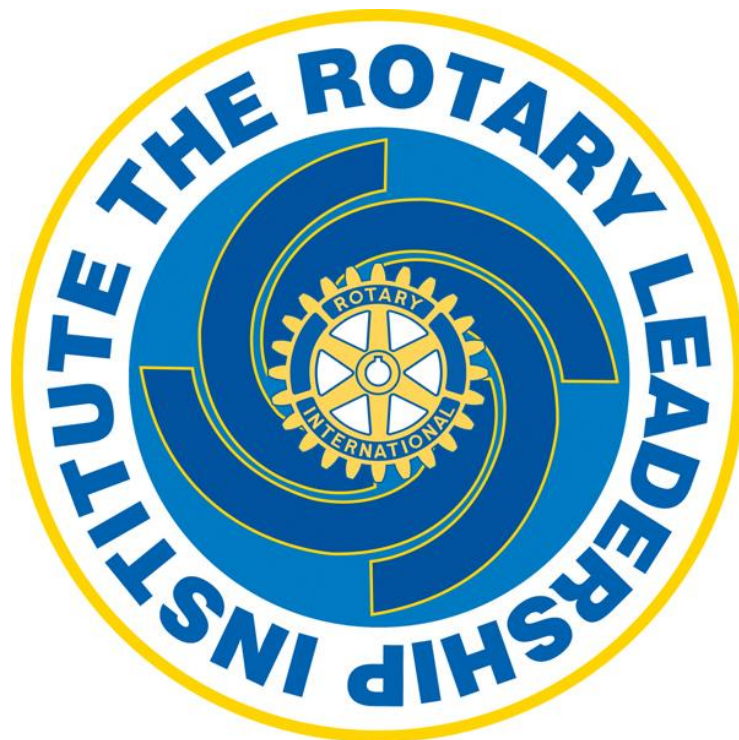


# RLI

20<sup>th</sup>  
ANNIVERSARY

A Joint Project of over 300 Rotary Districts worldwide



*2012-13 Rotary Year  
Twentieth Anniversary Edition*

**PART III- FACULTY**



# RLI Part III – MY ROTARY JOURNEY

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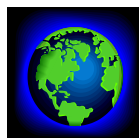
**The Rotary Leadership Institute (RLI)** is a grassroots, multi-district leadership and Rotary development program using facilitation in small groups to engage Rotarians and strengthen clubs.

RLI is not an official program of Rotary International and is not under its control.

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

### COURSE MATERIALS

Event Agenda, Faculty, Upcoming RLI Events, Division Leadership, and Welcome Letter are included as a supplement to the course materials or online. Outlines and materials are online at [rlifiles.com](http://rlifiles.com).



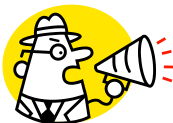
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**About Your RLI Program.** The Rotary Leadership Institute is a grassroots, multi-district leadership development program whose mission is to strengthen Rotary clubs through quality leadership education. Established in 1992, RLI has become a worldwide organization with divisions in every Continent of the world. While it is an unofficial program of Rotary International, it has substantial support of a number of past Rotary International Presidents and current, past and incoming R.I. Directors. The R.I. Board has adopted a resolution recommending RLI or similar programs to the districts and the Council on Legislation has twice recommended RLI to the Board. For more information on RLI, see our website at [www.rotaryleadershipinstitute.org](http://www.rotaryleadershipinstitute.org).

**The RLI Recommended Curriculum.** RLI recommends a curriculum and provides outlines and faculty materials to all its divisions. The curriculum has been continually revised and upgraded over the years. Because of the growth of RLI, it is expected that major revisions will be recommended every three years in order to give divisions a sufficient opportunity to orient their faculty members and to provide translations where necessary. Important changes in Rotary are provided annually to all divisions. All curriculum materials and available translations are posted on the RLI materials website at [www.rlifiles.com](http://www.rlifiles.com).

**The RLI Curriculum Committee.** The committee meets annually most years and all divisions are requested to provide suggestions for improvement based on their own experiences. Any division may send representatives to the Annual Curriculum Meeting.

2012-2013 RLI Curriculum Committee      *Chair: Gary Israel, RLI, Sunshine Division*

*Editor: Bevin Wall, Zone 33 RLI*

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# International Service

As I further my Rotary journey, I can build connections around the world, helping meet needs, solve problems, and build peace



## Session Goals

How can I, as an individual Rotarian, contribute to International Service?

Exchange ideas supporting why my club should be involved in International Service

What are the benefits of a Rotary Action Group to me?

Explore ideas for International Service projects

## Materials

- Insert IS-1: Suggested Steps in Developing an International Service Project
- Insert IS-2: What is an International Service Project?
- Communities in Action 605-EN-(112)
- ProjectLink Database Search
- Rotary Friendship Exchange Handbook EN-(909)

Key: attached insert online article ppt

This is a course in the Service Spiral going across the 3 days of RLI. Prior courses include Our Foundation, Service Projects and Targeted Service. Additional courses in this spiral include Rotary Opportunities, and Making a Difference. Leadership and Membership have separate spirals.

## Session Topics

- 1) What does International Service mean to me?
- 2) What can I, as an individual Rotarian, do to promote opportunities for International Service? **Discuss. Meet People, especially at work or at Rotary events, where such contacts might lead to service connections. Support club efforts to work internationally.**
- 3) What can my club do to promote opportunities for International Service? **Discuss needs, goals, of specific projects. Personalize the project to your club members where possible. Define a “project champion” in the club and support their efforts to motivate the club and board to become involved. Tie in to other projects and concerns championed by the club.**

*“Our greatest strength...at the club or international level, lies in the work that Rotarian volunteers put into the programs....Dedicated, dynamic volunteers are the mainspring of Rotary’s strength and continued growth.”*

Past RI Pres. William E. Skelton—  
Address to 1983 Rotary Convention,  
Toronto, Ontario, Canada



- 4) What can my district do to promote opportunities for International Service? **Promote multi-club grants and projects; highlight needs and people in need at district events. Tie project in to visiting international visitors, especially Rotary Foundation Ambassadorial Scholars, Group Study Exchange Teams, Rotary Volunteers & Friendship Exchanges, and other opportunities to personalize need. Governor can discuss on club visits.**
- 5) How can we utilize our vocational skills in international service? **By volunteering to help organize or work on a project using our unique vocations skills, by volunteering with a Rotary Action Group or Fellowship that makes use of skills or talents that we have.**
- 6) What are some ideas for club meeting programs in the “International” area? **Examples: Reports by members on foreign visits; Reports on sister club, UN- Rotary programs, others?**
- 7) How can we blend non-Rotarian activities with Rotarian International Service? **Examples: Collaborations with Boy Scouts or Girl Scouts, other non-profits, government entities, etc.**
- 8) What opportunities exist in our community to join an existing project? **These opportunities can be “in progress”, with visible activity, results and partners. Opportunities may exist to rescue inadequately funded or staffed projects, or to expand projects to reach more beneficiaries.**
- 9) What is “sustainability”, and how important is it in developing an International Service project? **See Insert TS-3 What is Sustainability, under the Part II- Targeted Service course, for more information on the types of sustainability.**
- 10) Develop an International Service project. **Use Insert IS-1 as a guide. Divide the class into groups of five or less. Have them develop an international project. Allow at least 20 minutes for this exercise. Groups can display their results on flip chart sheets displayed around the room, and the class walk around for a few minutes and view the results.**

#### What makes a service project effective?

Effective service projects do more than just offer a quick “fix” to problems. Typically, Rotary’s most effective service projects:

- Respond to real issues
- Improve community members’ lives
- Incorporate the abilities of those who are served
- Recognize the contributions of all participants as important and necessary
- Are based on a realistic assessment of available resources
- Aim for specific goals and objectives with measurable results
- Build effective networks
- Empower people and communities

From *Communities in Action* 605-EN-(112)



*“Rotarians in one part of the globe can affect lives on the opposite side of the world. We have the desires and the capabilities to give help where help is needed....*

*Where there [is]...a starving child...a weeping mother — Rotary can be there.*

*Where there is a cataracted eye, a crooked limb — a need for medicine, braces, surgery — Rotary can be there.*

*Where there is the sigh of the lonely, the despair of the isolated — Rotary can be there.*

*Rotary is the sanctity of fellowship, the love of brotherhood, the warmth of trust. Rotary is a vision — yet struck in stone. We build not only in concrete, but also in lives and futures.”*

Past RI Pres. Edward F. Cadman  
— Address to 1985 Rotary Convention,  
Kansas City, Missouri, USA



## **Insert IS-1: Suggested Steps in Developing a International Service Project**

1. Get ideas from Rotary Web Site (ProjectLINK, Rotary Showcase) or people who have visited a foreign country.
2. Try to select something important that will interest the club members.
3. Present the idea to the club's International Service Committee who will report to the Board of Directors.
4. If approved, make contact with Rotary club or district in the target country to seek cooperation. Conduct a “needs assessment”. Conduct a “sustainability assessment”.
5. Get estimates of project cost with cooperation of partner club/district.
6. Consider if visit to other country desirable/necessary. If so, discuss ways of financing travel.
7. Develop budget for project with partner club/district. Estimate source of funds - sponsor club, district contribution, partner club, matching grant funds, outside support, etc.
8. Get approval of budget by all sources of support and begin preparation of matching grant applications.
9. Process matching grant applications and execute project.
10. Keep club informed of progress of project. Have pictures taken, etc. for publicity within district, to outside media, etc.
11. Thank those who supported project.
12. Send Annual Reports and Final Report (within 6 months of completion).





## Insert IS-2: What is an International Service Project?

An International Service Project, formerly called “World Community Service, involves Rotary clubs from two or more countries uniting to serve one of their communities. Clubs searching for international assistance can publicize their project needs via the web to other clubs around the world. Likewise, clubs looking to support an international project can use web resources to locate a suitable candidate.

By advancing international understanding and goodwill through service, International Service Projects reflect the heart of Rotary and provide exciting, challenging, and rewarding opportunities to Rotarians.

Program History and Goals: The WCS program was officially launched in 1967. Since then, thousands of WCS projects were completed, and millions of dollars in funds and supplies were donated annually by Rotary clubs to support them. The WCS program was phased out June 30, 2011 in favor of a resource and support model developed by Rotary International to support International Service Projects.

### **International Service Projects aim to:**

1. Improve the **quality of life** of those in need through international service
2. Encourage **cooperation** between clubs and districts in different countries as they carry out international service projects
3. Provide an effective **framework** for exchanging information regarding project needs and assistance
4. Increase **awareness** among Rotarians of International development and cultural issues as well as the importance of implementing projects that help people help themselves
5. Assist participants in **related programs** of Rotary International and The Rotary Foundation
6. Educate Rotarians about **project funding opportunities** available through the Foundation and other sources
7. **Communicate** successful project experiences to other Rotarians
8. Foster **international understanding, goodwill, and peace**

The RI Board recommends that when clubs develop programs for World Understanding Month in February, they structure at least one around International Service.

### **Projects should adhere to the following criteria:**

1. The project is humanitarian in nature.
2. Rotarians in two or more countries are involved.
3. The project is located in one of these countries.

### Getting Involved

Rotary clubs that get involved find that the project’s benefits extend far beyond the communities where their projects take place. Clubs have the opportunity to (1) Undertake more ambitious projects (2) Empower all participants in service efforts (3) Develop closer ties with Rotarians abroad (4) Further international understanding and goodwill AND, (5) Address global concerns

Many clubs start participating in International Service Projects because of **informal contacts** among Rotarians... **ProjectLINK** is another way Rotarians can get involved in International Service. This searchable database, available at [www.rotary.org](http://www.rotary.org), lists hundreds of club and district community service projects worldwide in need of funding, volunteers, donated goods, and partners for Rotary Foundation Matching Grants. It also offers a list of model projects, which can be a source of best practices.

Excerpted from World Community Service Handbook: a Guide to Action. 742-EN-(908), modified by RLI





# Effective Leadership Strategies



As I further my Rotary journey, I will engage in more complex and skillful use of my leadership skills and seize opportunities to lead

## Session Goals

- Improve our ability to lead and communicate in group settings
- Identify ways we can win support for our goals and proposals?

## Materials

- Insert ELS-1: Effective Leadership Strategies Scenarios
- Insert ELS-2: Building Consensus, (Page 12) Excerpted from Leadership Development: Your Guide to Starting A Program. 250-EN-(308)
- Insert ELS-3: 7 Leadership Strategies for Volunteers
- Planning Guide for Effective Rotary Clubs. 862-EN

**Key:** attached insert online article ppt

This is a course in the Leadership Spiral going across the three days of RLI. Prior courses include Insights Into Leadership, Team Building, Club Communications. Additional courses include Public Image & Public Relations. Service and Membership have separate spirals.

## Session Topics

1) Exercise in seeking approval of a project by your Rotary Club. See Insert ELS-1, Effective Leadership Strategies Scenarios, attached.

- a) Develop your strategy. Where do you start? ***Discuss possible options in getting started, such as the importance of pre-planning, announcing a plan at a club meeting, seeking out an influential member first, talking to the club board first, talking with the president or key officer, going to a club committee, etc. Which approaches are likely to work best?***

*“One of the marvelous assets of Rotary is that such a vigorous and viable organization can grow in strength each year as new leadership develops.”*

Edward F. Cadman  
1985-86 RI President

b) How can you build a coalition for the project?



- i) What is a coalition?
- ii) How does coalition building work in life experiences, for example, getting support for a proposal at work, a community project, or a political issue or candidate?
- c) Practice giving a talk to the club board in support of the project!

***Break the group into groups of about 5 people and have each group discuss what points to stress in the talk to the board and then have one of the group members practice before the entire class. You can have the rest of the class be the Board and ask questions, make comments, etc. A critique by the class after the talks is important.***

- 2) Why do some people have “influence” and others do not?
  - a) Is “charisma” important—what is it?
  - b) How do “titles”, i.e., “Boss”, “Club President”, “Volunteer”, fit into influence?
- 3) What leadership characteristics may impede the success of a project or other endeavor. How can you avoid use of those characteristics? Should you? ***List on flip chart. Seeming elitist, pressing ahead without full support, seeming arrogant, failure to consult in advance, failure to go through the usual process of the organization - such as the relevant committee, not considering all the details of a proposal, etc. Discuss each point and how to avoid these mistakes.***
- 4) See the Scenario about a troubled Rotary club, Insert ELS-1, Scenario 2. ***This scenario describes a troubled Rotary Club. Discuss what, if any, are the club’s real problems and how leadership can help solve them. Break the class up into three parts (different from previous groups) and ask each group to come up with the problems and proposed solutions. Have a representative of each group report to the whole class.***



- a) What, if any, are the club's real problems?
  - b) How can leadership help solve them?
  - c) What leadership strategies do you suggest?
- 5) Questions & Comments

*Summarize and stress the necessity of building coalitions to get things done.*



## Insert ELS-1: Effective Leadership Strategies Scenarios

### Scenario 1:

Rotary Club Vice-President Marvin Montrose is proposing holding an arts and crafts show for his club of 25 members. There has not been such a show in that town in recent memory. He wants to invite crafts persons from the region to come to exhibit and sell their wares. He also wants to invite painters to do the same. He would charge the exhibitors for display tables. Maybe the club members could sell soda and pretzels to make more money. The site of the show would be the municipal park in the center of town. It is basically an empty lot with grass. ALL the members would be necessary to help out at the event. The club has never held such a large event in the town of 1500 people. Marvin says that a club committee could work out “details”.

What are the issues? Develop a plan and discuss how the group came to its conclusions. Discuss how they can gain acceptance for their plan and have it implemented by the club.

### Scenario 2:

The Rotary Club of Milton Crossing has a few active, involved members, but most of the members are apathetic. They come to lunch, often they leave before the program starts, and do nothing else. The membership is 33, down from 62 three years ago. The few active, involved members keep the club going, but they are getting tired of doing all the work. President Myron met with his board and the board listed several problems:

- (1) There are cliques who always sit together at meetings and ignore everybody else. People who wish to sit with them are discouraged.
- (2) Some of the inactive members are big talkers, but when asked to do something, they fade away.
- (3) Some members have not been at a meeting for many months, but the club is afraid of losing them if they push attendance.
- (4) Some members announce loudly that “We don’t need more members. We have a happy, friendly group now and more people will disturb that”.
- (5) When two members were asked to sponsor new members, they fired back that “we only want quality members and we have to be very careful...”
- (6) The President announced that he is having trouble filling the committees, because most people said they were too busy to participate.

Can this club be saved? Develop a plan and discuss how the group came to its conclusions. Discuss how they can gain acceptance for their plan and have it implemented by the club.



## Insert ELS-2: Building Consensus

### BUILDING CONSENSUS



Building consensus is the act of finding a solution that satisfies everyone's needs, especially among those who have different viewpoints; it doesn't mean compromise or surrender. Leading others to consensus results in a decision that is viable and sustainable.

#### Speaking points

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- Define consensus, or share a story of a time you had to bring others together.
- Explain the benefits of open disagreement, which can lead to a better analysis of an issue and allow all parties to express their opinions.
- Discuss the benefits of consensus building, such as helping everyone feel a sense of ownership in the project and discovering new solutions.
- Outline the consensus-building process:
  1. List what each party wants out of the situation.
  2. Review what is critical for each person and what isn't as critical.
  3. Brainstorm new solutions.
  4. Discuss the outcomes of those solutions.
  5. Rework the solutions and other decisions to meet the critical needs.

#### Discussion questions

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Why is consensus important in your profession? Your Rotary club?

How do you ensure that consensus doesn't result in compromise? How do you satisfy everyone involved?

#### Suggested activities

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**Group work:** Have participants work in small groups on a case study. Assign group members different viewpoints, with one participant acting as a moderator who must build consensus.

**Individual work:** Ask participants to reflect on a time when they had to participate in building consensus. How do they think the process worked and were they satisfied with the result.



## Insert ELS-3: Leadership Strategies for Volunteers

1. A Team is More than the Sum of the Parts. Picking the right mix of people who can work together is key. Just as important is putting a mix of experienced and “new eyes” on the team. Experience in the workplace on similar or relatable matters provides an instant “expert” to your organization.
2. Be Effective with Your Own Time & Take Matters to Closure. Clarity and Delegation must go hand-in-hand. Say everyone’s time is valuable, and then treat the available time as valuable. Have a clear cut goal for a particular session, several mid-points, and an end-result detailed. Keep the process moving quickly. It is most important to “push to conclusion” in the volunteer setting versus the business setting. Not only does it accomplish the task and give a sense of accomplishment to the team, it also clears “undone” items from the path of the team as it pursues the next goal.
3. Know the Problem and Empower Others to Break through Barriers with Their Own Solutions. Preparation by the leader is obvious, especially if it’s missing. Know the problem but do not solve it for the team. Not only will it rob you of unforeseen solutions, it will also take the ownership of the issue away from the team. Ask the team to identify the roadblocks and obstacles and then work from that vantage point toward a solution.
4. We Are Only Volunteers! You must always recognize the Volunteer/ Work/ Life balance of volunteers. The end goal must be made worth the effort by stressing the meaningfulness of the goal, volunteer recognition, and the developed expectations of the leader. Without all three of these factors, and a sensible timeline, a volunteer task goal will be hard to reach by the team or even by an individual volunteer.
5. Solve Problems with the Right Questions. Start with a consensus building “yes” or “no” question. Use that answer to diagnose the factors and trends that underpin the answer. The question: “Do we have enough club members to perform the amount of service necessary in our community?” would be a better place to start than “Do we need more members?” Follow-up questions can then get to the real issues.
6. Shhhhhh! Leaders are tempted to add input into new ideas from the team. This is often counterproductive. You should be enthusiastic about new ideas but keep additional input to yourself. The ideas and direction need to belong to the team, or they will not feel ownership of the endeavor. Part of the volunteer leader’s job is to make winners of the volunteers. This is a large part of how they get “paid” in a volunteer setting.
7. Build Your Volunteer Leadership Pool. The more experienced, knowledgeable, and motivated volunteers you have in your pool, the more you will be able to accomplish. Partnering, Mentoring and Succession Planning, are effective techniques to make this happen. Every key person in your organization should have a replacement trained and ready to do the job if called upon. Recognizing your mentors, but placing the responsibility on them to have a replacement, is key.

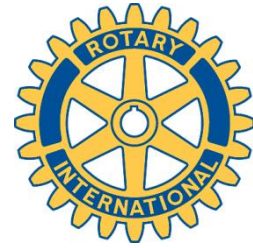
*Many ideas in this article are attributed to Kathleen O’Connor and her article 7 Leadership Strategies to Help You Handle Change at [www.Superperformance.com](http://www.Superperformance.com). Human Performance and Achievement Resources.*





# Rotary Opportunities

As I further my Rotary journey, I can explore the many opportunities available within Rotary for personal, community and professional growth and development



## Session Goals

Provide an overview of RI's structured programs

What are the benefits of a Global Networking Group to me?

Discuss each program's relation to Rotary's goals and to a Rotarian's Rotary experience

## Materials

Insert RO-1: Match RI's Structured Programs & Logos

Insert RO-2: List of Structured Program Resources

Insert RO-3: List of Rotary Fellowships

Insert RO-4: List of Rotarian Action Groups

Insert RO-5: Rotary Action Groups flyer

Insert RO-6: The Programs of Rotary International

Global Networking Group Directory

Key: attached insert online article ppt

This is a course in the Service Spiral going across the 3 days of RLI. Prior courses include Our Foundation, Service Projects, and Targeted Service. Additional courses in this spiral include International Service and Making a Difference. Leadership and Membership have separate spirals.

## Session Topics

- 1) What are Rotary International's structured programs? How many are there? Can you name them? *See Insert RO-6 for list. If Participants struggle with naming the RI Structured Programs, this is an opportunity for faculty. Faculty can describe aspects of the programs not identified, through their own experience or research or through the description on Insert RO-6 and see if Participants memories can be refreshed. For example, there is a program of RI that is primarily set on college campuses today, although they can be based in communities for young people ages 18-30? ROTARACT. The name is less important than the fact that Rotary has this program that reaches this particular group, or serves this particular need. The participants' difficulty in naming the programs also allows faculty to ask: Why don't we know about these programs? At what point is the information about these programs being restricted? If we know about RYLA, why don't we know about Friendship Exchange? And, faculty can use these responses to move into the 1a, 1b, 1c questions...*



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- a) You may be familiar with Rotary program logos. *See Insert RO-1. (Key at Session Topic #5) The Logo Match exercise at Insert RO-1 can be use here. Some Rotarians are more visual in their learning style.* How are Rotary Clubs supposed to use these structured programs? *To supplement or enhance opportunities for Rotarian to engage in Rotary service of fellowship.* What does your Club do to participate in these programs?
  - b) What does your District do to encourage participation or to organize district-wide or multi-club activity in these programs? *Programs at district events, newsletter items, discussed in Governor’s Club visit.*
  - c) What is your involvement or your club’s involvement with any of the listed programs?
  - d) How could you or your club begin participating in one of these programs? *Start with Club program, then look for ways to combine or expand a current club activity or project. A club champion for a particular interest, vocation or service activity is a must.*
  - e) For several of the programs, discuss how they fit Rotary’s mission. *Suggestion: Use the 5 Avenues of Service for this analysis. Alternative: use the Object of Rotary, see Part I, Insert RBC-5, to analyze.*
- 2) What are Global Networking Groups?



- a) Are there organized groups of Rotarians who get together to pursue common recreational interests? **Rotary Fellowships**. How about vocational interests? **Rotary Fellowships**. How about service-oriented interests? **Rotarian Action Groups**.
- b) How does Rotary recognize and support them? **They are officially recognized by Rotary International, but are autonomous international groups of Rotarians. They must be financially self-sufficient and Rotary promotes them as service or fellowship opportunities to Rotarians and associates around the world.**
- c) How do you believe these groups came into existence? **A critical mass of Rotarians with a passion about or expertise in a particular interest, vocation, or service idea came together as a group and petitioned Rotary for recognition.**
- d) How do you believe they might function as a group? **Some are information-oriented, some are advocacy-oriented, and some are event or project-oriented. Most have a presence at the International Convention in the House of Friendship, or as panelists or program participants.** What is the scope of most of these groups? **Most groups have a small number of Rotarians involved versus the 1.2 Million members, and groups tend to be spread out worldwide.** How does that affect the activity? **Most activity is on the web, by conference call, or at special regional or international events. Some groups fundraise. Many groups advocate or are involved in district conferences or district assemblies around the world.**
- e) Doesn't this take away from Club service? Or, would participation in a project enhance Rotary membership retention? If so, how? **This gives Rotarians with a passion for a particular interest, vocation, or cause a chance to contribute their expertise and be around like-minded people, whether or not that group exists in their own local Rotary club.**

*“Rotarians in one part of the globe can affect lives on the opposite side of the world. We have the desires and the capabilities to give help where help is needed....*

*Where there [is]...a starving child...a weeping mother — Rotary can be there.*

*Where there is a cataracted eye, a crooked limb — a need for medicine, braces, surgery — Rotary can be there.*

*Where there is the sigh of the lonely, the despair of the isolated — Rotary can be there.*

*Rotary is the sanctity of fellowship, the love of brotherhood, the warmth of trust. Rotary is a vision — yet struck in stone. We build not only in concrete, but also in lives and futures.”*

Past RI Pres. Edward F. Cadman  
— Address to 1985 Rotary Convention,  
Kansas City, Missouri, USA



- f) For several of the Rotarian Action Groups, discuss what you believe (guess if necessary) may be typical projects.
  - g) What do Rotarians and Rotary get out of participation in these activities? How do these projects advance the mission of Rotary? ***Advances service, fellowship, vocational service, and builds international peace and goodwill through Rotarians working (or playing) together.***
  - h) How would you join one of these groups? ***Contact information on each is at Rotary.org.***
- 3) Propose five new fellowships and to support how the fellowships would be good for Rotary and for Rotarians and/or for those we serve.
- 4) What is a Rotarian Action Group? ***Organized groups of Rotarians who have special interests or skills in a particular service area.***

How can my participation in a Rotarian Action Group support local and international service projects in my club, ***Rotarians in RAGs are ambassadors of peace, goodwill and understanding, and it provides additional opportunities to expand contacts and skills for exchanges and projects.***

...fellowship opportunities for members of my club, ***These contacts can be introduced to club members through programs, special events, joint projects, and use of technology to bring Rotarians from different places together.***

...strengthen my clubs programs? ***Many Rotarians do not know that these additional opportunities are available as a part of their Rotary membership, and clubs do not emphasize these opportunities because they are not as familiar with them. Club programs on RAGs are especially compelling if club Rotarians are personally involved, if the RAG involves a personal interest or passion of that Rotarian and possibly other club members, and there is a call to action that can involve Rotarians with a similar interest or concern.***

How my participation in a Rotarian Action Group benefit me? ***Rotarians make friends, travel, get access to areas and people they would ordinarily never see. Rotarians can network, and can open up a wider world of Rotary service and experience to participants.***

***See Insert RO-5 for more specific information and to use in exercises. For example, make each person a member of a specific Rotary Action Group and ask them to design an activity for that group and/or ask them to design a plan for getting their club to participate jointly in that activity.***

- 5)** Program logos key for Insert RO-1: 1-C, 2-G, 3-F, 4-G, 5-D, 6-A, 7-B.



## Insert RO-1: Rotary International's Structured Programs

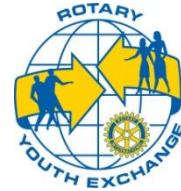
1. Interact

A.



2. Rotary Friendship Exchange

B.



3. Rotaract

C.



4. Rotary Fellowships and Rotarian Action Groups (Global Networking Groups)

D.



5. Rotary Youth Leadership Awards (RYLA)

E.



6. Rotary Community Corps (RCC)

F.



7. Rotary Youth Exchange

G.



*\* Images courtesy of Rotary & The Library of Graphics for Rotarians- Todd Elfwendahl*



## Insert RO-2: List of Structured Program Resources

The following print and multimedia resources are available at [www.Rotary.org](http://www.Rotary.org) and are linked through the [www.rotaryleadershipinstitute.org](http://www.rotaryleadershipinstitute.org) website. Most resources are free to download, and print copies may be purchased for a nominal charge.

| <u>Publication</u>                                      | <u>Pub #</u> | <u>Year</u> | <u>Cost</u> |   |
|---|--------------|-------------|-------------|---|
| <u>Communities in Action/Community Assessment Tools</u> | 605          | 2012        | \$9.00USD   |    |
| <u>Interact Handbook</u>                                | 654          | 2010        | \$3.50USD   |    |
| <u>Rotaract Handbook</u>                                | 562          | 2010        | \$3.50USD   |   |
| <u>Rotary Community Corps Handbook</u>                  | 770          | 2010        | \$3.50USD   |  |
| <u>Rotary Fellowships Handbook</u>                      | 729          | 2006        | \$3.50USD   |  |
| <u>An Introduction to New Generations Service</u>       | 735          | 2011        | \$2.00USD   |  |
| <u>Rotary Youth Leadership Awards (RYLA) Handbook</u>   | 694          | 2009        | \$1.50USD   |  |
| <u>Youth Exchange Handbook</u>                          | 746          | 2008        | \$2.00USD   |  |



## **Insert RO-3: List of Rotary Fellowships** (Rotary Year 2011-12)

For current and updated information on Fellowships, including contact information, officers, and mission, see: [http://www.rotary.org/RIdocuments/en\\_pdf/fellowships\\_directory\\_en.pdf](http://www.rotary.org/RIdocuments/en_pdf/fellowships_directory_en.pdf)

|                                |                             |                          |
|--------------------------------|-----------------------------|--------------------------|
| Amateur Radio                  | Jazz                        | Social Networks          |
| Antique Automobiles            | Latin Culture               | Tennis                   |
| Authors and Writers            | Lawyers                     | Total Quality Management |
| Bird Watching                  | License Plate Collecting    | Travel Agents            |
| Bridge                         | Literacy Providers          | Travel & Hosting         |
| Canoeing                       | Magicians                   | Wellness and Fitness     |
| Caravanning                    | Magna Graecia               | Wine                     |
| Carnivals, Parades & Festivals | Marathon Running            | Yachting                 |
| Chess                          | Motorcycling                |                          |
| Computer Users                 | Music                       |                          |
| Convention Goers               | Old and Rare Books          |                          |
| Cricket                        | Photography                 |                          |
| Curling                        | Police and Law Enforcement  |                          |
| Cycling                        | Pre-Columbian Civilizations |                          |
| Doctors                        | Quilters and Fiber Artists  |                          |
| Doll Lovers                    | Railroads                   |                          |
| Editors and Publishers         | Recreational Vehicles       |                          |
| Environment                    | Rotary Global History       |                          |
| Esperanto                      | Rotary Heritage and History |                          |
| Fine Arts & Antiques           | Rotary on Stamps            |                          |
| Fishing                        | Scouting                    |                          |
| Flying                         | Scuba Diving                |                          |
| Golf                           | Shooting Sports             |                          |
| Gourmets                       | Singles                     |                          |
| Home Exchange                  | Skiing                      |                          |
| Internet                       |                             |                          |
| Italian Culture                |                             |                          |



## **Insert RO-4: List of Rotarian Action Groups** (Rotary Year 2011-12)

For current and updated information on Rotary Action Groups, including contact information, officers, and mission, see:

[http://www.rotary.org/RIdocuments/en\\_pdf/rag\\_officer\\_directory\\_en.pdf](http://www.rotary.org/RIdocuments/en_pdf/rag_officer_directory_en.pdf)

|   |   |
|---|---|
| Rotarians for Fighting AIDS                 | <a href="http://www.rffa.org/">http://www.rffa.org/</a>                                     |
| Blindness Prevention                        | <a href="http://www.rag4bp.org/">http://www.rag4bp.org/</a>                                 |
| Blood Donation                              | <a href="http://www.ourblooddrive.org/">http://www.ourblooddrive.org/</a>                   |
| Dental Volunteers                           | <a href="http://www.ragdvs.com/">http://www.ragdvs.com/</a>                                 |
| Diabetes                                    | <a href="http://www.ragdvs.com/">http://www.ragdvs.com/</a>                                 |
| Food Plant Solutions                        | <a href="http://foodplantsolutions.podbean.com/">http://foodplantsolutions.podbean.com/</a> |
| Health Fairs                                | <a href="http://www.worldhealthfairs.org/">http://www.worldhealthfairs.org/</a>             |
| Hunger & Malnutrition                       | <a href="http://www.alleviatehunger.org/">http://www.alleviatehunger.org/</a>               |
| Literacy                                    | <a href="http://www.litrag.net/">http://www.litrag.net/</a>                                 |
| Malaria                                     | <a href="http://www.remarag.org/">http://www.remarag.org/</a>                               |
| Microcredit                                 | <a href="http://www.rotarianmicrocredit.org/">http://www.rotarianmicrocredit.org/</a>       |
| Multiple Schlerosis                         | <a href="http://www.rotary-rfmsa.org/">http://www.rotary-rfmsa.org/</a>                     |
| Polio Survivors & Associates                | <a href="http://www.rotarypoliosurvivors.com">http://www.rotarypoliosurvivors.com</a>       |
| Population Growth & Sustainable Development | <a href="http://www.rifpd.org/">http://www.rifpd.org/</a>                                   |
| Water and Sanitation                        | <a href="http://www.startwithwater.org">http://www.startwithwater.org</a>                   |





## Insert RO-5:



# ROTARIAN ACTION GROUPS

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

**Rotarian Action Groups** provide assistance and support to Rotary clubs and districts in planning and implementing community development and humanitarian service projects. They are organized by committed Rotarians, Rotarians' family members, and Rotaractors who have expertise and a passion for a particular type of service.

### Examples of Rotarian Action Groups



Maternal and Child Health



Volunteer Dentistry



Microcredit Solutions



Water and Sanitation

### How Rotarian Action Groups Operate

- Each group functions independently of Rotary International, with its own rules, dues requirements, and administrative structure.
- Membership is open to Rotarians, Rotarian family members, and Rotaractors.
- Rotarian Action Groups must adopt RI's standard bylaws for Rotarian Action Groups and operate in accordance with Rotary policy.
- Rotarian Action Groups regularly collaborate with clubs and districts on service projects in their area of specialty.
- Rotarian Action Groups can assist clubs and districts in obtaining funding or other assistance for their service projects from prospective donors and partners.

### Some Benefits of Rotarian Action Groups

- They provide opportunities for Rotarians to engage in meaningful service in partnership with like-minded Rotarians outside of their own club, district, or country.
- Partnering clubs and districts can benefit from the expertise and collaboration of Rotarians from all over the world who share their commitment to a particular area of service.
- Rotarian Action Group projects have the potential to significantly enhance Rotary's public image.



### Join a Rotarian Action Group

Interested in a particular Rotarian Action Group? Visit the group’s website to learn more.

|   |  |
|---|--|
| AIDS  | <a href="http://www.rffa.org">www.rffa.org</a>   |
| Blindness Prevention                        | <a href="http://www.rag4bp.org">www.rag4bp.org</a>   |
| Blood Donation                              | <a href="http://www.ourblooddrive.org">www.ourblooddrive.org</a>                           |
| Dental Volunteers                           | <a href="http://www.ragd.com">www.ragd.com</a>   |
| Diabetes                                    | <a href="http://www.ragdiabetes.org">www.ragdiabetes.org</a>                               |
| Food Plant Solutions                        | <a href="http://www.foodplantsolutions.podbean.com">www.foodplantsolutions.podbean.com</a> |
| Health Fairs                                | <a href="http://www.worldhealthfairs.org">www.worldhealthfairs.org</a>                     |
| Hunger and Malnutrition                     | <a href="http://www.alleviatehunger.org">www.alleviatehunger.org</a>                       |
| Literacy                                    | <a href="http://www.litrag.net">www.litrag.net</a>   |
| Malaria                                     | <a href="http://www.remarag.org">www.remarag.org</a>                                       |
| Microcredit                                 | <a href="http://www.rotarianmicrocredit.org">www.rotarianmicrocredit.org</a>               |
| Multiple Sclerosis                          | <a href="http://www.rotary-rfmsa.org">www.rotary-rfmsa.org</a>                             |
| Polio Survivors and Associates              | <a href="http://www.rotarypoliosurvivors.com">www.rotarypoliosurvivors.com</a>             |
| Population Growth & Sustainable Development | <a href="http://www.rifpd.org">www.rifpd.org</a>   |
| Water and Sanitation                        | <a href="http://www.wasrag.org">www.wasrag.org</a>   |

### Start a New Rotarian Action Group

If your service interest isn’t represented by an existing group and you’re interested in taking the initiative to organize a new prospective group, contact RI staff to learn how you can promote your idea.

The criteria for receiving official RI recognition are rigorous because Rotarian Action Groups are expected to support effective, sustainable, and responsible service projects. Prospective groups must secure the commitment of at least 25 prospective members representing at least five countries and three Rotary zones. RI staff will be able to advise you on preparing an application for consideration by the RI Board of Directors. Applications are eligible for review at three Board meetings throughout the Rotary year.

### Related RI links (visit [www.rotary.org](http://www.rotary.org))

- [Start a Project portal](#) Find information on selecting a project.
- [Project Resources portal](#) Find information on implementing a project.
- [Collaborate portal](#) Find information on how to collaborate with other organizations, clubs, districts, and Rotary entities.
- [ProjectLINK database](#) Search for projects in need of assistance, or find examples of successfully completed projects.

### Related RI publications

- [Rotary’s Areas of Focus Guide](#)
- [Rotarian Action Groups Annual Report](#)
- [Rotarian Action Groups Officer Directory](#)
- [Communities in Action: A Guide to Effective Service Projects](#)
- [Community Assessment Tools](#)

### Contact RI Staff:

Rotary Service (PD210)  
 Fax: 1-847-556-2182  
 E-mail: [actiongroups@rotary.org](mailto:actiongroups@rotary.org)





## **Insert RO-6: The Programs of Rotary International**

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**R**otary International's programs and service opportunities, listed below, are designed to help Rotarians meet the needs of their own communities and assist people worldwide.

**Global Networking Groups** encompass Rotary Fellowships (vocational and recreational interest groups) and Rotarian Action Groups (groups focused on service activities). The more than 90 Global Networking Groups are open to all Rotarians, spouses of Rotarians, and Rotaractors.

**Interact** is a service organization organized and sponsored by Rotary clubs for youth ages 14-18. It has more than 10,900 clubs in 121 countries.

**Rotaract** is organized by Rotary clubs to promote leadership, professional development, and service among young adults ages 18-30. There are more than 7,000 clubs in 162 countries.

**Rotary Community Corps (RCC)** are groups of non-Rotarians who work to improve their communities. There are more than 6,400 RCCs in 76 countries, all organized and sponsored by Rotary clubs.

**Rotary Friendship Exchange** encourages Rotarians and their families to make reciprocal visits to other countries, staying in each other's homes and learning about different cultures firsthand.

**Rotary Volunteers** (Phased out June 30, 2011)

**Rotary Youth Exchange** offers students ages 15-19 the chance to travel abroad for cultural exchanges of one week to a full academic year. Rotary clubs and districts sponsor and host about 9,000 Youth Exchange students a year.

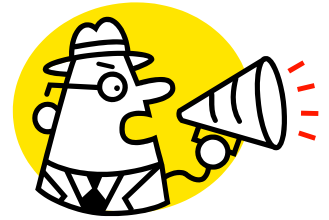
**Rotary Youth Leadership Awards (RYLA)** are seminars sponsored by clubs and districts to encourage and recognize the leadership abilities of youth and young adults ages 14-30.

**World Community Service (WCS)** (Phased out June 30, 2011)





# Public Image and Public Relations



As I further my Rotary journey, I will identify opportunities to promote the image of my club and Rotary to the benefit of my community and world

## Session Goals

Discuss Public Image and Publicity as it relates to Rotary and my Rotary Club

Explore how my club can benefit from a Public Relations Strategy

Identify my club's target audience and how we can effectively reach it

## Materials

Insert PIPR-1: Public Relations Case Study

Insert PIPR-2: Public Relations Writing

Insert PIPR-3: 44 PR Resources & Ideas

Effective Public Relations. 257-EN-(707)

Visual Identity Guide. 547-EN-(1107)

Media Crisis Handbook. 515-EN-(507)

Media & News tab @ [www.Rotary.org](http://www.Rotary.org)

Members/Running a club/Public relations @ [www.Rotary.org](http://www.Rotary.org)

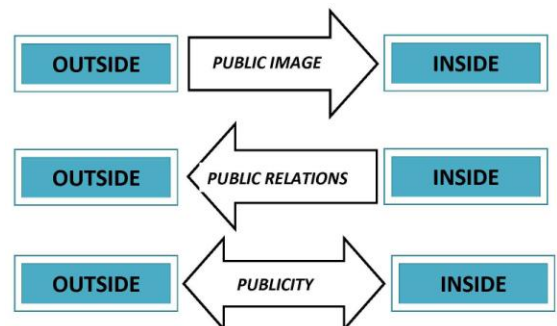
Humanity in Motion campaign @ [www.Rotary.org](http://www.Rotary.org) for TV, print, radio, internet & billboard

Key: attached insert online article ppt

*This is an advanced course in the Leadership Spiral going across the three days of RLI. Prior courses include Insights Into Leadership, Team Building, Club Communications. Other advanced courses include Effective Leadership Strategies. Service and Membership have separate spirals.*

## Session Topics

- 1) What is the difference between Publicity, Public Relations, and Public Image? Which one might we have more control over? ***There are many definitions of and distinctions made between these terms, and the discussion should be based on the business experience in the group. One set of definitions from MacMillan Dictionary, "Publicity" is the activity of creating a good opinion among people about a person, product, company or institution, or***





*information that makes people notice a person, product, company or institution. “Public Relations” is the relationship between an organization and the public. “Public Image” is the concept that the ideas and opinions that the public may have about a person or an organization may not be what they really are.*

- 2) What do you think the image of “Rotary” is in your community? Why? ***Focus on the “Rotary” perception as opposed to that of your club or particular Rotarians.***
  
- 3) What is your Rotary club’s brand or “distinctive position” in your community? Is it different than the brand of Rotary International? ***Many Rotarians may not be familiar with “branding” concepts. Brands can be internal (how the organization is viewed from within the group) or external (how the organization is viewed from the public at large). Many Rotarians do not even know the connection between Rotary clubs and Rotary International. Focus in on the dynamic between the participants’ clubs and how they are seen by their particular community. Once a perception is stated, follow up with “Why” questions to try to get to the reasons why a community may have that perception, and then “What” they believe the club has done or is doing that would promote that perception. Does Rotary International even have a brand in your community? This leads into the next question.***
  
- 4) In many communities very few people even know a Rotary Club exists. How can our clubs do better at public relations? ***Examples: Visible, sustainable, hallmark projects; promoting club activities and programs in the press; signage; web presence; Rotarians individually keeping Rotary in the forefront of their personal and business life; and many other possibilities.***
  
- 5) Does your club have a PR chairman? What is their role? Is there a PR strategy? Are projects and activities designed with PR in mind? How can club members be part of the PR strategy? ***From The Club Public Relations Committee Manual, 226C-EN-(709) The role of the club public relations committee is to inform the public about Rotary and promote the club’s service projects and activities. Having strong public relations ensures that communities around the world know that Rotary is a credible organization that meets real needs. When a Rotary club has a positive public image, current members are motivated to be active and prospective members are eager to join. The responsibilities of the club public relations committee [are] • Develop committee goals to achieve the club’s public relations goals for the coming year. •***

*“We must face the fact that today we are a recognized public force, and that we will receive many benefits if we cultivate the image and the recognition that go along with that reality.”*

Past RI Pres. Frank J. Devlyn  
— Meet Frank J. Devlyn  
THE ROTARIAN, July 2000



***Promote Rotary and your Rotary club in your community. • Work with Rotarians in your club to maximize public relations efforts. • Understand the components of public relations that will help you promote Rotary to the community. • Know Rotary’s key messages and be able to use them when speaking in public.***

- 6) How do Public Relations (good or bad) affect a club’s development?
- 7) What is “Humanity in Motion”? Does your club use it? ***Rotary's Humanity in Motion multi-media advertisements are designed to help you promote Rotary to the general public. The ads provide an effective and professional way to share Rotary with your community and local media. Each piece can be easily customized to better reflect your community.***
- 8) Develop a Club Media Plan and consider the following factors:
- a) Newspaper
  - b) Internet
  - c) Television
  - d) Radio
  - e) Billboards
  - f) Other Media
  - g) Club Brochure
  - h) Fundraiser
  - i) Feature article in the paper about an activity
- 9) How do we handle damage control from bad publicity?  
How do we plan or prepare for such an occurrence?  
***Consult PR professionals in your own club, consult district level resources such as Assistant Governor, District PR Committee, and District Governor, be familiar with RI Media Crisis Manual.***

***“The practice of public relations varies throughout the world.***

***Regardless of cultural differences from one country to another, all Rotary clubs have audiences with whom they should communicate, including the media, local government officials, the business community, civic leaders, and other organizations, as well as qualified prospective members and***

***people directly affected by Rotary service projects.***

***Developing a message for these audiences and finding an appropriate way to deliver it is public relations in action.”***

***NOTE: Attached PR Case Study can be used to highlight the substance of many of the session topic questions***



## Insert PIPR-1: Public Relations Case Study

Read the following case study, and create a public relations plan for the Rotary Club of Royal Gardens. Focus on three or four ways the club can reach out to the media and to the community directly to share its projects. Consider the questions below as you develop your plan.

The Rotary Club of Royal Gardens is located in a prosperous town of 35,000. The club's 40 members are a cross-section of the Royal Gardens professional community. The club's longest-running and most successful service project provides support for the community's growing elderly population. Through this ongoing project, club members prepare and deliver meals, arrange for home repairs, and visit hospitals.

The club also works with local schools to identify a candidate who is selected by the district to receive a Rotary Foundation Ambassadorial Scholarship. One scholar is studying the effects of global warming on ocean water levels and corresponds regularly with the club to inform members of her experiences.

The club's weekly program attracts prominent local speakers who talk about important issues facing the community. Attendance is high, and members are enthusiastic.

An informal survey was conducted by the club, and it revealed that few people in the community are aware of the club's efforts. Some respondents reported they perceive Rotary as a social club for older men.

Several members have complained about the difficulty of attracting new members as well as the lack of recognition the club receives for its service to the community. The club's activities have received no media coverage for the past five years.

1. How can the club provide basic information about Rotary International and the club to the media?
2. What aspects of the club's current activities might interest the media? Which type of media is most appropriate for each aspect? Why?
3. How might club programs be of interest to local media?
4. How can the club reach prospective members directly to inform them of its projects and membership opportunities?





## Insert PIPR-2: Public Relations Writing

The ability to write easily, logically, and succinctly is essential for public relations. The object of most PR writing is to grab the reader's attention, convey information quickly, and invite the media to cover your story.

**Inverted pyramid.** Most press releases and other written communications for the media use an inverted-pyramid style, with the most important and relevant information at the top, followed by gradually less important information. The headline and the first sentence are the two most important parts of a press release. Make sure they're compelling enough to draw in the editor or reporter.

**The five Ws.** Include the five Ws in your first paragraph, ideally in the first sentence:

- Who? The main focus of your story; a person or group at the center of the story
- What? The event or project with which your club is involved
- Where? The location of the event, including a street address
- When? The time, day, and date of an event, or the time period involved for a person or project
- Why? The reason the event, person, or project is significant to the general public

In subsequent paragraphs, provide details about the event or project, or describe how the person or group achieved something extraordinary.

**Beyond the press release.** Rotarians can communicate stories to the media in many other ways, such as:

- Media alerts. Time-crunched newsrooms appreciate a media alert, a more condensed version of a press release. Ideal for upcoming events or reminders, just answer the five Ws in bullet format, and send the alert to media contacts.
- Letters to the editor. The editorial page is one of the most-read sections of the newspaper, and a letter can reach many people. Use the templates from RI to get started.
- Op-eds. An op-ed is an opinion piece written by an individual who isn't on the newspaper's staff. Before writing an op-ed for your paper, learn what topics are of interest to your community.
- Media kits. Prepare a special folder that holds general information about Rotary and your club as well as materials tailored to the event.
- Fact sheets. Fact sheets provide details about Rotary programs to ensure that journalists have accurate background information.

Excerpted from [www.Rotary.org](http://www.Rotary.org)



## Insert PIPR-3: 44 PR Resources & Ideas

1. “Media & News” is one of the 5 tabs on [www.Rotary.org](http://www.Rotary.org) (rev'd 1/2009)
2. Web: *Rotary News* as it breaks
3. RSS Feeds to websites (syndicated news that automatically downloads to a website)
4. Subscribe to Weekly Update newsletter by email
5. *The Rotarian* magazine
6. Multimedia Resources: *Rotary Video Magazine* (RVM), Rotary Images, E-cards, PSAs, Rotary Radio, Online Videos
7. *End Polio Now* webpage
8. Newsletters and E-Newsletters: *Rotary World, End Polio Now, Every Rotarian, Every Year, International Service Update, Membership Minute, The New Generations, PeaceNet, PR Tips, ReConnections, RI Community Service, RI Vocational Service, Rotary- Navigating the Global Network, Rotary Training Talk, Rotary Youth Exchange Newsletter, RI Interactive*
9. *Rotary International Interactive on the Web*
10. RI's YouTube Channel, linking Club videos, embedding YouTube videos in club sites. **YouTube** is a video sharing website where users can upload, view and share video clips.
11. RI's Blog links, other Rotary Regional, District, or Club Blogs: A **blog** (a contraction of the term "**Web log**") is a Web site, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order.
12. Wiki - A **wiki** is a page or collection of Web pages designed to enable anyone who accesses it to contribute or modify content, using a simplified markup language
13. Interactive RSS (Really Simple Syndication) Feed- is a basic form of Web page that sends news headlines and other Web content to subscribers - **RSS** is a family of Web feed formats used to publish frequently updated works—such as blog entries, news headlines, audio, and video—in a standardized format.<sup>[2]</sup> An RSS document (which is called a "feed", "web feed",<sup>[3]</sup> or "channel") includes full or summarized text, plus metadata such as publishing dates and authorship.
14. Traditional Web Pages
15. **Web conferencing** is used to conduct live meetings or presentations via the Internet. In a web conference, each participant sits at his or her own computer and is connected to other participants via the internet. This can be either a downloaded application on each of the attendees computers or a web-based application where the attendees will simply enter a URL (website address) to enter the conference. A **Webinar** is a neologism to describe a specific type of web conference. It is typically one-way from the speaker to the audience with limited audience interaction, such as in a webcast. A webinar can be collaborative and include polling and question & answer sessions to allow full participation between the audience and the presenter. In some cases, the presenter may speak over a standard telephone line, pointing out information being presented on screen and the audience can respond over their own telephones, preferably a speaker phone. There are web conferencing technologies on the market that have incorporated the use of **VoIP** audio technology, to allow for a truly web-based communication.
16. Phone Conferencing, Teleconferencing, Videoconferencing



17. Email, Eblasts, Ebulletins, Electronic Press Releases
18. District or Regional Membership Databases
19. Rotary Online User Groups
20. Online Social Networking: **MySpace** is a social networking website with an interactive, user-submitted network of friends, personal profiles, blogs, groups, photos, music, and videos for teenagers and adults internationally. **Facebook** is a popular, free-access social networking website. Users can join networks organized by city, workplace, school, and region to connect and interact with other people., **LinkedIn** is a business-oriented social networking site mainly used for professional networking., **Twitter** is a free social networking and micro-blogging service that allows its users to send and read other users' updates (otherwise known as **tweets**), which are text-based posts of up to 140 characters in length.
21. Regional Magazines
22. *Global Outlook, Focus on Polio, Focus on Literacy*
23. Press Center, Links to worldwide coverage of Rotary in major media outlets, RI media contacts by subject matter, Testimonials, Press Releases email list by topic/region/type of media outlet
24. Fact Sheets: *What is Rotary?, Rotary and Education, Rotary and Polio Eradication*
25. Under the Members tab at [www.Rotary.org](http://www.Rotary.org) , Running a Club tab, Public Relations menu for many resources
26. *Overview of Club Public Relations* – a teaching, “how-to” resource for clubs
27. *Effective Public Relations: A Guide for Rotary Clubs* (22 Pages), order from Shop at RI or download at [http://www.rotary.org/RIdocuments/en\\_pdf/257en.pdf](http://www.rotary.org/RIdocuments/en_pdf/257en.pdf) - this a Rotarians Guide to understanding news, PR Writing, Media relations, External Relations and Nontraditional media, and evaluating the effectiveness of your club’s PR efforts
28. *Humanity in Motion* media campaign: [television](#), [radio](#), [print](#), [Internet](#), and [billboard](#) public service announcements (PSAs) – many of these are free
29. PR Grants, program changes annually based on funding & emphasis
30. RI Public Relations Award
31. Downloadable PR Resources, Report of Results of RI Public Relations Survey, Promotional Guides for various RI and TRF Programs, Rotary Fact Packs, Public Relations writing samples, kits and templates.
32. Cable & Public Access TV
33. PSAs (Public Service Announcements) for TV, Newspaper, Magazines, Club Web Sites or Billboards
34. Posters & Signage
35. Newspaper Supplements
36. Special Events on TV or video
37. Club Brochures
38. Presentations and Speeches
39. Program Booklet ads
40. Community Directories
41. District Newsletter/Directories
42. Public displays
43. Air/Rail terminal advertisements
44. Notecards





# Rotarians, Vocational Service & Expectations



As I further my Rotary journey, I can support meaningful vocational service activities within my club to add value to each Rotarian's membership experience



## **Session Goals**



Discuss what Rotary clubs represent to their target audience in the Vocational Service area when recruiting new members



Explore how the promise of vocational service affects the attraction and engagement of a club's target audience



Examine how clubs can offer real value to their members through vocational service

## **Materials**

  Insert RVSE-1: Interconnecting Relationships Diagram

  Insert RVSE-2: Expectation & Delivery Exercise

  Insert RVSE-3: Vocational Service Ideas

  Vocational Service Month

  E-Learn Vocational Service

Key:  attached insert  online  article  
 ppt

*This is a course in the Rotary Membership Spiral going across the three days of RLI. Prior courses in this spiral include My Rotary, Engaging Members, Ethics & Vocational Service, and Attracting Members. An additional course in this spiral is Rotarians, Vocational Service and Expectations. Service and Leadership have separate spirals.*

## **Session Topics**

- 1) Who is the “target audience” of your Rotary club? To think about it another way, who is your Rotary club’s “customer”? *See and Study Insert RVSE-1. There may be a lot of discussion about this concept, as there is a tendency to call a club’s service beneficiaries the “customer” of the club. However, Rotarians and prospective Rotarians are the only necessary components of a Rotary club, and without them, there would be no club. They are the customer of the “Rotary experience” that is being offered in their club. The quality and inclusiveness of this experience leads to a club attracting and engaging members and prospective members. A strong club, effective service and a positive public image are attributes first focused on members and prospective members, and secondly on the club’s external audiences.*



2) Does your Rotary club set expectations with its target audience about membership in the club? How? Does this differ for current members and prospective members? Does it differ by constituencies or groups within the club? Does it differ based on age, position in the workforce, or retirement status? ***Clubs will have different approaches, and many will have no standardized approach. Different constituencies in a club will have different needs and expectations about networking, fellowship, service, financial contribution and the like. Successful club leaders will recognize these groups and their differing needs, and will create positions and activities for the members that recognize these differences.***

3) What type of specific or general vocational service expectations are set, if any, in your club? Discuss this issue in light of the follow-up questions in the prior discussion.

4) Are the expectations of “New Generations” prospective members different? In what way? ***New Generations aged persons (roughly under age 40) expectations are different. Generational differences vary by culture, but may include: (1) advanced use and expectation of technology, especially social media, (2) required time flexibility in meetings and projects, (3) eschews unnecessary formality and structure, (4) want to network and work with their peers.***

5) How does the promise of specific or general vocational service activities or benefits attract or engage the club’s target audiences of prospective and existing members? ***Distinguish between the value of general assertions about “networking” and “meeting important people”, and conducting specific programs, like those on Insert RVSE-3. Clubs have very different ideas about what many of these vocational service related terms mean. For example, with “networking”, clubs will range from saying they don’t network at their meetings because it is an inappropriate advancement of one’s personal agenda or “advertising”, to clubs who hold special, identified networking events on a regular basis. Club cultures can vary widely and by culture. Distinguish between the impact on prospective versus existing members.***

6) How can your club be proactive and specific in vocational service activities for New Generations members? ***Proactive just means having a plan, and working the plan. Specific means having specific activities as a part of the plan. Who are the key***

*An effective orientation to Rotary begins as soon as a qualified prospective member is identified.*

*Learning the expectations and benefits of Rotary membership early in the process helps prospective members make well-informed decisions to accept the formal invitation, when it is extended.*

NEW MEMBER ORIENTATION:  
A HOW-TO GUIDE FOR  
ROTARIANS



*people or committees that would need to be approached to make this work in your club? How can you raise this issue, sell its importance, and achieve support to change or improve your club's program.*

Expectation & Delivery Exercise. See Insert RVSE-2. *This exercise makes bigger impact when presented on a chalk or white board with plenty of room to write. Lead in with "Clubs generally do a poor job of setting expectations about networking, leadership development, and vocational service with prospective club members". Discuss each vocational service activity listed, and others that your group may add, so that you fully understand each activity. Using ALL CLUBS represented in the room, discuss and classify each activity by expectation and delivery category. "X" all blocks that are NOT applicable and leave the applicable spaces blank. It is common to have 70-90% crossed out, indicating either a failure to meet expectations or a failure to provide meaningful vocational service opportunities in your club. You can debrief with the next questions.*

- 7) Is there a disconnect between what is promised (or represented) and what is delivered? *This is usually obvious.*
  
- 8) Should there be more vocational service activities promised. Should there be more vocational service activities delivered?
  
- 9) How does the dynamic between what is promised and what is delivered affect the attraction of New Generations prospective members? How does it affect the engagement of New Generation members? *Statistics by Rotary International tend to show that recruitment of new Rotarians has remained significant in many areas of the world, with 1.2 Million members being brought into Rotary during the past 7 years. Surveys by Rotary International and regionally in numerous areas across the world indicate that there is an extremely high turnover rate among 1-3 year Rotarians, with many expressing that networking, fellowship and peer service expectations are their main reasons for joining or remaining a Rotarian. It is reasonable to project that these expectations are not being met in most clubs. Looking at the Expectation and Delivery Exercise, it is clear that only the option of having a proactive program of specific vocational service activities, plus actually executing those programs, will provide what New Generations prospective Rotarians are expecting. Anything else is a failure of the club's promise or a failure to even provide real and effective vocational service opportunities to new members.*
  
- 10) List three activities that my club can realistically do to meet the vocational service expectations our members? *Techniques: (1) circle on Insert RVSE-1, or (2) write at*

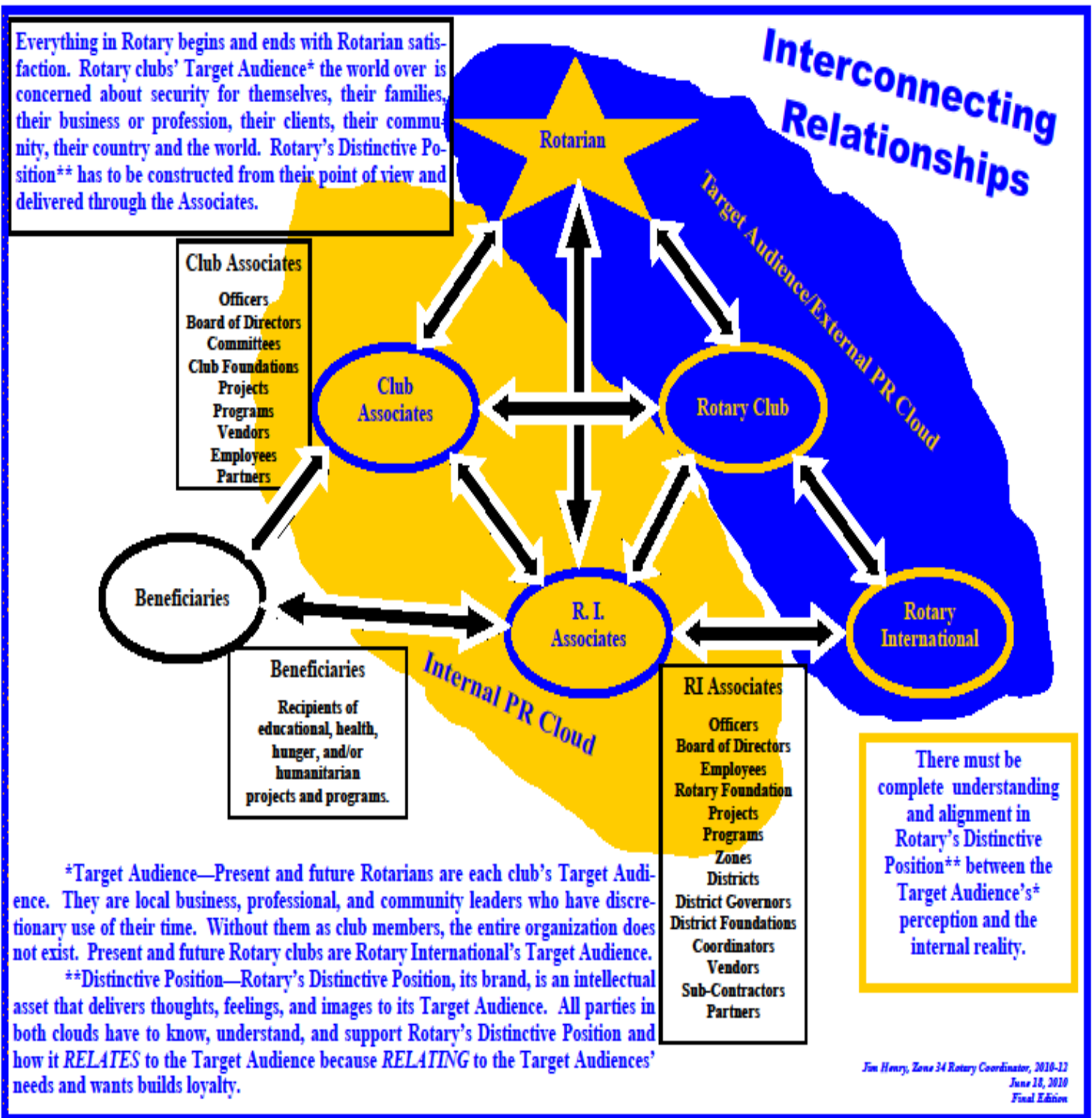


*the bottom of Insert RVSE-2, as a way of reinforcing the importance of expectation and delivery.*





## Insert RVSE-1: Interconnecting Relationships





## Insert RVSE-2: Expectation & Delivery Exercise

| List Specific Vocational Service Activity below | Promise, Do, and do well | Promise, but do poorly (minimal effort) | Promise, set expectation, but don't do | No promise, no expectations, Do | No promise, no expectations, Don't do |
|---|--------------------------|---|--|---------------------------------|---------------------------------------|
| Scheduled networking event-mixer                |                          |   |  |                                 |                                       |
| "Business minute" during club program           |                          |   |  |                                 |                                       |
| (NG) New Generations Committee                  |                          |   |  |                                 |                                       |
| Regular NG led & planned service activity       |                          |   |  |                                 |                                       |
| Structured club mentoring program               |                          |   |  |                                 |                                       |
| In-club leadership training                     |                          |   |  |                                 |                                       |
| Sponsors at RLI by paying tuition               |                          |   |  |                                 |                                       |
| NG led career day in schools for youth          |                          |   |  |                                 |                                       |
| 9   |                          |   |  |                                 |                                       |
| 10  |                          |   |  |                                 |                                       |
| 11  |                          |   |  |                                 |                                       |
| 12  |                          |   |  |                                 |                                       |



## **Insert RVSE-3: Vocational Service Ideas**

1. Advancing high ethical standards in the workplace
  - a. In hiring, training, and review procedures, include discussion and emphasis of honesty, accountability, fairness, and respect.
  - b. In internal communications, praise and encourage exemplary behavior on and off the job.
  - c. In relations with customers, vendors, and business associates, communicate and demonstrate your personal commitment to high ethical standards.
  
2. The classification principle
  - a. Classification talks to promote vocational awareness in your club.
  - b. Classification talks may also serve as a starting point for initiating club projects that help young people and the unemployed develop marketable skills.
  - c. Organizing tours of members' workplaces is another way to recognize the value of each member's vocation.
  - d. Schedule an occasional meeting in a member's place of employment.
  - e. Invite young people to special vocational meetings.
  
3. Promote Rotary's commitment to high ethical standards
  - a. Post The Four-Way Test on a prominent billboard in your community.
  - b. Display The Four-Way Test and/or the Declaration of Rotarians in Businesses and Professions in your office or work space and talk about it.
  - c. "Walk the talk" by ensuring that your actions in the workplace, community, and family demonstrate a personal commitment to high ethical standards.
  - d. Sponsor a Four Way Test essay contest.
  - e. Sponsor a joint "character literacy" project for young children.
  - f. Conduct a RYLA event with special emphasis on ethics.
  - g. Organize a discussion or group workshop on maintaining high ethical standards in the workplace and consider inviting local non-Rotarian business leaders to attend.
  
4. Recognize and promote the value of all useful occupations
  - a. Make classification talks and business tours part of your club's program.
  - b. Join or form a Rotary Fellowship related to your vocation.
  - c. Sponsor a career day for Rotarians to bring young people to their businesses.
  - d. Support professional development
  - e. Encourage members to take leadership roles in business associations.
  - f. Sponsor a seminar for small business entrepreneurs.
  - g. Hold informal professional networking events where members can meet other local professionals and introduce them to Rotary.
  - h. Start a career counseling program geared towards equipping unemployed or underemployed adults with the skills they need to compete in the job market.
  
5. Volunteer your vocation
  - a. Mentor a young person.
  - b. Use Rotary's ProjectLINK database to identify a project in need of your specialized vocational skills.

From An Introduction to Vocational Service 255-EN (1009)





# Making a Difference

As I further my Rotary journey, I will help assess my own experience and growth  
Through RLI and help improve the path for others to follow






## **Session Goals**

- How can I, as an RLI Participant, contribute to improving the RLI experience for others?
- How can I use the ideas raised at RLI to improve my Rotary club, other groups in my civic, social or business life?
- From your experience, analyze the strengths and weaknesses of the RLI program, and make some specific suggestions for improvement

## **Materials**

- ◆ Insert MD-1: RLI Courses
- ◆ Insert MD-2: RLI Curriculum Spirals
- ◆ Insert MD-3: My RLI Personal Action Plan

Key: ◆ attached insert  online   
 article  ppt

*This is a course in the Service Spiral going across the 3 days of RLI. Prior courses include Our Foundation, Service Projects, and Targeted Service. Additional courses in this spiral include Rotary Opportunities, and International Service. Leadership and Membership have separate spirals.*

## **Session Topics**

*General discussion or discussion in small groups may be most appropriate given your class size for Session Topics 1-9. It may be advantageous for small groups to be given one or more specific questions and then to report back to the group on their findings.*

*Refer to Inserts MD-1 and MD-2 as a reminder to your class of the courses they took in Parts I, II and III and how they relate together. Even though their course titles and some goals and materials may have changed over time, the essence of the experience should be similar.*

*Specific recommendations should be made in a way that can be preserved and reviewed by appropriate RLI staff.*

- 1) What RLI Sessions were most memorable to you individually, and why?
- 2) Has RLI made a difference in your Rotary club? If not, why, and what can be done to change things so that RLI is making a difference in your club?



- 3) What are some of the issues facing Rotary and your club that can be improved through the use of ideas, skills or techniques used in RLI?
  - 4) What can Rotary, and specifically your Rotary club, do better, and can RLI assist?
  - 5) Is RLI making a difference?
  - 6) What have you taken away from your RLI experience? What can RLI do better to make a difference for the next person? Could we have done anything differently to have made the experience even better for you?
  - 7) Have you had an opportunity to use any of the specific RLI leadership skills in an environment other than your Rotary club, i.e., at work, or in other civic or volunteer endeavors?
  - 8) What activities were most effective at getting across the goals of the sessions? Why?
  - 9) What changes would you make to RLI in materials, presentation methods, order of courses, venues, or any other aspect, in order to improve the RLI experience for others?
- 10) Complete the Personal Action Plan. See Insert MD-3. Allow 5-7 minutes minimum for completion of the Plan.**

*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 high levels of accomplishment.*

*The annual turnover of club presidents and other club officers places great pressure on our clubs to maintain a high level of leadership every year.*

*Only through excellent education in Rotary and leadership skills can we develop the quality leadership we need to keep Rotary in the forefront of world service organizations."*

*Past RI Director & RLI Founder  
David Linett*

***The Personal Action Plan should allow the participant to narrow their focus to a personal or club oriented change with some specific action steps, all meeting the SMART analysis (or a similar goal analysis technique appropriate for your community or culture).***



*Faculty should consider methods of both reinforcing the commitment of this goal and allowing review by RLI staff. Suggestions include: (1) making a duplicate copy, one for student and retain the other; (2) reinforcing the commitment before the group; (3) assigning Participants to follow up with each other in assigned pairs at specific times; or (4) use appropriate technology to get the pairs or the group together to discuss their progress, such as phone, conferencing, web meeting, etc.*

**CONGRATULATIONS, GRADUATES!**



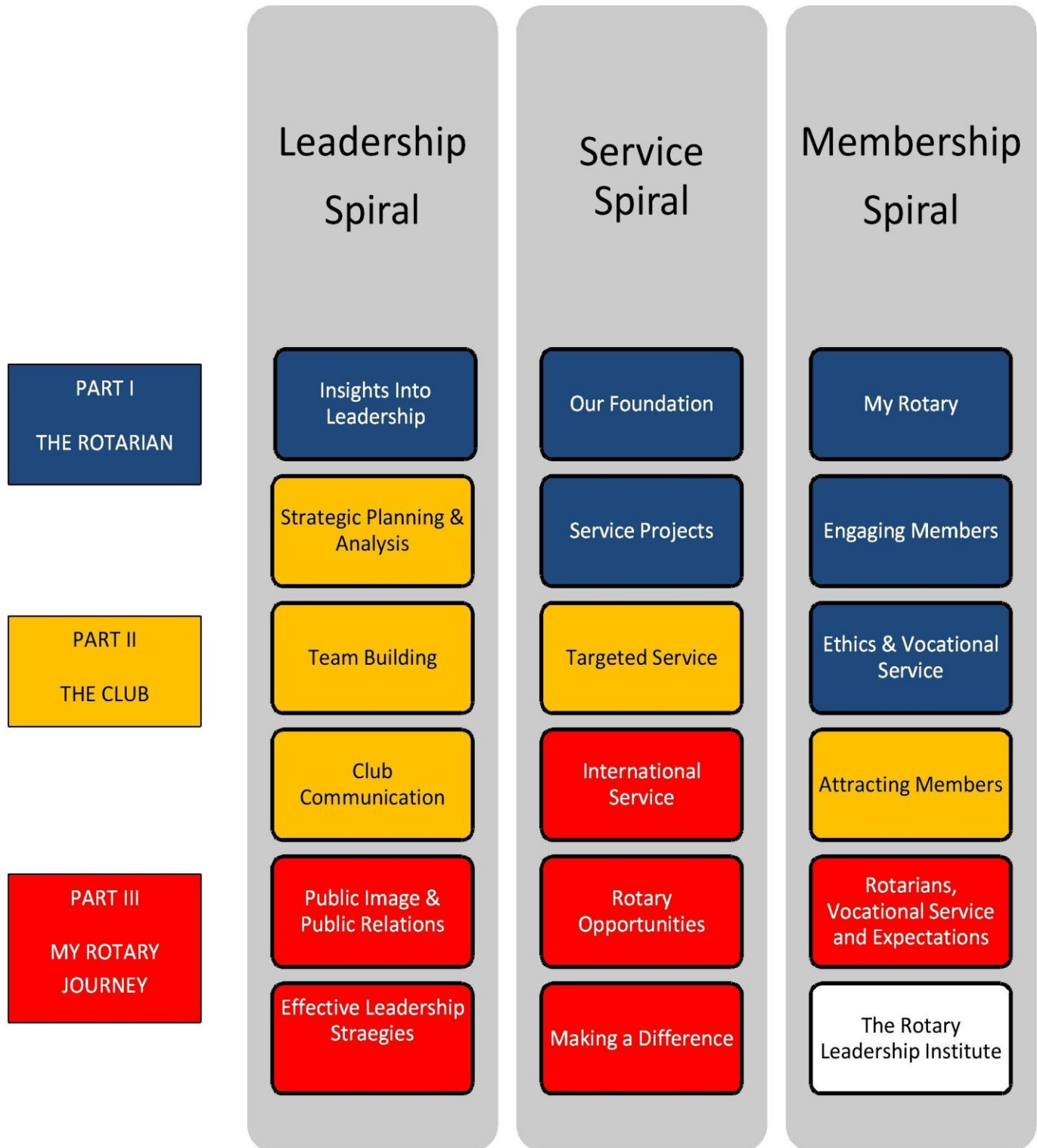
## Insert MD-1: RLI Undergraduate Courses

|                 | <b>Prior 2009-2012<br/>RLI Curriculum</b>   | <b>Current RLI Curriculum</b>  |
|-----------------|---|--|
| <b>Part I</b>   | <p>Leadership Characteristics</p> <p>Rotary Beyond the Club</p> <p>Membership Retention</p> <p>Rotary Foundation I</p> <p>Team Building</p> <p>Service Projects</p>                   | <p>Insights Into Leadership</p> <p>My Rotary World</p> <p>Engaging Members</p> <p>Our Foundation</p> <p>Ethics &amp; Vocational Service</p> <p>Service Projects</p>  |
| <b>Part II</b>  | <p>Strategic Planning &amp; Analysis<br/>(double session)</p> <p>Ethics- Vocational Service</p> <p>Membership Recruitment</p> <p>Rotary Foundation II</p> <p>Communication Skills</p> | <p>Strategic Planning &amp; Analysis<br/>(double session)</p> <p>Team Building</p> <p>Attracting Members</p> <p>Targeted Service- Foundation II</p> <p>Club Communication</p>  |
| <b>Part III</b> | <p>International Service</p> <p>Effective Leadership Strategies<br/>(double session)</p> <p>Rotary Opportunities</p> <p>Leadership- Public Relations</p> <p>Making a Difference</p>   | <p>International Service</p> <p>Effective Leadership Strategies<br/>(single session)</p> <p>Rotary Opportunities</p> <p>Rotarians, Vocational Service &amp;<br/>Expectations</p> <p>Public Image &amp; Public Relations</p> <p>Making a Difference</p> |





# Insert MD-2: RLI CURRICULUM SPIRALS





## Insert MD-3: My RLI Personal Action Plan

**Goal :** Here is one thing I plan to do differently as a result of this training.

\_\_\_\_\_

SMART Objective: \_\_\_\_\_

S pecific \_\_\_\_\_

M easurable \_\_\_\_\_

A chievable/Agreed to \_\_\_\_\_

R ealistic/Result-oriented \_\_\_\_\_

T ime-framed (goal attainment date) \_\_\_\_\_

Action Steps to take to achieve this goal:

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_

Helpful People or Tools: (Who/what can help me achieve my goal?)

\_\_\_\_\_

\_\_\_\_\_

Additional Training or Knowledge I may need: \_\_\_\_\_

\_\_\_\_\_

How I plan to celebrate my success! \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_