

RLI

20th
ANNIVERSARY

A Joint Project of over 300 Rotary Districts worldwide



2012-15
Twentieth Anniversary Edition
(with updated Service sessions)

PART I

RLI Part I – THE ROTARIAN

TABLE OF CONTENTS

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.

	<p>Insights Into Leadership 1</p> <p>As a Rotarian, I am, by definition, a leader. Join us as we explore the characteristics of leadership, motivational techniques, and leadership styles. How do I best lead?</p>
	<p>My Rotary World 3</p> <p>As a Rotarian, I am part of a worldwide organization of like-minded people. Take some time to truly understand the purpose and structure of Rotary. Can these resources help me?</p>
	<p>Engaging Members 11</p> <p>I make my club and Rotary stronger by my active participation. Engaged club members have fun, make friends, and effectively serve. This is why I joined Rotary!</p>
	<p>Our Foundation 19</p> <p>I am "doing good" in my local community and around the world. Learn about the basic goals and programs of our Foundation. I am a force for good in the world!</p>
	<p>Ethics – Vocational Service 30</p> <p>I am ethical, recognize and promote ethics in others, and seek opportunities to serve through my vocation. You can see that I am a Rotarian.</p>
	<p>Service Projects 34</p> <p>I am a vital part of a worldwide service organization of business, professional and community leaders meeting needs in communities. I can build, run and promote service.</p>
	<p>Coming Attractions Last Page</p> <p>Course Evaluation Handout</p>

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.

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 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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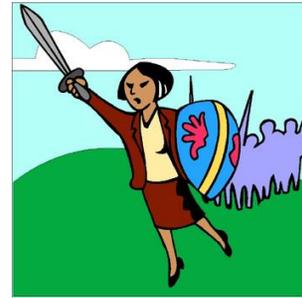
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PRID Eric Adamson, Past Chair
PDG Bevin Wall, Ex. Director
Pam Wall, Faculty Trainer



Insights Into Leadership

As a Rotarian, I am, by definition, a leader.



Session Goals

Explore the Characteristics of Leadership

Discuss what Motivates People in a Volunteer or Civic Organization

Examine Your Own Leadership Style

Inserts & Online Materials

  Volunteer vs. Professional Overheads

  The Basics for Effective Leadership Are Really Pretty Basic

  12 Leadership Essentials for the 21st Century

Key:  attached insert  online  article  ppt

This is a course in the Leadership Spiral going across the three days of RLI. Additional courses building on this session are Strategic Planning & Analysis, Team Building, Club Communications, Public Image & Public Relations and Effective Leadership Strategies. Service and Membership have separate spirals.

Session Topics

- 1) What is the difference between leadership in a business and leadership in Rotary? What is the role of a “leader” in Rotary?
- 2) List the characteristics of good leaders. Discuss which characteristics you think are important.
- 3) While leadership styles may differ by culture and generation, analyze the particular leaders discussed above in terms of the following leadership style categories* (*based on research by Kurt Lewin and Rensis Likert):
 - Participative: seeks to involve other people;
 - Situational: changes leadership style according to situational factors;

“Be sure you apply the qualities...that made your own business successful...as diligently in the business of Rotary — the multinational enterprise in which we are all partners. We must work tirelessly to perfect our important product, service, and look always toward our ultimate bottom line: international understanding and peace.”

*1988-89 RI Pres. Royce Abbey
— Running Rotary Like a Business,
THE ROTARIAN, October 1988*



The Rotary Leadership Institute

- Transactional: works through hierarchical structures and systems of reward and punishment;
- Transformational: leads through inspiration, sharing energy and enthusiasm;
- Servant: serves others rather than being served.

“Rotary must be renewed constantly at the club level to avoid stagnation and at the international level to avoid retrogression. But Rotary at all levels depends on the individual Rotarian.”

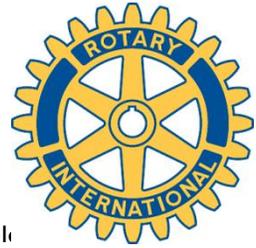
1969-70 James F. Conway
— *The Challenge: Review & Renew*
THE ROTARIAN, July 1969

- 4) Are good leaders born or can leadership be taught?
- 5) What motivates someone to excel in the workplace?
- 6) What motivates someone in a Rotary club?
- 7) Think about presidents of your club and select who you think was the best leader (without naming names). Tell the group why that leader was the best. What seem to be the most significant differences between strong and weak Rotary club leaders?



- 8) Why are both leaders and followers important in an organization and in your Rotary club? Could you be both?
- 9) Why is “vision” an important quality for a Rotary leader?

Summary: Good leadership requires thought, planning, preparation, a willingness to try something new, not being bound by the past, and the confidence to take risks.



My Rotary World

As a Rotarian, I am part of a worldwide organization of like-minded people

Session Goals

- Discuss the Purpose of Rotary
- Understand the Layers of Our Organization
- How Can People at each Level Help your Club

Materials

- Insert MRW-1: My Rotary Organizational Chart
- Insert MRW-2: RI Strategic Plan
- Insert MRW-3: RI Strategic Plan Priorities
- Insert MRW-4: Rotary's Core Values
- Insert MRW-5: The Object of Rotary
- Rotary Basics. 595-EN-(510)
- History of Rotary International
- Contact RI Staff

Key: attached insert online article ppt

This is a course in the Rotary Membership Spiral going across the three days of RLI. Other courses in this session are Engaging Members, and Ethics & Vocational Service. Additional courses building on this session are Attracting Members, Rotarians, Vocational Service & Expectations. Service and Leadership have separate spirals.

Session Topics

- Important Rotary Guiding Concepts
 - Has anyone ever asked you what Rotary is all about? What do you tell them?
 - Where should we look for the purpose of Rotary?
 - What is "The Object of Rotary"?

"Rotary must be renewed constantly at the club level to avoid stagnation and at the international level to avoid retrogression. But Rotary at all levels depends on the individual Rotarian."

1969-70 James F. Conway
— *The Challenge: Review & Renew*
THE ROTARIAN, July 1969



d) What are the “Five Avenues of Service”?

2) Rotary International (R.I.)

a) Why is R.I. necessary? Why can't we just have clubs and not worry about these other entities? Wouldn't it be cheaper if we didn't have to pay dues to R.I. and the district?

b) Are there any advantages in being an international organization?

c) How does R.I. control/rule the clubs? Is my club autonomous? What is my club required to do? Is there a strategic plan for Rotary? Does Rotary's strategic plan apply to my club?

d) How is R.I. organized? What is its leadership structure? How is it administered? How are policies determined? Do clubs have any input or leverage in policy?

e) How do we contact R.I.? Where can we get information and help?

- The Rotary International Web Site www.rotary.org
- The Rotary Foundation Contact Center- Telephone Number: 866-9RO-TARY or 866-976-8279 (U.S. and Canada only)
- Zone Websites
- RLI - Rotary Leadership Institute Web Sites, including RLI International (Umbrella Organization) at www.rotaryleadershipinstitute.org, and RLI Division sites listed at that site or provided by your facilitator.
- District web sites - links on both Zone web site and R.I. web site, use format www.rotaryxxxx.org where the xxxx is the 4 digit District Number, i.e., 7690, etc.

“Rotary is so simple that many people do not understand it, and some even misunderstand it. Rotary is not a philosophy...not an all-embracing world point of view which answers every question...and satisfies all the dictates of the heart and mind. Rotary is merely an association of business and professional men united in the ideal of service.”

1937-38 RI Pres. Maurice Duperrey
— Address to 1938 Rotary
Convention
San Francisco, California, USA

3) The Rotary District

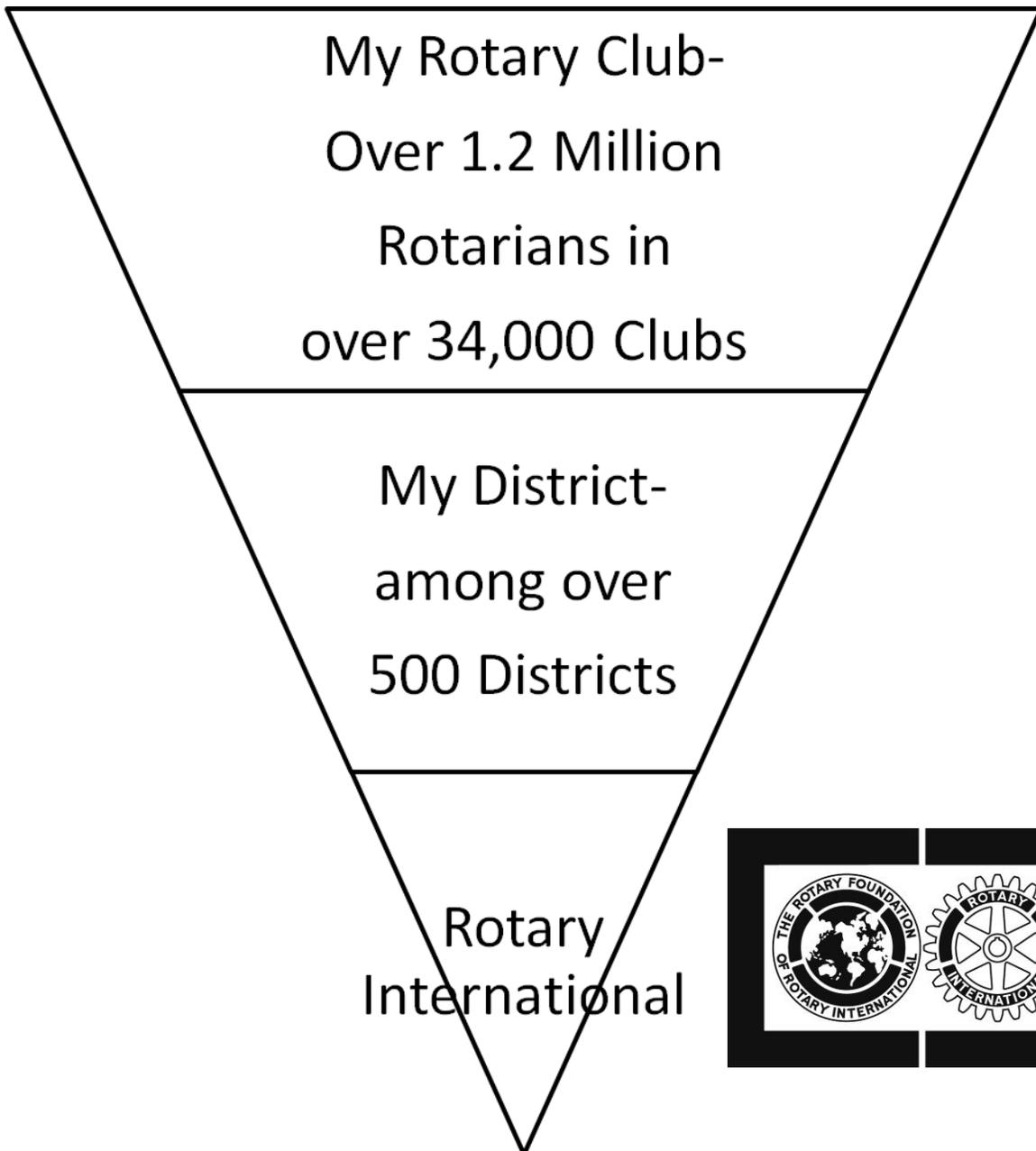


- a) Why do we have districts?
 - b) What does a district governor do? What does an assistant governor do?
 - c) Why is the district important to the club?
 - d) How does a club contact the district? How do I find out about my district?
- 4) The Rotary Zone
- a) What is a Zone and why do we have them?
 - b) What is a RI Director's role within the Zone? What are the roles of the Rotary Coordinator, the Regional Rotary Foundation Coordinator, and the Public Image Coordinator?
 - c) Is the Zone important to the club? Why or why not?



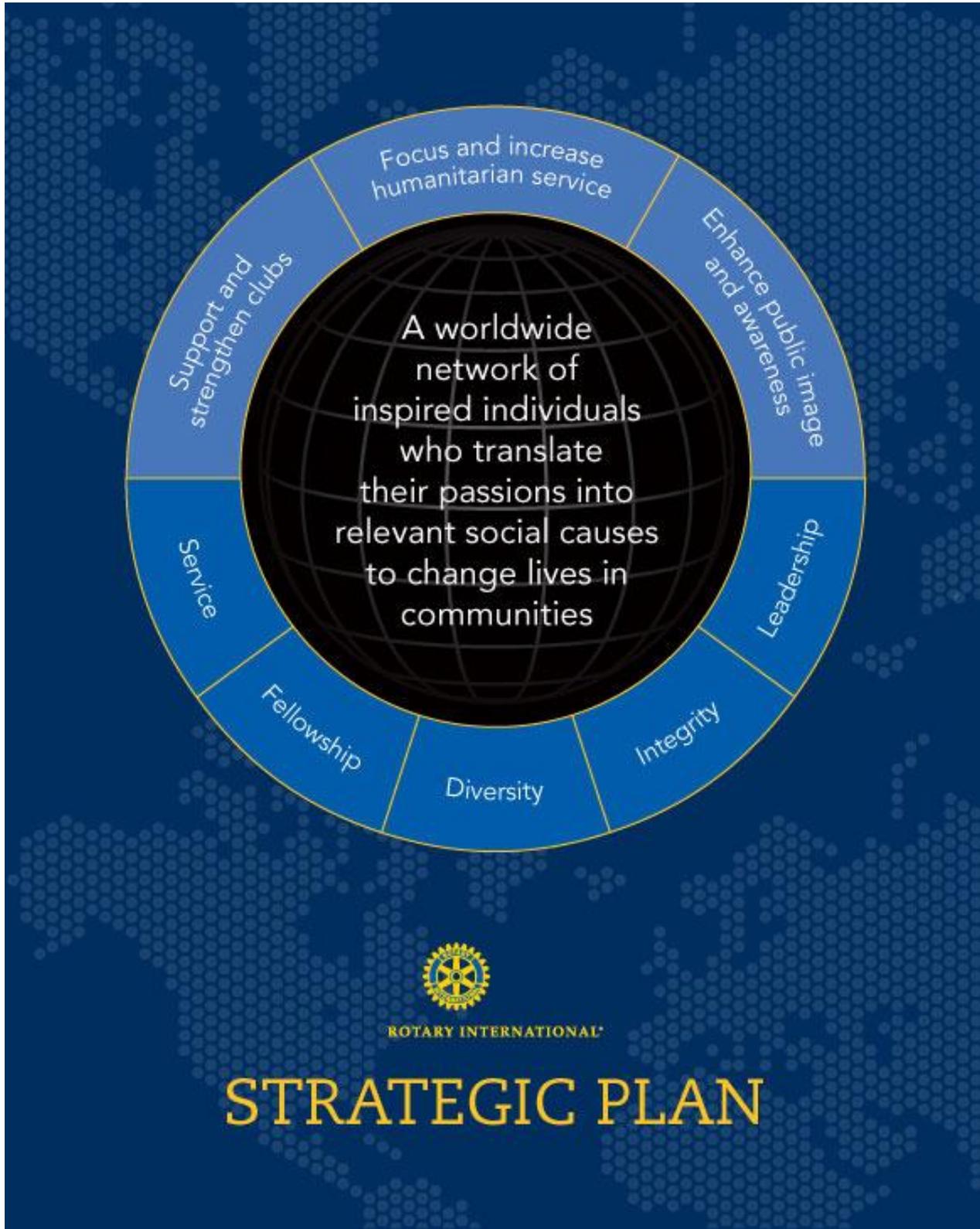
Insert MRW-1:

My Rotary World Organizational Chart





Insert MRW-2: Rotary International Strategic Plan





Insert MRW-3: Rotary International Strategic Plan Priorities and Goals

The RI Strategic Plan identifies 3 strategic priorities supported by 16 goals:

Support and Strengthen Clubs

- Foster club innovation and flexibility
- Encourage clubs to participate in a variety of service activities
- Promote membership diversity
- Improve member recruitment and retention
- Develop leaders
- Start new, dynamic clubs
- Encourage strategic planning at club and district levels

Focus and Increase Humanitarian Service

- Eradicate polio
- Increase sustainable service focused on:
 - New Generations Service programs
 - The Rotary Foundation's six areas of focus
- Increase collaboration and connection with other organizations
- Create significant projects both locally and internationally

Enhance Public Image and Awareness

- Unify image and brand awareness
- Publicize action-oriented service
- Promote core values
- Emphasize vocational service
- Encourage clubs to promote their networking opportunities and signature activities



Insert MRW-4: Rotary's Core Values

ENGLISH (EN)

CORE VALUES



Core Values

Rotary's core values represent the guiding principles of the organization's culture, including what guides members' priorities and actions within the organization. Values are an increasingly important component in strategic planning because they drive the intent and direction of the organization's leadership.

Service

We believe that our service activities and programs bring about greater world understanding and peace. Service is a major element of our mission. Through the plans and actions of individual clubs, we create a culture of service throughout our organization that provides unparalleled satisfaction for those who serve.

Fellowship

We believe that individual efforts focus on individual needs, but combined efforts serve humanity. The power of combined efforts knows no limitation, multiplies resources, and broadens our lives and perspectives. Fellowship leads to tolerance and transcends racial, national, and other boundaries.

Diversity

We believe Rotary unifies all people internationally behind the ideal of service. We encourage diversity of vocations within our membership and in our activities and service work. A club that reflects its business and professional community is a club with a key to its future.

Integrity

We are committed to and expect accountability from our leaders and fellow members, both in the results of our efforts and in the processes we use to accomplish our goals. We adhere to high ethical and professional standards in our work and personal relationships. We are fair and respectful in our interactions, and we conscientiously steward the resources entrusted to us.

Leadership

We are a global fellowship of individuals who are leaders in their fields of endeavor. We believe in the importance of leadership development and in leadership as a quality of our members. As Rotarians, we are leaders in implementing our core values.

All of these core values are reflected in the Object of Rotary and The Four-Way Test, which we use in our daily lives. They inspire us to foster and support the ideal of service for developing and maintaining high ethical standards in human relations.



Insert MRW-5: The Object of Rotary

R O T A R Y



Object of Rotary

The object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

- I. *The development of acquaintance as an opportunity for service;*
- II. *High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society;*
- III. *The application of the ideal of service in each Rotarian's personal, business, and community life;*
- IV. *The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.*

I N T E R N A T I O N A L

RUSSELL-HAMPTON CO.



Engaging Members

I make my club and Rotary stronger by my active participation

Session Goals

Identify the Value of Engaging Our Members

Discuss Ways that I can be Involved in Club Activities

Explore Options for Engagement

Materials

- Insert EM-1: Membership Satisfaction Survey (RI)
- Insert EM-2: Prior Generation vs. New Generation
- Insert EM-3: Engagement Ideas: Delivering Value - Keeping Rotarians
- Insert EM-4: 12 Point Plan for Member Engagement
- Membership Development Resource Guide. 417-EN (408)
- Club Assessment Tools EN (808)
- No Success Without Succession, Michael McQueen 2010
- Membership Development Page at www.rotary.org/en/Members/RunningAClub/MembershipDevelopment

Key: attached insert online article ppt

This is a course in the Rotary Membership Spiral going across the three days of RLI. Other courses in this session include My Rotary, and Ethics & Vocational Service. Additional courses building on this session are Attracting Members, and Rotarians, Vocational Service & Expectations. Service and Leadership have separate spirals.

Session Topics

- 1) Why are you in your Rotary club?
- 2) What keeps you in your Rotary club?
- 3) Why is it important to engage our members?
- 4) What strategies can your club use to engage its members?

“Rotary club membership must offer opportunities for meaningful service and friendships for all Rotarians. At the same time, we must maintain high standards. If we begin to simply look for dues-paying members as a means of increasing our budget, it will severely damage our credibility and signal the end of our organization.”

1999-00 RI Pres. Carlo Ravizza



Insert EM-1: Membership Satisfaction Survey

(4 pages)

This survey is intended for use by the club. All club members should complete it to help assess member satisfaction with club activities and projects. Please return your completed form as directed by the club secretary. All responses are confidential.

Do you feel welcome in our Rotary club? Yes No

If no, why not? (check all that apply)

Compared to me, other members are (check all that apply):

Older Younger Different gender Different ethnicity Other _____

Club members haven't made an effort to interact with me.

Other _____

Do you feel comfortable sharing concerns with club leaders? Yes No

If no, why not? (check all that apply)

Club leaders have so many responsibilities; I don't want to burden them.

Club leaders have their own agenda and aren't interested in other ideas.

I haven't been a member long enough to feel comfortable approaching club leaders.

I don't want to be perceived as a complainer.

Other _____

How would you rate the level of our club's involvement in the following types of activities?

	Excellent	Adequate	Insufficient	Not Aware
Membership development	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Member orientation and education	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Local service projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
International service projects	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Club public relations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fundraising	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The Rotary Foundation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fellowship	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Have you participated in club projects and activities? Yes No

If yes, how did you become involved? I volunteered I was asked

If no, why not? _____



Please indicate your involvement in the following types of activities:

	Currently Involved	Would Like to Be Involved
Membership development	<input type="checkbox"/>	<input type="checkbox"/>
Member orientation and education	<input type="checkbox"/>	<input type="checkbox"/>
Local service projects	<input type="checkbox"/>	<input type="checkbox"/>
International service projects	<input type="checkbox"/>	<input type="checkbox"/>
Club public relations	<input type="checkbox"/>	<input type="checkbox"/>
Fundraising	<input type="checkbox"/>	<input type="checkbox"/>
The Rotary Foundation	<input type="checkbox"/>	<input type="checkbox"/>
Fellowship	<input type="checkbox"/>	<input type="checkbox"/>
Other _____	<input type="checkbox"/>	<input type="checkbox"/>

How would you rate your level of satisfaction with your participation in club activities and projects?

- Very satisfied Satisfied Dissatisfied

If dissatisfied, why? (check all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Insufficient knowledge | <input type="checkbox"/> Lack of quality service projects |
| <input type="checkbox"/> Personality conflicts | <input type="checkbox"/> Lack of support from other members |
| <input type="checkbox"/> Cost | <input type="checkbox"/> Insufficient family involvement |
| <input type="checkbox"/> Personal time conflicts | <input type="checkbox"/> Other _____ |

How would you rate the following costs associated with membership in our club?

	Excessive	Reasonable
Club dues	<input type="checkbox"/>	<input type="checkbox"/>
Weekly meetings	<input type="checkbox"/>	<input type="checkbox"/>
Club fines/assessments	<input type="checkbox"/>	<input type="checkbox"/>
Voluntary contributions to service projects	<input type="checkbox"/>	<input type="checkbox"/>
Voluntary contributions to The Rotary Foundation	<input type="checkbox"/>	<input type="checkbox"/>



How would you rate the following aspects of our weekly meetings?

	Excellent	Adequate	Insufficient
Amount of Rotary content	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Length	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Program organization	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Time for fellowship	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Networking opportunity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Convenient	Inconvenient	
Location	<input type="checkbox"/>	<input type="checkbox"/>	Suggested location: _____
Meeting time	<input type="checkbox"/>	<input type="checkbox"/>	Suggested time: _____

Which aspects of our meeting place do you find unsatisfactory? (check all that apply)

- Service
- Décor/atmosphere
- Meal quality
- Meal cost
- Parking availability
- Other _____

Which of the following changes would improve our club meetings? (check all that apply)

- Better speakers
- Increased variety of program topics
- More involvement of family
- More service opportunities
- More focus on fellowship
- Increased emphasis on vocational information
- Better time management
- More leadership opportunities

How would you rate the amount of our club's fellowship activities?

- Too many
- Right amount
- Too few

How would you rate the amount of Rotary information provided through our club Web site/newsletter?

- Excessive
- Adequate
- Insufficient



Which of the following words would you use to describe our club Web site/newsletter?

(check all that apply)

- Interesting
- Useful
- Informative
- Boring
- Limited
- Uninformative

Is there anything else you'd like to see changed?

What response does your spouse/partner/family have to your involvement in Rotary?

(check all that apply)

- Feels proud of my involvement
- Thinks Rotary takes too much of my time
- Wants to know more/be involved
- Thinks Rotary is too expensive
- Wants to meet/interact with other Rotary spouses/partners/families
- Would be interested in becoming a member
- Other _____



Insert EM-2: Prior Generation vs. New Generation



Prior Generations' Reasons for Joining Rotary

- Social Considerations
- Stature in the Community
- Business Networking
- Entertainment
- Connections with Our Community



Rotary Leadership Institute – Part I

Rev.2007-07-08 bww17



Current Generations' Reasons for Joining Rotary

- The Desire to Do Something Important outside the Workplace
- The Desire to Work within a Group of Peers
- The Opportunity to Develop Leadership Skills



Rotary Leadership Institute – Part I

Rev.2007-07-08 bww17



Insert EM-3: Engagement Ideas: Delivering Value- Keeping Rotarians!

The Issue. While overall membership has remained stagnant, Rotary Clubs have gained and lost approximately 1.2 million members worldwide in the past 7 years- a staggering retention failure. Rotarians who leave for involuntary purposes (death, relocation, etc.) make up only 7% of the retention loss annually. Statistics from select regions in the Eastern US, Caribbean and South America show that the members who voluntarily leave are usually those who have been in Rotary less than 3 years (“Newer Members”). Newer Members indicate they stay in Rotary to: (1) serve their community, (2) network, and (3) represent their vocation and develop leadership skills.

The Fix. 10 easy-to-do ideas for your club targeted to address these issues and to meet the expectations of Newer Members.

 <p>Pair Bonding. Place newer members on a Newer Member Classification Committee tasked to review all club classifications and to pair newer members with more experienced members. Pairings are to be announced in club meeting. Pairs will sit together during designated meetings, at least monthly. Monthly discussion topics will be encouraged from the podium, such as club history, past club projects, vocational sharing, favorite make-up meetings, and ideas for new community service projects.</p>	 <p>A Minute in the Life. Newer members are scheduled for one-per-week, one minute club meeting podium summary of a job or career related service or product they offer, idea or opportunity in a one page, written format. Talks are not to go “off-script”, no “ad libbing”. Collect and post summary in weekly club program or on club website, with a link or reference to their business.</p>
 <p>Web-Connected. The name of every Rotarian in the club should be posted to the club website, with their business name linked to their individual or company website (voluntary and with permission). Rotarians should mention their Rotary affiliation on their individual or company website and link back to their club website.</p>	 <p>RLI Posse. Newer members should be financed by the club and sent in small groups to a convenient Rotary Leadership Institute near them, commuting together. The group should report back, as a group, at a club meeting, and should make and advocate for 3 proposals for innovation and /or new projects to the club and /or board. See www.rotaryleadershipinstitute.org.</p>
 <p>Party Time. Organize clubs to meet once a month at a non-Rotary place and time for a “meet and greet” social and networking session. Clubs may sponsor the costs or it may be arranged “pay as you go” for Rotarians, with a very low cost. Mingling may be encouraged by use of varied passports, stations, “secret Rotarian” or other mixing strategies, if needed.</p>	 <p>Adopt-a-Class. Newer members partner with a local elementary or middle school teacher and class to perform a “hands-on”, low or no cost service project at or near their school. First step is a needs assessment with school administration or personnel. The whole club can be invited, but the newer members lead.</p>
 <p>“Flash Mob” Project. Charge newer member committee with organizing and conducting a single or multi-club “hands-on” community service project, maximum duration 2 hours. Document with video or photos. Present report at regular club meeting.</p>	 <p>Career-Share. Charge newer member committee with organizing and conducting a single or multi-club “Career Fair”, “Career Day”, or “job shadowing” event for local Middle School, High School, or College.</p>
 <p>How Do You Interact? Start an Interact club at a school with the younger age now allowed (12 and up), in Middle School. Newer members lead the effort, work with the school sponsor, attend meetings, and serve as Rotarian sponsor for the club.</p>	 <p>Fun Committee. It’s exactly what it sounds like! Staff with (mostly) newer members.</p>

Insert by PDG Bevin Wall, Zone 33 Rotary Coordinator 2010-2013. rcBevin@gmail.com



Insert EM-4:

Twelve Point Plan for Member Engagement

- 1) Set up a Member Services Committee
- 2) Measure & Examine Club's History of Engagement and Member Retention Rate
- 3) Provide Pre-Induction Orientation Program
- 4) Greet – Assign a Job – Introduce –
- 5) Develop a Mentor & Education Program
- 6) Conduct a Reception for New Members
- 7) Log New Member Activities the first year
- 8) After Year One- Recognize & Interview
- 9) Advocate New Member Opportunities
- 10) Provide Networking & Professional Development Opportunities
- 11) Spot Danger Signs for Retention & Remedy
- 12) Be Innovative – Highlight the Reasons We Stay



Our Foundation

I am "doing good" in my local community and around the world

Session Goals

Understand the Basic Goals, Programs & Financing of our Rotary Foundation

Discuss the Importance & Value of our Rotary Foundation to your Club

Materials

  Insert_OF-1: Rotary News 1A, 1B, 1C, 1D, 1E

  Insert_OF-2: Rotary Foundation Grants and Related Programs, from Rotary Foundation Reference Guide, 219-EN (1012), pages 8-12

  Insert_OF-3: Foundation Facts- Giving 159-EN (1113), Graphics <https://www.rotary.org/en/document/12436>

  Rotary Foundation Reference Guide 219-EN (1012) <https://www.rotary.org/en/document/518>

  Connect for Good (formerly Rotary Basics) 595-EN (613) <https://www.rotary.org/en/document/576>

 Doing Good in the World DVD @ shop.rotary.org or vignettes at <http://vimeo.com/album/1872866>

Key:  attached insert  online  article  ppt

This is a course in the Service Spiral going across the three days of RLI. Additional courses building on this session are Service Projects, Targeted Service, International Service, Rotary Opportunities, and Making a Difference. Leadership and Membership have separate spirals.

While this course and others within RLI discuss Rotary Foundation topics, you should consult your district for specific Rotary Foundation training.

Session Topics

- 1) What is a foundation? What are some examples of foundations? What are some of the advantages of a foundation?
- 2) What do you know about our Rotary Foundation? What does it do? Who runs it? Why do we need it?

... it seems eminently proper that we should accept endowments for the purpose of doing good in the world, in charitable, educational or other avenues of community progress...

1916-17 RI Pres. Arch Klumph
RI Convention, Atlanta GA
June 18, 1917



- 3) What is the difference between Rotary International and our Rotary Foundation?
- 4) After review of the Rotary News Inserts (Inserts 1A-1E), discuss the following questions: Why this project? Why now? Why Rotary?
- 5) What current or past projects has your club done using the programs of our Rotary Foundation?
- 6) How can you and your club contribute to and raise funds for our Rotary Foundation? What incentives does our Foundation offer to enhance giving?
- 7) When you give money to our Rotary Foundation, can you designate where the funds go and for what purpose? What are the options and how do they work?
- 8) What is meant by “EREY”?

The mission of The Rotary Foundation is to enable Rotarians to advance world understanding, goodwill and peace through the improvement of health, the support of education, and the alleviation of poverty.

TRF Giving & Recognition	Annual Fund	Endowment Fund
“Every Rotarian, Every Year” or “EREY” recognizes clubs in which all members contribute to the Annual Fund each year	“Annual Fund” is TRF’s “checking account”, to be spent on programs in the 3 rd year	“Endowment Fund” is TRF’s “savings account”, formerly the “Permanent Fund”
“100% Sustaining Club” is when all club members attain sustaining member status	“Sustaining Member” or “Sustainer” recognizes a cumulative US \$100 gift each year to the Annual Fund	“Benefactor” recognizes a cumulative US \$1,000 gift or pledge to the Endowment Fund
“100% Paul Harris Fellow Club” is when all club members attain PHF status	“Paul Harris Fellow” or “PHF” recognizes a cumulative US \$1,000 gift to the Annual Fund	“Bequest Society” recognizes a cumulative US \$10,000 gift or pledge to the Endowment Fund
“Triple Crown Club” is when all club members attain Sustaining, PHF, and Benefactor status	“Paul Harris Society” recognizes a cumulative US \$1,000 gift each year to the Annual Fund	“Major Donor” recognizes a cumulative US \$10,000 gift to TRF
No portion of your Rotary dues are required to go to TRF. All contributions are voluntary.	“Polio Plus” are funds given to TRF for the eradication of polio worldwide	“Arch Klumph Society” recognizes a cumulative US \$250,000 gift to TRF



Insert OF-1A: Rotary News: Rotary and Partners “this close” to Eradicating Polio Worldwide

Kabul, Afghanistan – January 1, 2014 – In 1985, after successfully eradicating polio in a project in the Philippines, Rotary launched its PolioPlus program to eradicate polio worldwide. Today, over a million Rotarians, joined by an impressive list of partners, are “this close” to eradicating polio in the world, seeing a 99% reduction in cases since the 1980s, fewer than 250 cases reported in 2012, and only 3 polio endemic countries left, conflict-ridden Afghanistan, Pakistan, and Nigeria. Over 2 billion children in 122 countries are now protected from polio. But, the risk of resurgence of the virus is real.

Poliomyelitis (polio) is a crippling and potentially fatal disease that still threatens children in parts of the world. The poliovirus invades the nervous system and can cause paralysis in a matter of hours. It can strike at any age but mainly affects children under five. Over 1,000 children per day were contracting polio in 1985. If polio is not completely eradicated from the earth, experts believe polio could rebound to 10 million cases in the next 40 years. The public health and global economic impact of these future polio cases is significant.

As for Rotarians, for more than a quarter century club members have donated their time and



Polio survivors in Africa. Photo Credit: WHO/Rotary International

personal resources to end polio. Every year, hundreds of Rotary members work side-by-side with health workers to vaccinate children in polio-affected countries. Rotarians work with partners like UNICEF to prepare and distribute mass communication tools to share the message with those isolated by conflict, geography, or poverty. Rotary members also recruit fellow volunteers, assist with transporting the vaccine, and provide other logistical support.

Rotary’s early successes brought on an impressive list of partners that are necessary to eliminate polio worldwide. The Global Polio Eradication Initiative, formed in 1988, is a public-private partnership including Rotary, the World Health Organization, the U.S. Centers for

Disease Control and Prevention, UNICEF, the Bill & Melinda Gates Foundation, and governments of the world. Rotary’s focus is advocacy, fundraising, volunteer recruitment and awareness-building. Fundraising led by Rotarians helps to provide much-needed operational support, medical personnel, laboratory equipment, and educational materials for health workers and parents. Rotary has contributed more than US\$1.2 billion and countless volunteer hours. In addition, Rotary’s advocacy efforts have played a role in decisions by donor governments and corporations to contribute over \$9 billion to the effort.

Rotarians vow not to quit the effort until all cases of polio are gone.

1. Why Engage this Project?

2. Why Now?

3. Why Rotary?



Insert OF-1B: Rotary News: Rotary Peace Fellow Helps Build New Countries and Old

Brasilia, Brazil– September 10, 2013. Through her work for the UN Development Program Brazil, 2005-07 former Rotary Peace Fellow at Universidad del Salvador Izabela da Costa Pereira advises the Brazilian government on how best to support reconstruction and development projects in Haiti.

“I learn how to deal with the unexpected and how to overcome obstacles. What motivates me is that I help my country to help another nation in need,” she says. Previously, Pereira worked as a democratic governance officer with the UN Integrated Mission in Timor-Leste (UNMIT), monitoring the country’s institutions and helping them determine how to operate democratically to best serve their people.

Pereira’s experience as a Rotary Peace Fellow prepared her well for her career. During her fellowship, she served as an electoral observer with Organization of American States missions in Colombia and Nicaragua; explored conflict prevention strategies with the United Nations Development Fund for Women in Senegal; and served on a UN peace building mission for women in Côte d’Ivoire.

Each year, Rotary selects “Peace Fellows”, individuals from around the world to receive fully funded academic fellowships at one of the Rotary Peace Centers. These fellowships cover tuition and fees, room and board,



Izabela da Costa Pereira with children outside a rural village in Timor-Leste where she is a Democratic governance officer with U.N. Integrated Mission in Timor-Leste.

round-trip transportation, and all internship and field study expenses. The program offers master’s degree fellowships at premier universities around the world in fields related to peace and conflict resolution and prevention. Programs last 15–24 months and require a practical internship of 2–3 months during the academic break. Each year up to 50 master’s fellowships are awarded.

Pereira states: *“the Rotary Foundation has opened so many doors of opportunity. No doubt, all my experiences in Africa, South Asia, and Latin America are the results of the great experience I had as a Rotary Peace Fellow.”*

In a recent interview with the global affairs magazine, *Diplomatic Courier*, she described her proudest personal contribution to foreign policy as *“...having contributed to the nation building of one of the newest states of the 21st century... As a Democratic*

Governance Officer at Timor-Leste UNMIT, I directly assisted on political issues related to democratic consolidation and institution strengthening... in strategic policies reforms, anti-corruption, gender, civil service, media, transparency, decentralization, elections, and sustainable socio-economic development. As a new sovereign nation-state, it is fundamental to guarantee its path towards a democratic governance culture that will assure peace, socio-economic development, and stability in a post-conflict scenario.

[B]esides my background in international relations, I could use on a daily basis my specialization on peace, conflict resolution, economy, and political affairs for an effective aid.”

Pereira said *“the need for trained peace-makers has never been greater... more leaders are needed on the local, national and international arena, particularly young professionals”.*

1. Why Engage this Project?

2. Why Now?

3. Why Rotary?



Insert OF-1C: Rotary News: **Rotary Targets First 24 Hours of Life in East Africa**

Kampala, Uganda – November 1, 2013.

The Rotary Foundation of Rotary International, a global humanitarian service organization, and Aga Khan University (AKU), a private, non-denominational university promoting human development through research, teaching and community service have formed a partnership to improve maternal and child health in East Africa. Under the partnership, the Rotary Foundation, the charitable arm of Rotary International, will provide grants to Rotary clubs to establish volunteer teams to support the professional development of nursing faculty at AKU's East Africa campuses in Kenya, Tanzania and Uganda.

According to the UN, developing countries account for 99% of the more than 350,000 women who die each year from complications during pregnancy or childbirth. In sub-Saharan Africa, 1 in 30 women is at risk, compared with 1 in 5,600 in developed countries. More than half of maternal deaths are caused by excessive bleeding (35%) and hypertension (18%). Developing countries also account for most of the 7.6 million children who die annually before age 5. Again, East Africa records the highest child mortality rates, with one in seven children dying before age five, and 141,000 annually in Uganda alone. A child's greatest risk of dying is during the first 28 days of life, accounting for 40% of all deaths among children under the age of 5.



Half of newborn deaths occur during the first 24 hours and 75% during the first week of life, with preterm birth, severe infections and asphyxia being the main causes.

In most East African countries there is little public health infrastructure and limited government funding. However, there are Rotary clubs in those countries. Many local Rotary club leaders have acknowledged the problem and want to help with funding, mentoring, personal advocacy and participation. Agha Khan University (AKU) has a campus and a hospital for women in Kampala, one of many it has in Africa and the Middle East. Their campus produces some doctors, but mostly nurses, midwives and health educators, many of whom already work in those roles but themselves are poor, long out of school, and have limited career and

life skills. AKU is poised to make an immediate difference in the public health landscape. Recently, AKU and the World Health Organization (WHO) published a study that makes recommendations on how to target scarce resources for maximum impact on the health of women and children and identifies 56 essential interventions, that when implemented in packages relative to local settings, are most likely to save lives. Some of the interventions include: managing maternal anemia with iron, preventing and managing post-partum hemorrhage, immediate thermal care for newborns, extra support for feeding small and preterm babies, and antibiotics for the treatment of pneumonia in children.

Photo: Doctor in Uganda. Credit: Rotary

1. Why Engage this Project?

2. Why Now?

3. Why Rotary?



Insert OF-1D: Rotary News: Medical Training on Sanitation Saves Lives in Guinea

Conakry, Guinea - October 25, 2013. A team of health professionals is touring Donka hospital in Conakry, Guinea, in March when they spot more than a dozen large, greenish masses covering the ground. To the U.S. team members, they look like an art installation; in fact, they are hospital gowns and surgical drapes, laundered and spread out to dry. They are a vivid example of the group's objective: to lower deadly infection rates caused by unsterile procedures.

This Rotary Foundation vocational training team, made up of public health professionals, serves in partnership with the nonprofit organization Mercy Ships. Rotary District 7690 in North Carolina, USA, sponsored the team with a Rotary Foundation grant. The team's five members will train Guinean health professionals at the two national hospitals.

The *Africa Mercy*, a 500-foot oceangoing hospital ship, is docked in Conakry for a 10-month medical mission. The Mercy Ships staff and visiting experts, such as this team, will tackle a range of tasks, including setting up medical and dental clinics, conducting health screenings, performing surgeries on board, and conducting health care outreach throughout the country. The ship also will serve as a steel-hulled security blanket.



"Mercy Ships looks for ways to continue helping local medical professionals after the ship leaves port," says Michelle Bullington, who helped advise the team. *"Improving sterilization techniques would have a sustainable impact."*

The team visits Donka hospital, where toilets are flushed with water from a pail, and power outages are common. *"The staff members touch patients without gloves, going patient to patient without washing hands. There are unbandaged wounds, flies and roaches, open sewage right outside a patient facility and no sterile barriers,"* says Sherrill Braswell, adding an observation that he later repeats so often it sounds like a campaign slogan: *"They are doing the best they can with what they have."* For a week, the team provides training in reducing infections, covering topics such as using surgical

gloves, masks, and gowns; controlling rats and mosquitoes; disinfecting with bleach; tracking infectious diseases; and hand-washing.

"Fifty percent of hospital-associated infections could be prevented with hand-washing," Lyon says. Knowledge gaps soon become apparent. Donka's director says her hospital wants to reduce infection, *"but we lack the equipment and supplies. We are willing to do what you do, but as an undeveloped country, we lack the means."* After decoding the health system and enduring the non-gridded power, the team accomplishes its objectives, at least according to pre- and post-tests that show significant learning. Positive results also are evident in the participants, who voice a new commitment to educating family caregivers.

Adapted from The Rotarian, Nov. 2013, photo credit: MercyShips.

1. Why Engage this Project?

2. Why Now?

3. Why Rotary?



Insert OF-1E: Rotary News: Cambodia's Children "Waste-Pickers" Receive Vital Services

Phnom Penh, Cambodia – February 12, 2014. Phnom Penh's city landfill is at capacity. As in many developing countries, "Waste-pickers" support themselves and their families by sorting garbage for sellable goods. Nearly half are children. They are highly visible as they push their handcarts around the city calling "Hychai".

A local non-profit organization, *Community Sanitation and Recycling Organization* or *CSARO* tries to address the needs of these waste-pickers. Through a variety of programs, *CSARO* helps adults improve their living and working conditions, while also providing educational outreach to the children.

CSARO is one of the many locally originating humanitarian projects worldwide that receive funding from *The Global Fund for Children (GFC)*.

GFC was the vision of a Rotary Foundation Ambassadorial Scholar traveling in India in 1990, Scholar Maya Ajmera witnessed a group of children sitting in a circle at a train station, listening and answering questions while a teacher led them in simple learning exercises. She learned that the children lived, played, and begged on the train platforms. Seeking a pathway out of poverty, two teachers offered the children free education, clothing, and food. The school



operated on only \$400 per year, serving 40 students who had no other opportunity to learn.

Inspired by this powerful model, Maya founded *GFC* in 1993 based on the belief that small amounts of money, when given to innovative, community-based organizations, could make a lasting impact on the lives of the world's most vulnerable children. By its 10th anniversary, *GFC* had launched additional services to help its grantees grow and thrive, including management support, technical assistance, and networking opportunities. *GFC* also attracts other funders to its grantees and increases grantees' visibility to help them garner international recognition for their work. The result: a global community of strong grassroots organizations that are tackling some of the world's biggest problems.

Now a university professor, Maya stepped down from her position as president of *GFC* in 2011, having grown her initial vision into a thriving global organization. To date, *GFC* has awarded more than \$25 million in grants to more than 500 organizations in 78 countries, touching the lives of over 7 million children worldwide.

Maya Ajmera received her Ambassadorial Scholarship from District 5240 in California, USA, to study at St. Xavier's College in India. From 1947 to 2013, nearly 38,000 men and women from about 100 nations studied abroad as Ambassadorial Scholars. The purpose of the program was to further international understanding, peace and good will among the peoples of the world.

Credits: CSARO/GFC

1. Why Engage this Project?

2. Why Now?

3. Why Rotary?



Insert OF-2: Rotary Foundation Grants & Related Programs

Rotary Foundation grants support Rotarians' efforts to change lives and serve communities. Rotary's grant model includes:

District grants

District grants are block grants that enable clubs and districts to address immediate needs in their communities and abroad. Districts may request up to 50 percent of their District Designated Fund (DDF) for one grant annually (see "Annual Fund and SHARE" in this guide). Districts manage and disburse these funds to support district- and club-sponsored activities, including vocational training teams, scholarships, humanitarian service projects, and cultural exchanges, provided they are aligned with the Foundation's mission.

Global grants

Global grants offer clubs and districts opportunities to participate in strategically focused, high-impact activities. These grants fund large-scale international humanitarian projects, vocational training teams, and scholarships that have sustainable, measurable outcomes in one or more areas of focus. Activities may be carried out individually or in combination — for example, one grant may support a vocational training team and a related humanitarian project. Global grant projects must have a total budget of US\$30,000 or more. This includes the World Fund award, which is based on a 100 percent match of DDF allocations or a 50 percent match of cash contributions from the sponsors. All global grants must be sponsored by two clubs or districts: a host partner in the country where the activity takes place and an international partner outside that country. When planning a global grant project, sponsors should conduct a thorough needs assessment that explores the pressing concerns in the project location along with the club and community resources available to address them.

Packaged grants *(being phased out in 2015 along with Strategic Partnerships, decision 4/2014)*

Packaged grants supported predesigned projects developed by the Foundation and its strategic partners, which were organizations that work in one or more of Rotary's areas of focus and could offer financial support, technical expertise, or advocacy. The Foundation and the strategic partner provided 100 percent of the funding; Rotarians implemented the grant project.

Note: Effective 1 July 2013, District Simplified Grants and Matching Grants have been phased out and are no longer part of the grant model.

Areas of focus

All projects, scholars, and vocational training teams funded by global grants work toward specific goals in one or more of the following areas of focus:

Peace and conflict prevention/resolution

- Providing training for leaders, including young potential leaders, in prevention and mediation of conflict
- Supporting peace-building in communities and regions affected by conflict
- Supporting studies related to peace and conflict prevention/resolution by career-minded professionals



Disease prevention and treatment

- Improving the capacity of local health care professionals
- Supporting disease prevention programs, with the goal of limiting the spread of communicable diseases and reducing the incidence of and complications from noncommunicable diseases
- Enhancing the health infrastructure of local communities
- Educating and mobilizing communities to prevent the spread of major diseases
- Preventing physical disability resulting from disease or injury
- Supporting studies related to disease prevention and treatment by career-minded professionals

Water and sanitation

- Providing equitable access to safe water, improved sanitation, and hygiene
- Strengthening the ability of communities to develop, fund, and maintain sustainable water and sanitation systems
- Supporting programs that enhance communities' awareness of the benefits of safe water, sanitation, and hygiene
- Supporting studies related to water and sanitation by career-minded professionals

Maternal and child health

- Reducing mortality and morbidity rates for children under the age of five
- Reducing maternal mortality and morbidity rates
- Improving mothers' and children's access to essential medical services, trained community health leaders, and health care providers
- Supporting studies related to maternal and child health by career-minded professionals

Basic education and literacy

- Involving the community to support programs that strengthen the capacity of communities to provide basic education and literacy to all
- Increasing adult literacy
- Working to reduce gender disparity in education
- Supporting studies related to basic education and literacy by career-minded professionals

Economic and community development

- Building the capacity of entrepreneurs, community leaders, local organizations, and community networks to support economic development in impoverished communities
- Developing opportunities for productive work
- Reducing poverty in underserved communities
- Supporting studies related to economic and community development by career-minded professionals



Sustainability

Sustainability means different things to different organizations. For The Rotary Foundation, sustainability means providing solutions to community needs that ensure that the benefiting community can maintain the activities after grant funding ends. Global grant projects must be sustainable and display the following characteristics:

- ✓ Community needs — The host community and Rotary project sponsors develop projects based on the host community's assessment of its needs and strengths
- ✓ Appropriate technology — Project materials are appropriate for the community and, ideally, are purchased locally
- ✓ Sustainable funding — The community is able to sustain the project without ongoing financial support from The Rotary Foundation or other Rotary sources
- ✓ Knowledge transfer — The project includes teaching beneficiaries how to address their ongoing needs after the completion of the project
- ✓ Motivation — The community is able to assume ownership of the project upon its completion
- ✓ Monitoring and evaluation — The project includes a measurement plan to confirm significant improvement, ideally for at least three years

Scholarships

Scholarships can be funded by both district grants and global grants. District grants have no restrictions on the educational level of the scholarship (e.g., undergraduate or graduate), duration of the program, or field of study. Districts may develop their own criteria for selecting scholars, determine the monetary amount of the awards, and support students attending local universities, as there is no international requirement. Global grants support international graduate-level study related to an area of focus for one to four years.

Vocational training teams

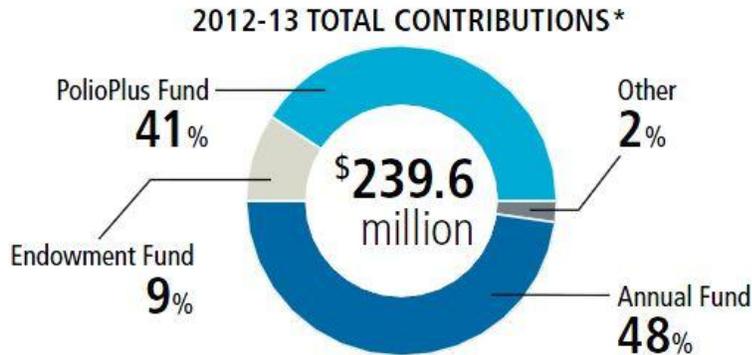
Vocational training teams can be supported by both district grants and global grants. Teams sponsored by district grants have no restrictions on participant age or the duration or focus of the exchange. Global grants address humanitarian needs by supporting teams that travel abroad to provide or receive robust training in one or more areas of focus. At least one team leader, preferably a Rotarian, and two members are required per team. There is no maximum team size or age restriction, but all team participants should have relevant professional skills and experience. Global grant-sponsored teams may provide or receive training in various settings, including universities, hospitals, and companies, and may stay in a range of places, such as Rotarians' homes, university dormitories, and hotels. Training may last for any length of time, and more than one team may travel on a single grant. Training team costs must meet the US\$30,000 global grant minimum for total project cost including team member expenses and other grant activities.

Excerpted (and updated 8/2014) from The Rotary Foundation Reference Guide, 219-EN (1012)



Insert OF-3: Foundation Facts - Giving

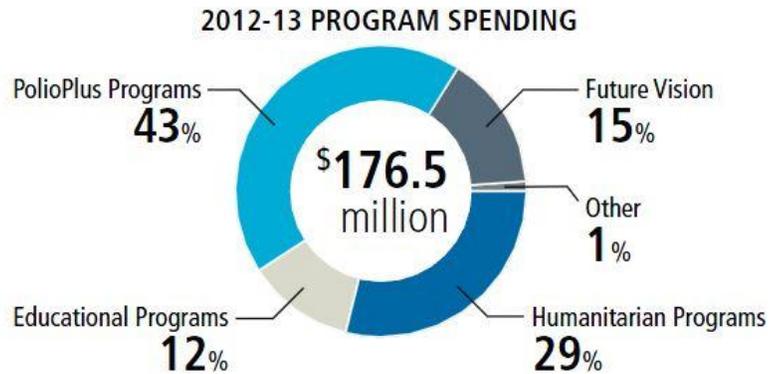
Most recent data available at time of publishing, from Rotary Pub. 159-EN (1113)



Give

Beginning in 2008, contributions include grants for polio eradication from the Bill & Melinda Gates Foundation. 2012-13 contributions include US \$5.4 million received from Rotary International.

Do



SUMMARY STATISTICS

	2012-13	Cumulative
Contributions	\$239.6 million	\$3.2 billion
Annual Fund	\$115.1 million	\$2.0 billion
Endowment Fund	\$20.4 million	\$231.4 million
PolioPlus Fund	\$98.2 million	\$974.7 million
Other	\$5.9 million	\$51.4 million
Program Spending	\$176.5 million	since 1947: \$3.0 billion
Arch C. Klumph Society Members	66	453
Major Donors	1,985	18,359
Bequest Society Members	566	10,035
Benefactors	2,824	90,219
New Paul Harris Fellows	54,595	1.4 million



Ethics – Vocational Service

I am ethical, recognize and promote ethics in others, and seek opportunities to serve through my vocation

Session Goals

How should the Guiding Principles of Rotary strengthen me in my vocation?

How can Rotarians promote the 4-Way Test in their community and professional life, in all stages of life?

How can I promote Rotary and Rotary ideals within my vocation?

How do I make my vocation useful to Rotary?

Materials

-   Insert EVS-1: The Guiding Principles of Rotary
-   Insert EVS-2: Vocational Service Ideas
-   Article: The Four Way Test Means Business (0709)
-   Applying the 4 Way Test. 502-EN-(495)
-  Organizing a 4 Way Test Essay. www.4waytest.org
-   Vocational Service Month
-   Rotary Volunteer Handbook. 263-EN-(1007)
-   Service Is Our Business. Hodgson & Watchurst.
<http://www.rotaryfirst100.org/library/ServiceIsOurBusiness/Service.htm>
-   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. Other courses in this section include My Rotary, and Engaging Members. Additional courses building on this session are Attracting Members, and Rotarians, Vocational Service and Expectations. Service and Leadership have separate spirals.

Session Topics

- 1) What is a “classification” in Rotary? Give examples of classifications. Discuss why everyone in Rotary has a classification? How does having a classification relate to “vocational service”?



- 2) What is “vocational service”? What is my vocational service “responsibility” as a Rotarian? How is it stated in the Second Object of Rotary? (See Insert EVS-1)
- 3) Give examples of “high ethical standards”? How can I promote them in my workplace and community?
- 4) What is meant by “recognizing useful occupations”? How do we do this as individuals or in our clubs?
- 5) How can I promote Rotary in my business or profession? Is this necessary? What are the benefits, if any? How do I do this with my co-workers, my boss, manager or employer, or those who work for me?
- 6) What is “social responsibility” and why is it important? What is my role in advancing “social responsibility” within my community, and particularly with our youth?
- 7) How do Rotary’s Guiding Principles (Insert EVS-1) relate to me? The “Four Way Test”? The Object of Rotary? The Rotary Code of Conduct? The “Five Avenues of Service”?
- 8) What does your club do in vocational service? Within your club? for youth? for the community? What impact do you see? Can you measure it? Does your club “network”?
- 9) How can we educate our club members and our community about ethics?
- 10) How can you encourage your club to be more involved in vocational service activities? What are some easy vocational project ideas that you can take back to your club?

“Example- good or bad- is contagious...”

If we set a good example, seeing us, others may do likewise.

All of us have more influence than we sometime suppose.”

*1966-67 RI Pres. Richard L. Evans
— The Appearance of Things
THE ROTARIAN, May 1967*



Insert EVS-1: Guiding Principles of Rotary

The Object of Rotary

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

FIRST. The development of acquaintance as an opportunity for service;

SECOND. High ethical standards in business and professions, the recognition of the worthiness of all useful occupations, and the dignifying of each Rotarian's occupation as an opportunity to serve society;

THIRD. The application of the ideal of service in each Rotarian's personal, business, and community life;

FOURTH. The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.

The Five Avenues of Service

Based on the Object of Rotary, Rotary's Philosophical cornerstone and foundation of club' activity:

Club Service focuses on strengthening fellowship and ensuring the effective functioning of the club.

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

Community Service covers the projects and activities the club undertakes to improve life in its community.

International Service encompasses actions taken to expand Rotary's humanitarian reach around the globe and to promote world understanding and peace.

New Generations Service recognizes the positive change by youth & young adults via leadership and involvement.

The Four-Way Test

From the earliest days of the organization, Rotarians were concerned with promoting high ethical standards in their professional lives. One of the world's most widely printed and quoted statements of business ethics is The Four-Way Test, which was created in 1932 by Rotarian Herbert J. Taylor (who later served as RI president) when he was asked to take charge of a company that was facing bankruptcy.

This 24-word test for employees to follow in their business and professional lives became the guide for sales, production, advertising, and all relations with dealers and customers, and the survival of the company is credited to this simple philosophy. Adopted by Rotary in 1943, The Four-Way Test has been translated into more than a hundred languages and published in thousands of ways. It asks the following four questions:

"Of the things we think, say or do:

1. Is it the **TRUTH**?
2. Is it **FAIR** to all concerned?
3. Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
4. Will it be **BENEFICIAL** to all concerned?"

Rotary Code of Conduct

As a Rotarian, I will

1. Act with integrity and high ethical standards in my personal and professional life
2. Deal fairly with others and treat them and their occupations with respect
3. Use my professional skills through Rotary to mentor young people, help those with special needs, and improve people's quality of life in my community and in the world
4. Avoid behavior that reflects adversely on Rotary or other Rotarians
5. Not seek special business or professional advantages from other Rotarians





Insert EVS-2: 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)



Service Projects

I am a vital part of a worldwide service organization of business, professional and community leaders meeting needs in communities



Session Goals

How can I, as an individual Rotarian, plan, lead and implement a service project in my club?

How can I encourage creativity and sustainability in my club's projects?

Materials

 Insert SP-1: Service Project Questions

  Communities in Action: A Guide to Effective Projects. 605A-EN (1006)

  Community Assessment Tools. 605C-EN (1006)

  Working in the Community

  Club President's Manual 222-EN(910)

Key:  attached insert  online  article  ppt

This is a course in the Service Spiral going across the three days of RLI. Our Foundation is also a course in this session. Additional courses building on this session are Targeted Service, International Service, Rotary Opportunities, and Making a Difference. Leadership and Membership have separate spirals.

Session Topics

- 1) You have been appointed to chair a committee to develop a new service project for your Rotary Club.
 - a) How do you start?
 - b) Delineate the steps you should take.
 - c) Establish the procedure you would use to identify a need in your community.
 - d) How do you determine the feasibility and advisability of a project?

“The time we take to serve those who need us can be the turning point, not only in their lives but also in our own.”

*1980-81 RI Pres. Rolf Klarich
— Take Time to Serve
THE ROTARIAN, July 1980*



- e) How can your club raise or obtain the necessary funding? Is there a difference between fundraising and a community service project? If so, can they be done in the same activity?

 - f) What factors are necessary to make your project work?
- 2) Outline a “business plan” for a service project.
- a) Cover funding

 - b) Procedure to bring project to fruition

 - c) Gaining support of club members and the community

 - d) Time line
- 3) Creating Service Project
- a) Divide into groups

 - b) Follow outline in the “business plan.”

 - c) After completion, review the plan for “outside the box”, creative alternatives or additions to the project. How can you make it “bigger, better, and bolder”?
- 4) Fundraising



- a) Discuss the differences between a community service project and a purely fundraising event.

- b) How creative are Rotarians with service projects and fund raising projects?

- c) How much risk do we or should we take with service and fund raising projects?

- d) Share fundraising ideas from Rotary Clubs that can help raise funds for “hands-on” projects.

SUMMARY

Good Rotary Service projects require:

- Meeting a need today
- Creativity
- Sustainability
- Risk taking
- New ideas
- Keeping prior projects only if viable today!



Insert SP-1:
Service Project Questions

1. Can a Rotary club do anything to help?
2. If so, what can Rotarians do “hands on” to help?
3. How much funding is required?
Fundraising?
4. How can the project be designed?
What is needed?
5. Will the project generate good publicity for the club?
6. Can the members be "sold" on the project?
7. Is this a one-year project or a continuing project?
8. What other community resources are available or what other organizations should be involved?
9. What are the steps necessary to move forward?



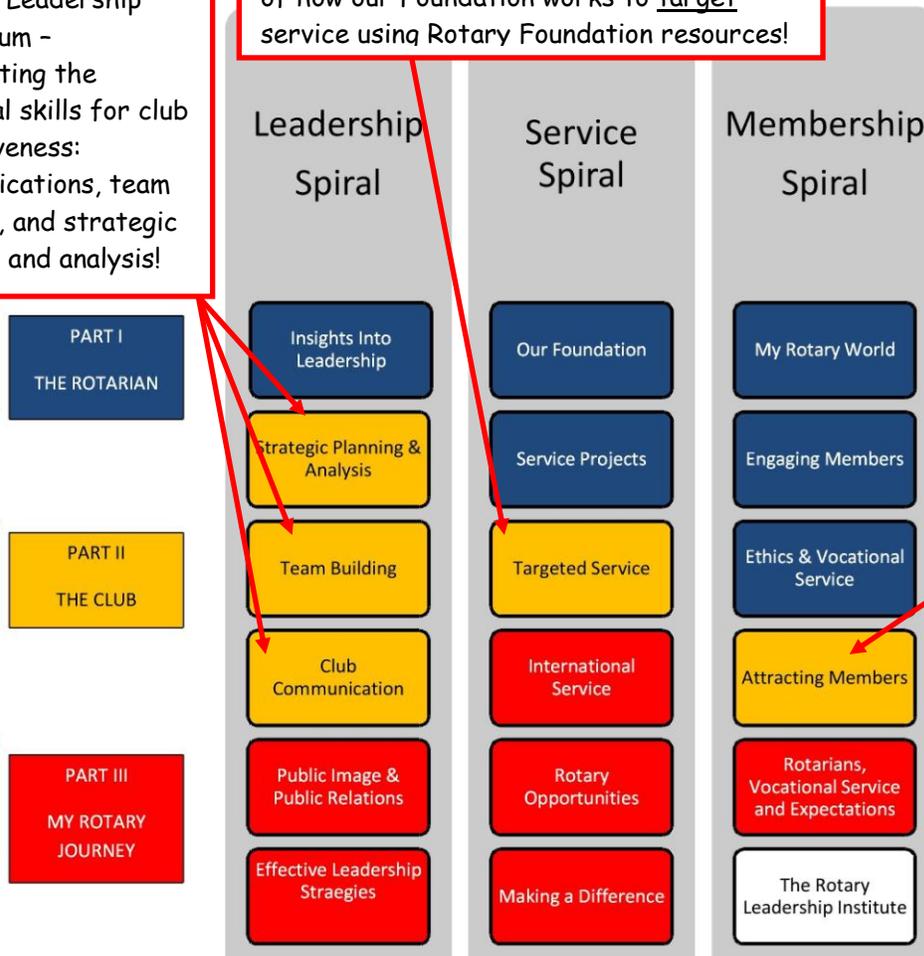
Coming Attractions- Previewing RLI Part II

Part I centered on the basics of being a Rotarian. Part II builds on the Part I courses, and seeks to increase your effectiveness in your Rotary club!

Spring from the introductory Insights Into **Leadership** course into the core of the RLI Leadership curriculum - highlighting the essential skills for club effectiveness: communications, team building, and strategic planning and analysis!

Combine the practical mechanics of building a **Service** project with the basics of how our Foundation works to target service using Rotary Foundation resources!

Clarity of purpose and knowledge of what it means to be an engaged, ethical Rotarian leads to analysis of one of the most difficult issues facing Rotary clubs: How can my club attract **Members** that share our values and commitment?



***** Sign Up for RLI Part II Now! *****