



A Joint Project of over 350 Rotary Districts worldwide

2015-18

FACULTY—PART III

About Your RLI Program. The Rotary Leadership Institute (RLI) is a multi-district, grassroots leadership development program of member districts organized into regional divisions throughout the world. It was recommended by the R.I. Board of Directors and strongly endorsed by the Council on Legislation at three of their triennial meetings. RLI conducts a series of quality leadership development courses for potential club officers and all other club members, including those who have recently joined a Rotary Club. The courses emphasize both leadership skills and knowledge of Rotary around the world. All course sessions are completely interactive. RLI believes that leadership education has a positive impact on membership retention by creating enthusiasm and furthering engagement for Rotary. For more information on RLI, see our web site 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 web site at **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.

2015-2018 RLI Curriculum Committee

Editor: Ed King, RLI

RLI Part III – MY ROTARY JOURNEY

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 a recommended program of Rotary International but 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.

Material in bold is for Faculty use and is not included in Participant guides.

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 www.rlifiles.com.

	Rotary Opportunities	4
	As I further my Rotary journey, I can explore the many opportunities available within Rotary for personal, community and professional growth and development.	
	Effective Leadership Strategies	12
	As I further my club members in their Rotary journey, I will engage in more complex and skillful use of my leadership skills and seize opportunities to lead.	
	Foundation III: International Service	16
	As I further my Rotary journey, I can build connections around the world, helping meet needs, solve problems, and build peace.	
	Public Image & Public Relations	20
	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.	
	Building A Stronger Club	24
	A new (and old) look at business related activities in your club.	
	Making a Difference	30
	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.	
Course Evaluation		Handout

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



<p>Session Goals</p> <p>Provide an overview of RI's structured programs</p> <p>Discuss the benefits of a Global Networking Group to me?</p> <p>Discuss each program's relation to Rotary's goals and to a Rotarian's Rotary experience</p>	<p>Materials</p> <ul style="list-style-type: none"> ◆ □ Insert RO-1: The Programs of Rotary International ◆ 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: Rotarian Action Groups flyer ● Global Networking Directory (sign-in required) https://www.rotary.org/myrotary/en/exchange-ideas
<p>Key: ◆ attached insert ● online □ article ■ ppt</p>	

Session Topics

- 1) What are Rotary International's structured programs? How many are there? Can you name them?
See Insert RO-1 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-1 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...
 - a) How can Rotary Clubs 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.*

Fellowships

- 1) What are Rotary Fellowships?
Groups of Rotarians who get together to pursue common recreational, vocational or service-oriented interests?
 - a) How does Rotary recognize and support them?
 - b) How might these groups work?
 - c) What is their scope and how does that effect their activity?
- 2) Do Rotary Fellowships take away from Club Service?
- 3) Could participation in a Rotary Fellowship enhance membership retention?

Rotarian Action Groups

- 1) What are Rotarian Action Groups?
- 2) Could participation in a Rotarian Action Group support local or international service projects?
- 3) Discuss what may be typical projects.
- 4) What do Rotarians get out of participating in these activities and do they advance the mission of Rotary?

Miscellaneous

- 1) How would you join one of these groups?
- 2) Propose five new fellowships or action groups.
- 3) How could these groups enhance Rotary?
See: RO-3, RO-4

Insert RO-1: The Programs of Rotary International

Rotary 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)

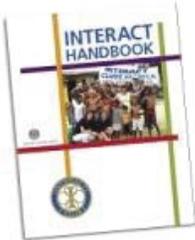
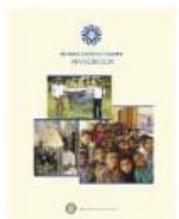
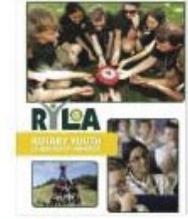
Rotary Youth Exchange offers students ages 15-19 the chance to travel abroad for cultural exchanges of one week to a full academic year. Rotary clubs and districts sponsor and host about 9,000 Youth Exchange students a year.

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)

Insert RO-2: List of Structured Program Resources

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

Publication	Pub #	Year	Cost	
Communities in Action/ Community Assessment Tools	605	2012	\$9.00 USD	
Interact Handbook	654	2010	\$3.50 USD	
Rotaract Handbook	562	2010	\$3.50 USD	
Rotary Community Corps Brochure	779	2010	\$0.50 USD	
Rotary Youth Leadership Awards (RYLA)	694	2009	\$1.50 USD	
Handbook Youth Exchange Handbook	746	2008	\$2.00 USD	

Insert RO-3: List of Rotary Fellowships

(For current fellowships, see <https://www.rotary.org/myrotary/en/rotary-fellowships>.)

Amateur Radio	Environment	Photographers
Antique Automobiles	Esperanto	Police and Law Enforcement
Authors and Writers	Fishing	Pre-Columbian Civilizations
Beer	Flying	Quilters and Fiber Artists
Bird Watching	Geocaching	Railroads
Bowling	Go	Recreational Vehicles
Canoeing	Golf	Rotary Global History
Caravanning	Home Exchange	Rotary Heritage and History
Carnival and Festivals	Honorary Consuls	Rotary Means Business
Chess	Horseback Riding	Rotary on Stamps
Computer Users	Internet	Scouting
Cooking	Italian Culture	Scuba Diving
Convention Goers	Jazz	Singles
Cricket	Latin Culture	Skiing
Cruising	Lawyers	Social Networks
Curling	Magicians	Tennis
Cycling	Magna Graecia	Total Quality Management
Doctors	Marathon Running	Travel and Hosting
Doll Lovers	Motorcycling	Wellness and Fitness
E-Clubs	Music	Wine
Editors and Publishers	Old and Rare Books	Yachting
	Past District Governors	

Insert RO-4: List of Rotarian Action Groups

(For current action groups,

see <https://www.rotary.org/myrotary/en/document/rotarian-action-groups-officer-directory>.)

Alzheimer's/Dementia	http://adrag.org
Blindness Prevention	http://www.rag4bp.org
Blood Donation	http://www.ourblooddrive.org
Child Slavery	http://www.roisight.org/cs/
Dental Volunteers	http://www.ragdvs.com
Diabetes	http://www.ragdiabetes.org
Disaster Assistance	barry@rassin.org
Endangered Species	http://www.endangeredrag.org
Family Health & AIDS Prevention	http://www.rffa.org
Food Plant Solutions	http://www.foodplantsolutions.org
Health Education and Wellness	http://www.hewrag.org/
Hearing	http://www.ifrahl.org
Hunger and Malnutrition	http://www.alleviatehunger.org
Literacy	http://www.litrag.org
Malaria	http://www.remarag.org
Microfinance and Community Development	http://ragm.org
Multiple Sclerosis	http://www.rotary-rfmsa.org
Peace	http://www.rotarianactiongroupforpeace.org
Polio Survivors and Associates	http://www.rotarypoliosurvivors.com
Population Growth and Sustainable Development	http://www.rifpd.org
Preconception Care	knijff44@gmail.com
Water and Sanitation	http://www.wasrag.org

Faculty: Consider printing current lists of fellowships and action groups as handouts for the class.

Insert RO-5: Rotarian Action Groups (Flyer)

ROTARIAN ACTION GROUPS

Rotarian Action Groups help Rotary clubs and districts plan and carry out community development and humanitarian service projects in their area of expertise. The groups are organized by Rotarians and Rotaractors who are proficient, and have a passion for service, in a particular field.

HOW ROTARIAN ACTION GROUPS OPERATE

- Each group functions independently of Rotary International establishing its own rules, dues requirements, and administrative structure.
- Membership is open to Rotarians, their family members as well as participants and alumni of all Rotary and Foundation programs.
- Rotarian Action Groups must adopt Rotary International's standard bylaws 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 help clubs and districts obtain funding or other assistance for their service projects.



BENEFITS OF ROTARIAN ACTION GROUPS

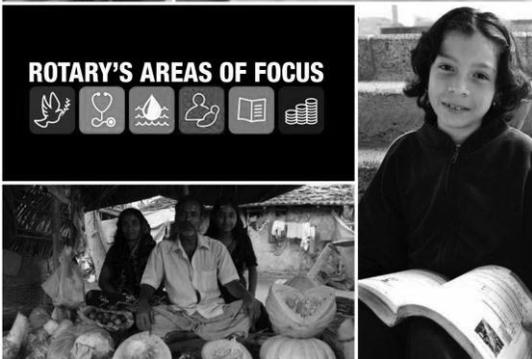
- By joining a Rotarian Action Group, you can engage in meaningful service activities outside your own club, district, or country.
- By partnering with a Rotarian Action Group, your club or district gains the support of experts for planning and implementing a project.



TAKE ACTION: www.rotary.org/actiongroups

ROTARIAN ACTION GROUPS

Do you have expertise and a passion to serve in a particular area?
Visit the website of the relevant Rotarian Action Group to learn more.



AIDS and Family Health	www.rfha.org
Alzheimer's and Dementia	http://adrag.org/
Blindness Prevention	www.rag4bp.org
Blood Donation	www.ourblooddrive.org
Child Slavery	www.racsrag.org
Dentistry	www.ragdv.com
Diabetes	www.ragdiabetes.org
Disaster Assistance	barry@rassin.org
Endangered Species	www.endangeredrag.org
Food Plant Solutions	www.foodplantsolutions.org
Health Education and Wellness	www.hewrag.org
Hearing	www.ifrahl.org
Hunger and Malnutrition	www.alleviatehunger.org
Literacy	www.litrag.org
Malaria	www.remarag.org
Microfinance and Community Development	www.ragm.org
Multiple sclerosis	www.rotary-rfmsa.org
Peace	www.rotarianactiongroupforpeace.org
Polio Survival	www.rotarypoliosurvivors.com
Population and Development	www.rifpd.org
Preconception Care	knijff44@gmail.com
Water and Sanitation	www.wasrag.org

START A NEW ROTARIAN ACTION GROUP

If your service interest isn't represented by an existing Rotarian Action Group, contact Rotary staff at actiongroups@rotary.org to learn how you can start a new group. All groups are subject to approval by the Rotary International Board of Directors.

EXAMPLES OF ROTARIAN ACTION GROUPS IN ACTION

- The Rotarian Action Group for Population & Development works with Rotary clubs in Germany, Austria, and Nigeria to reduce mortality rates among mothers and newborns at hospitals in rural Nigeria.
- Rotarians for Family Health & AIDS Prevention sponsors an annual event to provide preventive health care services, including HIV testing and counseling, to thousands of people in hundreds of sites across Africa.
- The Rotarian Action Group for Microfinance and Community Development connects Rotary clubs and districts with microfinance institutions to help poor people establish income-generating activities.

RELATED PUBLICATIONS

- *Rotary's Area of Focus*
www.rotary.org/myrotary/en/document/589
- Rotarian Action Groups Officer Directory
www.rotary.org/myrotary/en/document/714
- Rotarian Action Groups Annual Report
www.rotary.org/myrotary/en/document/713
- *Communities in Action: A Guide to Effective Projects*
www.rotary.org/myrotary/en/document/577
- *Community Assessment Tools*
www.rotary.org/myrotary/en/document/578

FIND OUT MORE

Email: actiongroups@rotary.org

Effective Leadership Strategies



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

Session Goals	Materials
<p>Build on Insights into Leadership, Team Building and Club Communication in Parts I and II</p> <p>Improve our ability to lead and communicate in group settings</p> <p>Identify ways we can win support for our goals and proposals</p>	<p>◆ Insert ELS-1: Effective Leadership Strategies Scenarios</p> <p>◆ □ Insert ELS-2: Building a coalition, (Page 12) Excerpted from Leadership Development: Your Guide to Starting A Program. 250-EN</p>
<p>Key: ◆ attached insert ● online □ article ■ ppt</p>	

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?

Faculty Note: Discuss possible options in getting started, such as:

 - *importance of pre-planning*
 - *announcing a plan at a club meeting*
 - *seeking out an influential member first*
 - *talking to the club board*
 - *talking with the president or key officers*
 - *going to club committee*
 - *Which approach would be best?*
 - 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 a project.

- 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. & discuss:

- *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. Facilitators should feel free to substitute their own scenarios for this activity or build on previous discussion or issues as appropriate to the culture of their area.
 - a) What, if any, are the club’s real problems?
 - b) 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 A Coalition

BUILDING A COALITION



Building a coalition 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 a coalition results in a decision that is viable and sustainable.

Speaking points

- Define coalition, 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 coalition building, such as helping everyone feel a sense of ownership in the project and discovering new solutions.
- Outline the coalition-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

Why is coalition building important in your profession? Your Rotary club?

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

Suggested activities

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 a coalition.

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

Foundation III: 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

Understanding the Rotary Foundation & International Service

Understanding your club's opportunities in International Service

Using Rotarian Action Groups

Explore ideas for International Service

Inserts & Online Materials

◆ **Insert IS-1:** What is an International Service Project?

◆ **Insert IS-2:** Bringing It Together in Int'l Service

● □ Communities in Action *605-EN-(112)*
<https://www.rotary.org/myrotary/en/document/577>

● Rotary Showcase Search
http://map.rotary.org/en/project/pages/project_showcase.aspx/

● □ Rotary Friendship Exchange Handbook (*909*)
<https://www.rotary.org/myrotary/en/document/146976>

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All session materials are also available at www.rlifiles.com

Session Topics

- 1) What is International Service?
Discuss needs, goals, of specific projects. Personalize the project to your club members where possible.
- 2) What can you or your club do to promote opportunities for International Service?
Create an International Committee and explore the possibilities of the club doing an international project. Maybe join other clubs in your effort.
- 3) How can your District be a resource for International Projects?
Promote multi-club grants and projects; highlight needs and people in need at district events. Tie project in to visiting international visitors, especially Vocational Training Teams (VTT), Rotary Volunteers & Friendship Exchanges, and other opportunities to personalize need. Governor can discuss on club visits. Resources include: DG, AG, DRFCC, TRF web site.

- 4) How can we utilize our vocational skills in international service?
By volunteering to help organize or work on a project using our unique vocational skills, by volunteering with a Rotarian Action Group that makes use of skills or talents that we have. A list of Rotarian Action Groups can be found on Rotary Opportunities RO-3.

- 5) Let's do an international project.
First discuss with group how to get started for this exercise. Divide the class into groups (5 optimum) and develop an international project. Have students refer to Insert IS-1.

Insert IS-1: 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:

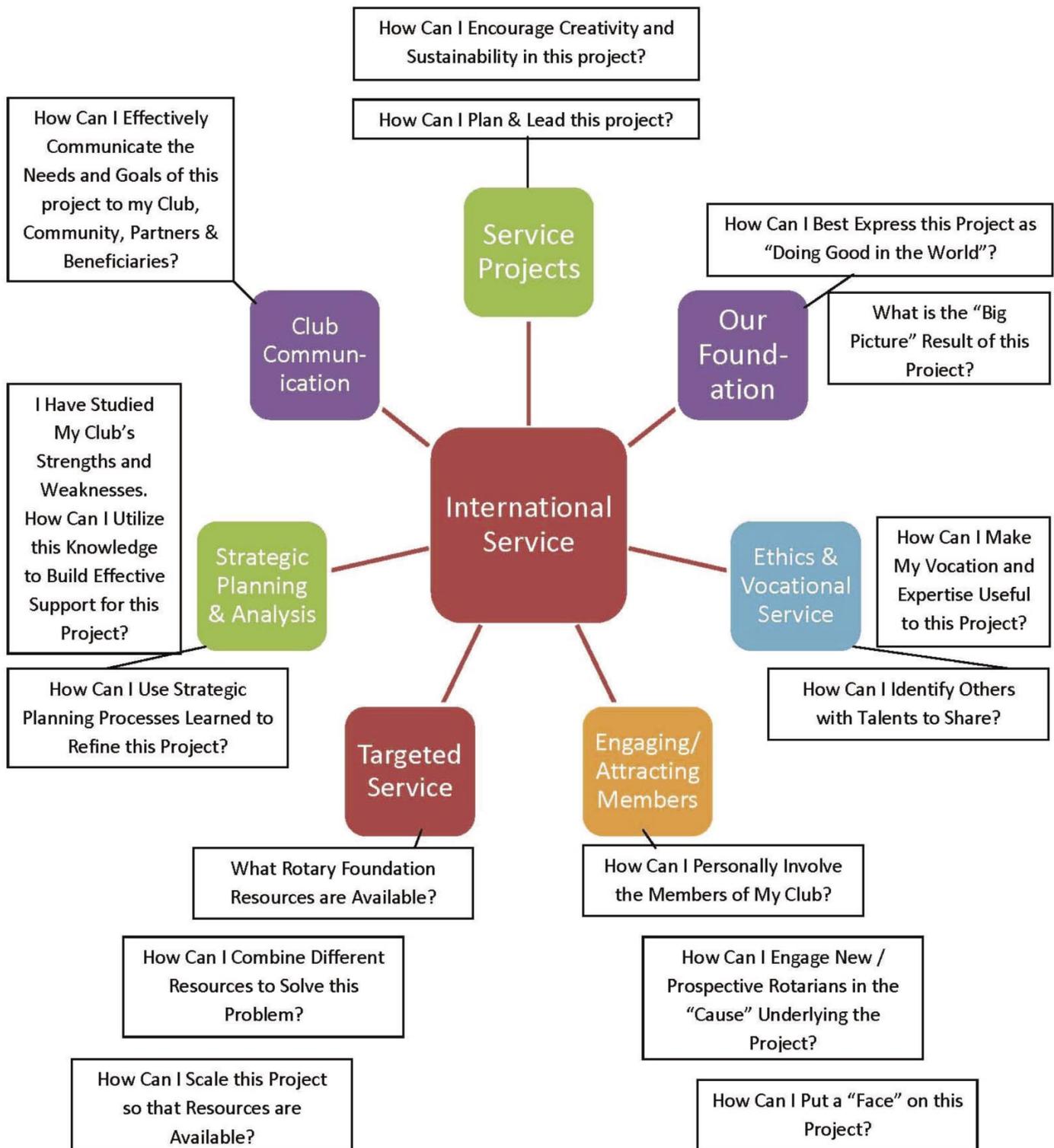
1. The project is humanitarian in nature.
2. Rotarians in two or more countries are involved.
3. The project is located in one of these countries.

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... **Rotary Showcase** is another way Rotarians can get involved in International Service. This searchable database, available at 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 Grants. It also offers a list of model projects, which can be a source of best practices.

Insert IS-2: Bringing It Together in International Service



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 members and clubs

Explore how my club can benefit from a Public Relations Strategy

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

Inserts & Online Materials

- ◆ **Insert PIPR-1:** Public Relations Case Study
- ◆ □ **Insert PIPR-2:** Public Relations Writing
- Visual Identity Guide (Login required)
<https://www.rotary.org/en/news-features/media-center>
- Rotary Logos (Login required)
<http://www.Rotary.org/logos>

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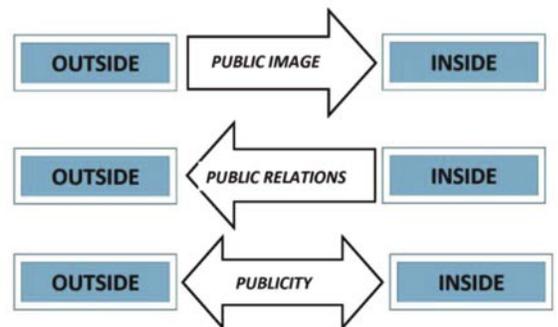
Session Topics

1) Who is the club's target Audience?

It depends on what the club is doing and what it wants to accomplish.

2) 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.*



3) Discuss the following tools for internal and external communication?

Flip chart ideas:

- ***Newspaper***
- ***Internet – Many options***
- ***Television***
- ***Radio***
- ***Billboards***
- ***Club Brochure***
- ***Fundraiser***
- ***Feature Article***

4) Case Study PIPR-1

- ***Divide into 2 groups: Internal (members) and External (public) target audiences.***
- ***Have each group note on a flip chart specific Public Relations ideas and methods of communication for their audience, based on the Case Study.***
- ***Groups should include types of media to be employed and the essence of each message.***
- ***See PIPR-1 for follow-up questions***

5) Is there something about your club that the community recognizes? Is it different from the brand of Rotary International? Discuss new logo and the value of including it on all communications.

6) 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;***
- ***social networking;***
- ***Rotarians individually keeping Rotary in the forefront of their personal and business life.***
- ***Talk to friends about what you are doing in rotary***
- ***Talk about how rotary is helping the community***

7) 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- (512)

- ***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.***
- ***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.***

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 Global Scholars. 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

Building A Stronger Club



A new (and old) look at business related activities in your club.

Session Goals

Discuss what Rotary clubs represent to their target audience in business related activities.

Explore how the promise of business related (vocational) activities affects the attraction and engagement of the club's target audience.

Examine how clubs can offer real value to their members through networking and other vocational service areas

Materials

- ◆ □ Insert BSC-1: Interconnecting Relationships Diagram
- ◆ □ Insert BSC-2: Expectation & Delivery Exercise
- ◆ □ Insert BSC-3: Vocational Service Ideas
- □ Vocational Service Month
rlifiles.com/files/resource/voc_serv_month.pdf
- ■ E-Learn Vocational Service
rlifiles.com/files/resource/learn_voc_service.ppt

Key: ◆ attached insert ● online □ article ■ ppt

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”?

Study Insert BSC-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.

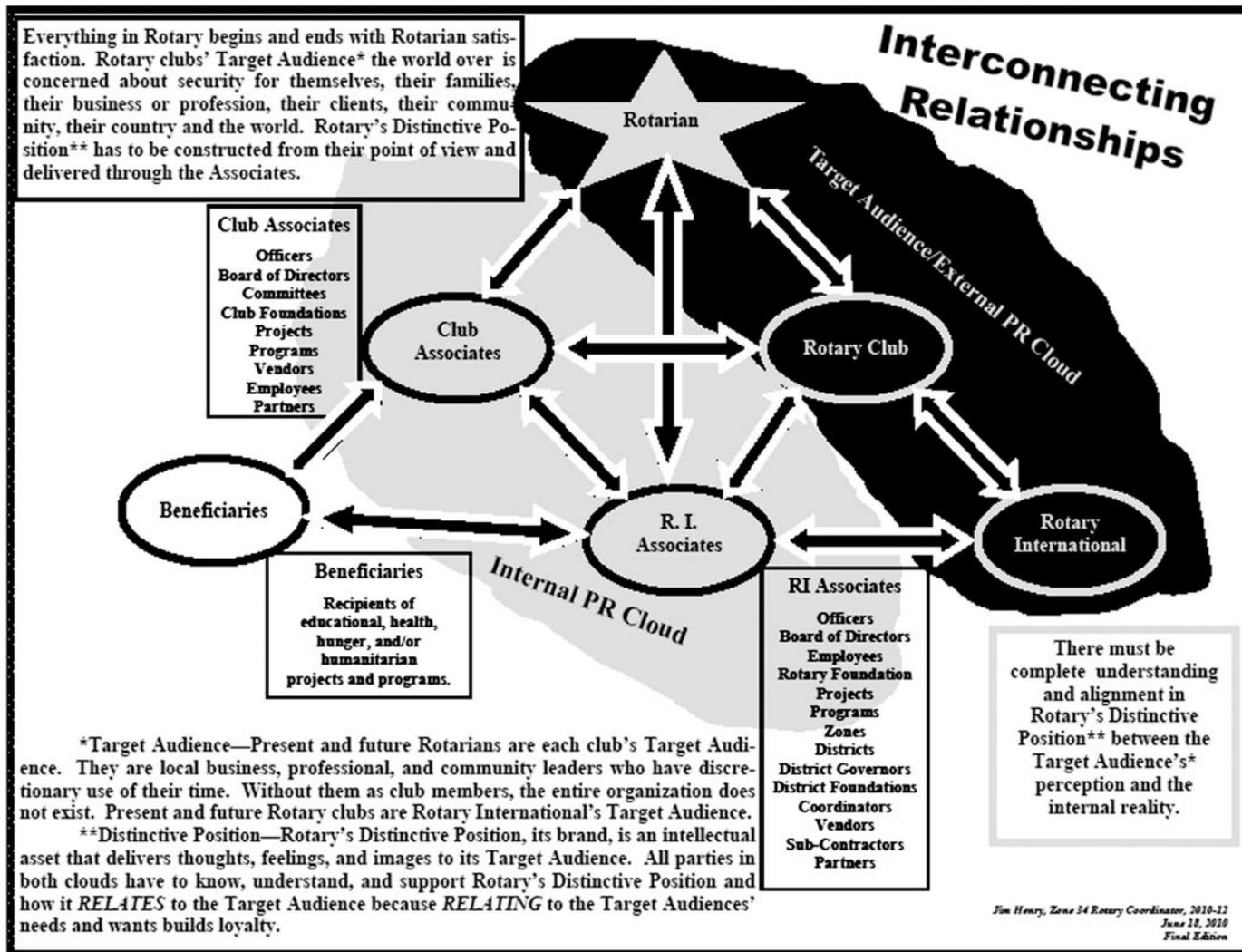
- 2) Does your Rotary club set expectations with its target audience about membership in the club? How? Does this differ for current members and prospective members? Does it differ by constituencies or groups within the club? Does it differ based on age, position in the workforce, or retirement status?

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 BSC-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 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.
- 7) Expectation & Delivery Exercise
See Insert BSC-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.
- 8) Is there a disconnect between what is promised (or represented) and what is delivered? *This is usually obvious.*

- 9) Should there be more vocational service activities promised. Should there be more vocational service activities delivered?
- 10) 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.
- 11) List three activities that my club can realistically do to meet the vocational service expectations our members?
Techniques: (1) circle on Insert BSC-1, or (2) write at the bottom of Insert BSC-2, as a way of reinforcing the importance of expectation and delivery.

Insert BSC-1: Interconnecting Relationships



Insert BSC-2: Expectation & Delivery Exercise

List Specific Vocational Service Activity below	Promise, Do, and Do Well	Promise, 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					

Discuss each vocational service activity listed, and others that you 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.

Insert BSC-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.

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

Key:  attached insert  online

Materials

-  Insert MD-1: RLI Courses
-  Insert MD-2: My RLI Personal Action Plan

 article  ppt

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.

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.

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*

CONGRATULATIONS, GRADUATES!
Want more? RLI has a Graduate program with courses on specific topics just for graduates:
Visit www.RotaryLeadershipInstitute.org for more information on current course offerings.

Insert MD-1: RLI Undergraduate Courses

	2012-2015 RLI Curriculum	Current RLI Curriculum
Part I	Insights Into Leadership My Rotary World Engaging Members Our Foundation Ethics & Vocational Service Service Projects	Insights Into Leadership My Rotary World Ethics—Vocational Service Our Foundation Engaging Members Creating Service Projects
Part II	Strategic Planning & Analysis (double session) Team Building Attracting Members Targeted Service—Foundation II Club Communication	Strategic Planning & Analysis Attracting Members Club Communication Team Building Targeted Service
Part III	International Service Effective Leadership Strategies Rotary Opportunities Rotarians, Vocational Service & Expectations Public Image & Public Relations Making a Difference	Rotary Opportunities Effective Leadership Strategies International Service Public Image & Public Relations Building A Stronger Club Making a Difference

Insert MD-2: 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: _____