**Heart of America – Rotary Leadership Institute**

**Marketing Pieces- Announcements**

**(and some attachments to accompany the email announcements.)**

**Version Dated: February 7, 2020**

**PLEASE READ THIS FIRST**

**Note to District Coordinators interested in marketing RLI.**

In the pages following, you will find a group of marketing pieces that have been used by District Coordinators. It is hoped that having a selection of other individuals’ work will make it easier for you to quickly and efficiently develop new, fresh, and interesting marketing pieces to promote RLI in your District. The document is in MSWord format, so that you can easily lift, cut and paste, the wording of one or several pieces to use as you deem appropriate. Each document has been saved in Times New Roman, font size 12. Of course, you will need to reformat your own piece.

Each piece has made available for your use by the original author. Where possible, the originator of the piece is identified, along with their email address, and I am quite sure that each author would be willing to confer with you if you feel a need exists

Request: If you feel that this idea has merit and you benefit from it, would you please share your ideas and product in MS Word format. It will be added to this document and be available for others to use. If you choose to share a marketing piece or email, please send them to: Jeff Romine, jeff.romine@gmail.com

This piece is titled Marketing Pieces – Announcements. You may look forward to another piece called Marketing Pieces – Brochures.

**General email sent to everyone in a region of the District:**

Dear Jeffrey M.,

To all District 6040 Rotarians in the following clubs:  Chillicothe, Huntsville, all three Kirksville clubs, Knox County, Macon, Milan, Marceline, Moberly, Scotland County, Schuyler County, Trenton and Unionville.

See sign up information for **Rotary Leadership Institute Part I** below.  We are bringing the class close to your home town and hope you will join us.  Sign ups end October 18th and that's only 2 days away.

**Part I**

**Kirksville**-Chariton Valley Association Association, 1708 E. LaHarpe from 5:30 - 8:45

Thursday October. 24 and Monday October 28th (you must be able to attend both sessions)

The cost for the class is $50.  First time attendees can attend now for only $25...so, it's a deal and we will provide an evening meal on the nights the classes are scheduled. Space is limited in each location, with a minimum of 8 for a class to be held.  You can register at [www.hoa-rli.org](http://www.hoa-rli.org/). If you have trouble registering, let me know and I'll be glad to sign you up.

I look forward to seeing you soon,

Julie (The REAL) McCoy

RLI Coordinator for District 6040

[jmmccoy17@gmail.com](mailto:jmmccoy17@gmail.com)

660-752-3128

**General email sent to everyone in the District:**

To all District 6040 Rotarians,

**Parts I, II and III of the three part Rotary Leadership Institute (RLI)** course will be held **Sept. 14th** in **Chillicothe** at the **First Baptist Church**, 1601 Bryan St.

Each Part is a stand alone class lasting from 8:30 - 3 each time the class is held and each successive class builds upon the prior class taken. P**lease sign up today!**Registration is only $50/person per (many of your clubs will pay this cost for you).   And, I will even feed you breakfast and lunch...what a deal!

You can register at [www.hoa-rli.org](http://www.hoa-rli.org/).   From the home page on the Heart of America, Rotary Leadership Institute site, the fourth tab across the top is RLI.  If you select that tab, the drop down box gives three options, choose the first or Upcoming Events.  The sessions should appear in date order; so, the September sessions are near the top.  You will see a Register button at the right of the column that should walk you through the registration process.

If you have trouble registering, please let me know.  I have signed several up and I don't mind doing that...just let me know how I can help.  I look forward to seeing many of you at RLI.

Yours in Rotary Service,

Julie McCoy

Immediate Past District Governor and RLI Coordinator

[jmmccoy17@gmail.com](mailto:jmmccoy17@gmail.com)

660-752-3128.

**General Email sent to District D6760 Rotarians:**

Brief narrative:

I am forwarding you Gibb’s most recent notification about D6760 RLI sessions.  He has been very successful at getting high registration for their events.  I know he encourages clubs to use this as a leadership development tool where the club pays the fee for several participants.  Our district gives the Part three free with the purchase of the first two.  A couple of times he has conducted the sessions specifically for an individual club similar to an orientation program. Mable Barringer and Dick Wieland [rlwieland@comcast.net](mailto:rlwieland@comcast.net) of D6800 have some excellent graphics that Belinda Campbell has done to promote RLI and other events in Memphis. I’ll forward you some of Belinda’s work. As General Chair of 2019 Zone 30/31 Institute it is my hope to showcase RLI Oct 10-13 in Ft Wayne Indiana where we would host all the district RLI Coordinators for a two day “Summit”; allowing them the opportunity to network with their peers and exchange best practices while expanding their knowledge of Rotary at the Zone level.

Thanks again for your service to RLI, Glen

 See the next page.

**General Email sent to District 6760 Rotarians:**

**From:** Backlund Gilbert J. [mailto:[mailservice@directory-online.com](mailto:mailservice@directory-online.com)]   
**Sent:** Wednesday, January 16, 2019 5:04 PM  
**To:** [gv6760@bellsouth.net](mailto:gv6760@bellsouth.net)  
**Subject:** ROTARY - Rotary Leadership Institute in Dickson TN on February 23, 2019

Dear Glen,

**Gain a better understanding of Rotary and hone your leadership skills!**

**The Rotary Leadership Institute (Parts I, II & III) will be held in District 6760**

**Registration is now open for Saturday, February 23, 2019**

Do you aspire to a leadership position with your Rotary club? Do you want to learn new skills to get ahead at work? Either way, the Rotary Leadership Institute (RLI) is for you!

The Rotary Leadership Institute will be held in Dickson at The Renaissance Center, also known as The Freed-Hardeman University The Renaissance Center, (855 Highway 46 South, Dickson, TN 37055) on Saturday, February 23, 2019. This training provides a notebook for Part I participants. (Part II and III participants, don't forget your notebook.) A Continental Breakfast and Lunch will be provided plus access to other up and coming leaders in the area.

Parts I, II & III will be held from 8:30 am to 4:00 pm. The RLI fee is $50.00 per participant. You can pay online using a credit card while registering or you may pay at the door with a personal or club check. Make checks payable to **HOA-RLI**. We recommend the club pay or reimburse the registration fee for their participants. RLI is a worthy investment by any club as this is an excellent opportunity to further orient new Rotarians and further engage experienced Rotarians.

You must have completed Part I to take Part II and Part II to take Part III. You can register online at [www.hoa-rli.com](http://ismyrotaryclub.org/Click/?_ctid=1073276&redirect=http://www.hoa-rli.com/) under RLI Events. You may pay by check at the door. Checks should be made out to HOA-RLI.

For additional information, please contact Gib Backlund at 615-962-0571 or [gjbacklund@yahoo.com](mailto:gjbacklund@yahoo.com).

We look forward to seeing you there.

**General email sent to everyone in District 6060:**



Dear <Rotarian>,  
I hope you had a wonderful Holiday Season and wish you all a very Happy New Year!  
  
I wanted to make you aware of an opportunity to attend our Rotary Leadership Institute on **February 22, 2020**. Space is limited to 20 people and registration will close on **February 15, 2020**.  It will be held at East Central College, with the exact rooms to be given prior to the event.  East Central College is located at 1964 Prairie Dell Road, Union MO 63084.  Registrants will be emailed prior to the event with exact room information and a map of the campus.  
  
**So....what is RLI and why should you attend?**

* The Rotary Leadership Institute (RLI) is a multi-district, grassroots leadership development program of member districts organized into regional divisions in various parts of the world. RLI is not an official program of Rotary International and as such, is not under its control. Learn more at [www.rotaryleadershipinstitute.org](https://ismyrotaryclub.com/Click/?_uid=800232078&_ctid=1510755&redirect=http://www.rotaryleadershipinstitute.org/)or download their brochure [here.](https://ismyrotaryclub.com/Click/?_uid=800232078&_ctid=1510755&redirect=http://www.rotaryleadershipinstitute.org/bulletins/RLI_2012.pdf)
* RLI seeks to have Rotary Clubs in its member districts identify those Rotarians who appear to have the potential for future club leadership (not necessarily as club presidents) and provide those so identified with a quality education in Rotary knowledge and leadership skills so important to volunteer organizations.
* The actual Rotary Leadership Institute (RLI) event is a series of fast-paced, interactive, one-day courses offered to refine a Rotarian's leadership skills and increase their base of knowledge in Rotary.
* Courses are fun, topical, interactive, and geared toward busy business and professional persons who want to be more effective leaders in their vocation and club and more knowledgeable Rotarians.
* Every Rotary Club is encouraged to sponsor at least two candidates for every RLI session. Students return to their club with enthusiasm, new contacts, fresh ideas, an increased understanding of their potential as Rotarians, and valuable skills impacting their potential leadership in their Rotary club and in their careers. Registration is quick and simple and you may register on-line.

**But.....I am not a leader (yet!) in my Club - why should I go?**

 RLI is also a good Rotary education program as well as a way to better yourself in leadership. Many of the ideas can be modified to use in 'real-world' applications in business. It is a Facilitated-learning program, meaning that YOU the participant will be able to express your own ideas. No idea is too 'off the wall' or unacceptable! Bring your imagination!

* RLI provides the foundation for that time when you might (will?) step up to the next level in Rotary as a Club leader - Chairperson, Treasurer, Secretary, Sergeant-At-Arms, President - and beyond the Club level.

Coffee and light refreshments will be served prior to starting at 9:30am; lunch will be provided. We will finish by 4:00pm. The cost is $50 per person to cover facility rental, course materials and food. The District does not make money on the program and, naturally, the Facilitators are all Rotarian volunteers.  
  
**To register for Part 1**, please use this link: [D6060 RLI Part 1 Registration](http://www.hoa-rli.org/rli/district-6060-rli-seminars/726-district-6060-rli-part-i-in-st-louis-missouri)  
  
If you have any questions, please feel free to contact me.  
  
Yours in Rotary Service  
   
David Robinette  
Past District Governor 2008-09, ***Make Dreams Real***  
Zone 31 Asst. Rotary Regional Foundation Coordinator  
D6060 Rotary Leadership Institute Coordinator  
District 6060 COL Representative, 2017-2019  
1739 Schulte Hill Drive; Maryland Heights MO 63043  
Cell: 314-704-4811; Email: [pdg.david.robinette6060@gmail.com](mailto:pdg.david.robinette6060@gmail.com)  
District Website: [www.rotary6060.org](http://www.rotary6060.org/index.php)  
Overland Rotary Club; Club Website: [Overland Rotary Club](http://www.rotary6060.org/view/116)

**General Email sent to District 6040 Rotarians:**

**“Great leaders…inspire people to act…Those who truly lead are able to create a following of people who act not because they were swayed, but because they were inspired.”**

                           Simon Sinek, *“Start with Why”*

***So, why should you attend the Rotary Leadership Institute?***

* Learn leadership skills that will help you in other volunteer roles as well as Rotary
* Form friendships with Rotary leaders around the District
* Gain Rotary knowledge as a better foundation for Rotary leadership
* Most of all, be inspired to become a leader in your club and the district

In the last two-plus years, 30 of your fellow 6040 Rotarians have graduated from the Rotary Leadership Institute.  Almost 40 others are on track to graduate in 2016-17. **Will you join them and become one of the Rotarians who are inspiring fellow Rotarians to action and building better and stronger Rotary clubs in our District?**

Classes are limited to 20 persons and are scheduled **October 22, 2016, and April 22, 2017**in Chillicothe. The fee was recently reduced to $50 per session. You can start on either of those dates and move ahead at your own pace. Register now on the HOA-RLI at this link: <http://www.hoa-rli.org/rli/upcoming-rli> or by visiting the Rotary 6040 Website and clicking on the HOA-RLI tab, top right corner.

**Announcement sent as an attachment to a general email.**



***Where can you brush up on your leadership skills and techniques, learn a bunch of “Rotary stuff,” exchange ideas with other enthusiastic Rotarians, and make friends all around the District?***

***At the Rotary Leadership Institute, that’s where!!***

Since District 6040 started the Rotary Leadership Institute (RLI) in 2014, more than 120 Rotarians have participated in the three-part course, and 70 have graduated. Next month, another 10-15 will graduate. These graduates are now club leaders, District committee chairs, Assistant District Governors, and will soon be our District Governors! But you don’t have to be a DG wannabe to participate in RLI, because…

***We’re all about training leaders to make our Rotary Clubs bigger, better and stronger!***

The three day-long sessions focus on topics like:

* **Leadership styles, techniques and strategies**
* **Attracting and engaging members**
* **Creating dynamic service projects**
* **Team building techniques**
* **Building stronger clubs**
* **Foundation basics, grants, and much more**

Trained facilitators will be leading RLI sessions in 2019 on:

***July 27 – Liberty and Kirksville***

***Sept. 14 – Chillicothe***

The cost for course materials, meals and snacks, and facilities is $50/session, which many clubs pay for their participating members. ***Watch your email for details!***

If you can’t wait for the emails and want more information now, contact District RLI Coordinator PDG Jerry Venters at [jvrotary6040@yahoo.com](mailto:jvrotary6040@yahoo.com) or 816-665-9272. After July 1, contact PDG Julie McCoy at [julie6040dg18.19@gmail.com](mailto:julie6040dg18.19@gmail.com) or 660-752-3128.

**General Email sent to District 6040 Rotarians:**

Dear Jerry Venters,

Are you interested in lighting up your Rotary experience?  In getting excited about Rotary?  In gaining the knowledge and skills to be a leader in your club, or perhaps on the District level?  **Then the Rotary Leadership Institute (RLI) is for you!**

Now in its second year in District 6040, RLI brings together Rotarians from around the District to exchange ideas, learn more about Rotary leadership, make friends, and just have fun learning more about Rotary.  To “graduate” from RLI, participants must attend three separate, day-long sessions.  Clubs are encouraged to pay part of the $70 cost per session.

You can register for upcoming sessions on the Heart of America RLI Website, [www.hoa-rli.org](http://www.hoa-rli.org/).   Courses will be held this Rotary year in Chillicothe on **Sept. 12, Nov. 7, and April 30**.  Experienced District leaders will conduct the courses in an adult-learning format (*no lectures*!).  All three sessions do NOT have to be completed in a single Rotary year; you can learn at your own pace.

For more information, contact District RLI Coordinator Jerry Venters, [jvrotary6040@yahoo.com](mailto:jvrotary6040@yahoo.com).

Jerry W. Venters

Engaged in "Service Above Self"

Rotary District 6040 Missouri USA

4726 N. Holly Ct. Kansas City, MO 64116

(Home) [816-584-2725](http://portal.clubrunner.ca/50028/tel:816-584-2725) (Cell) [816-665-9272](http://portal.clubrunner.ca/50028/tel:816-665-9272)

----------------

**General Email sent to District 6040 Rotarians:**

Dear Jerry Venters,

Listen to what your fellow D 6040 Rotarians have been saying about the Rotary Leadership Institute (RLI):

*“Great program, (I) learned a great deal.”*

*“I learned so much that will be helpful for me in my future leadership responsibilities.”*

*“Loved the event…(C)an’t wait to go to the next level.”*

*“Very worthwhile and inspiring presentations.”*

*“Bill Allen was very funny and engaging.”*

*“RLI allowed me to meet dynamic Rotarians and gain knowledge from their successes.”*

Come join us Nov. 7 in Chillicothe for the next sessions of the Institute!  The fee is $70 for all meals and snacks, facility and materials; ask your club to help invest in your (and its) future.  The great fellowship and fun and energy are FREE!!

RLI is open to ALL Rotarians in the District – past, present and future club leaders. Register at the link below, as spaces are limited for Part I on Nov. 7.  The registration deadline is Nov. 1; if you miss it, you may miss this great class!

Click here:  [http://www.hoa-rli.org](http://www.hoa-rli.org/)

Jerry Venters

RLI District Coordinator

816-665-9272

[jvrotary6040@yahoo.com](mailto:jvrotary6040@yahoo.com)

**General Email sent to District 6040 Rotarians:**

Re: Madness, Baseball and RLI

Sure, I’ll admit that “Madness, Baseball and RLI” is a corny subject line, but I had to do something to get your attention!! It’s hard for the Rotary Leadership Institute (RLI) to compete with March Madness and the opening of the Royals’ baseball season, but we’re gonna try just the same!!

The Leadership Institute will be offering a full set of classes (all three Parts) on **April 23** in Chillicothe – *after* a basketball champion is crowned and *after* the Royals’ first win. We’re just in our second year and already we have graduated **15 future leaders,** and we’re prepared to have several more graduates this year. Note what your fellow Rotarians say about the RLI courses and program:

*“I learned so much that will be helpful for me in my future leadership responsibilities.”*

***“Loved the event…(C)an’t wait to go to the next level.”***

*“RLI allowed me to meet dynamic Rotarians and gain knowledge from their successes.”*

***“Great program, (I) learned a great deal.”***

*“Very worthwhile and inspiring presentations.”*

***“Bill Allen was very funny and engaging.”***

**Come join us April 23 in Chillicothe for the next sessions of the Institute.** The fee is $70 for all meals and snacks, facility and materials; ask your club to help pay the fees and invest in your (and its) future.  The fellowship, fun and energy are FREE!!

RLI is open to **ALL Rotarians** in the District – past, present and future club leaders. And if you’re not interested in leadership but just want to learn more and have fun in Rotary, RLI is for you, too. Register at the link below, as there are just 18 openings remaining for Part I, the beginning class.  **The registration deadline is April 19. If you miss it, you may miss this great class!**

Click here to register:  [http://www.hoa-rli.org](http://www.hoa-rli.org/), and I hope to see you on April 23!

Jerry Venters

RLI District Coordinator

816-665-9272

[jvrotary6040@yahoo.com](mailto:jvrotary6040@yahoo.com)

**An attachment to a general email sent to District 6040 Rotarians:**

**KAPOW! SHAZAAM!! LIFTOFF!!! ORBIT!!!!** 

Okay, so this isn’t the slogan for the District 6040 Rotary Leadership Institute…Fact is, we don’t really have a slogan, although this very well could be our theme! We’re all about providing trained leaders to make our Rotary Clubs bigger, better and stronger. You can brush up on your leadership skills and techniques, learn a bunch of “Rotary stuff,” exchange ideas with other enthusiastic Rotarians, and – KAPOW! – make friends all around the District!

The Rotary Leadership Institute offers three day-long sessions focusing on The Rotarian (Part I), The Club (Part II), and Your (Future) Rotary Journey (Part III). The cost for course materials, meals and snacks, and facilities is $50/session, which many clubs pay for their participating members. Trained facilitators will be leading RLI sessions in 2018 on four different dates:

April 7 – Part I sessions in Kirksville and St. Joseph

April 21 – Parts II and III sessions in Chillicothe

Sept. 15 – Part I sessions in Milan and Lawson

Sept. 29 – Parts II and III sessions in Chillicothe

For more details, contact District RLI Coordinator and PDG Jerry Venters at jvrotary6040@yahoo.com or 816-665-9272. You can register for our upcoming sessions in April and September at www.hoa-rli.org. Since 2014, nearly 50 of your fellow Rotarians have graduated from RLI and another 50 are part-way there. Become a graduate of RLI and – SHAZAAM!! – just like that, you could put your club in ORBIT!!!

**General Email sent to District 6040 Rotarians:**

**“Great leaders…inspire people to act.”**

Simon Sinek, *“Start with Why”*

With the start of a new Rotary year, this is a perfect time to ask yourself what you can do in 2016-17 and beyond to make your Rotary Club better, stronger, and perhaps bigger. If you want to do that, then this is the perfect time to ask yourself: ***Why should I attend the Rotary Leadership Institute?***

I believe RLI helps us become better leaders. I believe RLI educates us about Rotary. I believe RLI helps build lasting friendships with other D 6040 Rotarians. I believe RLI inspires us to be better Rotarians and want to do more. And, I believe these are all good reasons for you to attend the Rotary Leadership Institute!

In the last two years, 22 of your fellow 6040 Rotarians have graduated from the Rotary Leadership Institute. Almost 40 others are on track to graduate in 2016-17. Will you join them and become one of the Rotarians who are inspiring fellow Rotarians to action and building better and stronger Rotary clubs in our District?

Classes are limited to 20 persons and day-long sessions are scheduled **August 27 and October 22, 2016, and April 22, 2017** in Chillicothe. You can start on any of those dates and move ahead at your own pace. Ask your club to help with the $70 tuition for each date. See the attachment (FAQs) or contact Jerry Venters, District RLI Coordinator, [jvrotary6040@yahoo.com](mailto:jvrotary6040@yahoo.com), for more information.

I believe RLI can help you be a great leader and inspire other Rotarians to action! Register now on the HOA-RLI Website, LINK…