

Find Your Passion in Rotary



Mid-Atlantic RLI

MD • DE • DC • WV • TN • VA • NC • SC

A Joint Project of over 410 of Rotary's 535 Districts worldwide

2024-2025 Participant Materials

PART III



Mid-Atlantic RLI

MD • DE • DC • WV • TN • VA • NC • SC

Division History

Rotary Leadership Institute courses were first offered within the boundaries of Zone 33 in Rotary District 7570 (Western part of Virginia, Eastern Tennessee) in 1997. In 2004, Rotary International Director Ken Morgan appointed representatives to an Executive Committee to establish an RLI presence across the Zone. Led by future Rotary International Vice-President Eric Adamson of Virginia as Executive Committee Chair, the committee of PDG Ken Tillman of Virginia, PDG Jack Porter of West Virginia, PDG Bevin Wall of North Carolina and PDG Sue Poss of South Carolina, and the 2004-05 Governors of each district, established RLI as a multi-district project of all 13 then-Zone 33 Rotary districts, Nos. 7530, 7550, 7570, 7600, 7610, 7670, 7680, 7690, 7710, 7720, 7730, 7750 and 7770. It became the second division established of The Rotary Leadership Institute, after the “Home Division” in the northeast United States. District 7030 in the Southern Caribbean was in the Division from 2005-2013. Districts 7620 & 7630 DC/MD/DE joined after the 2009 Zone expansion. A Board structure was adopted in 2005, with the Institute being led by Chairs Adamson, Wall, PDG Sandra Duckworth, PDG Abe Clymer, PDG Jayne Sullivan, PDG Michael Ellington, and PDG Leigh Hudson. In 2011, a Staff-Policy Board structure was adopted, and Bevin Wall was appointed RLI Executive Director. On his retirement in 2019, there was a return to a Board governance model.

2024-2025 Leadership (all-volunteer)

Mid-Atlantic RLI Board of Directors. Sean Jeffrey Sawyer (Chair), See: <https://www.midatlanticrli.org/board-of-directors/>

Regional Coordinators.

South Carolina Region (Districts 7750, 7770): Rod Funderburk,
North Carolina East Region (Districts 7710, 7720, 7730): Robert Richey
North Carolina West Region (Districts 7670, 7680, 7690): Allison Burkett
Chesapeake Region (Districts 7600, 7610, 7620, 7630): Roger Harrell
Mountain-Valley Region (Districts 7545, 7570): Craig F. Stout

District Chairs <https://www.midatlanticrli.org/district-rli-chairs-committee-members/>

RLI Faculty & Staff. Many dedicated Rotarians make RLI work. View the RLI Page at www.midatlanticrli.org for additional information.

RLI Part III – MY ROTARY JOURNEY

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The Rotary Leadership Institute (RLI) is a grass roots, multi-district leadership and Rotary development program using facilitation and activity-based learning in a small group setting to engage Rotary members and strengthen clubs.

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

Our Mission: To help Rotary members find their **Passion through Rotary**, and to engage them to make their clubs stronger.

COURSE MATERIALS

Event Agenda, Faculty, Upcoming RLI Events, Division Leadership, and Welcome Letter are included as a supplement to the course materials or online. Materials are online at www.midatlanticrli.org.



Effective Leadership Strategies

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

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Vocational Service Expectations

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

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Club Communications

As I further my Rotary journey, I can serve by leading and promoting effective communications to my club's internal and external audiences. Refine and practice your skills.

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International Service

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

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Public Image & 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.

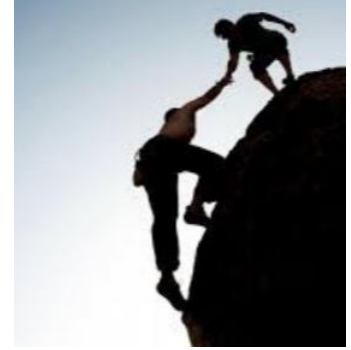
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Course Evaluation

Handout



Effective Leadership Strategies



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

Session Goals

Improve our ability to lead and communicate in group settings

Identify ways we can win support for our goals and proposals

Materials

Insert ELS-1: Good to Know for Effective Leadership Strategies

Insert ELS-2: Effective Leadership Strategies Scenarios

This is a course in the Leadership Spiral going across the three days of RLI. Prior courses include The Roots of Rotary, Strategic Planning & Analysis, Team Building. Additional courses include Public Image & Public Relations. Service and Membership have separate spirals.

Session Topics

- 1) What do we mean by “effective leadership strategies” in the context of our Rotary involvement?
- 2) Case Study Insert ELS-2 Scenario 1: Big Project/Small Club
 - a) Develop your strategy. Where do you start?
 - b) How can you build a coalition for the project?
- 3) Why do some people have “influence” and others do not?
- 4) What leadership characteristics may impede the success of a project or other endeavor? How can you avoid the use of those characteristics? Should you?

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

Edward F. Cadman
1985-86 RI President



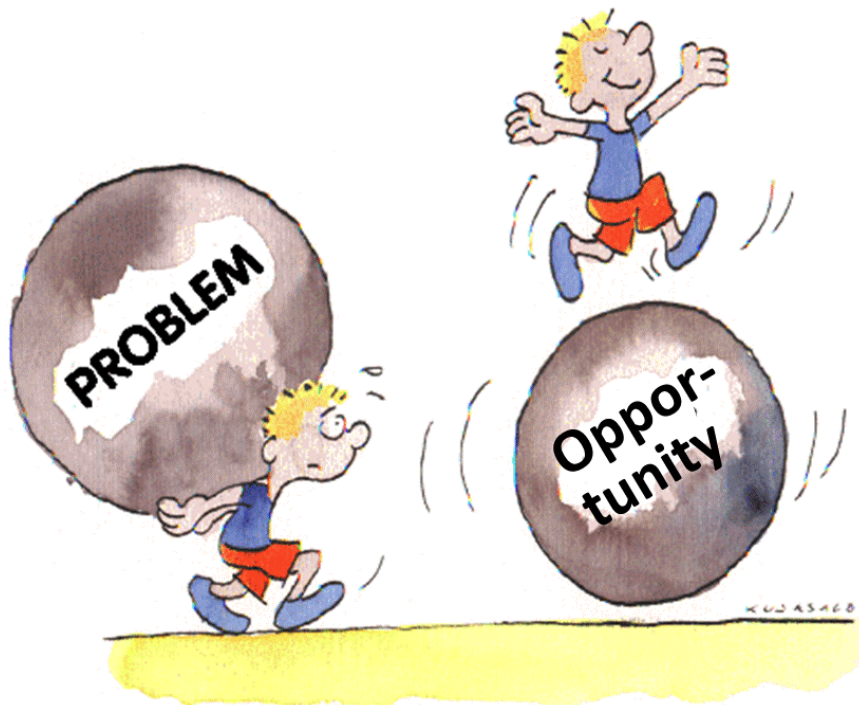
- 5) Case Study Insert ELS-2 Scenario 2: Shrinking Club/Low Morale
 - a) What, if any, are the club's real problems?
 - b) How can leadership help solve them?
 - c) What leadership strategies do you suggest?
- 6) In many Rotary clubs "problems are the other side of opportunities." How can you bring fresh eyes to a problem that may help an innovative solution be revealed?

"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





Insert ELS-1: Good to Know for Effective Leadership Strategies

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

Many ideas in this article are attributed to Kathleen O’Connor and her article, *7 Leadership Strategies to Help You Handle Change*, Human Performance and Achievement Resources.



Insert ELS-2: 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. 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 an empty lot with grass. ALL the members would be necessary to help 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 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.



Vocational Service

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

Session Goals

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

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

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

Materials

Insert VSE-1: Good to Know for Vocational Service Expectations

Insert VSE-2: Vocational Service Resources

Insert VSE-3: Vocational Service Ideas

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

Session Topics

- 1) What is the basic intent of Vocational Service in Rotary? How has it changed over the years?
- 2) How can you put the ideals of high ethical standards in business and profession in practice?



- 3) What are some things in which your club participates that might exemplify these noble ideals? Examples might include:
 - a) Classification Talks at club meetings.
 - b) Vocational Corner in newsletter.
 - c) Volunteer professional skills for community service projects, mentoring or volunteer activities.
 - d) Mentoring young people (i.e., Interactors and Rotaractors) to achieve their career goals.
 - e) Guide others in their professional development.
 - f) Award Programs which include Ethics Awards.
- 4) It is well recognized that there are diverse groups and constituencies in Rotary. What constituencies make up your Rotary club?
- 5) Does this affect the way that expectations are set?
- 6) What resources are available for you from Rotary International?
- 7) How can you support meaningful vocational service activities within your club?

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

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

New Member Orientation:
A “How-To” Guide for
Rotarians



Insert VSE-1: Good to Know for Vocational Service

- There is no minimum or maximum age to be a Rotarian.
- Rotary clubs determine their own membership and are subject to the uniform “Standard Rotary Club Constitution,” which defines some membership rules. Clubs are solely responsible for their new member orientation program.
- The earliest Rotary clubs started the “classification principle,” which limited Rotary membership to limited numbers of persons from each profession or vocational category. Rotarians have always “represented their vocation” in their Rotary club.
- Vocational Service has always been one of the “Avenues of Service.”
- Rotary was one of the organizations that advocated for high ethical standards in the workplace before there were laws setting minimum conduct (legal) standards for safety, training, and workplace conduct.
- “The Four-Way Test” was given to Rotary by Rotarian Herbert J. Taylor after he served as Rotary International President in the 1940s.
- Rotary has long advocated ethics in the workplace, ethics programs for youth, mentoring, career days, and networking events.
- Regional Rotary statistics indicate that Rotary members with 1-5 years in Rotary primarily seek peer networking and leadership development, those with 6-20 years as Rotary members seek service and fellowship opportunities; and members who have been in Rotary 21+ years are looking for fellowship and to be able to support a cause in which they believe.



Insert VSE-2: Vocational Service Resources

Rotary International Resources and Opportunities

- **Rotary Action Groups** – support service projects around the world; independent groups include Rotarians, family members, and Rotary program participants and alumni who have expertise in a particular field. Learn more www.rotary.org/actiongroups.
- **Rotary Fellowship** – International groups of Rotarians, family members, and program participants and alumni who share a vocational or recreational interest. More at www.rotary.org/fellowships.
- Use **Professional Skills to Serve Others** – Volunteer to work on a service project. What makes you successful in your profession? How can you use this to make a difference in your community?
- Share expertise through **District Resource Network** – where you share your technical expertise in one of Rotary’s seven areas of focus or with project planning and implementation, community assessment, measurement and evaluation or other aspects of large-scale projects.
- **Rotary Friendship Exchange** – Work with your district Rotary Friendship Exchange chair to organize an international, reciprocal exchange between two districts interested in exploring a professional field in a new cultural context.



Insert VSE-3: Vocational Service Ideas

1. Advancing high ethical standards in the workplace
 - a. In hiring, training, and reviewing procedures, including 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 workspace 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. Browse Rotary Showcase and Ideas. Rotary crowdsourcing app to identify a project in need of your specialized vocational skills.



Club Communication

As I further my Rotary journey, I can serve by leading and promoting effective communications to my club's internal and external audiences.



Session Goals

Understand the elements of effective communication
Apply effective communications to Rotary leadership

Materials

Insert CC-1: Vignettes

Insert CC-2: Case Studies

- A. President-Elect Officer Selection
- B. Inappropriate Comments

Learning Center – <https://my.rotary.org/en/knowledge-and-resources/resources-and-reference>, Club Leadership – Microaggressions

This is a course in the Membership Spiral going across three days of RLI. Prior courses include My Club & Beyond, Engaging Members, Attracting Members, Rotary & Ethics. Leadership and Service have separate spirals.

Session Topics

- 1) Why is it important to have effective communication in your Rotary Club?
- 2) What are some best practices for communicating 'internally' to your Rotary members and Rotary family?
- 3) What barriers or problems exist to effective communication in your Rotary Club?
- 4) How can you use technology to expand your Rotary Club's communication effectiveness?

“Rotary’s greatest strength will always be the individual Rotarian. No other organization has such powerful human resources.”

Past RI President Glen W. Kinross
— President’s Message
THE ROTARIAN, July 1997



Insert CC-1: Vignettes

1	You are the secretary of your club. It is your responsibility to send the meeting minutes promptly after the board meeting. After one board meeting, you have a family emergency and fall behind. You have not had a chance to inform your club president of your family emergency. Your club president comes to you after the next meeting one day and says with a look of concern on her face, "I haven't received the latest board meeting minutes." You can tell from her expression that they are worried about you and wondering if something is wrong since you are normally very prompt with your minutes.
2	You are the secretary of your club. It is your responsibility to send the meeting minutes promptly after the board meeting. After one board meeting, you have a family emergency and fall behind. You have not had a chance to inform your club president of your family emergency. You receive a text from your club president that says, "I haven't received the latest board meeting minutes."
3	You are the secretary of your club. It is your responsibility to send the meeting minutes promptly after the board meeting. After one board meeting, you have a family emergency and fall behind. You have not had a chance to inform your club president of your family emergency. At the next club meeting the president announces from the podium in an annoyed voice, "I haven't received the latest board meeting minutes."
4	You are the secretary of your club. It is your responsibility to send the meeting minutes promptly after the board meeting. After one board meeting, you have a family emergency and fall behind. You have not had a chance to inform your club president of your family emergency. You see on Facebook the next week that your president has posted on his personal page, "I hate it when people don't follow through on their responsibilities."
5	You are the secretary of your club. It is your responsibility to send the meeting minutes promptly after the board meeting. After one board meeting, you have a family emergency and fall behind. You have not had a chance to inform your club president of your family emergency. After the next meeting, your club president calls you to ask how you are doing, seems genuinely concerned as this behavior is out of character for you and says, "I haven't received the latest board meeting minutes."
6	You are the secretary of your club. It is your responsibility to send the meeting minutes promptly after the board meeting. After one board meeting, you have a family emergency and fall behind. You have not had a chance to inform your club president of your family emergency. The following week, in the president's club mass email you read a part where he references the board meeting but have also written, "I haven't received the latest board meeting minutes."
7	You are the secretary of your club. It is your responsibility to send the meeting minutes promptly after the board meeting. After one board meeting, you have a family emergency and fall behind. You have not had a chance to inform your club president of your family emergency. You hear through the grapevine that the club president has been angrily telling other club members that he, "Hasn't received the latest board meeting minutes."



Insert CC-2: Case Studies

A	Imagine you are President Elect of your club. You have decided who you would like to serve on our board. What mode of communication would you use to ask them to serve and why?
B	Imagine that you are President of your club. You receive feedback from multiple sources that they are offended by recent comments and jokes shared by multiple members of the club that were of a sexist nature. What method of communication would you use to go about this? Would you address people individually or address the club as a whole?



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

Understand what International Service is

Learn how, as an individual Rotarian, I can perform International Service

Know where to find ideas that will support my club's involvement in International Service

Know where to explore ideas for International Service projects

Reference Materials

Insert IS-1: Good to Know for International Service

Insert IS-2: Suggested Steps in Developing an International Service Project

Insert IS-3: RI Programs – Service Opportunities

Video: Rotary International Service Opportunities

This is a course in the Service Spiral going across the three days of RLI. Prior courses include Our Foundation, Creating Service Projects, and Targeted Service. Additional courses in this spiral include Vocational Service Expectations. Leadership and Membership have separate spirals.

“Rotarians in one part of the globe can affect lives on the opposite side of the world. We have the desires and the capabilities to give help where help is needed.... Where there [is]...a starving child...a weeping mother — Rotary can be there.

Where there is a cataracted eye, a crooked limb — a need for medicine, braces, surgery — Rotary can be there. Where there is the sigh of the lonely, the despair of the isolated — Rotary can be there.

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

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



Session Topics

- 1) How do you believe International Service fits into the vision statement of RI?
- 2) In Rotary, what is International Service?
- 3) What is the goal of International Service?
- 4) Why shouldn't we just concentrate on our local community?
- 5) International Project Development Plan

A Rotarian while traveling internationally visited a Rotary club and became interested in helping with a problem in that community. After obtaining her club's commitment to do something, how should they proceed?

Use **Insert IS-2**: Suggested Steps in Developing an International Service Project to outline an idea with preliminary details for a project

- 6) International Service can be with Rotary Foundation support or without. What are the advantages of each?
- 7) In addition to using the power of The Rotary Foundation, explore how clubs and Rotarians can participate in International Service without doing a service project.

Use **Insert IS-3**: RI Programs – Service Opportunities to suggest alternative ways to serve the community from Question 4.

- 8) How can:
 - a) your Rotary District be a resource for International Service?
 - b) you use your vocational skills to assist in your International Service?
 - c) an International Service activity fulfill your “obligation” (i.e., chosen commitment) to the Object of Rotary?
- 9) How can you “turn on” other Rotarians in your club to the excitement and reward of international service?

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

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



Insert IS-1: Good to Know for International Service

An International Service Project 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.

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 conduct 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. The project is located in one of the participating 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 can (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 Rotarian. **Rotary Showcase and Rotary Ideas** are other ways Rotarians can get involved in International Service. The searchable databases and crowdfunding platforms, 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.

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



Insert IS-2: Suggested Steps in Developing an International Service Project

- 1) Get ideas from Rotary website (Rotary Showcase or Rotary Ideas) or people who have visited a foreign country.
- 2) Try to select something of value and cultural significance that will interest the club members, while also being sustainable to the community hosting the project.
- 3) Present the idea to the club's International Service Committee who will report to the Board of Directors.
- 4) If approved, contact Rotary club or district in the target country to seek cooperation. Conduct a "needs assessment." Conduct a "sustainability assessment."
- 5) Get estimates of project cost with cooperation of partner club/district. Don't forget TRF matching options!! (See also #7 and #8 below)
- 6) Consider if a visit to another country is desirable/necessary. If so, discuss ways of financing travel.
- 7) Develop budget for project with partner club/district. Estimate source of funds - sponsor club, district contribution, partner club, grant funds, outside support, etc.
- 8) Get approval of budget by all sources of support and begin preparation of grant applications.
- 9) Process Foundation Grant Model applications and execute project.
- 10) Keep the club informed of the progress of the project. Have pictures taken, etc. for publicity within district, for social media, etc.
- 11) Thank those who supported the project.
- 12) Send Grant Reports as required.

What Makes a Service Project Effective?

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

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



Insert IS-3: RI Programs – Service Opportunities

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). 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. Rotaractors are considered full-fledged Rotary members. There are more than 7,000 clubs in 162 countries.

Rotary Peace Fellowships Each year, Rotary selects up to one hundred professionals from around the world to receive fully funded academic fellowships at our Rotary Peace Centers.

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 diverse cultures firsthand.

New Generations Service Exchange is a short-term, customizable program for university students and young professionals up to age 30. Participants can design exchanges that combine their professional goals with a humanitarian project.

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.



Public Image and Public Relations



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

Session Goals

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

Explore how my club can benefit from a Public Relations Strategy

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

Materials

Insert PIPR-1: Good to Know for Public Image and Public Relations – Top 40 Places for PR Resources & Ideas

Insert PIPR-2: Public Relations Case Study

Learning Center



This is an advanced course in the Leadership Spiral going across the three days of RLI. Prior courses include The Roots of Rotary, Strategic Planning & Analysis, Team Building. Other advanced courses include Effective Leadership Strategies. Service and Membership have separate spirals.

Session Topics

- 1) BRAINSTORM: Who is the club's target audience?
- 2) Discuss the differences between Publicity, Public Relations, and Public Image? Which one might we have more control over?
- 3) What is the difference between internal and external communications? What tools are available for each?



4) EXERCISE: Public Relations Case Study

Examine **Insert PIPR-2** from either the Internal (members) or External (public) target audience perspective and discuss:

- a) Specific PI/PR idea
 - b) Method of communication
 - c) Type of media to be used
 - d) Essence of the message
 - e) Whether and how any of the four case study questions apply to or expand your group's ideas.
- 5) Rotary International has a lot of extensive resources for use by Rotarians. What do you find when visiting the Learning Center? What can you gain from E-learning?

“The practice of public relations varies throughout the world.

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

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

From Effective Public Relations

- 6) REFLECT: What can you do today to improve the PR/PI/PUB of your Rotary club main community project or activity? What would a simple communication idea look like?

- 7) Does your club have a strategic plan for future public image/relations efforts? Has your club considered participating in International Vision Facilitation Council (IVFC) club visioning (<https://rivationfacilitation.org/club-visioning/>)?



8) Who else in my club, besides the Public Image Chair, *should* be involved with developing an improved public image of the club? In what way(s)? How will communication be kept cohesive?

9) With whom or what, that is NOT in my club, can my club partner to improve, enhance, or enlarge its public image?



Insert PIPR-1: 'Good to Know' Places for Public Relations and Public Image

Top External Resources for Rotary PI/PR Inspiration

Top 40 Rotary-Based Places for PR Resources and Ideas

External:

- 1) Social Media
 - a) Facebook → Rotary Club Members: Public Image, Graphics & Ideas Hub . . .
<https://www.facebook.com/groups/1595163847383932>
- 2) Consult your DPIC!!

Internal:

- 1) *Rotary News & Features* at www.rotary.org for breaking news, features, press releases.
- 2) The *Press Center* is available to professional media at www.rotary.org including PSAs, Fact Sheets, Images & B-Rolls.
- 3) The *Rotary Club Locator app* at www.rotary.org
- 4) The *Rotary Events app* at www.rotary.org
- 5) Rotarian created apps for smartphones and tablets at the Community Marketplace at www.rotary.org such as club management app www.RosterOnWheels.com
- 6) Rotarian created apps for smartphones and tablets at the Community Marketplace at www.rotary.org such as group texting app www.sendtree.com
- 7) *Rotary Global Rewards* offers, discounts and giving options at www.rotary.org
- 8) RSS Feeds to websites from www.rotary.org (syndicated news that automatically downloads to a website)
- 9) Subscribe to the email newsletter *Rotary Weekly* at www.rotary.com



- 10) Subscribe to topic of interest email newsletters at www.rotary.com including: End Polio Now, Giving & Grants, Membership Minute, Peace in Action, ReConnect (Rotary Alumni), Rotary Convention, Rotary Leader, Rotary Service, Rotary Weekly, Rotary Youth Exchange, The Rotarian Newsletter (Magazine highlights), Training Talk, Vocational Service and Young Leaders in Action
- 11) Rotary Leader online magazine at <http://www.rotaryleader-en.org>
- 12) The Rotarian magazine and Rotary regional magazines.
- 13) Multimedia Resources: Rotary Video Page: <http://video.rotary.org>, YouTube: www.youtube.com/user/RotaryInternational, Vimeo: <https://vimeo.com/rotary/videos>, Facebook: <https://www.facebook.com/pg/rotary/videos/>
- 14) Rotary Images images.rotary.org at www.rotary.org
- 15) End Polio Now webpage, Facebook, Twitter accounts.
- 16) Rotary on Facebook, social media, and social networking service at <https://www.facebook.com/rotary>,
- 17) Rotary on Twitter, online news, and 140-character max tweet social networking service at <https://twitter.com/rotary>,
- 18) Rotary on LinkedIn, business and employment oriented social networking service operating via websites and mobile apps at <https://www.linkedin.com/company/10422/>,
- 19) Rotary on Instagram, mobile, desktop, and internet-based photo-sharing app and service at <http://instagram.com/rotaryinternational> ,
- 20) Rotary on YouTube, video-sharing website at <https://www.youtube.com/user/RotaryInternational>,
- 21) Rotary on Snapchat, image messaging and multimedia mobile app at <https://www.snapchat.com/add/rotary>,
- 22) Rotary on SlideShare, web-based slide hosting service at https://www.slideshare.net/Rotary_International
- 23) Rotary on Vimeo, video-sharing website at <https://vimeo.com/rotary>
- 24) Other Social Media accounts at <https://www.rotary.org/en/news-features/social-media>
- 25) Rotary Voices Blog of stories of service from around the world at <https://blog.rotary.org/>
- 26) Rotary's Virtual Reality films at <https://www.rotary.org/en/vr>



- 27) Rotary Regional, District, or club websites around the world
- 28) Web & Phone conferencing, including diverse types of online collaborative services including web seminars ("webinars"), webcasts, and peer-level web meetings.
- 29) Email, Ebulletins, Electronic Press Releases
- 30) District or Regional Membership Databases
- 31) The Learning Center, online courses, at <https://www.rotary.org/learn> (member login required)
- 32) Webinars at <https://my.rotary.org>
- 33) Document Center at <https://my.rotary.org>.
- 34) Discussion Groups on over 500 different topics at <https://my.rotary.org>
- 35) The Brand Center under my.Rotary, www.rotary.org, for numerous resources
- 36) Lead Your Club: Public Relations Committee publication, download at <https://my.rotary.org/en/document/lead-your-club-public-relations-committee>
- 37) People of Action and Humanity in Motion media campaigns at the Branding Center with television, radio, print, Internet, and billboard public service announcements (PSAs) – many of these are free.
- 38) PR Grants, program changes annually based on funding & emphasis (when available), RI and District Public Relations Awards (when available)
- 39) Cable & Public Access TV, Newspaper Supplements, Special Events on TV, or video
- 40) Posters, signs, club brochures, presentations, district/club program booklet ads



Insert PIPR-2: 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 in a prosperous town of 35,000. The club's 40 members are a cross-section of the Royal Gardens professional community. The club's longest running, and most successful service project provides support for the community's growing elderly population. Through this ongoing project, club members prepare and deliver meals, arrange for home repairs, and visit hospitals.

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

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

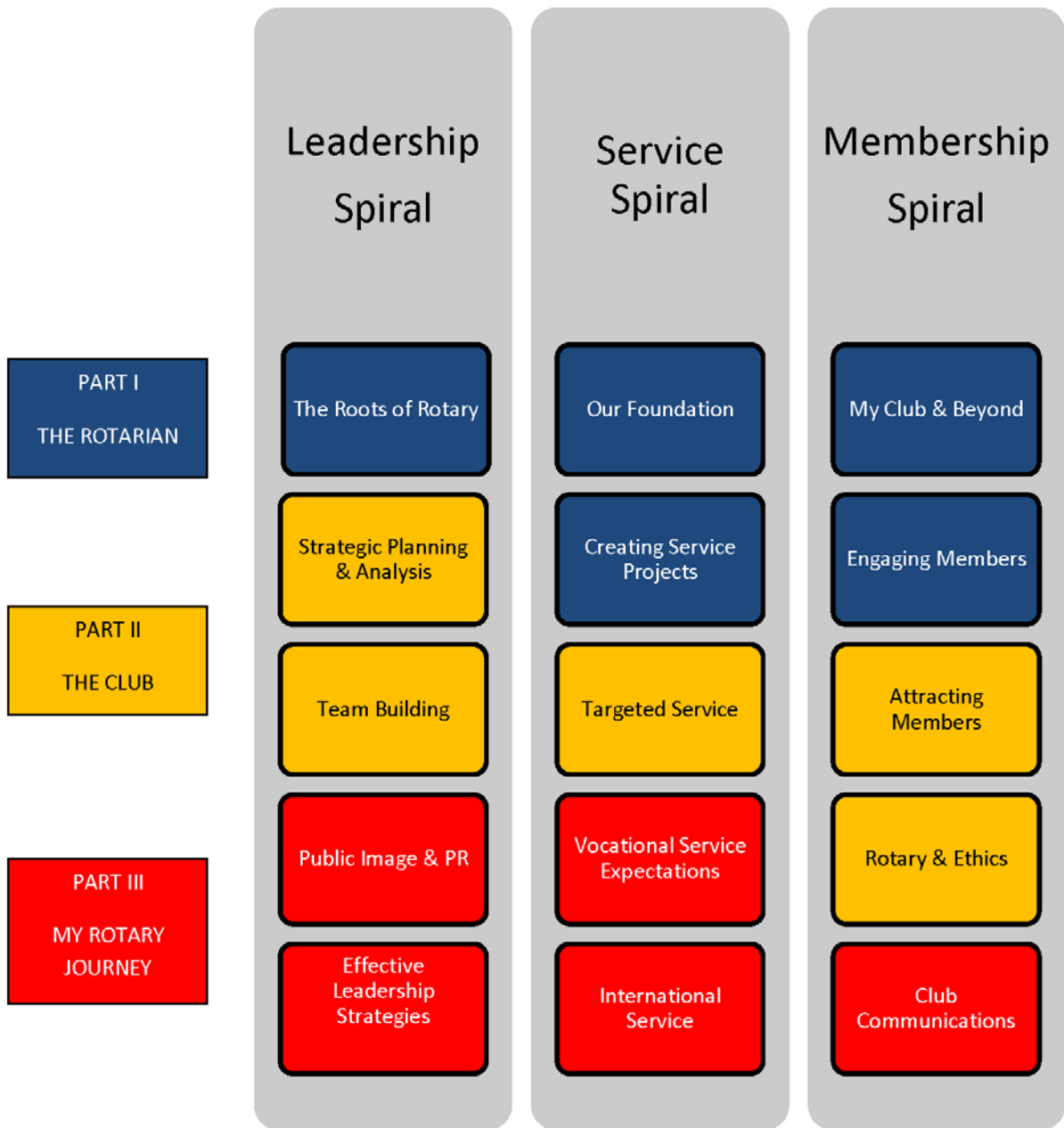
The club conducted an informal survey, and it revealed that few people in the community are aware of the club's efforts. Some respondents reported they perceive Rotary as a social club for older men.

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?



RLI CURRICULUM SPIRALS



***** Congratulations, Graduates! *****