





Dear President - Elect:

Welcome to PETS 2023!

Congratulations on being selected to represent and lead your club in the 2023-24 Rotary year. You are about to undertake a challenging but rewarding task of leading a group of volunteers through a journey to make an IMPACT in your local community. I charge you to think big in your projects and fundraisers this year to expand your REACH. Strive to ENGAGE more participation amongst your members and be able to ADAPT to our changing time.

You WILL have a great year!





2023-2024
Let's knock this new Rotary year
out of the park



President-Elect Training February 24, 2023

MORNING SESSION

8:45 - 9:30 Jordan Feathers

Theme

Leadership Introductions

Ice Breaker - My Rotary Story

9:30 - 10:30 **Jordan Feathers**

Dacdb - Who is your team?

10:30 - 10:45 Break

10:45- 11:00 Dan McCarthy

Rotary Citation

11:00- 11:15 Jane Stout

Impact Talk Show - Service Projects

11:15 - 12:00 Craig Stout

Rotary 101

What is Rotary Leadership Institute?

ROTARY GAME SHOW

12:00 - 12:30 Lunch





12:30 - 12:45	Jordan Feathers How do I run a meeting?
12:45 - 1:15	Kerry Gnik How do I plan, promote, and run an event?
1:15 - 1:45	Dennis Shreve Youth Exchange, RYLA, Interact, Rotaract
1:45 - 2:00	Break
2:00 - 2:30	Amanda Ream/Joe Piszczor Public Image
2:30 - 3:00	Jordan Feathers Foundation Talk - Terry Mathias, Tina Cunningham, Rick Macak, and Greg Cartwright
3:00 - 3:30	Jeff Disibbio My Rotary, Rotary Club Central, and My Club Goals
3:30 - 3:45	Sean Sawyer Membership Summit Preview
3:45 - 4:15	Questions/Closing

2023-2024 GOVERNOR CHAIN





Morgantown, WV is the home of the Mountaineers and our District Governor, Jordan Feathers. After joining the Rotary Club of Cheat Lake in 2015, he served as Club President, Program Coordinator, and on the Board of Directors. He was named the 2016–17 Rotarian of the Year. At the District level he has served as the Paul Harris Society Chair, an Emerging Leader, a member of the Foundation, Leadership, and Strategic Planning committees. He is a Paul Harris Society Member, Bequest Society Member, Polio Plus Society Member, and belongs to the Whiskey Dram Fellowship.

Jordan earned his undergrad in Exercise Physiology, a master's in Physical Therapy, a master's in Business Administration, and is employed by West Virginia University Medicine as a physical therapist. Jordan and his daughter Avery enjoy spending time together on the golf course, at dance class, and attending rotary events.



District Governor-Elect Jeff Disibbio



Immediate Past District Governor
J. Dan McCarthy



District Governor -Nominee Rick Macak



2023-2024

Area Governors



MEMBER: BROOKE COUNTY

AREA 1

WEIRTON **WEIRTON HEIGHTS BROOKE COUNTY**

TBD AREA 2



SARAH WOODRUM SCWOODRUM1@GMAIL.COM MOBILE: 312-805-4192 MEMBER: MORGANTOWN AREA 3

WESTOVER MORGANTOWN NORTH MORGANTOWN CHEAT LAKE



SAM MCDANIEL SJMAC1@COMCAST.NET MOBILE: 304-672-2464 **MEMBER: GRAFTON**

AREA 5

GRAFTON NEWBURG KINGWOOD



JOSH STEAR JOSHUA.STEAR@OUTLOOK.COM MOBILE: 314-322-1905

MEMBER: CLARKSBURG

AREA 4

FAIRMONT SOUTH FAIRMONT **CLARKSBURG BRIDGEPORT HARRISON COUNTY**



MIKE SEELY THEMRSREV2003@YAHOO.COM

MOBILE: (304) 615-4087 **MEMBER: PARKERSBURG**

AREA 6

WOOD COUNTY PARKERSBURG POINT PLEASANT RIPLEY SPENCER

2023-2024 Area Governors



TINA CUNNINGHAM TINACUNNINGHAM7545@GMAIL.COM

MOBILE: 304-406-2131 MEMBER: WESTON

AREA 7

BRAXTON COUNTY
WESTON
BUCKHANNON-UPSHUR





GRACE ROY
GROY@ERCC.BIZ
MOBILE: 304.642.4841
MEMBER: ELKINS
AREA 8

TUCKER COUNTY

ELKINS



TODD NELSON
TODDANDTARANELSON@GMAIL.COM
MOBILE: 304-634-7993

MEMBER: MILTON

AREA 9

CEREDO-KENOVA HUNTINGTON BARBOURSVILLE MILTON



BRYAN COKELEY
BRYAN.COKELEY@STEPTOE-JOHNSON.COM
MEMBER: CHARLESTON

AREA 11

SOUTH CHARLESTON CHARLESTON VANDALIA CHARLESTON



KIMBERLY RIDDLE KRIDDLE@UNITEDWAYCWV.ORG

MOBILE: 304-421-1645
MEMBER: PUTNAM COUNTY
AREA 10

PUTNAM COUNTY ST. ALBANS MADISON





RICK MACAK
MACAKP@BELLSOUTH.NET
MOBILE: 954-770-0990
MEMBER: BECKLEY
AREA 12

SUMMERSVILLE CANYON RIM BECKLEY HINTON

2023-2024 Area Governors

TBD AREA 13



LOLA PREECE
LOLAPREECE@OUTLOOK.COM
MOBILE: 304-928-6820
MEMBER: TUG VALLEY

AREA 14

LOGAN TUG VALLEY



HOKIELISACLARK@OUTLOOK.COM MOBILE: 304-922-8544 MEMBER: PRINCETON

AREA 15

KIMBALL BLUEFIELD PRINCETON PETERSTOWN



The ROTARY ACTION PLAN



TOGETHER WE SEE A WORLD
WHERE PEOPLE UNITE AND TAKE ACTION
TO CREATE LASTING
CHANGE ACROSS THE GLOBE
IN OUR COMMUNITIES AND IN OURSELVES

As we stand on the cusp of eliminating polio, we find ourselves poised for our next challenge. The time is right to move toward realizing a new vision that brings more people together, increases our impact, and creates lasting change around the world. To achieve the vision of Rotary International and The Rotary Foundation, we have set four priorities that will direct our work over the coming years.

INCREASE OUR IMPACT

EXPAND OUR REACH

ENHANCE PARTICIPANT ENGAGEMENT

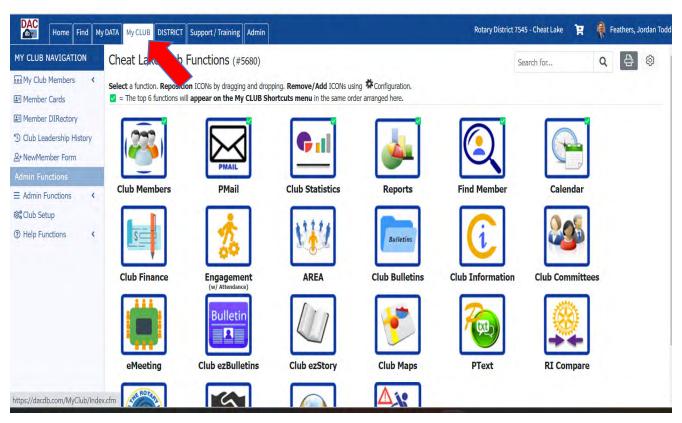
INCREASE OUR ABILITY TO ADAPT

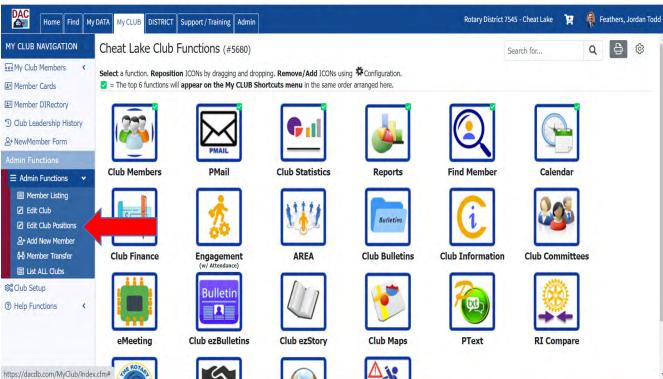
- Eradicate polio and leverage the legacy
- Focus our programs and offerings
- Improve our ability to achieve and measure impact
- Grow and diversify our membership and participation
- Create new channels into Rotary
- Increase Rotary's openness and appeal
- Build awareness of our impact and brand
- Support clubs to better engage their members
- Develop a participantcentered approach to deliver value
- Offer new opportunities for personal and professional connection
- Provide leadership development and skills training
- Build a culture of research, innovation, and willingness to take risks
- Streamline governance, structure, and processes
- Review governance to foster more diverse perspectives in decision-making

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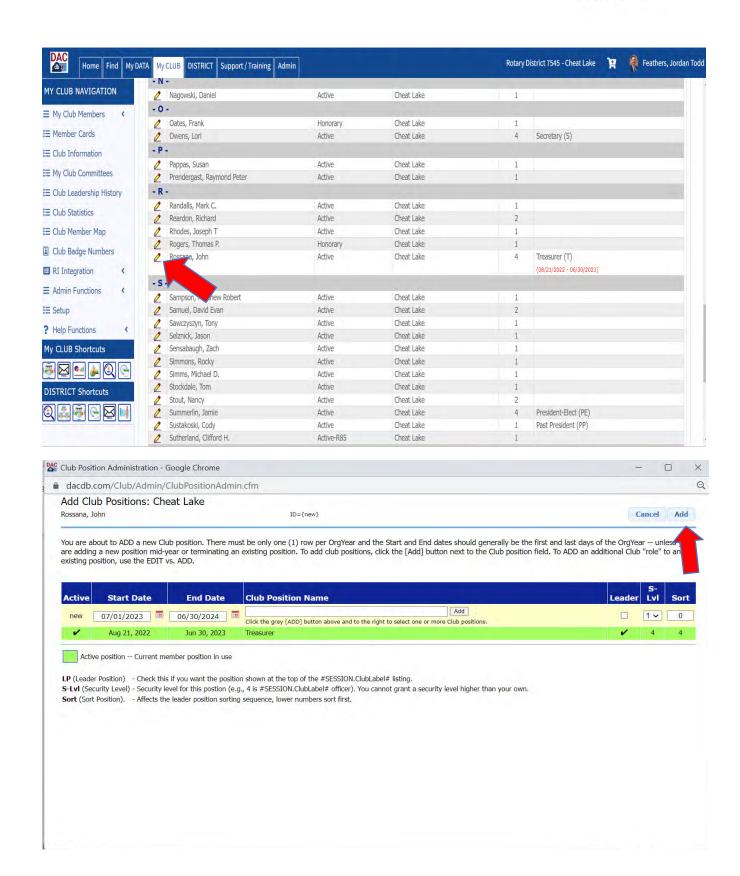


Dacdb - Who is your team? - Jordan Feathers, DGE

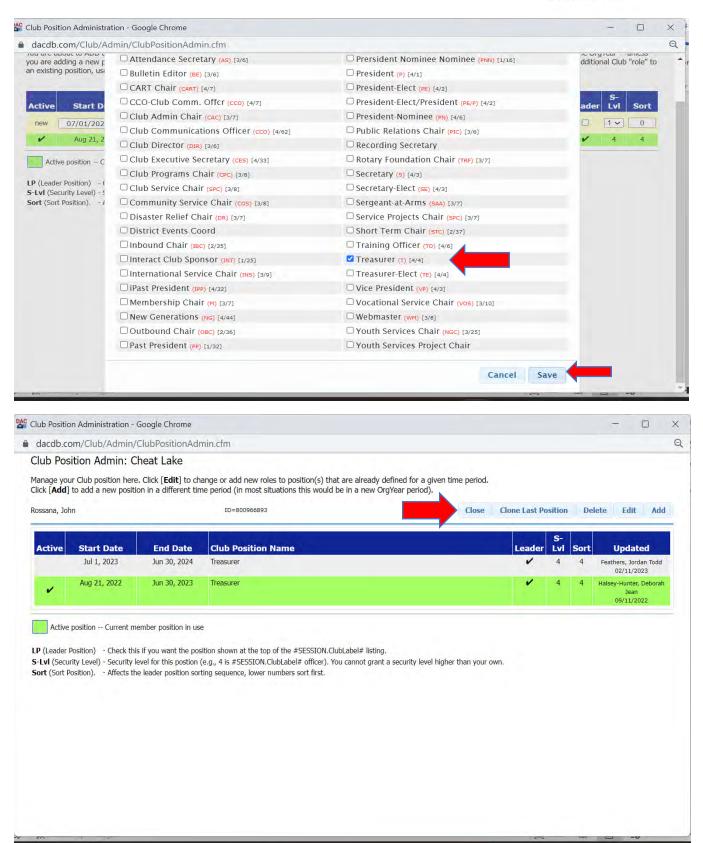












CITATION GOALS AND INSTRUCTIONS



The Rotary Citation is an award that recognizes the hard work clubs do throughout the year. Taking action toward achieving the citation goals helps clubs engage their members, stay relevant in their communities, and run more efficiently. A welcoming and engaging club also reflects the values of Rotary. When clubs work to achieve these goals, they also contribute to the overall health and culture of Rotary for generations to come.

To be eligible for the Rotary Citation, clubs need to begin the year as active clubs in good standing — or having paid each invoice balance in full upon receipt. To verify that your club is in good standing, check your daily club balance report under Club Administration > Club Finances. You should have an outstanding balance of \$0.00. Invoices are due when they are posted, in mid-January and mid-July.

Rotary club leaders can go into Rotary Club Central and select at least 13 out of 25 goals they wish to apply toward citation achievement. This flexibility allows clubs to choose the goals that are most relevant and achievable. In addition, many goals will be self-reported by marking "achieved" in Rotary Club Central.

To achieve the citation:

- Go to Rotary Club Central
- Review the 25 available goals
- Select at least 13 goals (or more than 50% of the available goals)
- Achieve those goals
- Report achievement in Rotary Club Central by 30 June.

Once you are in Rotary Club Central, navigate to the Goal Center, select the year, and click on the All tab to see the goals.

Goal	Goal Detail
Club membership	How many total members does your club want by the end of the Rotary year?
Service participation	How many members will participate in club service activities during the Rotary year?
New member sponsorship	How many members will sponsor a new club member during the Rotary year?
Rotary Action Group participation	How many club members will be members of at least one Rotarian Action Group (RAG) during the Rotary year?
Leadership development participation	How many members will participate in leadership development programs or activities during the Rotary year?
District conference attendance	How many members will attend your district conference?
Rotary Fellowship participation	How many club members will be members of a Rotary Fellowship during the Rotary year?

CITATION GOALS AND INSTRUCTIONS



Goal	Goal Detail
District training participation	How many of your club's committee chairs will attend the district training assembly?
Annual Fund contributions	How much money will be contributed to The Rotary Foundation Annual Fund by your club and its members during the Rotary year?
PolioPlus Fund contributions	How much money will be contributed to The Rotary Foundation PolioPlus Fund by your club and its members during the Rotary year?
Major gifts	How many single outright donations of US\$10,000 or more will be made by individuals associated with your club during the Rotary year?
Bequest Society members	How many individuals or couples will inform The Rotary Foundation of their plans to leave US\$10,000 or more to The Rotary Foundation through their estate?
Benefactors	How many individuals or couples will inform The Rotary Foundation of their estate plans to include the Endowment Fund as a beneficiary or will make an outright gift of US\$1,000 or more to the Endowment Fund?
Service projects	How many service projects will your club complete during the Rotary year?
Rotaract clubs	How many new and existing Rotaract clubs will your club sponsor during the Rotary year?
Interact clubs	How many new and existing Interact clubs will your club sponsor during the Rotary year?
Inbound Youth Exchange students	How many Rotary Youth Exchange students will your club host virtually during the Rotary year?
Outbound Youth Exchange students	How many Rotary Youth Exchange students will your club sponsor virtually during the Rotary year?
RYLA participation	How many individuals will your club sponsor to participate in Rotary Youth Leadership Awards (RYLA) events during the Rotary year either in person or virtual?
Strategic plan	Does your club have an up-to-date strategic plan?
Online presence	Does your club's online presence accurately reflect its current activities?
Social activities	How many social activities will your club hold outside of regular meetings during the Rotary year?
Update website and social media	During the Rotary year, how many times per month will your club's website or social media accounts be updated?
Media stories about club projects	How many media stories will cover your club's projects during the Rotary year?

CITATION GOALS AND INSTRUCTIONS



Goal	Goal Detail
Use of official Rotary promotional materials	Did your club use Rotary International's advertising and public service materials, such as broadcast videos, print ads, and other official materials available in the Brand Center, to promote Rotary in your community during the Rotary year?



How to Report Community Service in Rotary Club Central

Rotary Club Central (RCC) includes an area for tracking club service activities. Reporting club service is important because it is the mechanism through which Rotary International can identify the work being accomplished by Rotary clubs. Having this information provides the supporting evidence that attracts outside donors to support the broader work of The Rotary Foundation. Each club is encouraged to report its service activities in RCC monthly.

Any listed Club Officer in the Rotary International System can report club service into Rotary Club Central.¹ Guidelines on what to report are provided at the end of this document. Questions should be directed to the District Community Service Chair.

Step by Step Guide to reporting Service Activities in Rotary Club Central on the Rotary International website.

1. Log into your <u>myrotary.org</u>

If you do not remember your password or cannot login contact Rotary International directly to have them reset your password.

2. Click Manage on the Blue Taskbar



3. Under Club & District Administration, Click on Rotary Club Central



¹ The following roles are considered Club Officers for reporting purposes: Club President, Club Secretary, Club Executive Secretary, Club Foundation Chair, Club Membership Chair, Club Public Image Chair, Club Service Projects Chair and Club Treasurer.

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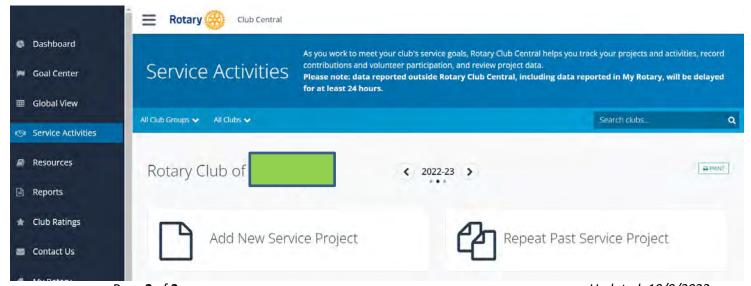
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- 4. Oln Rotary Club Central, click on the Service Activities tab on the left-hand side.
 - a. The Green Box will show your Club name.



- 5. Click Add new service project or repeat past service project.
 - a. A new service project is one that has never been recorded in RCC.
 - b. A repeat service project allows you to take information from a previous event and edit details for reoccurring projects. (Ex: Monthly service activity at the food shelf, weekly mentoring, etc.)
 - c. 1st Green Box Will read your Club
 - d. Ensure the Rotary year applicable to the data you are reporting is reflected to the right of your club name You can 00000000review data from past years, if it was entered.

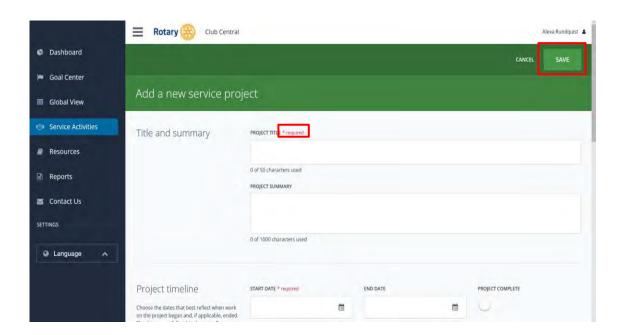


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6. A green screen will appear where you enter information about a new service project. Some of the data fields are required and designated with *required.

Upon completion of all the data fields, click save in the upper right-hand corner.



Club leaders are encouraged to keep track of hours that are directly related to service – time spent organizing, preparing for, and participating in service activities. This could include time spent in club committee meetings, for the purpose of planning service activities, or a club meeting in which a service project takes the place of a regular meeting. These could be reported as separate events or combined into one event with hours and number of participants being reflected by total from all of the events.

If your club does a service project that includes Rotaractors, Interactors, members of a Rotary Community Corps, or other community volunteers, you should count the hours of all of the volunteers because the club arranged the service opportunity.

If Rotarians volunteer at a service project that was run and organized by another organization, you should only count the hours of the Rotary club members that participated.

Hours spent planning and participating in fundraisers should not be counted. The funds raised at fundraisers are reflected when applied to specific service projects.

With thanks to Rotary District 5950 for the development of these instructions

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Service Project Record Form

CLUB NAME:	PROJECT CHAIR:	
PROJECT TITLE:		
PROJECT SUMMARY:		
PROJECT START DATE:	END DATE:	
NUMBER OF VOLUNTEERS:		
PROJECTED:	ACTUAL:	
NUMBER OF VOLUNTEER HOURS:1		
PROJECTED:	ACTUAL:	
CASH CONTRIBUTIONS TO THE PROJECT (IF ANY):		
PROJECTED:	ACTUAL:	
VALUE OF GOODS AND SERVICES DONATED TO THE PROJECT: ²		
PROJECTED:	ACTUAL:	
PROJECT PURPOSE (CIRCLE ONE):	PARTNER ORGANIZATIONS (CIRCLE ANY THAT APPLY):	
- COMMUNITY	- INTERACT	
- INTERNATIONAL	- ROTARACT	
- VOCATIONAL	- OTHER ROTARY CLUB:	
- YOUNG LEADERS	- ROTARY DISTRICT	
- FUNDRAISER	- ROTARY ACTION GROUP	
	- OTHER ORGANIZATION:	

¹ Note: Number of volunteer hours reflects the combined hours of all volunteers participating in the project

² Include the value of all goods purchased/supplied as well as the value of service hours provided (currently the value of one service hour is \$29.95 – refer to https://independentsector.org/resource/value-of-volunteer-time/)

Rotary Leadership Institute Presentation Information

Craig Stout, District RLI Coordinator 2023-2024 304-920-6687

rlidistrictcoord@gmail.com

- 1) Who is RLI for?
 - a. Every member of your club!!!
- 2) Why is RLI important?
 - a. Training for members to learn about the past, present ,and future of Rotary.
 - b. Tool for helping Rotarians move past the "member" stage to be potential leaders. The more information one has, the more involved individuals tend to be in the service roles.
- 3) What happens at RLI?
 - a. Sessions are Facilitator led classes where participants are involved in the teaching/learning process.
 - b. Different teaching methods may be used so that different types of learners are engaged during the day.
 - c. There are 3 parts to RLI, with each part being held on a different day. There are in-person and virtual opportunities available.
 - d. A fourth session is for those who are interested in becoming Facilitators.
- 4) Where and When
 - a. RLI events are happening across Regions 33 and 34, but local events are being planned for different regions of District 7545 in 2023-2024.
- 5) Additional plans for 2023-2024
 - a. Establish dates and locations for RLI sessions. Each date may have RLI I, II and III teaching/learning opportunities available.
 - b. Establish a club RLI contact person. Preferably someone who has attended RLI.
 - c. Establish Region RLI committees to assist with RLI events in that particular region.
 - d. Establish a speaking schedule to that I and my wife Jane (The District Community Service Chair) can introduce RLI to your club and explain the features and benefits of RLI for the individual Rotarian and the club.





The Rotary Club of Weston Rotary District 7545 Club 5698

Region VII Zone 33

District Governor: J. Dan McCarthy
Assistant District Governor: Tina Cunningham

Sergeant at Arms: Robert Gricewich and Kim Goff

Board Members: Kim Harrison, Thomas Newbrough, Rod Wyman, Sylvia McNeish, and Tina Cunningham

February 1, 2023 The Coffee House 12:00

Agenda

12:00 -12:15 Arrival/Find Seating

12:15 Call to Order

Pledge of Allegiance.

4 Way Test: First, Is it the TRUTH?

Second, Is it FAIR to all concerned?

Third, Will it build GOOD WILL and BETTER FRIENDSHIPS?

Fourth, Will it be BENEFICIAL to all concerned?

Any new visitors? Any returning visitors?

Secretary: Alli Clark

Treasurer Report: Elizabeth Gricewich

Committee Updates: Service:

Membership: Membership Summit is February 25th in Charleston/

David Arbogast and Tina Cunningham are attending.

Fundraising:

Foundation: Polio plus card game/Bob Gricewich

Important Dates to Remember: February 24 – PETS

February 25 – Membership Summit

March 5 - Club Bingo 1:00

March 5 – Build a Bed Day with Sleep in Heavenly Peace 1-5pm

President: Tina Cunningham

Vice President: Kenny Reed

President Elect: Ray Smith

Treasurer: Elizabeth Gricewich

Secretary: Alli Clark

April 28-30 - District Conference @ Stonewall Resort

May 12 -15 - RYLA @ Jackson Mill

June 10 - Foundation Summit

June 17 - Club Picnic and 105 year celebration

June 23-24 Installation and Assembly

New Member Induction: Elaina Massey, Sponsored By Tina Cunningham

New Business:

Guest Speaker: Lauren Thomas, American Heart Association

Close Meeting: Rod Wyman

ROTARY CLUB OF CHEAT LAKE

Board of Directors Meeting Agenda ~ "Rotary Connects the World"

June 1, 2020

- Call to Order
- · Roll Call
- Previous Meeting Minutes
- Treasurer's Report
 - Financial Report
- Charitable Requests
- Committee Reports
 - Membership/New Member Experience Added 7 members, dropped 6 members so we are ending the year +1
 - Fundraising Flags for Heroes Regatta No go 2020
 - Foundation don't forget your \$100 Seriously
 - Public Relations
 - Club Programs
 - Service
- Old Business
 - Ken Weiss Scholarship Speech Competition
 - · District Governor Nomination PP Jordan Feathers was nominated
 - · Habitat for Humanity CLR Partnership on hold
 - Bylaws Changes/Family Membership on hold
- New Business
 - · Lakeview Resort In person meetings
- Adjourn

New Rotary Year 2020-2021 Starts July 1, 2020!

^{**}Important Dates to Remember!**



District 7545 is partnered with 13 other Rotary Districts in the O-E Multidistrict organization.

We participate in two programs:

1.Short-Term Youth Exchange (STEP):

Open to youth who are 15 - 19 years old

Application is made in the spring, usually with a deadline of March or April

Student is matched with student in foreign county and visits to the foreign county last 3-4 weeks with a return hosting of student from foreign county.

No cost to Rotary Club - Parents bear all costs.

2. Long-term Youth Exchange (L-T):

Open to youth who are 15 – 19 years old

Application is due in December to travel outbound the following fall. Parents bear the costs

Inbound students are hosted by Rotary Club with 2 or 3 host families. Rotary Club provides Youth Exchange Officer, Counselor and host families (do not have to be Rotarians) and \$100/month

Dennis Shreve, 304-669-9666 dmshreve12@gmail.com
Or JR Wolfe 304-680-3296 jr_wolfe@msn.com



STARTING AN INTERACT CLUB

1 Take action in your Rotary club

A successful Interact club starts with a committed sponsor Rotary club. Rotary members support Interact as sponsors, guides, and mentors, working alongside Interactors to serve local schools and communities. Rotary members keep the connection between Interact and Rotary strong by reporting the names of club leaders in the Rotary database, connecting Interact clubs with new opportunities, and providing a safe environment for all participants.

Make Interact the topic at your next Rotary club meeting. Team up with other members who want to support young leaders in your community. Discuss what kind of Interact club your community needs. As a sponsor club, you have the freedom to innovate and engage diverse communities within your district. You have two key choices to make when you start your club: the age range and the club base.

AGE RANGE

The age range for Interact membership is 12 through 18. However, you can choose to focus on any subset between 12 and 18, based on your community needs, your club's interest, and its capacity to support the chosen age group.

CLUB BASE

Each Interact club is either school-based or community-based. A school-based club draws its members from one school, while a community-based club draws from multiple schools.

If your Interact club is based in a school, be sure to invite members from all grades. You'll need to gain approval from school authorities and assign a faculty adviser to the club. (Learn more about faculty advisers on page 5.)

If you choose to sponsor a community-based club, work with community partners to reach out to young people and to decide on a meeting location. Invite young people in your area, including those with disabilities, members of indigenous and immigrant communities, and those without access to leadership development support.

Interact clubs can meet in person, online, or a combination of both — making Interact a flexible option for rural communities and home-schooled students. Online meetings also offer a great opportunity to keep members engaged during school breaks.

Do you want to partner with other clubs in your district as co-sponsors? Interact clubs may be co-sponsored by up to three Rotary clubs. When clubs co-sponsor, you share the responsibilities of supporting and mentoring Interactors and strengthening local Rotary connections.

2 Recruit members

Once you've determined the kind of club you'll sponsor, reach out to prospective members. Young people who are familiar with Rotary, such as family members of Rotarians, can be enthusiastic Interactors. Use your network to promote the club to service-minded young leaders. Be sure to seek out Rotary Youth Exchange and Rotary Youth Leadership Awards (RYLA) participants and alumni.

If you're sponsoring a school-based club, ask school officials how to recruit students. For a communitybased club, choose a meeting location where young people already gather to study, play sports, or connect with their peers. Hang up posters in community and youth centers, collaborate with community partners, and promote Interact through social media. Set up a meeting to connect potential members, answer their questions, and confirm their commitment to develop an Interact club. You can also determine when and where the new club will meet.

3 Elect officers

Each Interact club has a president, vice president, secretary, and treasurer. Clubs can establish additional officer positions with the approval of sponsor club(s). Check the Standard Interact Club Constitution and Bylaws for guidance on officer elections.

In order to strengthen the connection between Rotary and Interact, Interact club presidents are encouraged to identify themselves to Rotary using the Interact Club Contact Information form. That way, they can receive the latest Interact resources and opportunities directly from Rotary. Although this is not a requirement and is completely at the Interact president's discretion, it's important, in order to comply with youth protection and data policies, that Interactors choose to report themselves rather than have their information shared by someone else.

4 Make it official

Now that you've gathered a group of young leaders eager to begin their Interact service, here's how to officially charter your club with Rotary:

Complete the Interact Club Certification Form, adopt the standard constitution and bylaws, and obtain the required signatures from your club and district leaders.

Scan your completed form and email it to interact@rotary.org. You can also fax or mail a copy of the original form to the appropriate **Rotary** International office. Note that there is no fee to charter an Interact club.

Once Rotary receives your paperwork, it will take four to six weeks to charter the club and prepare the certificate. Rotary will email it to the sponsor Rotary club president(s) to sign and present to the new Interact club.

You don't have to wait for your official certificate to arrive in order to start club activities! Even before you receive it, members of the new Interact club — under the guidance of your club's members — can meet, organize, and take action

Celebrate!

Once the certificate arrives, plan an event to celebrate the launch of your new Interact club. In addition to recognizing the partnership between the Interact club and your Rotary club and any co-sponsors, this event also strengthens the connection between Interactors and your Rotary district. Invite Interactors, family members, school administrators and teachers, community partners, Rotarians, and district leaders.

There's no standard ceremony to charter an Interact club, induct members, or recognize officers, so be innovative! Blend your Rotary traditions with the energy of these Interactors to create something new.

6 Keep your Rotary connection strong

Now that their club is official, your Interactors will grow more independent. They'll develop confidence as they plan their own meetings and organize their own projects. But your Rotary club's support is still important. Hold joint meetings for planning, assign Rotary members as mentors, and identify an enthusiastic adviser — a Rotarian, faculty member, or community leader — who can effectively connect Rotary and Interact. (Learn more about advisers on page 5.)

What is Rotaract?

Rotaract is a service club for young people ages 18 and up who are dedicated to finding innovative solutions to the world's most pressing challenges while developing leadership skills and making friends from around the world. Rotaract clubs are members of Rotary International.

Rotaract clubs decide how to organize and run their own clubs, manage their funds, and plan and carry out activities and service projects that are important to their communities. Clubs that sponsor Rotaract clubs offer guidance and support, and work as partners in service.



STARTING A ROTARACT CLUB

Assess the Needs of Your Community

Establish a Base

Choose Your Sponsorship Option

Find Members

Elect Officers

Make It Official

Celebrate

Connect With Rotary

Assess the Needs of Your Community

Rotaract clubs are started by motivated and passionate individuals who wish to hone their leadership skills and plan projects that make a difference locally and globally. If your university or community doesn't have a Rotaract club, take action and organize a group of dedicated young people to get started.

Especially in the beginning, it's important that you discuss and assess what type of Rotaract club makes the most sense for your university or community. Consider the following questions:

- What kind of Rotaract club does your area need: community- or university-based?
- Could nearby Rotary or Rotaract clubs sponsor your new Rotaract club? Discuss how these other clubs can best support young people in your community, and how sponsoring a new Rotaract club might fit into these efforts.
- Are you an alumnus of a Rotary program for young leaders? Can you engage with other Rotary alumni in your community, such as former Interactors, Rotary Youth Leadership Awards (RYLA) participants, or Rotary Youth Exchange students, who may be interested in joining?

Establish a Base

Each Rotaract club is based either at a university or in a community. A university-based club draws its members from one school, university, college, or other institution of higher education, while a community-based club draws members from all over the community.

If your Rotaract club is based at a school, university, college, or similar institution, any eligible student regardless of age may join, as allowed by the school's policies. Community-based clubs are open to young adults throughout the community, ages 18 and up.

Whether your club is based at a school or in your community, meetings can take place in person, online, or a combination of both. This makes Rotaract a flexible option for rural residents, traveling professionals, and university students who are studying abroad or seeking a degree online.

Choose Your Sponsorship Option

Rotaract clubs can choose to organize with or without a Rotary or Rotaract club sponsor. When you're organizing a new Rotaract club, this is one of the most important decisions you'll have to make. Rotary International's policy is designed to ensure that Rotaract clubs have the flexibility to choose the sponsor relationship that best supports their needs. To determine the best option for your club, consider:

- How could sponsorship benefit the new Rotaract club?
 (Possibilities include help with attracting new members, planning and organizing service projects, offering mentoring or professional development opportunities, and handling finances.)
- What does sponsorship mean to you and your club?

In the next chapter you'll learn more about the role of Rotaract club sponsors to help you make an informed decision.

Find Members

When you've decided whether to base your club at your school or in your community and which sponsorship option is the right fit, you can begin looking for prospective members. Invite students, young professionals, and service-minded young people, including those from diverse backgrounds to learn more about Rotaract.

Help young people who are already connected to Rotary — family members of Rotarians, Interact and RYLA alumni, and former Youth Exchange students — discover new opportunities through Rotaract. Use your professional and community networks to promote the club to employees or interns at local businesses, members of community centers, and youth groups at places of worship.

University-based clubs should work with school officials or a faculty adviser to find students who might be interested in joining a Rotaract club.

For a community-based club, hang posters in public areas where young people get together to study, play sports, or connect with peers. Give promotional materials to community partners and promote Rotaract through social media.

Meet with potential members to answer their questions and confirm their interest in starting a Rotaract club. This is a good time to decide when, where, and how (online, in person, or a combination of both) the new club will meet.

Elect Officers

Each Rotaract club has a president, vice president, secretary, treasurer, and board of directors. Clubs can create additional officer posts and define their roles in the club's bylaws. Learn more about officers' roles in this handbook and find information on officer elections in the Standard Rotaract Club Constitution and recommended bylaws.

Make It Official

Here's how to charter your Rotaract club:

- Adopt the Standard Rotaract Club Constitution and customize the recommended bylaws as needed.
- Complete and sign the **Rotaract Club Certification Form**, and obtain the required signatures from your district governor and if applicable, your sponsor club(s).
- Scan your completed form and send it to rotaract@rotary.org.
 You can also email, fax, or mail it to your region's international office.
 Keep the original for your club records.
- Until 30 June 2022, new Rotaract clubs must pay a one-time \$50 certification fee. Contact the Rotary International financial representative assigned to your district about payment options and instructions.

Beginning 1 July 2022, Rotaract clubs will pay per capita dues to Rotary International. University-based clubs will pay \$5 per member each year, and community-based clubs will pay \$8 per member each year. New clubs will no longer have to pay the one-time \$50 certification fee after 1 July 2022.

You'll receive your certificate of organization via email several weeks after Rotary International receives your completed form and payment.

Celebrate

When the certificate arrives, it's time to celebrate your new Rotaract club. Your celebration can strengthen the connection between Rotaractors and your Rotary district. Invite Rotaractors, Interactors, alumni, family members, school administrators and teachers, community partners, Rotarians, and district leaders.

There's no standard ceremony for chartering a Rotaract club, inducting members, or recognizing officers. You decide how to celebrate these events in a way that will be meaningful to your club and community. You can honor

GOOD TO KNOW

You don't have to wait for your official certificate to arrive to start club activities. Even before you receive it, members of the new Rotaract club can meet, organize, and take action in the community.





THE KEYS TO UNLOCKING YOUR CLUB'S PUBLIC IMAGE POTENTIAL

Amanda Ream
Rotary District 7545 Public Image Chair
soccoc@wvdsl.net





Joe Piszczor

Zone 33 Assistant Regional PI Coordinator

jpiszc37@gmail.com

KNOW YOUR RESOURCES

Join Exchange Take **LEADERS IDEAS ACTION**

BRANDCENTER.ROTARY.ORG



Help & FAQ

Search Q



We are Rotary. We are People of Action.

No other organization is quite like Rotary. By using our voice consistently in all our messaging, we can ensure that our communications reflect our distinct















ROTARY PUBLIC IMAGE RESOURCES



BRANDCENTER.ROTARY.ORG LEARNING CENTER

- ROTARY INTERNATIONAL ON FACEBOOK, LINKEDIN, INSTAGRAM, ETC.
- ZONES 33-34 WEBSITE RIZONES33-34.ORG/Z33PI
- Z33/34 FACEBOOK PAGE CONNECT WITH OUR TEAMS ON SOCIAL MEDIA
- HTTPS://BLOG.ROTARY.ORG/STORIES/
- ROTARY PODCASTS
- ROTARY MAGAZINE
- ELEVATEROTARY.ORG
- ROTARY DISTRICT 7545: FACEBOOK & INSTAGRAM

OTHER ROTARIANS LIKE YOU!











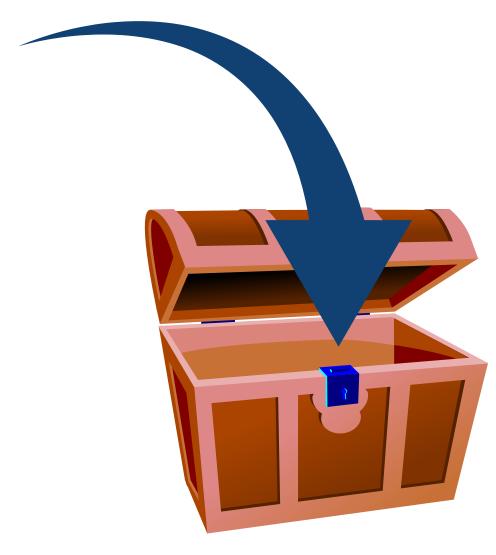




LET'S TALK LOGOS

Join Exchange Take LEADERS IDEAS ACTION



















Join Exchange Take **LEADERS IDEAS ACTION**





Club of South Charleston West Virginia















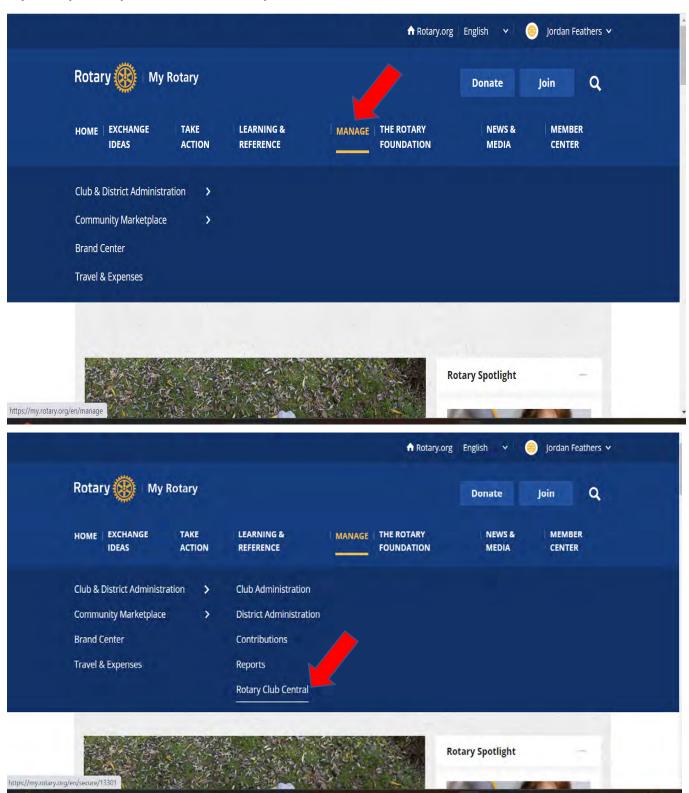




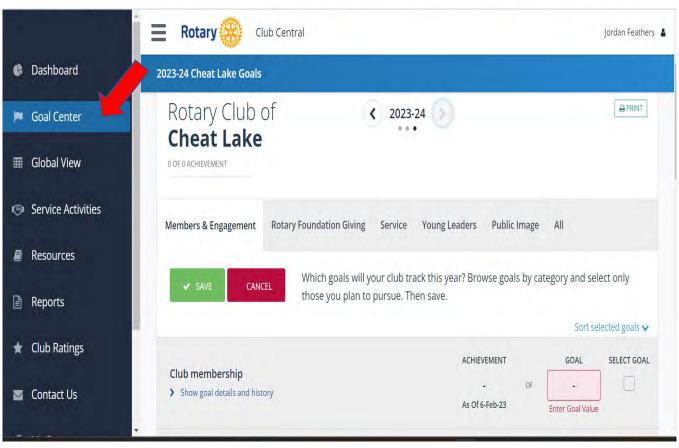


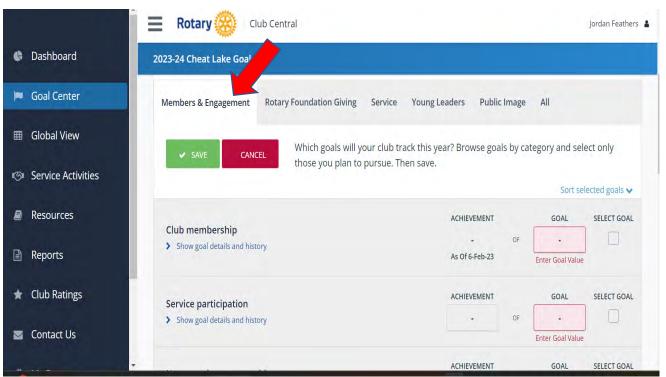


My Rotary, Rotary Club Central, and My Club Goals - DGN Jeff Disibbio

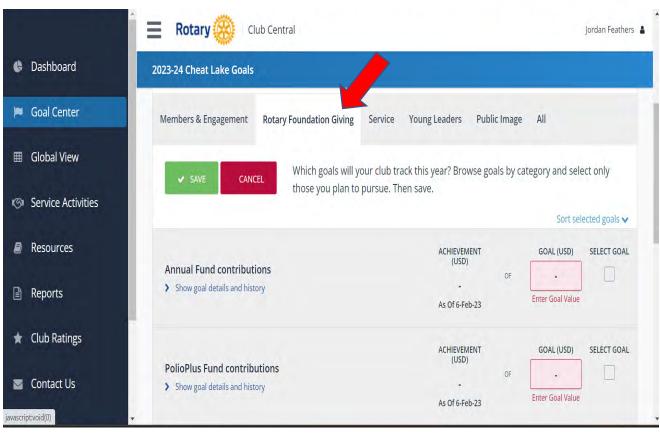


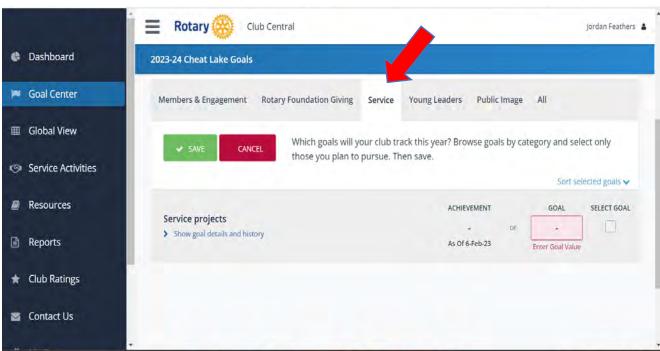


















WHAT IS THE **MEMBERSHIP** ACTION PLAN? The Rotary Membership Action Plan is an initiative of Zones 33/34. **CLICK HERE** for recordings of "bite-sized" webinars that provide club leaders with actionable strategies, tried and proven, and GUARANTEED to help your club create a culture of consistent, moderate membership growth. REGISTER for upcoming MAP Webinars on the same page.

Imagine... having more members to share the load in your club, to bring fresh ideas and generate energy, to give you the resources to do more good in your communities... Imagine the increased impact...the difference we all know Rotary can make. By providing clubs an easy-to-follow path toward membership growth, we'll go beyond imagining and make it reality.

The Zones 33 & 34's Membership Action Plan (MAP) intends to help you do just that when you view the Membership Action Plan Webinars the 2nd Monday of each month from 6-7 pm EC or at the RI Zones 33-34 Webpage at www.rizones33-34.org/membership-action-plan.

There you will find all these MAP Webinar links that include: Introductory Webinar July 11, 2022

Session 1: Create a Membership Pipeline Session 4: Creating Clubs for the Future

Session 2: Connect With Prospects Session 5: Ask Us Anything

Session 3: Meaningful Onboarding Session 6: Become an Irresistible Club



5 Things I Wish All Rotarians Knew (and Believed) about Membership

- 1. Nothing Else Matters -- Rotary is a Membership Organization And Our Product is Service; If you get Membership right, pretty much everything else takes care of itself. If you don't get membership right, everything else is a struggle for the whole year. Work on membership first, get your membership committee up and running first, and then attend to other priorities. Make sure your membership chair is 100% committed to membership growth, and to getting started in April or May (the April or May before the next Rotary year). And that the Membership Chair has a committee. NOTE: A committee cannot be one member!
- 2. Attrition is Real -- Membership organizations lose members, most at alarming rates. I know, you're thinking "Nobody would quit our great club". Wrong. The 5-year <u>average</u> annual termination rate for Zone 33 clubs is **fifteen percent (15%) annually.** Half of those leave for reasons you can't control. A handful of clubs have long-term termination rates below 10%. Build your membership plan around the assumption that 15% of your members will leave during this next Rotary year, and have a plan to replace them. Count your blessings (and your membership gain) if that doesn't happen.
- 3. Retention is Important for the LONG Term -- Retention rates can be changed over time, not quickly, and you can't retain your way from 20 to 30 members. Work on retention strategies, but don't count on moving the needle quickly. Find out why people leave through exit surveys, and fix those problems. | Hint: Most attrition casualties have been members less than 1, 2 or 3 years (<1 year = highest attrition). Focus your retention strategies on those members.
- 4. Clubs <u>need</u> membership growth every year -- It doesn't have to be dramatic. 4% annual membership growth will double the size of your club in 18 years. What you want to develop is a membership growth culture -- the fundamental belief that the club grows a little every year and avoids huge declines along the way. It's not a series of "membership drives", but a consistent, sustained effort. We have examples of clubs doing just this, year after year. Set your goal at 10% net membership growth (plus an estimate of 15% attrition).
- 5. It takes Intentional Strategies -- Discard generalities like, "Ask members to bring guests to meetings". Change that to, "Ask "x" members to bring "y" guests to a meeting <u>about Rotary membership</u> on mm/dd/yyyy", and you might have something, if the rest of the plan for reminders, follow up, etc. is in place. Lather, rinse, repeat.
 Likewise, financial and other incentives for membership recruiting are surprisingly <u>ineffective</u> -- you can't make the prize big enough to be "worth the effort" after a member thinks about it for awhile. It's a nice "thank you", but don't count on incentives alone.

Remember the 10:3:1 Rule -- It takes about 10 names or referrals (suspects) to get 3 prospects to a Rotary Information Hour or Rotary club meeting, to get **one** new member proposal. Lack of sufficient "lead generation" is a root cause of low rates of new member flow.

Zone 33 (thanks to Terry Weaver, PDG of D7750) has a list of **10 Intentional Strategies** that **are proven to work**.

If you **understand** and **believe** these truths, your year as President will be successful, rewarding and perhaps legendary in the life of your club.





President Elects Worksheet

*See timeline for Club Presidents

Set a date for your DG visit:

Build Your Team

- Secretary -
- Treasurer -
- President Nominee -
- Membership Chair -
- Foundation Chair -
- PI Chair -
- Board of Directors (number determined by your by-laws) –

Yearly Goals

- Membership Goals (# of new members, give it a shot before Membership Summit) -
- Foundation Goal -
- Service Hours/Projects -
- District Conference Participation -
- District Training Assembly Participation -

Important Dates

- April 28-30, 2023 District Conference (Stonewall Resort)
- May 12-14, 2023 RYLA (Jackson's Mill)
- May 27-31, 2023 RI Convention (Melbourne, Australia)
- June ??, 2023 District Foundation Summit (Charleston, WV)
- June 23, 2023 District Installation (Flatwoods, WV Days Inn)
- June 24, 2023 District Training Assembly (Flatwoods, WV Days Inn)
- July 1, 2023 New Rotary Year begins (you take over your club!!)
- July 10-15 District Baseball Night at the Park (Multiple locations)
- November 3, 2023 Foundation Recognition Celebration (???)
- March 2024 PETS (TBA)
- May 31- June 2, 2024 District Conference (Morgantown, WV)
- June 8 June 12, 2024 Rotary International Convention (Singapore)
- June ??, 2024 District Installation and Training Assembly (TBA)



President Checklist

Membership is Everything

Everything we do in Rotary starts with a member. Rotary is a Membership Organization whose product is service to our communities, both locally and globally. Membership is our NUMBER ONE INTERNAL PRIORITY!

2023-24 Club President Checklist:

- Conduct Rotary Club Health check
- Conduct a Club Engagement Survey
- Use Rotary Citation and District 7545 Awards Criteria to plan goals/activities/events/projects
- Determine and enter Club Goals into Rotary Club Central
- •1 Page Club Membership Plan —submit by 6/15/23 to AG's and District Membership Chair Sean Sawyer
- •Be present in your Community Invite the Community to participate in your service projects. Have them register to capture their contact info and then FOLLOW UP.
- •Plan regular Discover Rotary Hours—use various locations, days, and times, be visible in your community
- •Use District, Zone, and RI resources—www.rotarydistrict7545.org, RIzones33-34.org, Rotary.org
- •Attend Zone and District Seminars and workshops—RLI 33
- Enter club leads into CRM on DacDb, including guests and speakers and follow up, follow up, follow up. See <u>Don't</u> <u>Squander your Leads</u>
- Review, contact and follow up with District provided leads. Update progress in DacDb.
- Partner with other Clubs and organizations and associations—arrange to be a speaker at their meeting
- •Create a 1 2-minute video that can be shared with prospective members or used when speaking at other organizations and business networking meetings.
- Ask for help—email any time—feathersj78@gmail.com

-- FRIDAY RECEPTION --

February 24, 2023 4:30 – 6:30 17th Floor – Chase Tower Steptoe & Johnson

On Friday evening, after P.E.T.S., the District and Charleston-Area Clubs are sponsoring a pre-dinner reception (light food, beer, and wine) on the 17th floor of Chase Tower. Chase Tower is just one block from the Kanawha County Public Library. If you exit from the front of the library onto Capitol Street, turn right and walk to Virginia Street. If you are exiting from the back of the library, turn left and walk down Summers Street to Virginia Street. The entrance to Chase Towner is across Virginia Street and through the glass doors near the corner of Virginia and Summers Streets. There will be signage directing you to the elevators.

If you parked near the library for P.E.T.S., then you should be able to leave your vehicle until after the reception (and after dinner if you are dining downtown). If not attending P.E.T.S., then parking is available for the reception at the Summers Street parking garage, the Sheraton Four Points parking garage, or at meters on the street.



Dinner Suggestions

Pies & Pints

Address: 222 Capitol St, Charleston, WV 25301

Phone: (304) 342-7437

Adelphia Sports Bar

Address: 218 Capitol St, Charleston, WV 25301

Phone: (304) 343-5551

DT Prime

Address: 201 Capitol St, Charleston, WV 25301

Phone: (304) 357-5700

Hale House

Address: 212 Hale St, Charleston, WV 25301

Phone: (304) 346-8161

Black Sheep Burrito

Address: 702 Quarrier St, Charleston, WV 25301

Phone: (304) 343-2739