



# **Member Care Manual**

*"Supporting the membership journey"*

## **Appendix A**

### **Rotary Facts Reference Guide**



### Appendix A

## ROTARY FACTS REFERENCE GUIDE

#### ROTARY'S HISTORY

Rotary started with the vision of one man --- Paul Harris. The Chicago attorney formed the Rotary Club of Chicago on 23 February 1905, so professionals with diverse backgrounds could exchange ideas and form meaningful, lifelong friendships.

Over time, Rotary's reach and vision gradually extended to humanitarian service. Members have a long track record of addressing challenges in their communities and around the world.

"Whatever Rotary may mean to us, to the world it will be known by the results it achieves." --- Paul Harris, 1914.

#### WHAT ROTARY IS

Rotary is an international organization made up of members who share a passion for and commitment to enhancing communities and improving lives across the world. Rotary clubs exist in almost every country. Our members change lives locally and connect with other clubs to work on international projects that address today's most pressing challenges. Being a member is an opportunity to take action and make a difference, and it brings personal rewards and lifelong friendships in the process.

#### OBJECT OF ROTARY

After Rotary was founded in 1905, the first Objects of Rotary were adopted in 1906. There were three of them. Since then, the Objects of Rotary have evolved and changed over the years. At the Edinburgh Convention in 1921, a sixth object, International Service was added. After 1921 the wording stayed basically the same, with minor changes. In 1935 the six objects were consolidated into four. In 1951 the last major change was made when the objects were changed to one object with four parts.

The only change since was in 1990 when "men" in Part IV was changed to "persons" to be gender neutral, because women were now admitted into membership. The form of the Object has been the same since 1935 with the language of 1921. The thoughts are still powerful, but they lose some of their impact because of the dated language.

Below is the current Objective of Rotary. Below each section, in parenthesis, blue ink and italicized, is a modern "translation". This modern version is not official.

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

*(To promote the idea that service is valuable and, in particular, to encourage and foster such service)*

- I. The development of acquaintance as an opportunity for service;  
*(The opportunity to build friendships while serving your community)*



- II. High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society;  
*(High ethical standards in business, the value of different occupations and the use of each Rotarians professional skills to give back)*
- III. The application of the ideal of service in each Rotary member's personal, business, and community life;  
*(Incorporating service into every aspect of a Rotary member's life – personal, business and community)*
- IV. The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.  
*(Increased cultural understanding, goodwill and peace around the world through a unified goal of community service)*

### WHAT ROTARIANS VALUE

#### Our Mission

We provide service to others, promote integrity, and advance world understanding, goodwill, and peace through our fellowship of business, professional, and community leaders.

#### Our Core Values

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

#### Service

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

#### Fellowship

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

#### Diversity

We believe Rotary unifies all people internationally behind the ideal of service. We encourage diversity of vocations within our membership and in our activities and service



work. A club that reflects its business and professional community is a club with a key to its future.

### Integrity

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

### Leadership

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

### **Our Vision Statement**

Together, we see a world where people unite and take action to create lasting change across the globe, in our communities, and in ourselves.

### **Our Code of Conduct**

As a Rotarian, I will:

1. Act with integrity and high ethical standards in my personal and professional life
2. Deal fairly with others and treat them and their occupations with respect
3. Use my professional skills through Rotary to mentor young people, help those with special needs, and improve people's quality of life in my community and in the world
4. Avoid behavior that reflects adversely on Rotary or other Rotarians
5. Help maintain a harassment-free environment in Rotary meetings, events, and activities; report any suspected harassment; and help ensure non-retaliation to those individuals that report harassment

### **The Four-Way Test**

The Four-Way test was created by Rotarian Herbert J. Taylor (who later served as RI president) when he was asked to take charge of a company that was facing bankruptcy. The 24-word test that served as a guide for employees of the company to follow is credited with the company's survival.

Adopted by Rotary in 1943, The Four-Way Test has been translated into more than 100 languages and published in thousands of ways.



The Four-Way Test of the things we think, say or do is a test used by Rotarians world-wide as a moral code for personal and business relationships. The test can be applied to almost any aspect of life.

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

### **The Rotary Motto**

At the 1950 Rotary International Convention in Detroit, Michigan, two slogans were formally approved as the official mottoes of Rotary. *He Profits Most Who Serves Best* and *Service Above Self*. The 1989 Council on Legislation established *Service Above Self* as the principal motto because it best conveys the philosophy of unselfish volunteer service.

### **Rotary's Five Avenues of Service**

One of the guiding principles of Rotary is our commitment to "Service Above Self". This service is channeled through the Five Avenues of Service: Club; Vocational; Community; International and Youth Service.

#### Club Service

The first avenue focuses on strengthening fellowship and the smooth functioning of the club. A Rotary club is a volunteer organization which requires everyone's help to make it operate efficiently. Some examples of Club Service are serving as a greeter, helping to plan a social event, serving on a committee or in a club leadership position and sponsoring a new member.

#### Vocational Service

This avenue of service calls on Rotarians to act with integrity and high ethical standards in their professional and private lives and to contribute their personal experience, education and talents to the problems and needs of society. Examples of Vocational Service are mentoring a young person for vocational success, applying your expertise and skills as part of a service project and giving an educational talk about your vocation during a club meeting.

#### Community Service

The most visible of the avenues of service, Community Service relates to the efforts of Rotarians to improve the quality of life for people in their communities and to serve the public interest. Community service projects are typically aligned with one or more of Rotary's Seven Areas of Focus.

#### International Service



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International Service demonstrates Rotary's global reach in promoting peace and social and economic development. It is through this avenue that Rotarians expand their humanitarian work around the world. We support this by contributing to the Rotary

Foundation which, in turn provides funding for international projects and by participating in projects in other countries and/or working with international partners to implement projects in our local communities.

### Youth Service (Formerly call New Generation Service)

This avenue recognizes the importance of involving youth and young adults in leadership development activities, community and international service projects and exchange programs that enrich and foster world peace and cultural understanding. Rotarians support this last avenue by supporting Interact and Rotaract clubs, Rotary Youth Leadership Awards (RYLA) and Rotary Youth Exchange. Many clubs also support other non-Rotary youth leadership programs such as Scouting, and the Hugh O'Brian Youth Leadership Foundation.

### **Diversity, Equity & Inclusion**

As a global network that strives to build a world where people unite and take action to create lasting change, Rotary values diversity and celebrates the contributions of people of all backgrounds, regardless of their age, ethnicity, race, color, abilities, religion, socioeconomic status, culture, sex, sexual orientation, and gender identity.

### **BENEFITS/OPPORTUNITIES of ROTARY MEMBERSHIP**

Membership in a Rotary club provides opportunities to develop or hone skills in the area of leadership and public speaking. Joining a club puts you in situations where you meet and socialize with new people in your community, enabling you to not only make new friends, but new business contacts as well. Clubs organize programs and meetings to keep members informed about what is going on in the community, the country, and the world. Service projects are a huge focus of Rotary clubs. Many projects include not just Rotary members, but welcome their families and friends to join in as well. All in all, membership in a Rotary club makes one a better community citizen.

### **OUR CAUSES**

#### **Ending Polio**

Rotary has been working to eradicate polio for more than 35 years. Our goal of ridding the world of this disease is closer than ever.

As a founding partner of the [Global Polio Eradication Initiative](#), we've reduced polio cases by 99.9 percent since our first project to vaccinate children in the Philippines in 1979.



The success of the project ultimately led to the Global Polio Eradication Initiative (GPEI) whose goal is to eradicate polio worldwide (often referred to a Rotary's promise to the children of the world). Rotary was a spearheading partner in this 1988 campaign created by a unanimous vote of the World Health Assembly which also set the stage for Rotary's signature campaign to rid the world of polio.

Rotary members have contributed more than \$2.1 billion and countless volunteer hours to protect nearly 3 billion children in 122 countries from this paralyzing disease. Rotary's advocacy efforts have played a role in decisions by governments to contribute more than \$10 billion to the effort.

Today, polio remains endemic only in Afghanistan and Pakistan. But it's crucial to continue working to keep other countries polio-free. If all eradication efforts stopped today, within 10 years, polio could paralyze as many as 200,000 children each year.

### **Our Seven Areas of Focus**

#### Promoting peace

Today, over 70 million people are displaced as a result of conflict, violence, persecution, and human rights violations. Half of them are children. By carrying out service projects and supporting peace fellowships and scholarships, our members take action to address the underlying causes of conflict, including poverty, discrimination, ethnic tension, lack of access to education, and unequal distribution of resources.

#### Providing clean water, sanitation, and hygiene

Rotarians support projects that provide clean water and enhance sanitation, and hygiene education as basic necessities for a healthy environment and a productive life.

#### Fighting disease

We educate and equip communities to stop the spread of life-threatening diseases like polio, HIV/AIDS, and malaria. We improve and expand access to low-cost and free health care in developing areas.

#### Saving mothers and children

Rotary makes high-quality health care available to vulnerable mothers and children so they can live longer and grow stronger.

#### Supporting education

More than 775 million people over the age of 15 are illiterate. Rotary works to strengthen the capacity of communities to support basic education and literacy, reduce gender disparity in education, and increase adult literacy.

#### Growing local economies



We carry out service projects that enhance economic and community development and create opportunities for decent and productive work for young and old. We also strengthen local entrepreneurs and community leaders, particularly women, in impoverished communities.

### Protecting the environment

Rotary's newest area of focus (approved in 2020) highlights our dedication to protecting the environment and preserving the planet and its resources.

### **Disaster Response**

Rotary members and The Rotary Foundation play a unique role in disaster recovery and rebuilding efforts. Working closely with partner organizations that specialize in disaster relief, Rotary members lead projects to support every phase of a community's recovery from disaster.

Rotary supports three phases of relief:

1. **Immediate response:** Our local clubs and partners immediately offer helping hands and supplies.
2. **Short-term assistance:** Our clubs and districts help affected communities wherever we can through funds and materials to re-establish day-to-day operations.
3. **Long-term rebuilding:** Our clubs plan and implement projects that rebuild affected communities.

## **OUR SPECIAL PROGRAMS**

### **Youth Programs**

#### Interact Club

Interact is a service club for youth ages 12 to 18 who want to connect with other young people and have fun while serving their communities and learning about the world. Interact clubs are sponsored by local Rotary clubs and must have an adult advisor. Clubs can be school based or community based. School based clubs must have an adult advisor who is a school employee. Rotarians can serve as the advisor/mentor for community-based clubs.

When Rotarians play an active role in the Interact clubs they sponsor, they help Interactors develop leadership skills, build connections in the community, and become part of Rotary's family.

#### Rotary Youth Leadership Awards

Rotary Youth Leadership Awards (RYLA) is an intensive weekend leadership program for young people ages 14-30. Organized by clubs, districts, or multi-districts, RYLA allows participants to learn new skills through civic engagement and personal and professional development opportunities during the summer.

RYLA in District 7545 generally takes place during a weekend in May at Jackson's Mill. It has traditionally been offered to 9<sup>th</sup> graders in all high schools across our District.





### Rotary Youth Exchange

Rotary Clubs host exchanges for students ages 15-19 in more than 100 countries. There are two types of exchanges, long-term and short term. Long-term exchanges last a full academic year. Students live with more than one family in the host country and attend school there. Short-term exchanges last from several days to three months. They are often structured as youth camps, tours, or homestays that take place when school is not in session.

The objectives of the Rotary Youth Exchange program include:

- Instilling international understanding and good will in students
- Creating positive change by empowering youth
- Making lasting connections for host clubs, host families, communities, and the students involved.

### New Generations Service Exchange

Younger professionals can work with Rotary members to have unique vocational or community service experience through a New Generations Service Exchange. It's a short-term, customizable program for university students and professionals up to age 30 where participants can design exchanges that combine their professional goals with a humanitarian project.

New Generations Service Exchange enables participants to make connections with service-minded community leaders in another country, learn another language, build professional skills, gain international experience and travel and explore a new culture while giving back through service.

With a host Rotary district, participants plan activities that can include networking, relationship building, humanitarian service, professional development, and leadership training.

Exchanges last from several weeks to six months, can be arranged for individuals or groups, and need not be reciprocal.

### **Rotaract Clubs**

Rotaract clubs are an opportunity for young adults to develop leadership and professional skills, exchange ideas with community leaders, and have fun through service. Rotaract clubs can be formed independently or sponsored by a local Rotary club working in collaboration with each other. Rotaract clubs are now considered on an equal footing with Rotary Clubs, as such they support Rotary International's causes as well. There are currently over 10,000 Rotaract clubs and 230,000 members in 179 countries and geographical areas around the world.

### **Peace Fellowships**



Every year, Rotary awards up to 130 fully funded fellowships for leaders with work experience in peace and development from around the globe to study at a one of seven Rotary Peace Centers. Today, more than 1,600 Rotary Peace Fellows are advancing the cause of peace in more than 140 countries. Up to 50 fellowships for the 15–24-month Master’s degree study, and 80 fellowships for the one-year blended learning certificate programs are given out yearly.

### Grants

Rotary clubs are given access to many global and district grants from the Rotary Foundation. During the 2020-21 Rotary year, The Rotary Foundation provided more than 1800 district, disaster relief, and global grants totaling \$110 million. Rotary Foundation funded grants support projects related to Rotary’s seven areas of focus.

### Scholarships

The Rotary Foundation and local clubs invest in future leaders and philanthropists by funding scholarships for undergraduate and graduate study. Over 350,000 scholarships have been awarded by Rotary in total.

### Friendship Exchange

The Friendship Exchange is an international exchange program that allows Rotary members and friends to host each other in their homes and clubs. Expenses are paid by the traveler or their district. Hosts are not expected to assume a significant financial burden. Benefits to an exchange are numerous and include but are not limited to broadening international understanding, building enduring friendships, exploring a profession in a different context, and finding partners for grants.

## ROTARY INTERNATIONAL’S ACTION PLAN

### On Rotary’s Action Plan

The world today is not the same as it was when Rotary began in 1905. Demographics have shifted, the pace of change has accelerated, and technology has created new opportunities for connection and service. What hasn’t changed is a need for the values that define Rotary: fellowship, integrity, diversity, service, and leadership.

Rotary developed its Action Plan (i.e., its five-year Strategic Plan) to honor our past and embrace our future. It is meant to help evolve Rotary as an organization to not only keep us relevant but thriving. It was developed to further Rotary’s progress toward achievement of its Vision Statement, approved by the Rotary Board of Directors and Rotary Foundation Trustees in June 2017.

The Action Plan is intended to guide activities at the corporate level, but as clubs and districts are the core of Rotary, they are strongly encouraged to develop their own action plans and align them with Rotary’s plan.

The Action Plan is comprised of four priorities or strategic objectives:



1. Increase Our Impact
2. Expand Our Reach
3. Enhance Participant Engagement
4. Increase Our Ability to Adapt

**Increase Our Impact: As People of Action we make decisions grounded in evidence.**

Unlike many contemporary organizations engaged in humanitarian service, we haven't yet fully embraced a data-driven culture, nor have we adopted a consistent approach to measuring impact.

This priority focuses on building the practices, infrastructure, and capacity needed to define, measure, track, and analyze data from our service projects in a much more effective way. It also means making sure we're focusing our efforts, attention, and resources in the most meaningful ways.

Current and potential partners, younger Rotarians, participants, and, increasingly, donors want to see clear, tangible proof of impact. We need to build the practices, infrastructure, and capacity needed to define, measure, report, track, and analyze data from our service projects in a much more effective way.

Rotary will focus on:

- Continuing our effort to eradicate polio and use the lessons learned in this effort to shape approaches to measurement and evaluation in our other areas of focus
- Evaluating our programs and offerings to ensure we are directing our efforts toward those that have the most impact
- Identifying expertise and a methodology for measurement that is appropriate for Rotary, along with the tools and frameworks needed for evaluating our project work.

**Expand Our Reach: As People of Action we are inclusive, engaging, compassionate, and ambitious on behalf of the world.**

If more people affiliate with Rotary — not just as members but also as participants and partners — we'll grow our capacity to make an impact.

This priority focuses on how we can share our values with new audiences, create new ways to bring people together to experience the power of Rotary, and prove we are an organization that's inclusive, engaging, compassionate, and ambitious on behalf of the world.

If we want Rotary to prepare the next generation to lead, we need to make sure they feel welcome and at home here — and that means diversifying both our leadership and our approach. We need to start by looking at all the ways we're engaging with our communities, and by opening up new channels into Rotary for people from all backgrounds. We need to



share our values with new audiences, create new ways to bring people together to experience the power of Rotary, and prove we are an organization that's inclusive, engaging, compassionate, and ambitious on behalf of the world.

Rotary will focus on:

- Continuing its efforts to develop new products and alternative participant models so that people can join and take action with us
- Updating Rotary membership tools and resources to better help clubs engage more broadly and inclusively
- Use social networks more effectively
- Conduct research with and expand our engagement with Rotaractors.

**Enhance Participant Engagement: As People of Action we create meaningful relationships across decades and continents. We put the needs, expectations, and growth of our participants at the center of all we do.**

This priority focuses on ensuring every encounter is an opportunity to show people what Rotary can do for them as individuals and as members of our communities.

Enhancing participant engagement means that whenever someone engages with Rotary — through a club, a program, or even an event — they have an experience that exceeds their expectations. It also means that once someone is on the Rotary path, it's as exciting, fulfilling, and meaningful in decade five as on day one.

Enhancing participant engagement is assessing what we offer and looking for ways to create additional value. It's taking a hard look at some of our current programs and deciding whether they truly provide value and fulfillment. It's creating new programs, events, learning opportunities, and more that attract new people of action and leaders into our clubs and programs — and give them a reason to stay.

Rotary will focus on:

- Developing our infrastructure to support the evolving needs of Rotary participants
- Building our engagement indices and club incentives
- Creating new products and position existing ones to deliver value directly to participants
- Encouraging clubs and districts to offer both personal and professional engagement opportunities
- Using every encounter as an opportunity to show people what Rotary can do for them as individuals and as members of our communities.

**Increase Our Ability to Adapt: As People of Action we seek new perspectives and new ideas that can strengthen Rotary and create lasting change.**



This priority focuses on adapting more quickly to a changing world, using new perspectives to strengthen Rotary, and new ideas to create lasting change.

We need to seek out fresh opportunities, create more paths to leadership, open up our conversations to diverse voices, and simplify how we operate. By using our collective global imaginations to bring new ideas to the fore, we'll create a strong foundation for innovation, sustainability, and growth.

Rotary needs to become nimbler, more open to new faces, and better about understanding opportunities through changing demographics, technologies, and trends. There is a big gap between who we are as an organization now, and who we need and want to be. We need to close that gap.

Rotary will focus on:

- Reexamining our governance models, committee structures, business processes, etc.
- Creating a culture of research, innovation, and willingness to take risks to better serve our communities
- Creating a Rotary that's more inclusive and open to fresh faces and fresh ideas.

## ROTARY'S INTERNATIONAL STRUCTURE

### Rotary International

Rotary International supports Rotary clubs worldwide by coordinating policies, global programs and initiatives. The governing body of Rotary International is a Board of Directors comprised of one director for each two Rotary zones (referred to as Zone pairs).

### Zones

Rotary International is divided into 34 Zones with approximately an equal number of Rotarians in each.

### Districts

Rotary International groups clubs into districts to make local administration easier. There are approximately 535 Districts throughout the world, with 45 to 60 clubs in each district. Each Zone usually has around 18 Districts.

### Clubs

There is approximately 1.2 million Rotarians and .2 million Rotaractors in over 35,000 Rotary clubs and 11,000 Rotaract Clubs in more than 200 countries and geographical areas. Clubs are nonpolitical, nonreligious, and open to all cultures, races, and creeds.

## EXAMPLES OF SERVICE PROJECTS WORLDWIDE

### Saving mothers and children



- Equipping a neonatal intensive care unit in Brazil
- Supporting Rotary Family Health Days in Uganda
- Provisions and health talk to 50 expectant mothers in Nigeria

### **Promoting peace**

- Teaching peaceful problem-solving in Israel
- Peacebuilding & conflict prevention seminar in India
- Crime prevention in the Philippines

### **Providing clean water, sanitation, and hygiene**

- Bringing clean water to public schools in Lebanon
- Providing safe water for rural communities in Peru
- Building fresh water wells in Ghana.

### **Supporting education**

- Building classroom for children in Kenya
- Establishment of medical library to support nursing student learning in Mongolia
- Joy Fest distribution of story books in India

### **Growing local economies**

- Providing equipment for indigenous farmers in Paraguay
- Annual community business/trade fair in Nigeria

### **Fighting disease**

- Providing diabetes tests in India
- Screening for breast cancer in Turkey
- Fighting cervical cancer in rural Bangladesh
- Providing mosquito nets to combat malaria in Venezuela

### **Protecting the environment**

- Distribution of fruit-bearing plants in India
- Reforestation in Thailand
- Bee population conservation efforts in Australia

## **ROTARY FOUNDATION**

The Rotary Foundation is the financial engine of Rotary. It is a 501c3 not-for-profit organization separate from Rotary International and led by a Board of Trustees. The Foundation is supported solely by voluntary contributions from Rotary members and friends of the Foundation who share its vision of a better world. This support makes possible projects, funded with Foundation grants, that bring sustainable improvement to communities in need, both locally and globally of all sizes from short term initiatives to support local Rotary club projects to global initiatives such as the eradication of polio..

### **What impact can one donation have?**

- For as little as 60 cents, a child can be protected from polio.
- \$50 can provide clean water to help fight waterborne illness.
- \$500 can launch an anti-bullying campaign and create a safe environment for children.



### Levels of giving

- **Every Rotarian Every Year (EREY):** achieved by donating at least \$25 annually to the Rotary Annual Fund.
- **Sustaining Member:** achieved by donating at least \$100 annually to the Rotary Annual Fund. Your EREY contribution counts toward your sustaining membership.
- **Paul Harris Fellow (PHF):** achieved by donating \$1,000 or 1,000 recognition points to the annual fund, polio fund, world fund, disaster response fund, or any of Rotary's seven areas of focus within the annual fund.
  - Multiple PHF awards are achieved for each additional \$1,000 or recognition points.
    - 1 sapphire is awarded for each additional \$1,000 or recognition points up to 5 sapphires. Rubies are added after \$7,000.
    - PHF+8 (the equivalent of \$9,000 in contributions) is the highest PHF level recognized. At the \$10,000 level donors become designated as major donors.
- **Paul Harris Society (PHS):** achieved by members agreeing to donate at least \$1,000 per Rotary year. Members receive a certificate and chevron for their PHF pin.

### Recognition Points

Foundation recognition points are awarded to donors who contribute to The Rotary Foundation through the Annual Fund or PolioPlus, or who contribute to sponsorship of a Foundation grant. Donors receive one recognition point for every U.S. dollar contributed to these funds. Recognition points earned accumulate from year to year and are transferrable to others to assist them in achieving Paul Harris Fellow recognition levels. Additional information on recognition points can be found by searching "recognition points" on the MyRotary website.

### Tax receipt for donations

Donations of US \$10 and greater will be receipted by email, where applicable. Donations of \$10 or more made offline by check will also be emailed if an email address is provided, or otherwise by post.

### How to donate

- Through Rotary Direct (credit card) on MyRotary.org (donations can be one-time or recurring)
- Through your Club Treasurer

### Monitoring your donations

- Donations submitted to and received by the Rotary Foundation are reflected on each member's My Rotary account.
- Donations submitted through the Club Treasurer will not be reflected on My Rotary until the funds are remitted to the Rotary Foundation.



### **ROTARY LEARNING CENTER**

Learn everywhere and anytime with Rotary's Learning Center. Take courses, find resources, connect with an online community, talk with other registrants and course moderators, customize your user profile, and track your progress. Sign in with your My Rotary account at [www.rotary.org/learn](http://www.rotary.org/learn), or find the link on My Rotary under the Learning & Reference tab.

Some examples of courses provided are: Rotary Basics, Rotary Foundation Basics, Is Your Club Healthy, Kick-start Your New Member Orientation, Strategies for Attracting New Members, Club Membership Committee Basics, Club President Basics, Club Public Image Committee Basics, Mentoring in Rotary, and many more.

### **ROTARY LEADERSHIP INSTITUTE (RLI)**

The Rotary Leadership Institute (RLI) is not an official program of Rotary International. Instead, it is a grassroots coalition of Rotary districts and regions offering a leadership development program for potential leaders of Rotary clubs. Recognizing that the success or failure of a Rotary Club depends on the quality of its leadership, RLI provides an opportunity to advance

one's understanding of Rotary as well as one's leadership skills in the company of fellow Rotarians. Any Rotary members can enroll in RLI courses, not just those who plan to serve as club president.

#### **History**

RLI was founded in 1992 in District 7510 in central New Jersey. In 1994, three more districts in New Jersey joined the movement, and from there RLI continued to spread within Zones 31 & 32 (Northeastern and mid-Atlantic USA and parts of Canada). Officers of Rotary International took notice of the RLI movement and encouraged its expansion. Divisions of RLI are now established around the globe. To learn more about the international organization, go to [www.rotaryleadershipinstitute.org](http://www.rotaryleadershipinstitute.org).

#### **Philosophy**

RLI's purpose is to strengthen both clubs and individual Rotarians. RLI courses focus on general topics as opposed to training in specific roles. Classes cover topics such as leadership, team building, planning, marketing, communication and organization management.

#### **Curriculum**

The basic course of RLI is covered in three days, each day being called Parts I, II, and III. Usually at an RLI Event, all three Parts are available, but a member only enrolls in one part at a time. Generally, members would allow sometime between taking each Part to allow for their club activities to give them perspective. Graduate seminars are also offered for those who have completed Parts I, II, and III.

#### **Teaching Methods**

RLI believes that course sessions should contain as much discussion and participation as possible, with lecturing held to a minimum. To encourage participation, class sizes are limited.





Methods include discussion groups, role-playing, problem solving workshops and projects. Faculty members are all volunteers from the ranks of Rotary and must attend a full day of training and periodic reorientation programs.

### **RLI Events**

All RLI Events are sponsored by one of the Rotary districts. Each participating district has an RLI Coordinator whose responsibility it is to schedule these events for his or her district. It is not necessary to take all classes in one's own district. In fact, you are encouraged to take one Part in another district, just to broaden your perspective. Virtual classes, as well as in-person classes are available. If you enroll in one of the virtual classes, you are likely to be in class with participants from several districts.

### **Mid-Atlantic Rotary Leadership Institute (MARLI)**

District 7545 is a part of the Mid-Atlantic Rotary Leadership Institute. The website for MARLI is [midatlanticrli.org](http://midatlanticrli.org). On this website, you will find a listing of all RLI Events scheduled in the region, as well as the contents of each part and the corresponding course

materials. You can register for classes through this website and through DACdb. The cost of RLI is nominal and many clubs will cover the cost for their members who attend.

### **ROTARY FELLOWSHIPS**

Rotary Fellowships consist of members who share a common interest in recreational activities, sports, hobbies, or professions. These groups help expand skills, foster vocational development, and enhance the Rotary experience by exploring interests while developing connections around the world.

For additional resources on Rotary Fellowships visit [www.rotary.org/fellowships](http://www.rotary.org/fellowships). Contact [rotaryfellowships@rotary.org](mailto:rotaryfellowships@rotary.org) with questions.

### **ROTARIAN ACTION GROUPS**

Rotary Action Groups are independent, Rotary-affiliated groups made up of people from around the world who are experts in a particular field, such as economic development, peace, addiction prevention, the environment, or water.

Action groups offer their technical expertise and support to help clubs plan and implement projects to increase our impact, one of Rotary's strategic priorities. This support includes helping clubs find partners, funding, and other resources. Action groups can also help clubs and districts prepare grant applications, conduct community assessments, and develop plans to monitor and evaluate their projects. Read more about these activities in the [Rotary Action Groups annual report](#).



Join a Rotary Action Group to share your expertise and make a difference in projects outside your club or district. To get involved, look at our [directory](#) and contact the action group you're interested in.

### **DISTRICT 7545**

#### **District Governor**

The District Governor provides leadership, inspiration, and guidance to Rotary clubs under the general supervision of the Rotary International Board of Directors. The Governor serves a one-year term as the regional officer of Rotary, fostering success in the district at the club level.

#### **Assistant (Area) Governors**

Assistant Governors are appointed by and work under the supervision of the District Governor. They assist the Governor by supporting the clubs in a specified area within the district and serving as a key player in helping the clubs achieve their goals and objectives. An Assistant Governor is typically assigned between three and five clubs. They act as the principal connection between their assigned clubs, the District Leadership Team and the District Governor.

#### **District Leadership Team**

The District Leadership Team consists of members filling district level positions for a given year. Their names and contact information can be accessed through the district website *Our District* tab.

#### **Areas**

An area is a grouping of clubs to which an Assistant Governor is assigned. There are 15 Areas in District 7545.

#### **District Committees**

District Committees are formed by the District Governor as needed to enable the efficient operation of the district. Typically, committees are intended for terms in excess of one year.

The following are the standing committees of District 7545. The District Governor may supplement this committee listing as desired. • District Nominating Committee • District Finance Committee • District Training Committee • District Rotary Foundation Committee • District Membership Committee • District Public Image Committee • District Programs Committee • District Conference Committee • District Communications Committee • District Awards Committee • District Youth Services Committee

#### **District Committee Chairs**

Committee Chairs are appointed by the District Governor to serve during the year of his or her term. Committee Chairs are responsible for the overall operation of their committee.



### **Clubs**

At Rotary club meetings, Rotarians come together for fellowship, and to hear from the community, learn, make plans, and foster their commitment to provide humanitarian service, goodwill and peace in their communities and around the world.

### **Presidents-Elect Training Seminar (PETS)**

PETS is an annual district-level seminar typically held in the spring that trains incoming club presidents on their role and responsibilities during their year as club president.

### **District Assembly**

The annual district assembly typically held in June is the major training event in the district. Its primary purpose is to train the incoming leadership teams for the clubs within the district. District Assembly workshops offer motivation, inspiration, Rotary information, and new ideas for club officers, directors, and key committee chairmen of each club.

### **District Conference**

The annual district conference is a time to network, reconnect with friends, find inspiration for continuing service and community leadership and enjoy time with fellow Rotarians from across the district. The conference usually lasts for two days and includes:

- A visit from a Rotary International president's representative, who gives an update on Rotary International and inspires and motivates participants
- A report on the district, including its successes and challenges
- An official business meeting to discuss and vote on important district matters
- Local and international speakers who provide information on topics relevant to district members.
- District level recognitions
- A district service project

## **CITATIONS**

### **Rotary Citation**

The Rotary Citation is a Rotary International program to incentivize and recognize clubs for strengthening their clubs and expanding their service activities. To qualify for the Rotary Citation a club must set and achieve its own goals in at least 13 of 26 Goal Categories provided in Rotary Club Central. Clubs select the categories important to their club's progress and set target level of achievement in each.

Achievements in each category must be entered by the club in Rotary Club Central, except for Membership, Annual Fund and PolioPlus contributions which will be updated from Rotary.org data in real time.

### **District Governor's Citation Award**



The District Governor's Citation was created to assist clubs in evaluating their club operations and motivate them toward continuing improvement. The citation application allows clubs to earn points in categories such as:

- Club Administration, Finance and Governance
- Club Leadership and Training
- Membership
- Foundation
- Public Image
- Community Service
- Youth Service
- Vocational Service
- Fun

Accumulated points allow clubs to qualify for Bronze, Silver and Gold recognition levels. The weighting in each area can change from year to year based on the desires of the District Governor.

### **SOCIAL MEDIA PLATFORMS**

Social media is a great way for Rotary Clubs to interact with their community. The more follows, likes, comments, and shares our posts receive, the more people we reach in our community. This results in people learning more about our group and may pique their interest in joining us.

It's also good for current members to follow so that you can stay updated on current information. Follow your local club as well as the entire district. Following Rotary International is also a good idea to learn more about Rotary efforts across the globe.

### **LINKS TO INFORMATIONAL SITES**

**Rotary International - Home Website:** Rotary International – Home is a site where Rotarians and non-Rotarians can learn about Rotary. It provides information on Rotary's history, structure, causes, programs, and much more. <https://www.rotary.org/en>

**My Rotary Website:** My Rotary is a place for members of Rotary to access tools and information to make their membership experience better. A My Rotary account can be created by following on screen instructions.  
<https://my.rotary.org/en/login>

**Rotary Club Central:** Rotary Club Central serves as an online tool to help clubs set and track goals and achievements. It also provides trend data on such things as membership, gender, age, annual fund giving and more. Access requires a My Rotary account. Rotary Club Central can be accessed by clicking on a link in My Rotary or the link below.

<https://my.rotary.org/en/login?destination=https%3A//my-cms.rotary.org/en/secure/application/516%3Fbypass%3Dtrue>



**Rotary Showcase:** Rotary Showcase is an online application that allows Rotarians to share stories of their clubs' successful projects with people around the world. Access requires a My Rotary account. Rotary Showcase can be accessed by clicking on a link in My Rotary or the following link: <https://my.rotary.org/en/secure/showcase>

**Rotary Learning Center:** The Rotary Learning Center offers a wide range of well-developed, online training courses for all Rotarians, on a wide range of topics. Access requires a My Rotary account. Rotary Learning Center can be accessed by clicking on a link in My Rotary or the following link: <https://learn.rotary.org/members/pages/36/course-catalogs>

**District 7545 Website:** The District 7545 website provides information specific to our district and can be found at this link: <https://www.rotarydistrict7545.org/>

**District 7545 Facebook Page:** This Facebook page was created to share information on both the district and club levels: <https://www.facebook.com/RotaryDistrict7545/>

**DACdb:** DACdb is a powerful suite of software designed to make all the functions of membership management easier. In addition to serving as a database to store member profile information, it can be used to serve as a directory, register for Rotary events, send mass emails to Rotarians, send billings for dues, and much more. A DACdb account can be established by following on screen instructions at <https://www.dacdb.com/SecLogin.cfm>

**DACdb Mobile:** DACdb mobile is a dedicated mobile website, specially designed to run on a smart phone and can be found at: <https://m.dacdb.com/>