

ROTARY LEADER

HOW TO

RI President Mark Daniel Maloney has challenged club and district leaders to grow Rotary in 2019-20

TECH TOOLS

Discover new features coming soon to My Rotary

YOUNG LEADERS

Understanding the 2019 Council on Legislation action on Rotaract

DISTRICT CORNER

A new way for clubs and districts to support disaster recovery

Rotaract members in Germany build a house for wild bees. Read more about the Council's action on Rotaract.

PRESIDENT'S MESSAGE



MARK DANIEL MALONEY

I love to travel! I even enjoy the mundane process of getting from here to there. But last year, my wife, Gay, and I had one of those experiences that would strain the optimism of even the most cheerful traveler. We found ourselves with six hours to wait, at an airport where we were not scheduled to be, on a day we had not planned still to be traveling, having woken up that morning at a hotel unknown to us the night before. It was one of those days.

As we waited at John F. Kennedy International Airport in New York City, Gay and I took a walk to people watch. We went from one end of the terminal to the other and back, looking at every gate, every destination, every group of people waiting for their flights.

Each gate was its own island of humanity. When we walked down the center of the concourse, we were in New York, moving along with everyone in one river. But when you veered off into those seats, you left that current and landed on an island. You were already in Delhi or Paris or Tel Aviv.

As we started our walk, I thought: "All these different people, all these different countries, all in one place. This is like Rotary!" But as we walked past gate after gate, I realized something. It was not like Rotary at all. Because everyone in that river was heading for an island. And every island stayed an island. The people heading to Taipei might be talking to one another, but they were not talking to the people heading to Cairo or Lagos.

Contrast that with Rotary. Rotary allows us to connect with one another, in deep and meaningful ways, across our differences. It connects us with people we would never otherwise have met, who are more like us than we ever could have known. It connects us to our communities, to professional opportunities, and to the people who need our help.

Connection is what makes the experience of Rotary so very different from walking along that concourse at JFK Airport. In Rotary, none of us is an island. All of us are in Rotary together, whoever we are, wherever we are from, whatever language we speak or traditions we follow. We are all connected to one another — part of our communities and members not only of our clubs, but also of the global community to which we all belong.

This connection is what lies at the heart of the Rotary experience. It is what brings us to Rotary. It is why we stay. Please join your fellow Rotarians on this journey as *Rotary Connects the World*.

TOGETHER WE CONNECT, TOGETHER WE GROW

RI President Mark Daniel Maloney is challenging club and district leaders to grow Rotary. In his speech at the International Assembly in January, he called on leaders “to grow our service, to grow the impact of our projects, but, most importantly, to grow our membership so that we can achieve more.” You play an important role in helping to achieve his vision and ensure that *Rotary Connects the World*.

Explore the options below to learn how you can begin growing Rotary.

Create a membership committee

Successful membership growth requires an organized approach. Maloney is asking each of the 2019-20 district governors to name a district membership chair and urging every club to form a membership committee. Your club membership committee can help you create, update, and execute an action plan to attract and engage members.

Download the **Club Membership Committee Checklist** for step-by-step instructions on how to identify, introduce, invite, and engage potential members.

Reflect the diversity around you

Make sure your club’s members mirror the community it serves. Diversity is one of Rotary’s core values. Clubs whose members have diverse backgrounds and viewpoints are more vibrant and serve their communities better. A membership committee whose members represent the diversity of its club and community can help you achieve this goal.

Download the **membership diversity assessment** to raise awareness of the diversity in your community and help your club achieve it.

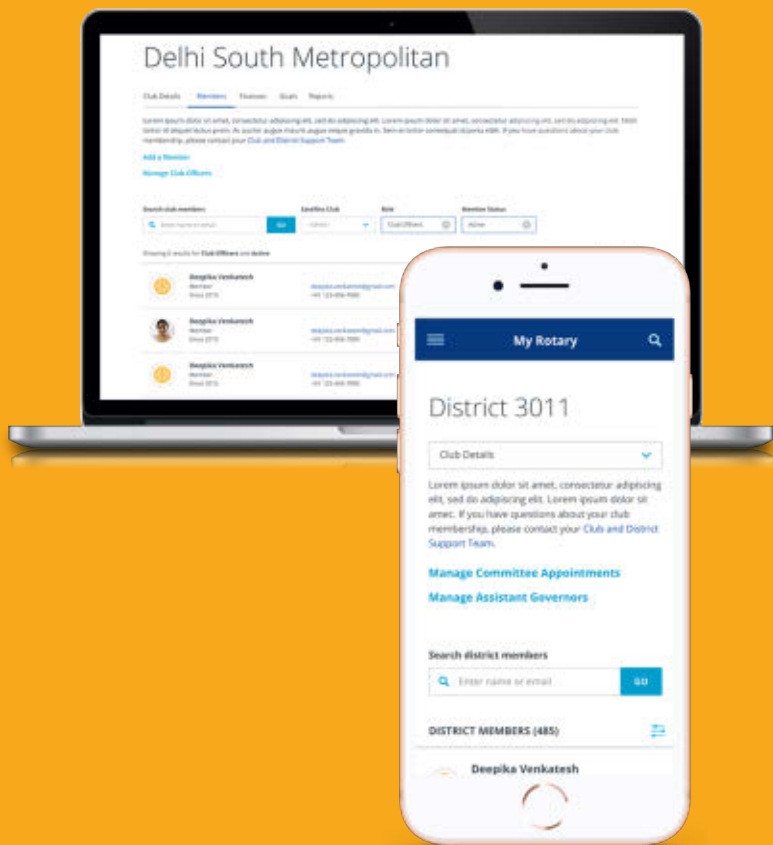
Welcome family members to club activities and events

Be realistic about time expectations and thoughtful when scheduling meetings and events. Ensure club activities are family-friendly for young and old alike.

Start new clubs and offer different meeting formats

It’s not just about forming new Rotary and Rotaract clubs in areas that don’t already have them. It’s also about appealing to current and potential members whose needs aren’t being met by existing clubs. During the last three years since the Council on Legislation voted to allow clubs more flexibility, clubs have successfully tried various innovative membership models and meeting formats to attract new members.

To see some of these ideas at work, read the club innovation stories in each issue of **The Rotarian**.



COMING SOON: A NEW MY ROTARY

Get ready for a new My Rotary experience, coming to you later this year. The My Rotary platform will have a brand-new look and lots of enhanced features, such as a faster search function. You'll also be able to use My Rotary on most mobile devices.

Making connections with other Rotarians will be easier than ever. Perhaps you met a fellow member at the Rotary International Convention but didn't exchange contact information. You'll be able to search My Rotary to find members and Rotary clubs and contact them instantly.

You'll be able to choose how your personal information is displayed on the new My Rotary. You can make some of your personal details visible to members of your club and others visible to Rotarians around the world.

More My Rotary improvements are planned for 2020, including ones that will make it easier for district officers to find resources and conduct Rotary business. There will be enhancements for Rotaractors, too, including the ability to search for other Rotaractors.

Keeping your My Rotary profile up-to-date will allow you to use the digital tools you need, like Rotary's Brand Center, Rotary Ideas, Rotary Showcase, Rotary Club Central, and more.

Improving My Rotary is a part of an ongoing initiative to enhance all of Rotary's digital tools. This project is made possible by the support of our members and your dues.

WHAT'S NEW

Download the updated **Rotaract Handbook** for tools and resources to help you organize, certify, and manage the Rotaract club you sponsor.

Rotary and the Institute for Economics and Peace have developed presentations you can use to help your club or district conduct a Positive Peace workshop in your community. Download a **club** or **district** presentation and a **club** or **district** facilitator's guide to assist you in leading a discussion on Positive Peace.

Register for the 2020 Rotary International Convention, which will be held 6-10 June in Honolulu, Hawaii, USA, and save.

WHAT'S NEXT

JULY

Beginning of Rotary year

- 1 New Rotary officers begin their year of service
- 1 Nominations are open for the **Rotary Alumni Global Service Award**. The award honors an outstanding Rotary alumnus or alumna whose humanitarian service and professional achievements illustrate the impact of Rotary's programs.
- 1 Nominations are open for the **Rotary Alumni Association of the Year Award**. The award honors an outstanding alumni association that displays awareness of the significant role alumni play in Rotary and demonstrates the impact of Rotary programs.
- 31 Last day for 2018-19 district governors to submit governor funding expense reports

AUGUST

Membership and New Club Development Month

- 1 Nominations are open for the **Rotaract Outstanding Project Award**. The award recognizes Rotaract clubs that are making a sustainable impact in one of Rotary's areas of focus through their innovative community or international service projects.
- 15 Last day to report **Rotary Citation** achievements for Interact clubs

PEACE CORPS VOLUNTEERS MAKE GREAT MEMBERS, CONTACTS



A year after becoming a Rotarian, Charlie Masilae Hunt joined the U.S. Peace Corps. He provided business expertise for a fishing cooperative, while his wife served as a community health volunteer, on the tiny island of Emae, Vanuatu, in the South Pacific.

"I always half-kiddingly say I took Service Above Self a little too seriously by becoming a Peace Corps volunteer," Hunt says. "Service Above Self describes Peace Corps volunteers, too."

In the Peace Corps, volunteers from the United States immerse themselves in communities in other countries, work with local leaders, and take part in development efforts on issues such as health, education, agriculture, and the environment. Their similar approach to service is one reason Rotary and the Peace Corps can be good partners, both in the U.S. and other countries.

Hunt thinks clubs can benefit from thinking of former Peace Corps volunteers as potential Rotary members. His club, the Rotary Club of Denver Lodo, Colorado, USA, increased its membership by 50 percent this year when it inducted 10 returned Peace Corps volunteers (RPCVs). The former Peace Corps members created a satellite group that meets at a different time and place from the main club, which made it easier and more appealing for returned volunteers to join. The satellite club members also pay lower dues and don't have a meal when they meet, but they are invited to all of Denver Lodo's functions, such as service projects and club socials.

Hunt, president of the Returned Peace Corps Volunteers of Colorado, was one of several Denver-area Rotarians who encouraged Rotary International to sign a **partnership** agreement with the Peace Corps in 2014.

Under the agreement, Rotary clubs around the world are encouraged to work with Peace Corps volunteers to identify a project's prospective beneficiaries, assess the needs of communities, and involve community members in projects. When Peace Corps volunteers return to the U.S. after their service, they're urged to give presentations at Rotary club meetings and work with clubs on international projects.

"In the Peace Corps, you're never an ex or an alumnus. You're expected to continue your community service and share your experience in your home community," Hunt says. "That's where Rotary represents a great service opportunity for a returned volunteer."

Peace Corps volunteers serve in more than 60 countries. If Peace Corps volunteers are working in your area, you can:

- **Invite the volunteer to visit a project your club has undertaken in your community**
- **Explore how the volunteer can serve as a cross-cultural liaison between the host club and existing or potential club project partners in another country**

If your club is in an area of the U.S. where returned Peace Corps volunteers live:

- **Work with your local RPCV group on a community service project**
- **Invite a returned volunteer to attend your club meeting or Rotary event and talk about their work abroad**
- **Contact your local RPCV group for help reviewing an international project**

PROJECT SPOTLIGHT



PROMOTING ORAL HYGIENE

Dental hygiene education for schoolchildren to celebrate World Oral Health Day

LOCATION **SEFWI AKPAFU, GHANA**

DATE **22 MARCH 2019**

CATEGORY **DISEASE PREVENTION AND TREATMENT**

The Rotaract Clubs of Accra-Labone and Accra-East, Ghana, distributed toothbrushes and toothpaste to more than 100 students at the Kawu D.A. primary school to celebrate World Oral Health Day, which is observed each year on 20 March. The students were taught how to thoroughly brush their teeth and encouraged to brush twice a day. Teachers were encouraged to include oral health education in their lesson plans.

Use My Rotary's discussion groups, Rotary Ideas, and Rotary Showcase to help you with your service projects from start to finish.

UNDERSTANDING THE 2019 COUNCIL DECISION ON ROTARACT

Every three years, the Council on Legislation considers proposals that determine the direction of Rotary International. The 2019 Council, which met 14-18 April in Chicago, amended our constitutional documents to include Rotaract clubs as a membership type of Rotary International.

Here are the answers to some frequently asked questions about the Council's action.

What does the vote on Rotaract mean?

Rotary International is composed of its member clubs. This enactment, 19-72, broadens the definition of membership to include both Rotary and Rotaract clubs. It elevates Rotaract clubs by acknowledging them in the RI Constitution and RI Bylaws as a unique membership type within RI. Rotaract clubs will still have their own standard constitution and will remain a separate club membership type from Rotary clubs. But because they will be recognized in the constitutional documents, Rotaract clubs will enjoy greater support from RI.

Are Rotaract clubs still required to be sponsored by a Rotary club?

Yes. Rotaract clubs need to be sponsored by a Rotary club to be officially recognized by Rotary International. Sponsorship of Rotaract clubs is mandated by the Board and described in the **Rotary Code of Policies**.

Does this mean Rotaractors automatically become Rotarians?

No. Members of Rotary clubs are Rotarians and members of Rotaract clubs remain Rotaractors. This does not change the separate identity of Rotaractors.

Will this change the Rotaract experience?

This will not change the club experience that Rotaractors have. Rotaract clubs will still be sponsored by Rotary clubs, and as partners in service, both clubs should strive to maintain their current relationship. But Rotaractors will have a much closer relationship with RI now that Rotaract clubs are a recognized membership type of RI rather than a Rotary program.

Does this mean Rotaract clubs will start paying dues to Rotary International?

Not immediately. According to the current RI Constitution, Rotaract clubs will pay dues as established by the Board. The Board will have to determine the amount of dues and when they would be collected. It will continue to research the best way to introduce dues and will consider what amount is fair and what products and services Rotaractors would receive in exchange. Any changes will be implemented gradually.

Where can I find the full text of the enactment?

For the exact text, refer to the **legislation that was proposed at the 2019 Council**. See the version of enactment 19-72 marked "Motion to Amend" at the top. The Council approved this wording. All other versions should be disregarded.

See more **answers to frequently asked questions** on this topic, and **highlights of the other Council action**.

THE NEW ROTARY DISASTER RESPONSE FUND

To better help your club or district respond to the needs of communities affected by natural disasters, The Rotary Foundation has created the **Rotary Disaster Response Fund**.

Gifts to the fund cannot be directed to a specific disaster, but are available to districts through **Rotary Disaster Response Grants**. Districts that are **qualified** for Rotary grants, meet the **eligibility guidelines**, and are in an area that has been affected by a natural disaster can apply for a grant of up to \$25,000, based on the availability of funds.

“Historically, Rotary has struggled in our role to address immediate needs after disasters. We are not a relief organization,” says Mary Beth Growney Selene, a past Foundation trustee. “Our clubs are better equipped for long-term recovery. However, this new fund will allow our members to respond swiftly and effectively, bringing hope to those who have been affected by disaster.”

Districts can use this kind of grant to start their own projects or work with established relief organizations to help their communities recover from events like hurricanes or earthquakes. Grant funds can be used to provide basic items such as water, food, and clothing. A district may apply for another disaster response grant after reporting on the progress of its first project.

The trustees created this fund as the single mechanism for Rotarians to give to the Foundation to support disaster recovery and rebuilding efforts. Trustees agreed to transfer remaining monies from previous Foundation disaster funds to this new fund. The Rotary Foundation also offers funding to support long-term disaster recovery efforts through **global grants**.

You can make a gift to the fund at rotary.org/donate. Just click the Donate button and select Disaster Response Fund. Gifts will be credited toward your club’s annual giving goal, but will not apply to SHARE or generate District Designated Funds. Gifts are counted toward Annual Fund club recognition including 100% Paul Harris Fellow, 100% Foundation Giving, and Every Rotarian, Every Year.





TOGETHER, WE

CONNECT

Visit rotary.org/brandcenter to learn more



ABOUT ROTARY LEADER

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