



RLI Undergraduate Curriculum: Part III

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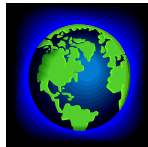
The Rotary Leadership Institute (RLI) is a multi-district, grassroots leadership development program of member districts organized into regional divisions in various parts of the world.

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

Our Mission: to have Rotary Clubs identify those Rotarians who appear to have the potential for future club leadership (not necessarily as club presidents) and provide those identified with a quality education in Rotary knowledge and leadership skills so important in voluntary organizations.

COURSE MATERIALS

Event Agenda, Faculty, Upcoming RLI Events, Division Leadership, and Welcome Letter are included as a supplement to the Curriculum. Full outlines, media & all reference materials are online at www.RLI33.org



International Service

2

A case study driven examination of the concept of world community service in Rotary, with emphasis on the practical ways of bringing international service to your Club.



Effective Leadership Strategies

9

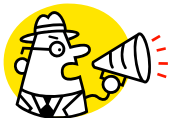
(Double-Session) A results-oriented session employing advanced leadership strategies for consensus building and promotion of action initiatives, applicable to civic or business settings.



Rotary Opportunities

14

Interactive session using RLI students' experiences in their clubs to inform their understanding of the core programs of Rotary, including RI programs & Global Networking Groups.



Leadership-Public Relations

22

A hands-on session dealing with the planning and execution of effective public relations, with expression in the form of press releases composed for various Rotary events.



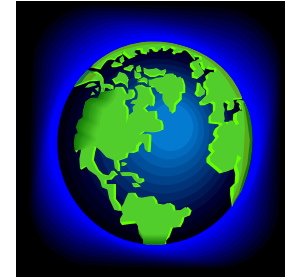
Making a Difference

29

RLI Graduates evaluate the RLI experience in terms of impact on their clubs, communities, and discuss the impact of suggested changes to the RLI program.

Course Evaluation

Handout



International Service

Session Goals


Explore Opportunities for International Service (the “Fourth Avenue of Service”)

Exchange Ideas for International Service Activities

Design a World Community Service (WCS) Project


Materials

 Insert IS-1: Suggested Steps in Developing a WCS Project

 Insert IS-2: Scenarios for International Service Projects

 Insert IS-3: Sample Matching Grant Budget

 Insert IS-4: What is World Community Service

  World Community Service Handbook: a Guide to Action. 742-EN-(908)

  World Community Service Slideshow.
http://www.rotary.org/RIdocuments/en_ppt/wcs_presentation03.ppt

 ProjectLink Database Search

  Rotary Volunteers Handbook. 263-EN-(1007)

  Rotary Volunteers Slideshow.
http://www.rotary.org/RIdocuments/en_ppt/elearn_volunteers.ppt

Key:  attached insert  online  article  ppt

Session Topics

- 1) What is International Service?
 - a) What is the goal of international service?
 - b) Why shouldn't we just concentrate on our local community?
- 2) What does your club do in International Service? What do individual Rotarians do?



3) Opportunities for International Service

- a) What are possible opportunities for international service activities?
- b) International Projects of R.I.?
- c) Role of The Rotary Foundation in International Service?
- d) Special Rotary international projects organized by districts, groups of Rotarians, etc., e.g. Rotaplast, Gift of Life, etc.?

4) How can we utilize our vocational skills in international service?

5) Club meeting programs in the “International” area

- a) Reports by members on foreign visits
- b) Reports on sister club program
- c) UN and Rotary programs., other possibilities?

6) Development of a World Community Service (WCS) project

- a) What is World Community Service in Rotary?
- b) How do we go about finding a WCS project for our club?
- c) What resources are available to clubs for international service projects (WCS)?
- d) Can we partner with other organizations? Should we? What would be the positive and negative aspects of such a partnership?

7) Discussion of Matching Grant Program

- a) How does it work?
- b) Need for partner club or district in another country
- c) Requirements, etc.

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

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



- d) Finance & the concept of “Stewardship” in Matching Grants
- 8) What is the 3-H program? Why is it a separate grant program? How has it been changed? Why? Can we still engage in these types of projects?
- 9) What are Volunteer Service Grants? How has it been changed? Why?
- 10) Design Projects
 - a) Divide into small groups to design projects
 - b) Reports of each group, discussion & critique
- 11) SUMMARIZE

“Rotarians in one part of the globe can affect lives on the opposite side of the world. We have the desires and the capabilities to give help where help is needed....

Where there [is]...a starving child...a weeping mother — Rotary can be there.

Where there is a cataracted eye, a crooked limb — a need for medicine, braces, surgery — Rotary can be there.

Where there is the sigh of the lonely, the despair of the isolated — Rotary can be there.

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

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



Insert IS-1: Suggested Steps in Developing a World Community Service Project

1. Get ideas from Rotary Web Site (WCS Projects Exchange) or people who have visited a foreign country.
2. Try to select something IMPORTANT that will interest the club members.
3. Present the idea to the club's International Service Committee who will report to the Board of Directors.
4. If approved, make contact with Rotary club or district in the target country to seek cooperation.
5. Get estimates of project cost with cooperation of partner club/district.
6. Consider if visit to other country desirable/necessary. If so, discuss ways of financing travel, including possibility of Volunteer Service Grants.
6. Develop budget for project with partner club/district. Estimate source of funds - sponsor club, district contribution, partner club, matching grant funds, outside support, etc.
7. Get approval of budget by all sources of support and begin preparation of matching grant applications.
8. Process matching grant applications and execute project.
9. Keep club informed of progress of project. Have pictures taken, etc. for publicity within district, to outside media, etc.
10. Thank those who supported project.
11. Send Annual Reports and Final Report (within 6 months of completion).



Insert IS-2: Scenarios for International Service Projects

SCENARIO 1

Rotarian Margaret Meader has returned from her GSE visit to Madagascar. While in Madagascar she visited a small village with a school in great disrepair. The children's desks were rotting away and were actually dangerous. There were few books available and children had to read from one book in groups. The teachers tried hard, but worked under very difficult circumstances. When Margaret visited, many children asked her to teach them English, but she was there only a few days before moving on to another town. There was no Rotary club in the village, but there was one a few miles away. What can we do to help?

SCENARIO 2

While on a vacation in South Asia, Rotarian Tom visited the Taj Mahal and saw the great beauty of this Wonder of the World. But the site was filled with beggars and desperately poor people. Tom talked with some Indian Rotarians and went with them to a farming community. The people looked sickly and Tom inquired of the Rotarians about the reasons for their condition. He was told that they were having problems with impure water and that many people were HIV positive. When Tom asked about doctors and hospitals, the Rotarians said that there was a hospital about 75 miles away and one doctor who visited the community every three months. People were not sure they were HIV positive until full blown AIDS occurred and many felt it was the water that made them sick. Tom asked if his club could help and the Rotarians of the area said that would be great. What can be done and how?

SCENARIO 3

Mary Smithers returned from a Rotary Leadership Institute course all excited about working on a World Community Service Project in her club. The only problem was she didn't know what to do. So she pulled up the Rotary International Web Site - www.rotary.org and clicked on the World Community Service Project Exchange and clicked off South America and several different types of projects. She found a request for funds for a textbook cooperative in Guatemala. She learned from the listing that US \$2,000 would buy books and covers for an entire school. The club sent the funds through a Georgia Rotarian and received a letter of thanks. Mostly out of curiosity, a few club members and Mary decided to visit Guatemala. They found primitive farming methods and many female led families living in poverty. Mary wants to design a project to help the area. What should we do? Hint: what's a microenterprise bank?



Insert IS-3: Sample Matching Grant Budget

PROJECT COST:		\$12,000
CONTRIBUTION BY OUR CLUB:	\$3,000	
CONTRIBUTION BY CLUB IN OTHER COUNTRY:	\$1,000	
CONTRIBUTION FROM OUR DISTRICT DESIGNATED FUND:	\$3,000	
MATCHING GRANT FROM THE ROTARY FOUNDATION	\$5,000	
1-1 MATCH OF DDF FUNDS	\$3,000	
1-.50 MATCH OF 2 CLUBS CONTRIBUTIONS	\$2,000	

NOTE THAT OUR CLUB USED \$3,000 TO PUT TOGETHER A \$12,000 PROJECT.

ADDED TO THE ABOVE COULD HAVE BEEN CONTRIBUTIONS FROM LOCAL GOVERNMENT OF THE OTHER COUNTRY, COOPERATING PUBLIC OR PRIVATE AGENCIES, ETC.



Insert IS-4: What is World Community Service?

A World Community Service (WCS) project involves Rotary clubs from two or more countries uniting to serve one of their communities. Through the WCS program, clubs searching for international assistance can publicize their project needs to other clubs around the world. Likewise, clubs looking to support an international project can use WCS resources to locate a suitable candidate.

By advancing international understanding and goodwill through service, WCS reflects the heart of Rotary and provides exciting, challenging, and rewarding opportunities to Rotarians.

Program History and Goals: The WCS program was officially launched in 1967. Since then, thousands of WCS projects have been completed, and millions of dollars in funds and supplies have been donated annually by Rotary clubs to support them.

The WCS program aims to

1. Improve the **quality of life** of those in need through international service
2. Encourage **cooperation** between clubs and districts in different countries as they carry out international service projects
3. Provide an effective **framework** for exchanging information regarding project needs and assistance
4. Increase **awareness** among Rotarians of International development and cultural issues as well as the importance of implementing projects that help people help themselves
5. Assist participants in **related programs** of Rotary International and The Rotary Foundation
6. Educate Rotarians about **WCS project funding opportunities** available through the Foundation and other sources
7. **Communicate** successful WCS experiences to other Rotarians
8. Foster **international understanding, goodwill, and peace**

The RI Board recommends that when clubs develop programs for World Understanding Month in February, they structure at least one around WCS.

WCS projects should adhere to the following criteria:

1. The project is humanitarian in nature.
2. Rotarians in two or more countries are involved.
3. The project is located in one of these countries.

Getting Involved

Rotary clubs that get involved with WCS find that the program's benefits extend far beyond the communities where their projects take place. WCS offers clubs an opportunity to (1) Undertake more ambitious projects (2) Empower all participants in service efforts (3) Develop closer ties with Rotarians abroad (4) Further international understanding and goodwill AND, (5) Address global concerns

Many clubs start participating in WCS because of **informal contacts** among Rotarians... **ProjectLINK** is another way Rotarians can get involved in WCS. This searchable database, available at www.rotary.org, lists hundreds of club and district community service projects worldwide in need of funding, volunteers, donated goods, and partners for Rotary Foundation Matching Grants. It also offers a list of model projects, which can be a source of best practices. Information about seeking assistance for or supporting a project through ProjectLINK is provided in the next chapters.

Excerpted from World Community Service Handbook: a Guide to Action. 742-EN-(908)



Effective Leadership Strategies





Session Goals



Improve our ability to lead and communicate in group settings

Identify ways we can win support for our goals and proposals

Materials

 Insert ELS-1: Effective Leadership Strategies Scenarios

  Insert ELS-2: Building Consensus, (Page 12)
Excerpted from Leadership Development: Your Guide to Starting A Program. 250-EN-(308)

  Insert ELS-3: 7 Leadership Strategies for Volunteers

  Planning Guide for Effective Rotary Clubs. 862-EN

Key:  attached insert  online  article  ppt

Session Topics

1) Exercise in seeking approval of a project by your Rotary Club. See Effective Leadership Strategies Scenarios, attached.

a) Develop your strategy-where do you start?

b) How can you build a coalition for the project?

i) What is a coalition?

ii) How does coalition building work in life experiences, for instance getting support for a proposal at work, a community project, or a political issue or candidate?

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

Edward F. Cadman
1985-86 RI President



- c) Practice giving a talk to the club board in support of the project!

- 2) Why do some people have INFLUENCE while others do not?
 - a) Is “charisma” important—what is it?

 - b) How do “titles”, i.e., “Boss”, “Club President” fit into influence?

- 3) What leadership characteristics may impede the success of a project or other endeavor. How can you avoid use of those characteristics? Should you?

- 4) Scenario about a troubled Rotary Club. See Insert A, Scenario 2, attached.
 - a) What, if any, are the club’s real problems?

 - b) How can leadership help solve the identified problems?

 - c) What leadership strategies do YOU suggest?

Building consensus is the act of finding a solution that satisfies everyone’s needs, especially among those who have different viewpoints; it doesn’t mean compromise or surrender.

Leading others to consensus results in a decision that is viable and sustainable.

Leadership Development: Your
Guide to Starting a Program

5) QUESTIONS AND COMMENTS



Insert ELS-1: Effective Leadership Strategies Scenarios

SCENARIO 1

Rotary Club Vice-President Marvin Montrose is proposing holding an arts and crafts show for his club of 25 members. There has not been such a show in that town in recent memory. He wants to invite crafts persons from the region to come to exhibit and sell their wares. He also wants to invite painters to do the same. He would charge the exhibitors for display tables. Maybe the club members could sell soda and pretzels to make more money. The site of the show would be the municipal park in the center of town. It is basically an empty lot with grass. All the members would be necessary to help out at the event. The club has never held such a large event in the town of 1500 people. Marvin says that a club committee could work out “details”.

What are the issues? Develop a plan and discuss how the group came to its conclusions. Discuss how they can gain acceptance for their plan and have it implemented by the club.

SCENARIO 2

The Rotary Club of Milton Crossing has a few active, involved members, but most of the members are apathetic. They come to lunch, often leave before the program starts, and do nothing else. The membership is 33, down from 62 three years ago. The few active, involved members keep the club going, but they are getting tired of doing all the work. President Myron met with his board and the board listed several problems:

- (1) There are cliques who always sit together at meetings and ignore everybody else. People who wish to sit with them are discouraged.
- (2) Some of the inactive members are big talkers, but when asked to do something, they fade away.
- (3) Some members have not been at a meeting for many months, but the club is afraid of losing them if they push attendance.
- (4) Some members announce loudly: *We do not need more members. We have a happy friendly group now, and more people will disturb that.*
- (5) When two members were asked to sponsor new members, they fired back: *We only want quality members and we have to be very careful.*
- (6) The President announced that he is having trouble filling the committees, because most people said they were too busy to participate.

What are issues? Develop a plan and discuss how the group came to its conclusions. Discuss how they can gain acceptance for their plan and have it implemented by the club.



Insert ELS-2: Building Consensus

BUILDING CONSENSUS



Building consensus is the act of finding a solution that satisfies everyone's needs, especially among those who have different viewpoints; it doesn't mean compromise or surrender. Leading others to consensus results in a decision that is viable and sustainable.

Speaking points

- Define consensus, or share a story of a time you had to bring others together.
- Explain the benefits of open disagreement, which can lead to a better analysis of an issue and allow all parties to express their opinions.
- Discuss the benefits of consensus building, such as helping everyone feel a sense of ownership in the project and discovering new solutions.
- Outline the consensus-building process:
 1. List what each party wants out of the situation.
 2. Review what is critical for each person and what isn't as critical.
 3. Brainstorm new solutions.
 4. Discuss the outcomes of those solutions.
 5. Rework the solutions and other decisions to meet the critical needs.

Discussion questions

Why is consensus important in your profession? Your Rotary club?

How do you ensure that consensus doesn't result in compromise? How do you satisfy everyone involved?

Suggested activities

Group work: Have participants work in small groups on a case study. Assign group members different viewpoints, with one participant acting as a moderator who must build consensus.

Individual work: Ask participants to reflect on a time when they had to participate in building consensus. How do they think the process worked and were they satisfied with the result.



Insert ELS-3: Leadership Strategies for Volunteers

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

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



Rotary Opportunities

Session Goals

- Provide an overview of RI's structured programs, networking groups, and menu of service opportunities
- Discuss the program's relation to Rotary's goals and to a Rotarian's Rotary experience

Materials

- Insert RO-1: Match: Rotary International's Structured Programs
- Insert RO-2: List of Structured Program Resources
- Insert RO-3: Rotarian Action Groups
- Insert RO-4: Rotary Fellowships
- Insert RO-5: The Programs of Rotary International
- Global Networking Group Directory

Key: attached insert online article ppt

Session Topics

1) What are Rotary International's structured programs? There are nine of them. Can you name them?



- a) Each program has a logo. Can you match them to the program? See Insert RO-1. (Key at Session Topic # 5)
 - b) How are Rotary Clubs supposed to use these structured programs? Does your club participate? If your club does not participate, how can you encourage this involvement?
 - c) Are you aware of any district efforts to promote these programs, or to organize district-wide or multi-club activities relating to these programs?
 - d) How do these programs fit Rotary's mission?
- 2) What is the Menu of Service Opportunities?
- 3) What are Global Networking Groups?
- a) Are there organized groups of Rotarians who get together to pursue common recreational interests? How about vocational interests? How about service-oriented interests? How did these groups come into existence?
 - b) How does Rotary recognize and support them? Do they advance Rotary's mission?
 - c) How do you believe they might function as a group? What is the scope of most of these groups? How does that affect the activity?
 - d) Does a Rotarian's involvement in a Global Networking Group take away from their Club service opportunities? Or, would participation enhance their Rotary membership?
 - e) For several of the Rotarian Action Groups, discuss what you believe (guess if necessary) may be typical projects.
 - f) How would you join one of these groups?
- 4) Propose five new fellowships and to discuss how the fellowships would be good for Rotary, for Rotarians and for those we serve.
- 5) Program logos key for Insert RO-1: 1-C, 2-G, 3-A, 4-E, 5-D, 6-H, 7-B, 8-J, 9-F



Insert RO-1: Rotary International's Structured Programs

1. Interact



2. Rotary Friendship Exchange



3. World Community Service (WCS)



4. Rotary Fellowships (GNGs)



5. Rotary Youth Leadership Awards (RYLA)



6. Rotary Community Corps (RCC)



7. Rotary Youth Exchange



8. Rotary Volunteers



9. Rotaract





Insert RO-2: List of Structured Program Resources

The following print and multimedia resources are available at www.Rotary.org and are linked through the www.RLI33.org website. Resources are free to download, and most may be purchased for a nominal charge.

<u>Publication</u>	<u>Pub #</u>	<u>Year</u>	<u>Cost</u>	
Communities in Action/Menu of Service Opportunities Kit	605	2006	\$9.00USD	
Interact Handbook	654	2008	\$3.50USD	
Rotaract Handbook	562	2002	\$3.50USD	
Rotary Community Corps Handbook	770	2007	\$3.50USD	
Rotary Fellowships Handbook	729	2006	\$3.50USD	
Rotary Volunteers Handbook	263	2007	\$3.50USD	
Rotary Youth Leadership Awards (RYLA) Handbook	694	2004	\$1.50USD	
World Community Service: A Guide to Action	742	2008	\$3.50USD	
Youth Exchange Handbook	746	2008	\$2.00USD	



Insert RO-3: Rotarian Action Groups (as of June 30, 2009)

Hunger and Malnutrition	www.alleviatehunger.org
Microcredit	www.ragm.org
Water & Sanitation	www.wasrag.org
Blood Donation	www.ourblooddrive.org
Polio Survivors	www.rotarypoliosurvivors.com
Mine Action	www.rfma.org
Population Growth & Sustainable Development	www.rifpd.org
Hearing Regeneration	www.hearingregeneration.org
Blindness Prevention	www.rag4bp.org
Dental Volunteers	www.ragdvs.org
Health Fairs	www.worldhealthfairs.org
AIDS	www.rffa.org
Malaria	www.remarag.org
Diabetes	
Multiple Sclerosis	www.rotary-rfmsa.org
Disaster Relief	www.drrag.org



Insert RO-4: List of Rotary Fellowships (as of June 30, 2009)

<u>Fellowship</u>	<u>Website</u>	<u>Contact Email</u>
Amateur Radio	http://www.ifroar.org/	pikause@yahoo.co.uk
Antique Automobiles	http://www.achafr.eu/	colinweeks@uk2.net
Bird Watching	http://www.rotarybirdwatchers.com/	sdleonard@scican.net
Bridge	http://www.ifbpr.org/	schweizer@fastwebnet.it
Canoeing	http://sites.google.com/site/rotarycanoe	canoerotary@gmail.com
Caravanning	http://www.rotarycaravanning.org.uk/	terry.cooke@talk21.com
Chess	http://www3.sympatico.ca/brian.clark/	davidandjanesmith@ntlworld.com
Computer Users	http://www.icufr.org/	stella.russell@btconnect.com
Convention Goers	http://www.conventiongoers.org/	devlynf@devlyn.com.mx
Cricket	http://www.rotarycricket.org/	Mike@oldenterprise.co.uk
Curling		shantz@kwic.com
Cycling	http://www.cyclingtoserveuscanada.com/	keller.georges@wanadoo.fr
Doll Lovers	http://www.rotarydlf.org/	info@rotarydlf.org
Drug Abuse Prevention		david_tong@pkfsingapore.com
Editors and Publishers	http://www.ifreps.com/	m_bishnu@yahoo.com
Egyptology		thebes@juno.com
Environment	http://www.environment-rotary-fellowship.org/	kappenberger@gmail.com
Esperanto	http://radesperanto.monsite.wanadoo.fr/	marc.j.levin@orange.fr
Fine Arts & Antiques	http://agrupacionbaa.wordpress.com/	xavieresculturas@hotmail.com
Fishing	http://www.fishrotary.org/	gregfoster@netscape.com
Flying	http://www.iffr.org/	roymarsden@iffr.org
Football (Soccer)	http://www.footballfellowship.com/	dragone@loxinfo.co.th
Go		ashicon@pop02.odn.ne.jp
Golf	http://www.golfing-rotarians.com/	igfrjack@aol.com
Gourmets		rotarygourmet@shaw.ca
Home Exchange	http://www.rotaryhomeexchange.com/	joseph.donachie@ns.sympatico.ca
Horseback Riding		syz.martin@capp.ch
Internet	http://www.roti.org/	yamahajazz@yahoo.com
Latin Culture	http://www.rotarioslatinos.org/	mfrangiosa@gmail.com
Lawyers	http://www.rotarylawyers.org/	pcl@lb-attorneys.com



License Plate Collecting		mcrotts@crotsandsaunders.com
Literacy Providers		pctomasgsis@gmail.com
Magna Graecia	http://www.ifrmg.org/	angelandreacasale@virgilio.it
Marathon Running	http://marathon-rotary.org/	zech.Josef@t-online.de
Military Personnel	nailsix@aol.com	
Motorcycling	http://www.ifmr.org/	neufert@neufert.de
Music	http://www.ifrm.org/	sfdupree@gmail.com
Old and Rare Books	http://www.rotaryoldbooks.org/	avvcossu@inwind.it
Parades and Festivals	http://www.paradesandfestivals.org/	iravanipa@gmail.com
Petanque (Bocce)	http://www.petanquefellowship.com	jo-bruno@wanadoo.fr
Physicians	http://rotariandoctors.com/	hbasu@aol.com
Police and Law Enforcement	http://www.polepfr.org/	polepfor@bigpond.com
Poultry Industry		drsaxena@vsnl.com
Pre-Columbian Civilizations	http://www.precolumbinas.cl/	adtolic@gmail.com
Quilters and Fiber Artists	http://www.rotaryquilts.org/	jerrybarden@comcast.net
Railroads	http://www.if-rr.com/	schiller@commspeed.net
Recreational Vehicles	http://www.rvfellowshipofrotary.org/	Ab27@txstate.edu
Rotary Global History	http://www.rghf.org/	ceo@rghf.org
Rotary Heritage and History	http://www.historyfellowship.org/	jackmayo@bigfoot.com
Rotary on Stamps	http://www.rotaryonstamps.org/	glfitz@suddenlink.net
Running and Fitness		hfriend2@gmail.com
Scouting	http://www.ifsr-net.org/	IFSRNA@verizon.net
Scuba Diving	http://www.ifrsd.org/	diverdan1605@yahoo.com
Shooting Sports	http://www.ifssr.org/	rhervey@auchter.com
Singles	http://rsfinternational.org/	mdaniels11@hotmail.com
Skiing	http://www.isfrski.org/	donaldgski@aol.com
Tennis	http://www.itfr.org/	chairman@itfr.org
Total Quality Management	http://www.rotarytqm.it/	rotarytqm@tiscali.it
Travel Agents	http://www.rotarytravelfellowship.org/	rose9188@its-travel.com
Travel and Hosting	http://www.ithf.org/	jandrews@ithf.org
Wine	http://www.rotarywine.net/	ccheede@aol.com
Yachting	http://www.iyfr.net/	tamstretton@hotmail.com



Insert RO-5: The Programs of Rotary International

Rotary International's programs and service opportunities, listed below, are designed to help Rotarians meet the needs of their own communities and assist people worldwide.

[Global Networking Groups](#) encompass Rotary Fellowships (vocational and recreational interest groups) and Rotarian Action Groups (groups focused on service activities). The more than 90 Global Networking Groups are open to all Rotarians, spouses of Rotarians, and Rotaractors.

[Interact](#) is a service organization organized and sponsored by Rotary clubs for youth ages 14-18. It has more than 10,900 clubs in 121 countries.

[Rotaract](#) is organized by Rotary clubs to promote leadership, professional development, and service among young adults ages 18-30. There are more than 7,000 clubs in 162 countries.

[Rotary Community Corps](#) (RCC) are groups of non-Rotarians who work to improve their communities. There are more than 6,400 RCCs in 76 countries, all organized and sponsored by Rotary clubs.

[Rotary Friendship Exchange](#) encourages Rotarians and their families to make reciprocal visits to other countries, staying in each other's homes and learning about different cultures firsthand.

[Rotary Volunteers](#) allows Rotarians and other skilled professionals to offer their services and experience to local and international humanitarian projects.

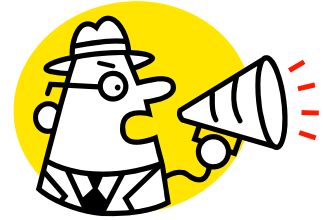
[Rotary Youth Exchange](#) offers students ages 15-19 the chance to travel abroad for cultural exchanges of one week to a full academic year. Rotary clubs and districts sponsor and host about 9,000 Youth Exchange students a year.

[Rotary Youth Leadership Awards](#) (RYLA) are seminars sponsored by clubs and districts to encourage and recognize the leadership abilities of youth and young adults ages 14-30.

[World Community Service](#) (WCS) allows Rotary clubs and districts from at least two countries to implement community service projects together.



Leadership Public Relations



Session Goals

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

Explore how can my club benefit from, begin or improve a Public Relations Strategy

Analyze my club's target audience, how can we effectively reach it, and what resources are available

Materials

- Insert LPR-1: Public Relations Exercises
- Insert LPR-2: 44 PR Resources & Ideas
- Insert LPR-3: Public Relations Writing
- Effective Public Relations. 257-EN-(707)
- Visual Identity Guide. 547-EN-(1107)
- Media Crisis Handbook. 515-EN-(507)
- Media & News tab @ www.Rotary.org
- Members/Running a club/Public relations @ www.Rotary.org
- Humanity in Motion campaign @ www.Rotary.org for TV, print, radio, internet & billboard

Key: attached insert online article ppt

Session Topics

- 1) What is the difference between Publicity and Public Relations?
- 2) Which do you think we might have more control over? Why?
- 3) What do you think the image of "Rotary" is in your community? Why?

"We must face the fact that today we are a recognized public force, and that we will receive many benefits if we cultivate the image and the recognition that go along with that reality."

*Past RI Pres. Frank J. Devlyn
— Meet Frank J. Devlyn
THE ROTARIAN, July 2000*



- 4) In many communities very few people even know a Rotary Club exists. Can our clubs do better at public relations? How?
 - a) How important is a PR chairman? What would their responsibilities be? Does your club have a PR strategy?
 - b) Do the leaders of your club consider public relations impact when designing project and/or activities?
 - c) How can you take an activity and turn it into PR?
 - d) How can we involve the ordinary club member in our public relations efforts?
- 5) How does PR and Publicity affect my Rotary Club?
- 6) Do Public Relations (good or bad) affect membership development? How?
- 7) How do we go about improving our public relations?
- 8) What do you know about “Humanity in Motion”? Do you know of other RI tools for publicity?
- 9) In Dealing with the Media...Think about what a newspaper or other media wants. What type of media is it? What are they looking for?

“The practice of public relations varies throughout the world.

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

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

From Effective Public Relations



- 10) Do you have any members of your club who are members? How about getting the media to serve as a sponsor of an event or activity?
- 11) What gets good coverage in your local media?
- 12) What can you do when the press does not respond? What are some specific steps that can be taken by your club to involve the local media?
- 13) How can we handle damage control from bad publicity? How do we plan or prepare to such an occurrence? Is there any help from Rotary International when something bad occurs?
- 14) Identify and discuss the following as to PR or Publicity:
- Club Brochure
 - Fundraiser
 - Feature article in the paper about an activity
 - Community Service Project
 - Wearing your Rotary pin
 - Club Bulletin
 - Bill Board
 - Good or Bad behavior at a club or district activity
 - Joint activities with another service organization
 - Press release
 - Sponsorship of a community activity
 - Public Service Announcement
 - Awarding a Paul Harris Fellow to a community leader
 - Selection of program speakers

From *RI Interactive*, Feb. 2008

Fast Facts about Club PR Practices

- 80 percent of clubs include public relations in their annual planning.
- More than 50 percent of clubs believe that PR increases community awareness of Rotary, recruitment, and contributions to the club.
- 57 percent of clubs have a Web site. Of those:
 - 84 percent provide information about the club that's directed to the general public
 - About 40 percent update their site weekly, while 15 percent only update annually
- The three Rotary resources considered most useful for PR are [Rotary Basics](#), [What's Rotary?](#) and [This Is Rotary](#).

This information is based on a 2006 RI survey in which 756 surveys were returned from 63 countries and geographic areas and 370 districts.



Insert LPR-1: Public Relations Exercises

SCENARIO 1

A Rotary Club member is being investigated by the authorities for conducting fraudulent investments and real estate transactions. Does this have to have a negative impact on the club? How do we prevent it? Is the situation different if the club member is charged with a crime or convicted of criminal activity?

SCENARIO 2

A Rotary Club member is being accused of sexual harassment in the work place by an employee. Does this have to have a negative impact on the club? How do we prevent it? Is the situation different if litigation occurs or if the club member is found to be “responsible” for a violation of law by a civil court?

SCENARIO 3.

Prepare a press release for presentation to the group (based on the who, what, when, where and why) about the following:

Two club members went to the Rotary International Convention. While there, the club was awarded one of 100 awards in the world for the best community service project. They renovated an old town hall and made a community center for senior citizens. They also staffed the center, drove seniors to and from the center, arranged entertainment, food, speakers, parties cultural programs etc.



Insert LPR-2: 44 PR Resources & Ideas

1. “Media & News” is one of the 5 tabs on www.Rotary.org (rev'd 1/2009)
2. Web: *Rotary News* as it breaks
3. RSS Feeds to websites (syndicated news that automatically downloads to a website)
4. Subscribe to Weekly Update newsletter by email
5. *The Rotarian* magazine
6. Multimedia Resources: *Rotary Video Magazine* (RVM), Rotary Images, E-cards, PSAs, Rotary Radio, Online Videos
7. *End Polio Now* webpage
8. Newsletters and E-Newsletters: *Rotary World, End Polio Now, Every Rotarian, Every Year, International Service Update, Membership Minute, The New Generations, PeaceNet, PR Tips, ReConnections, RI Community Service, RI Vocational Service, Rotary- Navigating the Global Network, Rotary Training Talk, Rotary Youth Exchange Newsletter, RI Interactive*
9. *Rotary International Interactive on the Web*
10. RI's YouTube Channel, linking Club videos, embedding YouTube videos in club sites. **YouTube** is a video sharing website where users can upload, view and share video clips.
11. RI's Blog links, other Rotary Regional, District, or Club Blogs: A **blog** (a contraction of the term "**Web log**") is a Web site, usually maintained by an individual with regular entries of commentary, descriptions of events, or other material such as graphics or video. Entries are commonly displayed in reverse-chronological order.
12. Wiki - A **wiki** is a page or collection of Web pages designed to enable anyone who accesses it to contribute or modify content, using a simplified markup language
13. Interactive RSS (Really Simple Syndication) Feed- is a basic form of Web page that sends news headlines and other Web content to subscribers - **RSS** is a family of Web feed formats used to publish frequently updated works—such as blog entries, news headlines, audio, and video—in a standardized format.^[2] An RSS document (which is called a "feed", "web feed",^[3] or "channel") includes full or summarized text, plus metadata such as publishing dates and authorship.
14. Traditional Web Pages
15. **Web conferencing** is used to conduct live meetings or presentations via the Internet. In a web conference, each participant sits at his or her own computer and is connected to other participants via the internet. This can be either a downloaded application on each of the attendees computers or a web-based application where the attendees will simply enter a URL (website address) to enter the conference. A **Webinar** is a neologism to describe a specific type of web conference. It is typically one-way from the speaker to the audience with limited audience interaction, such as in a webcast. A webinar can be collaborative and include polling and question & answer sessions to allow full participation between the audience and the presenter. In some cases, the presenter may speak over a standard telephone line, pointing out information being presented on screen and the audience can respond over their own telephones, preferably a speaker phone. There are web conferencing technologies on the market that have incorporated the use of **VoIP** audio technology, to allow for a truly web-based communication.
16. Phone Conferencing, Teleconferencing, Videoconferencing



17. Email, Eblasts, Ebulletins, Electronic Press Releases
18. District or Regional Membership Databases
19. Rotary Online User Groups
20. Online Social Networking: **MySpace** is a social networking website with an interactive, user-submitted network of friends, personal profiles, blogs, groups, photos, music, and videos for teenagers and adults internationally. **Facebook** is a popular, free-access social networking website. Users can join networks organized by city, workplace, school, and region to connect and interact with other people., **LinkedIn** is a business-oriented social networking site mainly used for professional networking., **Twitter** is a free social networking and micro-blogging service that allows its users to send and read other users' updates (otherwise known as **tweets**), which are text-based posts of up to 140 characters in length.
21. Regional Magazines
22. *Global Outlook, Focus on Polio, Focus on Literacy*
23. Press Center, Links to worldwide coverage of Rotary in major media outlets, RI media contacts by subject matter, Testimonials, Press Releases email list by topic/region/type of media outlet
24. Fact Sheets: *What is Rotary?, Rotary and Education, Rotary and Polio Eradication*
25. Under the Members tab at www.Rotary.org , Running a Club tab, Public Relations menu for many resources
26. *Overview of Club Public Relations* – a teaching, “how-to” resource for clubs
27. *Effective Public Relations: A Guide for Rotary Clubs* (22 Pages), order from Shop at RI or download at http://www.rotary.org/RIdocuments/en_pdf/257en.pdf - this a Rotarians Guide to understanding news, PR Writing, Media relations, External Relations and Nontraditional media, and evaluating the effectiveness of your club’s PR efforts
28. *Humanity in Motion* media campaign: [television](#), [radio](#), [print](#), [Internet](#), and [billboard](#) public service announcements (PSAs) – many of these are free
29. PR Grants, program changes annually based on funding & emphasis
30. RI Public Relations Award
31. Downloadable PR Resources, Report of Results of RI Public Relations Survey, Promotional Guides for various RI and TRF Programs, Rotary Fact Packs, Public Relations writing samples, kits and templates.
32. Cable & Public Access TV
33. PSAs (Public Service Announcements) for TV, Newspaper, Magazines, Club Web Sites or Billboards
34. Posters & Signage
35. Newspaper Supplements
36. Special Events on TV or video
37. Club Brochures
38. Presentations and Speeches
39. Program Booklet ads
40. Community Directories
41. District Newsletter/Directories
42. Public displays
43. Air/Rail terminal advertisements
44. Notecards



Insert LPR-3: Public Relations Writing

The ability to write easily, logically, and succinctly is essential for public relations. The object of most PR writing is to grab the reader's attention, convey information quickly, and invite the media to cover your story.

Inverted pyramid. Most press releases and other written communications for the media use an inverted-pyramid style, with the most important and relevant information at the top, followed by gradually less important information. The headline and the first sentence are the two most important parts of a press release. Make sure they're compelling enough to draw in the editor or reporter.

The five Ws. Include the five Ws in your first paragraph, ideally in the first sentence:

- Who? The main focus of your story; a person or group at the center of the story
- What? The event or project with which your club is involved
- Where? The location of the event, including a street address
- When? The time, day, and date of an event, or the time period involved for a person or project
- Why? The reason the event, person, or project is significant to the general public

In subsequent paragraphs, provide details about the event or project, or describe how the person or group achieved something extraordinary.

Beyond the press release. Rotarians can communicate stories to the media in many other ways, such as:

- Media alerts. Time-crunched newsrooms appreciate a media alert, a more condensed version of a press release. Ideal for upcoming events or reminders, just answer the five Ws in bullet format, and send the alert to media contacts.
- Letters to the editor. The editorial page is one of the most-read sections of the newspaper, and a letter can reach many people. Use the templates from RI to get started.
- Op-eds. An op-ed is an opinion piece written by an individual who isn't on the newspaper's staff. Before writing an op-ed for your paper, learn what topics are of interest to your community.
- Media kits. Prepare a special folder that holds general information about Rotary and your club as well as materials tailored to the event.
- Fact sheets. Fact sheets provide details about Rotary programs to ensure that journalists have accurate background information.

Excerpted from www.Rotary.org




Making a Difference



Session Goals

- Discuss some common issues facing Rotary and Rotary Clubs that require leadership intervention
- Discuss the impact of RLI on participants and their Rotary Clubs
- Analyze the strengths and weaknesses of the RLI Program, and determine suggestions for improvement

Materials

 Insert MD-1: RLI Undergraduate Courses

Key:  attached insert



online



article



ppt

Session Topics

- 1) What RLI Sessions were most memorable to you individually, and why?
- 2) Has RLI made a difference in your Rotary Club? If not, why not, and what can be done to change that?
- 3) What are some of the issues facing Rotary and your Club that can be improved through use of skills or techniques learned in RLI?
- 4) What can Rotary or your Rotary Club do better, and can RLI assist?
- 5) Is RLI Making a Difference?



- 6) What have you “taken away” from RLI?
 - a) If nothing, what can we do better to make a difference for the next person?
 - b) Could we have done anything to have made the experience even better for you?
- 7) Have you had an opportunity to use any of the specific leadership skills in an environment other than your Rotary Club, i.e. – at work, other civic or volunteer endeavors, etc.?
- 8) What activities were most effective in getting across the goals of the sessions? Why?
- 9) What changes would you make to RLI in materials, presentation methods, order of courses, venues, or any other aspect, in order to improve the quality of the RLI Experience?

"Rotary is blessed with members of high quality, but all Rotary clubs depend on outstanding leadership to harness the talents and skills of our membership to high levels of accomplishment.

The annual turnover of club presidents and other club officers places great pressure on our clubs to maintain a high level of leadership every year.

Only through excellent education in Rotary and leadership skills can we develop the quality leadership we need to keep Rotary in the forefront of world service organizations."

*Past RI Director & RLI Founder
David Linett*

CONGRATULATIONS GRADUATES !



Insert MD-1: RLI Undergraduate Courses

	Prior 2006-2009 RLI Undergraduate Curriculum	Current RLI Undergraduate Curriculum
Part I	Leadership- Characteristics Rotary Beyond the Club Membership Retention Introduction to The Rotary Foundation Leadership- Team Building Service Projects	Leadership- Characteristics Rotary Beyond the Club Membership- Retention Rotary Foundation I Leadership- Team Building Service Projects
Part II	Leadership- Goals Vocational Service- Ethics Membership Recruitment The Rotary Foundation- SHARE Leadership- How to Run Meetings Analyzing a Rotary Club	Leadership- Goals Ethics- Vocational Service Membership Recruitment Rotary Foundation II Communication Skills Analyzing Your Rotary Club
Part III	International Service Leadership- Public Speaking Programs of Rotary International Creative Service A Changing Rotary- A Critique of RLI	International Service Effective Leadership Strategies (double session) Rotary Opportunities Leadership- Public Relations Making a Difference