



District Rotaract Representatives' Training Manual



Rotary International

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Introduction to the *District Rotaract Representatives’ Training Manual*

The *District Rotaract Representatives’ Training Manual* is designed to help you prepare for your year as District Rotaract Representative (DRR). It focuses on your responsibilities as District Rotaract Representative and helps you learn how to perform these tasks, where to find appropriate resources and how to use these resources to further your service to Rotaract and Rotary.

The *District Rotaract Representatives’ Training Manual* serves as a “road map” for your responsibilities and provides specific goals and self-assessment tools to enhance your leadership and help you identify areas needing additional preparation. It is a training manual — not a reference document. It refers you to appropriate resources and provides you with worksheets, schedules, guidelines and checklists relating to your various responsibilities.

The more you know about the needs and goals of the Rotaract clubs in the district, and the more time you have put into formulating plans, the more successful your year will be.

While the *District Rotaract Representatives’ Training Manual* can contribute significantly to your success, it cannot guarantee it. All Rotaractors are committed to the same ideals; however, each Rotaract club is unique. It is up to you to know each club as thoroughly as possible and apply such understanding during your year as DRR.

Chapter 1

Leadership

Overview

The job of District Rotaract Representative carries with it great honor, as well as great responsibility. You have been chosen by your fellow Rotaractors for the purpose of improving communication among Rotaract clubs in the district and with Rotary International. You were selected on the basis of your leadership ability and your knowledge of and commitment to Rotaract. You will play a key role in the success of the Rotaract program in your district for the coming year.

In order to fulfill this task, you will help Rotaract club leaders to achieve their goals and provide training for incoming club officers. Furthermore, you are responsible, in cooperation with the District Governor and the District Rotaract Chairperson, for keeping Rotary International apprised of Rotaract club activities in your district and encouraging the formation of new clubs.

The time, effort and dedication that you invest leading up to and during your year as District Rotaract Representative will determine your impact on the overall success of the Rotaract program. Your leadership activities will have a major impact on the intensity of relations among Rotaract clubs, their joint activities in cooperation with Rotary club sponsors, the efficacy of Rotaract activities related to the RI President's theme and the District Rotaract Committee's activities to promote and publicize the Rotaract program. The key to planning and preparing for a successful year is maintaining a positive attitude, good organizational habits and clear ideas and goals.

In using the *District Rotaract Representatives' Training Manual* you will find that it makes many references to basic Rotaract program documents. It is strongly recommended that you take the time now to read the *Rotaract Handbook* (562-EN) to learn the specific definitions and duties of the club officers and your relationship to the district and Rotary International. It is also a good idea to read through the *Standard Rotaract Club Constitution* and the *Rotaract Statement of Policy* (located at the back of the *Rotaract Handbook*) to familiarize yourself with basic policy related to Rotaract that may come up during your tenure as District Rotaract Representative.

Responsibilities, Duties and Other Information

A diverse and complex position such as that of District Rotaract Representative requires you to understand the nature of your position from the very outset and to motivate your team, the members (Rotaractors) of the Rotaract District Committee, to cooperate with the Rotarians from the District Rotaract Committee and to lead the Rotaract clubs in your district. Information and guidelines on appointing your committee members are provided in Chapter 2.

As District Rotaract Representative, you are responsible for facilitating communication among clubs and coordinating district activities and projects. You will work under the general supervision of the District Governor and the District Rotaract Chairperson. While the DRR and the Rotaract District Committee have no legislative authority over the Rotaract program, they should try to share ideas which might be of value as advisory observations to those involved in Rotaract.

Each district is encouraged to develop a district Rotaract organization, headed by the District Rotaract Representative, to carry out the following responsibilities:

- Develop and distribute a district Rotaract newsletter;
- Plan, arrange and hold a District Rotaract Conference;

- Encourage attendance and participation at the Rotary District Conference;
- Conduct Rotaract promotion and extension activities throughout the district in coordination with the District Rotaract Chairperson;
- Serve as Rotaract information liaison to the RI Secretariat for the district;
- Plan and implement district service activities (if approved by three-fourths of the Rotaract clubs in the district);
- Provide advice and support to Rotaract clubs in implementing their projects;
- Work with the District Rotaract Chairperson to help coordinate joint Rotary/Rotaract activities in the district;
- Coordinate public relations activities for Rotaract at the district level; and
- Work with the District Rotaract Chairperson to plan and implement a training session for Rotaract club officers in the district.

Leadership

You will have many responsibilities as District Rotaract Representative; however, your primary responsibility is leadership. Since achieving a consensus on goals makes it more likely that they will be achieved, it is important that you include in your goal-setting process the leaders in your district who will help you reach your objectives. Think about the kind of leaders you will need and, if possible, involve your leadership team in the following exercises.

Identify several people you consider to be outstanding leaders in the local community, the country, or the world. List four or five of these people.

- 1.
- 2.
- 3.
- 4.
- 5.

What characteristics or abilities distinguish these people as leaders? List at least six characteristics or abilities.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Refer to the Appendix at the end of this chapter for sample responses.

District Inventory

An effective leader dreams, visualizes and attempts to do things that have not been done before. Yet, a vision needs to have goals based on reality. You must have a firm grasp of what the Rotaract clubs in your district are doing before you can look into the future. Complete the *District Inventory* worksheet. You may find yourself referring to this inventory many times as you read through the *District Rotaract Representatives' Training Manual*. To help in completing this worksheet, you may wish to send the *Rotaract Club Inventory* form to clubs in your district.

(Use the previous year as a base.)

1. What was the net membership growth in existing Rotaract clubs? _____
2. Number of new clubs formed: _____
3. Attendance at Rotaract District Assembly, if held: _____
4. Number of clubs not represented: _____
5. Attendance at Rotaract District Conference, if held: _____
6. Number of clubs not represented: _____
7. Number of clubs undertaking
 - a) Community Service Projects: _____
 - b) International Service Projects: _____
 - c) Professional Development Activities: _____
 - d) Leadership Development Activities: _____
8. Number of clubs participating in World Rotaract Week: _____
9. Significant multi-club projects in the district: _____

Rotaract Club Inventory

(Use the previous year as a base.)

Rotaract Club of _____

1. Number of members as of 30 June: _____
2. Net increase: _____ %
3. Participation of club in district events:
 - a) Rotaract District Assembly _____
 - b) Rotaract District Conference _____
4. Most recent projects/activities in the area of:
 - a) Community Service _____
 - b) International Service _____
 - c) Professional Development _____
 - d) Leadership Development _____
5. How often do the club officers meet? _____
6. Does the club have a budget? _____
7. Does the club have a system for orienting new members? _____
8. How often does the club publish its newsletter? _____
9. What was the last club activity covered by the media?
 - a) Television _____
 - b) Print media _____
 - c) Radio _____
10. Number of members who have participated in RYLA: _____
11. Number of members who are former Interact club members: _____
12. Number of members who have participated in the Youth Exchange program: _____

Goal-Setting

Now that you have a fairly objective inventory of the status of the district, you are ready to think about setting goals. Keep in mind that an effective goal is:

- **measurable**
- **achievable**
- **challenging**
- **shared**

Measurable means that the goal should be stated in quantifiable terms. For example, “Work on extension” is less effective than “Charter two new clubs by 30 June.” A measurable goal can be objectively evaluated at the end of the year.

Achievable means that your goals should be realistic, based on the material and resources you have or can expect to have, within the time frame established for your district’s goals.

Challenging means that achieving your goal will require vision, planning, teamwork, effort and follow-through by you and those whom you will lead next year.

Shared means that those who will be implementing the goals should have a voice in developing some of the specific details for each goal. In particular, committee chairpersons should be included in your goal-setting process.

Within the parameters of the district Rotaract organization’s responsibilities, what would you and your team like to accomplish? List four main goals:

1.

2.

3.

4.

What are some obstacles to achieving these goals?

Identify ways to overcome these obstacles.

Plan of Action

You have now established an inventory of your district and identified goals requiring attention. You have also identified obstacles to achieving these goals and ways to overcome these obstacles. What is your next step?

You need a plan of action. For each goal identified on the previous page, write down each specific task involved in completing it. This will help you see the amount of work involved in reaching each goal and will make it easier to delegate different tasks to different people on your team.

One thing to keep in mind is that effective action requires motivation, commitment and follow-through. Rotaractors are volunteers — some very motivated, others less so. List six ways you feel you can **motivate key people** in your district to help carry out district objectives:

1.

2.

3.

4.

5.

6.

Commitment is the key to getting action. How do you plan to **secure commitment** from fellow Rotaractors? List four ways:

1.

2.

3.

4.

After you motivate the Rotaractors in your district, gain their commitment and set them to work, what is left for *you* to do?

Follow-through is essential for obtaining desired results. Write down at least three ways in which you intend to **follow the progress** of the Rotaract goals for your district this year.

1.

2.

3.

Some examples of ways to follow through might include:

- Contacting district and club leaders by phone.
- Making a personal visit.
- Writing letters.
- Asking for periodic evaluations of the project or task from volunteers.
- Appointing a liaison to monitor progress of projects.

This chapter has offered a brief look at your responsibilities as District Rotaract Representative. Making things happen depends on you and the district leadership team you appoint. Together, set goals in primary areas of activity within the district. As you progress through the chapters of this training manual you will be encouraged to focus on areas and activities that Rotaractors consider to be of key importance, and to consider new, perhaps better or different ways to achieve the goals of your district. You will probably find a need to reevaluate some key goals and perhaps change others completely. This is a healthy part of the leadership process. Frequently you will be referred back to Chapter 1, and specifically to your *District Inventory*, to reevaluate and reprioritize your goals.

Appendix

Sample Characteristics of an Effective Leader

An effective leader:

- listens
- looks for solutions
- sets specific goals
- takes initiative
- motivates
- delegates
- maintains a sense of humor
- follows through on responsibilities

An effective leader is:

- confident
- organized
- knowledgeable and well-prepared
- dedicated
- disciplined
- visionary
- creative
- flexible

Chapter 2

District Organization

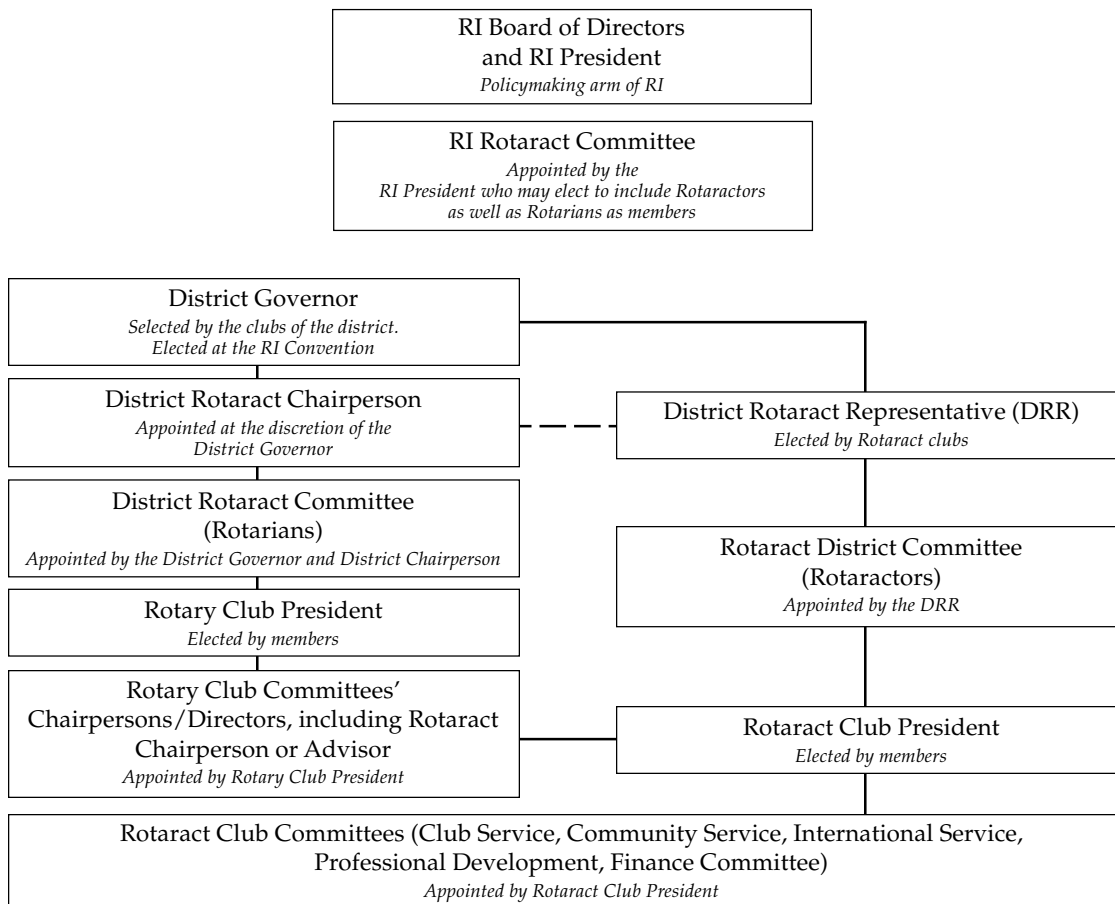
Every effective team needs a well-managed structure. This chapter will introduce you to how Rotaract fits within the Rotary district structure and will guide you in assessing the current district Rotaract organization. It will also help you begin the search for people who will best assist your efforts as District Rotaract Representative.

It has been said that the mark of a good leader is the ability to delegate work. This is also true of the District Rotaract Representative. No one can adequately perform the duties of the District Rotaract Representative without the assistance of other Rotaractors in the district, working through a carefully organized, well-managed district structure. This chapter will help you establish and operate an effective district structure.

Rotaract District Structure

The following organization chart demonstrates the relationships between the various people and entities related to the Rotaract program on the local, district and international levels. It also indicates who is responsible for appointing or selecting candidates for each position.

Rotary/Rotaract Organization Chart



Note: The District Governor has ultimate authority in district Rotary and Rotaract activities.

You should assemble a district team as soon as possible, structuring and distributing the tasks in a manner that best reflects the current needs of your district. It is also a good idea to publish a district guide that lists all of the officers represented in your district, as well as the presidents and secretaries from Rotaract clubs throughout the district. Addresses, phone and fax numbers, as well as e-mail addresses, should be included to encourage ample communication among clubs. A district agenda may also be included listing dates and locations for all major district events as well as important deadlines for activities and club obligations. This guide should also include the goals and objectives that you have identified for the year (see Chapter 1).

Rotaract activities at the district level provide opportunities for joint projects between Rotaract clubs, training of new club officers, sharing ideas for strengthening club service and promoting Rotaract extension to new areas. Rotaractors involved in these activities inevitably get to know Rotaract better. For Rotary districts with only one Rotaract club, Rotaract district activities focus on developing a mechanism for Rotaract club extension to new communities in the district. The more you promote Rotaract in neighboring communities, the more Rotaract grows in your own community.

Defining Roles in the District Structure

The District Governor

Each of the more than 520 Rotary districts worldwide is led by a District Governor, an elected Rotarian who serves as an officer of RI and represents the RI Board of Directors in the field. The District Governor is concerned with the organization and development of Rotaract clubs and appoints a District Rotaract Chairperson and the District Rotaract Committee (comprised of Rotarians) to handle this program. This committee works to organize new Rotaract clubs in the district, increase communication among Rotaract clubs, and plans district-wide training for Rotaract club officers and the DRR. The District Governor has ultimate responsibility for all programs, including Rotaract, carried out within the district.

The District Rotaract Chairperson

The District Rotaract Chairperson is a Rotarian appointed by the District Governor who assists in publicizing the Rotaract program, promoting the organization of new Rotaract clubs and administering the Rotaract program within the district. The chairperson also provides the leadership necessary for the members of the District Rotaract Committee to carry out these objectives.

The District Rotaract Chairperson can develop the Rotaract program through an active Rotaract publicity and promotion campaign. The chairperson should also be a knowledgeable, accessible Rotaract resource person for both Rotary and Rotaract clubs and should take the lead in providing training for the District Rotaract Representative and incoming club officers.

See the Appendix at the end of this chapter for a checklist of District Rotaract Chairperson responsibilities.

The District Rotaract Representative

The District Rotaract Representative is a Rotaractor elected by the Rotaract clubs in the district by secret ballot.* In districts where there is only one Rotaract club, the District Rotaract Representative is the most recent, available past Rotaract club president, or current president if the club is recently organized.

The District Rotaract Representative serves as a liaison between the Rotaract clubs and the District Rotaract Committee and Rotary International. In order to effectively carry out this function, the District Rotaract Representative must develop a strong communication network among clubs. This same network can be used to relay information both from the district and from RI, including such things as Rotaract program and promotional materials; training materials for new club officers; information on special events like World Rotaract Week; and copies of monthly issues of *THE ROTARIAN* magazine, *Rotaract News* and the *Rotary World* newspaper.

* A Rotaractor must complete one year as Rotaract club president or as a member of the Rotaract District Committee before serving as District Rotaract Representative.

Conversely, the District Rotaract Representative should provide the district and RI World Headquarters with reports of exceptional club and district projects for promotion and recognition. Rotaract clubs can help the District Rotaract Representative strengthen the district communication network by providing regular updates on new club officers and address changes.

The District Rotaract Representative also appoints the Rotaract District Committee (comprised of Rotaractors).

The Rotaract District Committee

The District Rotaract Representative may also appoint a Rotaract District Committee comprised of *at least* five Rotaract members from various clubs in the district. The number of members appointed to this committee varies according to the size of the district and the District Rotaract Representative's plans for the year. The Rotaract District Committee plans district-wide projects and activities approved by three-fourths of the clubs, recommends club service ideas to strengthen clubs and works with the Rotarians on the District Rotaract Committee to organize new clubs and district training sessions for incoming Rotaract club officers. Other responsibilities include:

- **developing** and distributing a district Rotaract newsletter;
- **planning**, arranging and holding the Rotaract District Assembly and the Rotaract District Conference; and
- **coordinating** public relations activities to promote Rotaract at the district level.

Once you have decided to develop a district committee, refer back to Chapter 1 and review your *District Inventory* and the goals for your district. Based on what you want to accomplish, you may wish to prepare job responsibilities and goals for the various positions on your committee. The next step is selecting effective people to serve on your team.

Whom should you choose to make your year successful? List six key words that describe the kind of person you would like to work with next year.

1.

2.

3.

4.

5.

6.

Frequently identified characteristics might include several of the following:

- reliable
- experienced
- ready to take the initiative
- action-oriented
- innovative
- organized
- thorough
- team player

The success of your district will depend largely on the quality and capabilities of the Rotaractors you select to serve. By observing the Rotaractors in your district during your year as incoming District Rotaract Representative, you will be in a comfortable position to make wise appointments. Ask club presidents to make recommendations for the Rotaract District Committee. The more candidates you line up now, the more effectively you can make your final choices later. By taking the time to observe, interview, check recommendations and examine the past successes of potential candidates, you can build a district organization that will both serve your district and greatly assist you during your year as District Rotaract Representative.

Candidates

When seeking candidates, keep the following in mind:

- The Rotaract District Committee is enhanced by the experience of former club officers and past DRRs.
- Appointing members from as many clubs as possible enables you to maintain relations with all parts of your district.
- Rotaractors who have headed successful programs at the club level can bring similar success to the district level.
- Reappointing one or more persons provides helpful continuity.
- Appointing new committee chairpersons where possible brings “new blood” to district leadership, helping to assure maximum effectiveness.
- Rotaractors who are successful in their businesses or professions (or studies if the club is university-based) should be matched with appropriate committees in Rotaract.
- District positions are training areas for future district leadership.
- Each committee needs someone to do the paperwork. It is as important as any other task. Seek out skilled people willing to contribute in this area.
- Every person has a talent in *some* area. Your job is to match the talent to the job to be done.

Appendix

District Rotaract Responsibilities: A Checklist for District Rotaract Chairpersons and District Rotaract Representatives

Basic Definitions

District Rotaract Chairperson: A Rotarian appointed by the District Governor to assist in promoting joint Rotary/Rotaract activities, supporting the organization of new Rotaract clubs and administering the Rotaract program within the district. The chairperson may wish to appoint a committee to assist in managing the program and developing leadership training at the district level.

District Rotaract Representative (DRR): A Rotaractor elected by Rotaract clubs in the district. Responsibilities of the DRR include appointing a committee of Rotaractors to assist in planning district-wide projects, promoting the organization of new Rotaract clubs and developing district training sessions for club officers.

Suggested Annual Checklist

<i>Month</i>	<i>Objective</i>
July	Review contents of District Rotaract Kit and <i>Worldwide Rotaract Directory</i> .
August	Both the District Rotaract Representative, the District Chairperson and their Committees should meet to discuss the following activities: <ul style="list-style-type: none">• District World Rotaract Week Activities• District Rotaract Training for club officers• Training for the incoming District Rotaract Representative• District Rotaract project selection
September	<i>New Generations Month</i> — Plan special activity, service project or celebration to highlight Rotary's service to young people.
15 September	Deadline for submitting information and original photos to RI for possible inclusion in the January edition (Issue 2) of <i>Rotaract News</i> .
October	Begin promotion of RI Convention and Rotaract Pre-Convention Meeting.
15 October	Deadline for submitting Rotaract Pre-Convention Program Survey.
December	Remind clubs of early registration savings for RI Convention and Rotaract Pre-Convention Meeting.
January	Elect annual Rotaract club and district officers for the upcoming year.
March	Remind clubs of final pre-registration deadline for RI Convention and Rotaract Pre-Convention Meeting. Implement training seminars or conferences for incoming Rotaract club presidents and DRR.

- 1 March** **Deadline** for submitting incoming DRR information to RI for inclusion in the *Worldwide Rotaract Directory*. (The District Governor-elect will submit the name of next year's District Chairperson.)
- Deadline** for submitting *RI Recognition of Outstanding Rotaract Projects* form.
- 13 March** **Carry out** activities for World Rotaract Week.
- 15 March** **Deadline** for submitting information and original photos to RI for possible inclusion in the August edition (Issue 1) of *Rotaract News*.
- 1 April** **Deadline** for submitting *Rotaract Data Form* to RI for inclusion of club information in upcoming *Worldwide Rotaract Directory*.
- 15 April** **Deadline** for submitting *World Rotaract Week Celebration Recognition* form to RI.
- May** **Review** the year's activities; complete and return the annual District Survey to RI by **15 July**.
- June** **Rotaract Pre-Convention Meeting and RI Convention.**
- Meet** with incoming DRR and District Chairperson to share information and ensure a smooth transition of leadership.

Chapter 3

District Meetings

Two important district-wide Rotaract meetings should be held annually: the Rotaract District Assembly and the Rotaract District Conference. For those districts with only one or two Rotaract clubs, these meetings are especially important and should not be disregarded. However, if resources are limited, it may prove more productive to work with the District Rotaract Chairperson to try to coordinate the Rotaract District Assembly and/or Conference with the Rotary District Assembly and Conference. This gives Rotaractors direct contact with Rotarians in the district, a better understanding of Rotary and also increases Rotaract visibility among Rotarians.

The Rotaract District Assembly

Purpose

The Rotaract District Assembly motivates, educates and trains the principal incoming Rotaract club officers to better understand their responsibilities and be prepared to assume club leadership. As a working meeting, it provides practical instruction about the final stages of preparation for club administration. It is also one of your best opportunities to address club emphases, goals, expectations and training.

Participants

Attendees include incoming Rotaract club presidents, incoming club secretaries, incoming club directors or committee chairpersons; current and incoming District Rotaract Representatives; the Rotary District Governor, District Governor-elect (and Assistant Governors, as appropriate); the District Rotaract Chairperson; District Rotaract Committee (consisting of Rotarians); Rotaract District Committee (consisting of Rotaractors); chairperson and members of sponsoring Rotary clubs' Rotaract committees; and Rotaract club advisors.

Scheduling

The Rotaract District Assembly can be held any time after club open elections are held, but should take place before the Rotary year in which the incoming officers will serve.

Meeting Responsibility and Expenses

The Rotarians and Rotaractors on the District Rotaract Committee and Rotaract District Committee, respectively, should work together to plan all aspects of the meeting. In addition to conducting the meeting, the District Rotaract Representative should select Rotaractors to serve as discussion group leaders and also help promote attendance at the meeting. You should meet with discussion group leaders prior to the Rotaract District Assembly.

As outlined in the *Rotaract Statement of Policy* (660-EN), sponsoring Rotary clubs should pay for district-level leadership training of incoming Rotaract club officers, directors and committee chairpersons. Where circumstances dictate, a mutually agreed-upon financial arrangement involving the sponsoring Rotary clubs, Rotary district and the Rotaract participants may be used to cover expenses. No matter how expenses are underwritten, the District Governor should approve the final financial proposal for the District Assembly.

Host Club

The District Rotaract Committee and the Rotaract District Committee should work together to identify a host Rotaract club near the meeting site. Attention should be paid each year to providing various clubs with this opportunity. Once confirmed, the host club should assist you by arranging facilities and providing hospitality.

Program

The Assembly program should feature a mix of general sessions and small group discussions designed to provide training to Rotaract club officers and committee chairpersons, and to develop rapport between the Rotaract club leadership, the sponsoring Rotary club and district leadership. Individual sessions should be planned to discuss the roles of the various club officers. General sessions might address Rotaract activities at the district level, as well as provide an opportunity for sharing ideas on service activities and membership development and retention. The program should be approved by the DRR, District Rotaract Chairperson and the District Governor.

General sessions should be led by the District Rotaract Representative with assistance from the District Rotaract Committee Chairperson. Group sessions should be led by Rotaractors, with Rotarians assigned to each group as resource specialists, to supply any necessary information and guidance. Leading group discussions provides an excellent opportunity for Rotaractors to develop their leadership skills.

Attendance

Because 100 percent attendance is a key goal, it is the responsibility of you and your leadership team to promote the Assembly's importance. The following techniques may be helpful:

- Confirm that all clubs have filed data on incoming officers.
- Mail announcements and materials to incoming officers in advance of the meeting.
- Include return postcards for officers to confirm their attendance.
- Contact any officer not responding to the mailing.
- Ask incumbent club presidents to stress the importance of the Assembly and to follow up with each new officer regarding attendance.
- Check last year's records to identify any club not represented during the prior Assembly. Contact this club personally if no officer indicates a willingness to attend.
- Emphasize that each incoming club president, or a selected representative, should be present.

You can implement special activities to make your District Assembly motivational. Include contests or awards, club displays, a topical breakfast on leadership characteristics, audiovisual presentations and motivational speakers.

Follow-Through

After the Assembly, follow-through should take two directions. First, contact those who attended to ensure they received the guidance and information they needed. Second, contact any new officers who did not attend so that they may receive the vital information they missed.

Sample Rotaract District Assembly Training Agenda

0800-0900 **District Assembly registration**

0900-0945 **First Plenary Session** (DRR presides)

Announcements and introductions (*5 minutes*)

Welcome by District Governor or District Rotaract Chairperson (*5 minutes*)

Overview by DRR of goals for District Assembly (*10 minutes*)

Presentation by incoming District Rotaract Representative (*25 minutes*)

Focus: *Plans for the year, the RI annual theme, motivating club leaders and setting goals for the year*

0945-1000 **Break**

1000-1200 **Group Discussion Sessions**

Each concurrent session begins with a short (no more than 15-20 minutes) opening presentation by the group discussion leader covering administrative responsibilities for respective club officers, effective use of club resources and service opportunities and responsibilities.

The remainder of the session should be interactive discussion focusing on practical steps to success. Group discussion leaders will clarify club officer responsibilities and answer participants' questions.

Group I Incoming Presidents

Group II Incoming Secretaries

Group III Incoming Treasurers and Finance Committee directors/chairpersons and subcommittee chairpersons

Group IV Club Service directors/chairpersons and subcommittee chairpersons

Group V Professional Development directors/chairpersons and subcommittee chairpersons

Group VI Community Service directors/chairpersons and subcommittee chairpersons

Group VII International Service directors/chairpersons and subcommittee chairpersons

Note: Additional discussion groups may be held at the discretion of the DRR and District Rotaract Chairperson, depending on the needs of the district.

1200-1330 **Lunch**

Address by a Rotarian on a Rotaract-/Rotary-related topic

- 1330-1530** **Evaluative and Creative Case Studies:** Directors, chairpersons and subcommittee chairpersons for Club Service, Professional Development, Community Service and International Service meet to discuss specific problem-solving ideas through case studies. Note that presidents, secretaries and treasurers may attend a discussion group of their choosing.
- 1330-1530** **Incoming DRR meets with incoming club presidents**
Focus: *Goals and communication strategies for the year*
- 1530-1600** **Break**
- 1600-1700** **Second Plenary Session**
Review by DRR of District business (*20 minutes*)
Focus: *District committee structure, budgeting and District Conference*
Inspirational closing remarks by incoming DRR intended to motivate club officers (*20 minutes*)
Closing remarks by District Governor or DRR (*20 minutes*)
- 1700** **Adjournment**

Note: Items listed above may be supplemented by the leadership of each district.

Timeline for Planning a Rotaract District Assembly

All planning should be done in coordination with the District Governor and District Rotaract Chairperson.

Action Step

Suggested Timing

Confirm the date of the Assembly.

As early as possible

Prepare an action plan and timetable, describing as many planning details as possible that you will need to complete to ensure a successful District Assembly.

8-9 months prior to Assembly

Create a working draft of your District Assembly program that will meet your objectives and be appropriate for your specific district. Work with the District Rotaract Chairperson and build on the experience of those who have gone before you.

7 months prior to Assembly

Build your committee or leadership team choosing experienced Rotaractors wherever appropriate. Work closely with your district committee in this as in all aspects of your responsibilities related to the District Assembly. When you are satisfied with the proposed makeup and structure of your committee, send members a formal invitation to serve. Specify their responsibilities.

6 months prior to Assembly

Draft a detailed budget that will account for all expenses (i.e., room rental, food, transportation, materials, promotion, etc.) and income (i.e., registration fees) associated with the Assembly. Obtain District Governor's approval of budget.

6 months prior to Assembly

Identify Host Club and secure a location that meets your needs. Generally, this should be confirmed in writing as far in advance of the meeting date as possible. Be clear on details related to your plenary sessions, discussion group rooms, meal arrangements, registration setup, overnight lodging (if appropriate) and other logistical needs specific to your program.

6 months prior to Assembly

Identify speakers, panelists, group discussion leaders, sergeants-at-arms and all other key players for the meeting. Send them a formal invitation to serve, including a clear description of what you would like them to do. Work with all key players in developing their material, subject to your final approval.

5 months prior to Assembly

Notify all participants of the meeting dates as soon as possible. Prepare and mail appropriate advance promotional materials, including registration information. Get a specific confirmation and commitment from each club officer. Follow through wherever necessary.

5 months prior to Assembly

Select and/or develop handouts to be distributed to Assembly participants.

3 months prior to Assembly

Confirm final program.

2 months prior to Assembly

Print badges for participants and make any final arrangements.

2 weeks prior to Assembly

Can you think of other action steps during the coming months related to planning and implementing a successful District Assembly?

The Rotaract District Conference

Purpose

The Rotaract District Conference's purpose is to further the program of Rotaract through fellowship, inspirational addresses and the discussion of matters relating to the affairs of clubs in the district and Rotaract in general. The Conference is a business meeting, an inspirational meeting and an informative meeting. It is not a training meeting. The focus is fellowship! Use this opportunity to highlight the Rotary International theme for your year and relate it to local activities. Where appropriate, the incoming DRR should be involved in planning and implementation of the meeting.

Participants

All Rotaractors in the district are invited to attend, as well as Rotarians on the District Rotaract Committee, Rotaract club advisors and the District Governor. The District Governor-elect and Assistant Governors may also be invited, as appropriate.

Scheduling

The Rotaract District Conference can be held at the end of May or in June, and should be held at a central location that offers easy and economical access for Rotaractors throughout the district. Keep in mind that it should not conflict with the Rotaract Pre-Convention Meeting or the RI Convention.

Meeting Responsibility and Expenses

All aspects of the meeting should be planned by the Rotaractors and Rotarians on the district committees. The current District Rotaract Representative should have primary responsibility for coordinating the meeting.

The cost of the Conference can be covered in various ways. Often, however, general Rotaract club and district funds are used to cover meeting expenses, and Rotaractors pay a registration fee that includes meals, entertainment and accommodations if the meeting runs longer than one day.

Host Club

Generally, a Rotaract club is asked to host the meeting. Hosting involves obtaining the meeting place, organizing Conference logistics and providing hospitality. The Rotaract District Committee should identify a host Rotaract club near the meeting site. Attention should be paid each year to providing various clubs with this opportunity.

Program

There are no set guidelines for program content, but it should be informative and enjoyable. Based on the interests of the district's Rotaractors, the District Rotaract Representative, in consultation with the Rotaract district committee, should plan a program that motivates the participants and promotes the formation of district-wide friendships.

The plenary sessions might feature speakers from regional government agencies, businesses, or community organizations whose knowledge and insights would be informative and inspirational for Rotaractors. If the Conference focuses on a specific topic that the District Rotaract Representative has promoted over the year (e.g., drug abuse prevention or literacy promotion), choose speakers who specialize in related fields. The plenary sessions also provide an opportunity to spotlight the talents of Rotaractors who are musicians, dancers or artists and to recognize individual Rotaractors or clubs that have provided outstanding service to their community during the year.

Discussion group sessions can follow any number of formats, including: service project workshops featuring panels of specialists; idea exchange forums; or group discussions on specific district concerns, with group recommendations reported on at an open forum during a later plenary session.

Work with the District Chairperson to begin the organization of your program with these thoughts in mind:

1. Be fully involved in planning, organizing and conducting your Conference.
2. Develop a comprehensive and well-balanced program which starts and ends on time and includes innovative presentations on Rotaract subjects, subjects of local interest and other Rotary and Rotary Foundation programs, as appropriate.
3. Aim to achieve maximum attendance of Rotaractors and Rotarians in your district by effective promotion, avoiding conflict with other events and keeping costs affordable.
4. Sessions should be varied in content and format, such as discussion groups, addresses, debates, roundtables, and special presentations, together with question-and-answer periods.
5. All topics should be relevant to current Rotaract concerns in the district.
6. Ensure representation from every club in the district by involving them in Conference programs and activities.
7. Provide for the recognition of new Rotaractors, first-time attendees, club presidents and incoming club presidents.
8. Maximize assignments among Rotaractors throughout the district.
9. Give an *inspirational* address. Begin by gathering examples from Rotaract clubs, then build an inspirational appraisal of the progress of Rotaract within the district. Look at what can be done to further fellowship and service at home and throughout the world.
10. Outstanding entertainment will attract attendance and lend variety and interest to your program. However, its use should not detract from the purpose of the Conference itself. Entertainment should promote fellowship and wider acquaintance, and not be limited entirely to staged presentations. Informal social hours, special breakfasts or luncheons, banquets and balls are frequently successful.
11. Maintain close supervision over entertainment plans to ensure quality and balance between entertainment and the Conference's more serious aspects.

Promoting Your District Conference

Demonstrate sincere and ongoing enthusiasm for your upcoming District Conference. Probably the best opportunity will be via the Rotaract club presidents in your district. You might consider personally visiting or writing to clubs to promote attendance.

Conference Committee

Consider the following areas of responsibility as you appoint your District Conference Committee. Which are likely to require additional resources?

Chairperson	Secretary	Sergeant-at-Arms
Treasurer	Budget	Decorations
Promotion	Meeting Places	Printing
Registration	Housing	Music
Transportation	Reception	Exhibits
Entertainment	Publicity	Awards

What other responsibilities need to be addressed in planning for your District Conference?

Timeline for Planning a Rotaract District Conference

All planning should be done in coordination with the District Governor and District Rotaract Chairperson.

Action Step

Suggested Timing

Confirm the date of the Conference.

As early as possible

Prepare an action plan and timetable, describing as many planning details as possible that you will need to complete to ensure a successful District Conference.

8-9 months prior to Conference

Contact clubs for ideas on topics and sessions and create a working draft of your District Conference program. Work with the District Rotaract Chairperson and build on the experience of those who have gone before you.

7 months prior to Conference

Build your committee or leadership team choosing experienced Rotaractors wherever appropriate. Work closely with your district committee in this as in all aspects of your responsibilities related to the District Conference. When you are satisfied with the proposed makeup and structure of your committee, send members a formal invitation to serve. Specify their responsibilities.

6 months prior to Conference

Draft a detailed budget that will account for all expenses (i.e., room rental, food, transportation, materials, promotion, etc.) and income (i.e., registration fees) associated with the Conference.

6 months prior to Conference

Identify Host Club and secure a location that meets your needs. Generally, this should be confirmed in writing as far in advance of the meeting dates as possible. Be clear on details related to your plenary sessions, discussion group rooms, meal arrangements, registration setup, overnight lodging (if appropriate) and other logistical needs specific to your program.

6 months prior to Conference

Identify speakers, panelists, group discussion leaders, sergeants-at-arms and all other key players for the meeting. Send them a formal invitation to serve, including a clear description of what you would like them to do. Work with all key players in developing their material, subject to your final approval.

5 months prior to Conference

Notify all participants of the meeting dates as soon as possible. Prepare and mail appropriate advance promotional materials, including registration information. Get a specific confirmation and commitment from each club officer to promote attendance. Follow through wherever necessary.

5 months prior to Conference

Select and/or develop handouts to be distributed to participants at the meeting.

4 months prior to Conference

Confirm final program.

2 months prior to Conference

Print badges for participants and make any final arrangements.

2 weeks prior to Conference

Can you think of other action steps during the coming months related to planning and implementing a successful District Conference?

Chapter 4

Multidistrict Meetings, Activities and Organizations

Multidistrict Meetings

Multidistrict meetings are conferences, seminars or meetings that involve Rotaract clubs from several districts coming together to discuss issues of importance beyond the district level. All such meetings require that the host District Rotaract Representative provide to the District Governors concerned a copy of the meeting proposal that describes the date, location, facilities, participants, program, budget and proof of adequate liability insurance. The host Governor must also approve any multidistrict meetings. The District Rotaract Representatives should inform the RI Director(s) from the zone(s) and the RI General Secretary of the event.

Additionally, multidistrict meetings at the worldwide level require the approval of the host Governor(s), RI Director(s) from the zone(s) and the RI Board. Proposals for such meetings, including all of the information noted above, should be submitted by the host District Rotaract Representative to Rotary International well in advance of the meeting to ensure adequate time for RI Board consideration. See Chapter 5 for specific information on INTEROTA, a triennial worldwide meeting of Rotaractors.

Multidistrict Activities

Multidistrict activities are Rotaract-sponsored service projects (not meetings) involving clubs in two or more districts. For example, in Japan, Rotaractors organized a multidistrict service project to celebrate their “National Rotaract Day,” generating publicity about Rotaract that attracted new members.

To undertake a multidistrict project, organizers must provide RI World Headquarters with documentation demonstrating the approval of the District Rotaract Representatives and the District Governors from the participating districts, as well as support from at least two-thirds of the Rotaract clubs in each district. Once approved by the General Secretary, the project must be directly supervised by the District Rotaract Representatives, who should make it clear to the clubs that participation is voluntary and that costs are to be covered by minimal contributions rather than a mandatory per capita fee. See the *Rotaract Statement of Policy* (660-EN) for specific criteria on multidistrict activities.

DRRs in districts undertaking multidistrict projects should ensure that organizers submit annual financial and descriptive progress reports on their projects — along with photographs — to their District Governors and to RI World Headquarters. These reports are used to feature successful multidistrict Rotaract activities in the *Rotary World* newspaper, *THE ROTARIAN* or regional Rotary magazine, *Rotaract News* and other RI publications.

Multidistrict Information Organizations (MDIOs)

Rotaract multidistrict organizations, frequently called Multidistrict Information Organizations (MDIOs), function as regional offices of information and resources for Rotaractors. They are comprised of Rotaract clubs in two or more districts, within a country or encompassing several countries. MDIOs are formed for the purpose of disseminating information and facilitating communication among Rotaract clubs in the participating districts. Over the last ten years, Rotaract MDIOs have been a driving force in enhancing communication and promoting Rotaract awareness and growth in many regions of the world.

Rotaract MDIOs are an excellent vehicle for communicating program updates, local and international news and events, and uniting Rotaractors from different clubs and districts within a particular region. MDIOs frequently offer Rotaractors information in the form of publications, Internet services and direct links with Rotary International. Many Rotaract MDIOs have also put together their own newsletters and magazines, often in several languages, as well as directories containing the names and addresses of Rotaract clubs in member districts.

In addition to disseminating information, Rotaract MDIOs often engage in a variety of multidistrict events, including national/regional conferences, training seminars and multidistrict service projects. In 1998, the Rotaract France MDIO (Coordination Nationale Rotaract France) embraced Rotary International's low-cost shelter initiative by undertaking a national Community Service project, "A Roof for Humanity." Every year, OMIR-Brasil (the Rotaract MDIO in Brazil) and AIRAUP (the Rotaract MDIO in Argentina, Uruguay, and Paraguay) come together to host the Latin American District Rotaract Representatives (DRRs) Training Conference. At this meeting, incoming DRRs are given practical and intensive training that provides valuable leadership skills to participants, ensuring a successful year in their leadership roles.

If you think an MDIO would be beneficial for districts in your area, the first thing to do is to contact the DRRs of the districts you would like involved. It is critical to get the consensus of the appropriate DRRs who should take responsibility for reading the official RI policy relating to Rotaract MDIOs. This can be found in the RI *Manual of Procedure* (035-EN) or requested from RI World Headquarters. The DRRs will need to secure approval from at least two-thirds of the clubs in their respective districts. It is important to make clear to clubs that participation in the MDIO is voluntary.

Another crucial step is developing guidelines, such as a constitution and by-laws, to govern the functioning of the MDIO. Once this stage is reached, it is then necessary to receive formal approval of the governors of all the districts involved, and finally to seek approval from the Rotary International Board of Directors.

To officially organize the MDIO with Rotary International, RI World Headquarters must receive a copy of the MDIO guidelines (constitution and by-laws) and documents showing the approval of the District Rotaract Representatives and District Governors of the participating districts, as well as support from at least two-thirds of the Rotaract clubs in each district. The proposal will be considered by the RI Board, and the DRRs and District Governors will be notified of its decision.

Once approved, the MDIO will be listed in the *Worldwide Rotaract Directory* and will receive copies of all Rotaract mailings sent by RI World Headquarters.

Chapter 5

International Meetings

The Rotaract Pre-Convention Meeting

The Rotaract Pre-Convention Meeting, sponsored by Rotary International, brings together Rotaractors and Rotarians from around the world to share ideas for projects and fellowship. This meeting, which immediately precedes the RI Convention, updates participants on new Rotaract policies and activities, recognizes outstanding Rotaract club projects around the world and affords an opportunity for Rotaractors to share their ideas with RI officers and staff. This is a meeting that every District Rotaract Representative and club president should try to attend.

The Rotary International Convention

Rotaractors are invited and encouraged to participate in the four-day RI Convention that follows the Rotaract Pre-Convention Meeting. Rotaractors may take part in all aspects of the Convention including program workshops, the projects exhibition and plenary sessions. Participation in the RI Convention gives Rotaractors a broader understanding of Rotary, its internationality and its service to the world. It can provide Rotaractors with a better sense of how Rotaract fits into the Rotary family.

INTEROTA

INTEROTA is a worldwide Rotaract meeting held every three years. It is organized and sponsored by Rotaractors and provides a forum to share ideas, concerns and experiences with their counterparts around the world.

While not an official Rotary International meeting, RI recognizes the value of this event and supports INTEROTA through approval of its program content and by ensuring representation of RI leadership. If the Rotaract clubs in your district are interested in hosting an INTEROTA meeting, below are some guidelines to assist Rotaractors in this exciting endeavor while ensuring compliance with RI policy.

Making a Bid to Host INTEROTA

- Get the approval of the Rotaract clubs in the district and the District Rotaract Representative (DRR); prepare a preliminary meeting proposal.
- Submit the proposal to your District Governor and the RI Director from the region, and obtain their approval for your bid to host INTEROTA. Please note that if your proposal is prepared *prior to* the Rotary year in which you will make your bid, it is necessary to secure the approval of the DRR, Governor and appropriate RI Director who will be in office during the year in which the bid is made.
- Present your proposal at the INTEROTA conference at which time attendees will vote to select the next meeting site.

If You Are Selected to Host INTEROTA . . .

- Prepare a proposal to submit to the RI Board of Directors in accordance with the worldwide meeting policy in the *RI Manual of Procedure* (035-EN). This policy stipulates that worldwide meetings require the approval of the host Governor(s) and Director(s) from the zone(s), and also require approval of the RI Board. Proposals for such meetings must be submitted by the host District Rotaract Representative and must describe: date, location, facilities, participants, program, budget and include proof of adequate liability insurance. Before the DRR submits this proposal to the RI Board, the current District Governor and RI Director from the region should have the opportunity to review and approve the proposal.

- Once approved by the RI Board, begin preparing and implementing plans to host this exciting event!
- Remember that it is the responsibility of Rotaractors in the hosting club(s) to maintain communication with District Governor(s) and RI Director(s) from the region as they change between the initial bid approval stage and the actual event.
- It is the responsibility of the hosting district's DRR to provide an audited financial statement on the meeting to the District Governor for inclusion as appropriate in the Governor's statement on multidistrict finances presented and formally adopted at the following Rotary District Conference.

Chapter 6

Finances

This chapter outlines your responsibilities for administering and controlling your district's financial operations. Managing the finances for district activities is an important part of your role as District Rotaract Representative. Your fiscal responsibility will be to administer and account for any district-approved budget or any contributions collected for a specific, district-approved activity. Each District Rotaract Representative is expected to conform to good business practices when expending monies.

District Funds

The establishment of a district fund is not mandatory — the decision lies with each district. Each district may, by resolution of the District Conference, establish a fund to be called “The District Fund” for the financing of district-sponsored projects and the administration and development of Rotaract in the district. Per the *Rotaract Statement of Policy* (660-EN), clubs are expected to pay annual fees or dues to their district Rotaract organization to cover the cost of district administration.

Rotaract District Finance Committee

Fiscal control within a district is not a one-person job and it is advisable that district funds not be under the control of a single individual. Thus, you should consider appointing a Rotaract District Finance Committee. The finance committee, cooperating with the District Rotaract Representative, would develop a budget which is distributed to all clubs at least four weeks prior to the District Assembly at which the budget is to be presented for approval. Collected funds are placed in a bank account held in the name of the district Rotaract organization.

The funds are administered by the DRR and one Rotaract District Finance Committee member. The designated District Finance Committee member acts as treasurer, and maintains all records of revenues and expenses. The treasurer's records are audited by someone who is not a District Finance Committee member, and preferably, who is an auditor. The report should be made to all clubs by 30 September and be presented and voted upon at the next Conference.

Financing District Projects and Activities

A district activity is to be implemented only after approval by three-fourths of clubs in the district. A district activity is not to be undertaken if it will detract from the scope and effectiveness of activities at the club level. A successful project also has clear fiscal accountability. Using your resources wisely can make the difference between an effective project and a well-intentioned effort.

The cost to clubs and to individual Rotaractors of participation in a district activity should be kept to a minimum. Make sure there are other ways for clubs and Rotaractors to participate besides making financial contributions. All financial contributions to an activity are to be strictly voluntary. Requests for these contributions are not to be made in the form of an implied or enforceable per capita tax or other assessment.

As District Rotaract Representative, you are responsible for the collection and administration of contributions received for a district activity. The financial commitment to a district activity is not to exceed one year. The District Rotaract Representative must be accountable to the district regarding the activity and provide a clear accounting of the activity's expenses.

When funds are raised for a specific purpose, a budget should be prepared and submitted to you and to the Rotaract District Finance Committee for approval. When approved, the budget should be included in the statement

submitted by the District Finance Committee to either the Rotaract District Assembly or the District Conference. A separate bank account, with the appropriate committee chair as co-signatory, should be established for these funds.

Financing the Rotaract District Assembly and the Rotaract District Conference

The Rotaract District Assembly and Conference are two meetings which bring together Rotaractors from all over the district. The cost of financing the incoming club officers' training at the Assembly should be paid for by the sponsoring Rotary clubs, or where circumstances dictate, by a mutually agreed-upon financial arrangement involving the sponsoring Rotary clubs, Rotary district and the Rotaract participants.

In general, when planning both the Assembly and Conference programs, you are strongly encouraged to keep costs low. This is especially necessary with the Conference so that Rotaractors and guests will not be discouraged from attending for financial reasons. For both meetings, you and your committees should prepare and adopt budgets of probable Conference income and expense. This should be one of the committees' first tasks and should be completed early to allow time for effective planning. The budgets should have your approval as District Rotaract Representative.

Expenses to consider and estimate when preparing these meeting budgets include the following:

- printing and publicity
- speaker expenses
- entertainment
- luncheons and dinners
- special guests
- plenary hall
- decorations

Possible sources of revenue to support district meetings might include:

- A *voluntary* per capita contribution from all of the clubs in the district;
- An attendance registration fee;
- Some combination of the above (e.g., a per capita contribution to pay estimated administrative expenses, with a registration fee estimated to cover hospitality and entertainment).

RI Rotaract Club Certification and Recertification Fee Payments

Following the recommendation of the RI Rotaract Committee, the RI Board of Directors at its October 1998 meeting discontinued the required US\$20 annual Rotaract club dues payment, effective with the 1999-2000 Rotary year. It also stipulated that, effective 1 July 1999, the certification fee that all sponsoring Rotary clubs must pay for new Rotaract clubs will be increased from US\$20 to US\$50.

If a Rotaract club wishes to be reinstated after having been terminated by Rotary International, they may do so at any time provided they have the support of their sponsoring Rotary club. If the Rotaract club wishes to be reinstated *within one year* of their official termination by RI, then the Rotaract club *is not required* to pay the US\$50 certification fee. If, however, a Rotaract club has been officially terminated for a period of *more than one year*, it *must pay* the US\$50 certification fee in order to be officially reinstated with Rotary International.

All certification fee payments that are sent to Rotary International must be accompanied by the *Rotaract Club Organization List* form (found in the *Rotaract Handbook*, or contact RI).

Remittance in US dollars

Whenever possible, remittance in US dollars from a US bank is preferred. All US dollar payments must be drawn on a US bank and sent to the RI address below. **The Rotaract club name and district must be specified for all remitted payments and should be noted on all checks and money orders.**

Rotary International
PO Box 75297
Chicago, IL 60674-5297 USA

Remittance in Currency other than US dollars

If clubs are unable to remit in US dollars, they may make payments in equivalent local currency via the RI Service Center or fiscal agent serving their area. The Service Center or fiscal agent will specify the appropriate exchange rate. (All clubs in Great Britain and Ireland should continue to direct their payments through the RIBI office.) **The Rotaract club name and district must be specified for all remitted payments and should be noted on all checks and money orders.**

Remittance by Credit Card

Clubs may also choose to remit payment by using a VISA or MasterCard. Credit card payments must be in US dollars. Simply indicate on the billing statement the card type (VISA or MasterCard), card number, the card holder's name, the card's expiration date and a signed authorization to pay the RI Rotaract certification fee. **The Rotaract club name and district must be specified for all payments remitted by credit card.**

Remittance by Wire

Clubs may also remit payment by bank wire. Wire payments must be in US dollars and directed to:

Rotary International
Account #99023
The Northern Trust Company
50 South LaSalle Street
Chicago, IL 60675 USA
ABA#071000152
Wire Transfers - account #99023

Please clearly identify the name of the Rotaract club covered by the wire and indicate "RI Rotaract Club Certification Fee."

Club Mailing Address Changes

If your club mailing address has changed, please notify Pamela Carrasquillo immediately (phone: 847-866-3175 or fax: 847-866-6116) so that your club will receive its *Worldwide Rotaract Directory*, and other mailings from RI. If you should have any questions, please contact our office by telephone: 847-866-3315 or fax: 847-866-6116. **Please note that if you remit payment to an RI Service Center, it will take from 1 to 3 months before posting of that payment is received at RI Headquarters in Evanston.**

Chapter 7

Communication

The importance of effective communication cannot be overemphasized. There are three basic groups with whom you will be communicating as DRR: Rotaract clubs, Rotary district leadership and Rotary International.

As District Rotaract Representative, you are a key person in the RI communications network. The first half of this chapter focuses on one of the DRR's most important communication tools — the newsletter. The remainder of the chapter emphasizes maintaining district records and your responsibilities with regard to reporting information to RI. Remember that the Secretariat can administer the Rotaract program most effectively only when the District Rotaract Representative provides accurate information in a timely fashion.

District Rotaract Representative's Communication with Clubs

Communication with the clubs in your district is essential to the success of your service activities and district administration. One of the responsibilities of the DRR is to develop and distribute a district Rotaract newsletter. Carefully review the following guidelines when preparing your newsletter(s).

The District Rotaract Representative's newsletter should:

Inform club leaders:

- of the Rotary International theme for the year
- of Rotaract district activities
- of specific club activities

Stimulate club leaders:

- to work hard
- to plan ahead
- to undertake new activities
- to cooperate with other clubs in the district

Recognize effective contributions:

- by committees
- by individual Rotaractors
- through club activities
- through specific programs

Your front page should present specific stories, examples and news items that reinforce one of the three primary purposes. Try to ensure that your newsletter addresses a variety of topics and provides current and relevant information. In addition, it should be attractive and readable and should report significant activities of as many clubs as possible.

Distribution

The district Rotaract organization's budget should cover the cost of mailing the monthly letter to each Rotaract club president, sponsoring Rotary club president, your District Governor and District Rotaract Chairperson. You should also send a copy to the staff at RI World Headquarters.

Some districts sell advertising in the district Rotaract newsletter as a means of subsidizing production and distribution costs. Other districts are experimenting with utilizing electronic technology to reduce the costs of distributing the newsletter while increasing circulation.

Additional Monthly Newsletter Suggestions

- Report on Community and International Service projects being carried out by clubs in the district.
- Ask clubs to send you copies of their club bulletins.
- Recognize important club anniversaries.
- Call attention to any recognition given in *THE ROTARIAN* or regional Rotary magazines, *Rotaract News* and *Rotary World* to Rotaract clubs or their members and any exceptional Rotaract projects or activities.
- Print a calendar of upcoming events.
- Suggest exchanges of correspondence or programs with clubs in other countries.
- Provide a cordial message of welcome to any newly organized clubs and urge Rotaractors of the district to visit them.

Documents Sent to the District Rotaract Representative from RI

Many sources of information are periodically sent to you from RI. Keep in mind that each of these items is an effective resource for information and program promotion. In addition to *THE ROTARIAN* and regional Rotary magazines, a valuable source of information and program promotion is the newspaper *Rotary World*, targeted to club, district and international leaders, which is published five times a year in ten languages. Another worthwhile resource is *Rotaract News*, a newsletter published twice annually in six languages for Rotaractors and their Rotary sponsors worldwide. In addition, District Rotaract Representatives can also expect to receive the following communications from RI World Headquarters:

District Mailings

(Sent to District Rotaract Representatives, District Rotaract Chairpersons, MDIO Centers, RI Rotaract Committee and RI Service Centers)

- District Mailing No. 1 (mailed in June) — includes *District Rotaract Representatives' Training Manual*, Rotaract checklist, statistics, administrative forms and other items as appropriate.
- District Mailing No. 2 (mailed in November) — includes Rotaract program updates, Findings Report from Pre-Convention Meeting and other items as appropriate.
- Rotaract Annual Report (mailed in December to current and past DRRs and District Rotaract Chairpersons) — summarizes the results of the previous year's District Annual Survey.
- District Mailing No. 3 (mailed in March) — includes Pre-Convention Meeting updates and District Annual Survey.

Worldwide Rotaract Directory

This resource provides a list of all active Rotaract clubs officially chartered with RI. About midway through the Rotary year, *Rotaract Data Forms* are mailed to all Rotaract club presidents asking them to submit updated officer information for the coming year. **In order for this information to be included in the *Worldwide Rotaract Directory*, the forms must be returned to RI World Headquarters no later than 1 April.** The Directory is mailed, generally in July, to all active Rotaract clubs.

Termination of Rotaract Clubs by RI

Because failure to pay dues will no longer be grounds for club terminations, RI will terminate Rotaract clubs if mail is returned to the Secretariat and RI staff are unable to reach the club president through the District Rotaract Representative, the District Rotaract Chairperson, the sponsoring Rotary club secretary, or the District Governor. These individuals will have 90 days to provide updated contact information to RI after which time the Rotaract club will be terminated. This policy makes it essential for Rotaract clubs to submit the names and addresses of their club presidents or contact persons *each year*, so that not only the correct club information appears in the *Worldwide Rotaract Directory*, but also that active Rotaract clubs are not terminated. In addition, if at any time *during* the Rotary year, a Rotaract club president or contact person's address changes, he or she must notify Rotary International so that mail sent from the Secretariat is not returned as undeliverable.

Maintaining Records

To have ready access to your records throughout the year, plan to establish a filing system. Developing such a system before your year as District Rotaract Representative will be a time investment which, during your year, will require you to spend only a few minutes daily or weekly to keep records organized. If you have access to a computer, computerizing your files will make maintaining records easier and reduce the likelihood of misplacing information.

Recommended file sections and folders include:

- Club File
Include one folder for each club
- Committee File
Include one folder for each district committee
- Finance/Budget File
Include separate folders for your budget and expenses
- Correspondence File
Include separate folders for RI, district and general correspondence
- District Conference File
- District Assembly File
- Speech File
- Reports to RI File
- Membership Development and Extension File
- Rotaract District Newsletter File
- Goals File
- Recommendations for Successor File

You may wish to add additional sections or files. Develop a system now that works easily for you to keep records organized with little effort. You can then use the time saved to motivate and inspire clubs and Rotaractors to work together to reach district goals.

Important Deadlines

- 15 September** **Deadline** for submitting information and original photos to RI for possible inclusion in the January edition (Issue 2) of *Rotaract News*.
- 1 March** **Deadline** for submitting incoming DRR information to RI for inclusion in the *Worldwide Rotaract Directory*. (The District Governor-elect will submit the name of next year's District Chairperson.)
- Deadline** for submitting *RI Recognition of Outstanding Rotaract Projects* form.
- 15 March** **Deadline** for submitting information and original photos to RI for possible inclusion in the August edition (Issue 1) of *Rotaract News*.
- 1 April** **Deadline** for submitting *Rotaract Data Form* to RI for inclusion of club information in upcoming *Worldwide Rotaract Directory*.
- 15 April** **Deadline** for submitting *World Rotaract Week Celebration Recognition* form to RI.

The RI Rotaract Committee

Each year, the RI President appoints an international committee to serve in an advisory capacity to the Board regarding the Rotaract program. While there are no set parameters for this committee, it has become customary for the committee to include both Rotarians and Rotaractors from around the world, making it one of the few RI committees with non-Rotarian members. Rotaractors wishing to serve on the committee should ask a Rotarian to send a letter of recommendation to the President-elect, c/o RI World Headquarters. Rotaractors and Rotarians who wish to make proposals to the RI Board regarding the Rotaract program should work through the RI Rotaract Committee.

Chapter 8

Project Development and Rotary Resources

The cornerstone of Rotary is humanitarian service. It defines Rotary's character, is the basis for its appeal and visibility in the community and is the reason Rotary and Rotaract continue to grow. The goal of Rotary service is to provide a catalyst in effecting sustainable, positive change, and the Rotaract program plays a key role in this effort.

Rotaract clubs often act as "partners in service" with their sponsoring Rotary clubs, organizing community and international service projects. The primary challenge that Rotaractors and Rotarians face is to ensure that the projects being undertaken have real relevance to the communities being served. As the District Rotaract Representative, you can play a key role in guiding clubs in their service efforts, promoting outstanding projects and recognizing commendable service efforts.

In doing so, always remember that there are four key steps to follow when developing an effective service program:

1. Assess the real needs of the community, utilizing all the information resources available.

The most effective Community Service efforts focus on ensuring that those who benefit from any program be directly engaged in identifying needs and in setting priorities. By working *with* the community instead of *for* the community, long-term change has a better chance of taking hold.

2. Design and carry out projects that effectively address the identified needs.

Whatever the service goals of a club or district, there are some key factors which will help to make any project more effective. Some characteristics of a well-planned service project are:

- It responds to a genuine need, not an imagined one.
- It can be defined in very specific goals and objectives.
- It is built around an agreed-upon time frame, including starting and completion dates.
- It includes people in the planning process who will benefit from the project.
- It creates a structure or skills that will continue after outside funding ends.
- It has measurable results.
- It draws on as many resources as possible to reach full potential for good.
- It includes an identified contact person.

3. Utilize Rotary resources in carrying out these projects, including club talent and expertise, district committees and the many resources available through RI and its Foundation.

Rotary International and The Rotary Foundation have a variety of resources — information, financial and human — to help clubs and districts address their communities' service needs. It is important that strong program committees exist at the district level which can advise club leaders about available resources.

4. Mobilize the community to support the goals of the projects and participate in their implementation wherever possible.

The more involved the members of the community are in supporting the projects that Rotaractors and Rotarians are carrying out in their communities, the more likely the projects will result in real, positive change. Most communities have a wide variety of businesses and service groups that have an interest in supporting community improvements. Rotary and Rotaract clubs can act as a catalyst to mobilize various groups to work together.

The following pages provide an overview of Rotary International and Foundation programs.

Serving the Local and International Communities

One of the primary goals of the Rotaract program is to provide young people with an opportunity to develop service projects. Identifying challenges in a community and turning them into an opportunity to serve others is a key component to the philosophy of Rotaract. Each Rotaract club is expected to undertake at least one Community Service activity each year and one activity to promote international understanding.

Community Service incorporates a wide range of activities from human development to community development, from environmental protection to health awareness. Every community has different needs; identifying and meeting these needs is one of the great challenges and joys of being a Rotaractor. As stated in the Object of Rotary, the purpose of International Service is the advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service. Through these two Avenues of Service, Rotaractors show their commitment to improving the quality of life in their local communities and in the world at large. They put into action Rotary's motto "Service Above Self."

As District Rotaract Representative, you are urged to appoint strong Community Service and International Service committees to focus on promoting international understanding and to provide support to the wide range of concerns that clubs in your district are addressing in their communities. Encourage your district committees to break down the work into manageable subcommittees and to focus effectively on specific priority activities.

Following are descriptions of relevant Rotary programs, service opportunities and resources available to help you and your Rotaract clubs serve the local community and promote international understanding. This does not represent an exhaustive list of priorities in communities around the world but an overview of opportunities and resources.

Resources of Rotary International

The service resources of Rotary International are divided into two categories, *Structured Programs* and a *Menu of Service Opportunities*. Both categories provide clubs with ways of conducting service activities to meet the needs of their local community and to promote international understanding.

Structured Programs

Structured Programs are organized activities recommended by the RI Board for clubs and districts that include a recommended framework and guidelines for program implementation and maintenance. As with Rotaract, the following structured programs each have a handbook or other official publication to aid Rotarians and other members of the Rotary family in developing and sustaining these activities.

Interact

Interact is a Rotary-sponsored service organization, similar to Rotaract, for young men and women ages 14-18 that fosters leadership and responsible citizenship and promotes international understanding and peace. The purpose of Interact is to provide young people with the opportunity to work together in world fellowship, dedicated to service and international understanding. Every Interact club must be sponsored by a Rotary club and may be either school- or community-based.

Each year, Interact clubs complete a Community Service project and an International Service project. Interact is also a social organization. Interactors develop a worldwide network of friends through exchanges with local clubs and those from different countries. There is a natural link between Interact and Rotaract within a community. Rotaractors are in a position to provide mentoring and guidance to Interact club members through joint projects and activities. Furthermore, Interactors serve as excellent future prospects for the local Rotaract club.

Consult the *Interact Handbook* (654-EN), a comprehensive guide for Rotarians and Interactors, for additional information. Also available through the RI Secretariat is a promotional brochure, *Serious Fun* (600-EN), and a video by the same name (650-EN) to help stimulate interest.

Rotary Community Corps

The Rotary Community Corps (RCC) program promotes self-reliance among community groups and encourages participants to identify and address community needs. Rotary Community Corps are non-political, non-sectarian service groups sponsored by Rotary clubs. Through Rotary club sponsorship, RCCs are organized and receive Rotary, Rotaract, or Interact assistance to advance their projects. Similar to Rotaractors, RCC members are considered Rotary “partners in service” and are responsible for all project planning and administration. Currently, there are almost 2,000 active Rotary Community Corps in more than 45 countries.

The *Rotary Community Corps Handbook* (770-EN) provides all the materials needed to organize an RCC.

Rotary Recreational and Vocational Fellowships

From accountants to veterinarians, more than 30 fellowships of Rotarians share ideas and advance friendships worldwide through their common businesses, professions and vocations. Bird-watchers, Egyptologists, golfers, and thousands of other Rotarians and their spouses pursue recreational interests together through dozens of fellowships. Once called International Vocational Contact Groups and World Fellowship Activities, these two programs are now known as Rotary Recreational and Vocational Fellowships. While it is not required, a number of these fellowships have opened their membership to Rotaractors.

In addition to having good times and forming global friendships, fellowship members find satisfaction in service. Members of the International Fellowship of Flying Rotarians, for example, have applied their hobby to service by flying patients to hospitals and carrying supplies into disaster areas. In the same spirit, the Ophthalmology Fellowship offered a seminar at the 1994 RI Convention on eye surgery in developing countries and ways that Rotary Volunteers, Rotary clubs and World Community Service projects can combat blindness. For more information, consult the *Rotary Recreational and Vocational Fellowships Handbook* (729-EN).

Rotary Volunteers

The Rotary Volunteers program links Rotarians and spouses, Rotaractors, Rotary Foundation scholars and non-Rotarians with exciting volunteer opportunities in Community and International Service projects. The Rotary Volunteers program is designed to create greater awareness among Rotarians and Rotaractors of volunteer opportunities within their own and other communities, provide expertise or skills not available within the community to service projects and increase and facilitate participation in all types of volunteer activities.

Rotaractors interested in volunteering their expertise to a service project should begin by seeking out community and district opportunities. Those Rotaractors willing to volunteer outside the district should contact the district Vocational Service chairperson and complete the RI registration form for Rotary Volunteer opportunities. Volunteers are expected to follow-up independently on possible Rotary or non-Rotary projects which could use their volunteer expertise.

Publications providing more information about Rotary Volunteers include *Rotary Volunteers Handbook* (263-EN), *Rotary Volunteers International Site List* (279-EN), *Rotary Volunteers International Volunteer List* (280-EN) and *Rotary Volunteers Resource List* (288-EN).

Rotary Youth Leadership Awards (RYLA)

Organized at the Rotary club, district or multidistrict level, RYLA seminars focus on topics of interest to students and young professionals. Participants exchange ideas, explore career paths, learn more about Rotary, gain insights for organizing youth and community service projects and discuss approaches for resolving family, social and professional problems.

The connection between Rotaract and RYLA works on many levels. In some cases, Rotaractors are selected by their Rotary clubs to participate in RYLA seminars. Or Rotaract clubs may work with a Rotary club or district RYLA committee to organize the seminar. RYLA seminars also provide Rotaract clubs with a pool of excellent candidates for Rotaract membership.

To learn more about RYLA, contact your sponsoring Rotary club or District Governor or consult the RI publications, *RYLA: Springboard to Leadership* (636-EN) and *Rotary Youth Leadership Awards Guidelines* (694-EN).

World Community Service

The purpose of the World Community Service (WCS) program is to encourage international cooperation; carry out projects to improve living standards and satisfy basic needs; and increase international understanding and goodwill through professional, technical and material assistance. A WCS project is one in which two clubs from different countries join forces to address a community need by providing international funding, volunteer assistance or material support. The *World Community Service Projects Exchange* (754-EN) lists projects needing international Rotary and Rotaract club partners. Rotaract clubs may also list projects that need support in the *WCS Projects Exchange* with the endorsement of the sponsoring Rotary club. The WCS Projects Exchange can also be found on RI's Web site.

Another WCS resource is the Donations-in-kind Information Network (DIN), a database listing goods and services donated by Rotarians and Rotaractors for use in WCS projects. For more information and registration forms for this program, consult the *World Community Service Handbook: A Guide to Action* (742-EN).

Youth Exchange

The Youth Exchange program sends students of secondary-school age to engage in study or travel abroad for up to one academic year in order to advance international understanding and goodwill. Youth Exchange students between the ages of 15 and 19 live with host families and experience life, culture and education firsthand in another country. Sponsored by sending and receiving Rotary clubs or districts, the exchangees are selected according to guidelines and procedures suggested by the RI Board.

Alumni of the Youth Exchange program are a potential source of members for Rotaract clubs. These individuals would bring to the club a wealth of experience and international perspective.

For more information on the Youth Exchange program, consult the *Youth Exchange Handbook* (746-EN), the videotape, *Youth Exchange: The Adventure of a Lifetime!* (740C-EN), and a variety of publications: *Youth Exchange — Making a World of Difference* (755-EN), *A Primer for Host Families* (749-EN), and *A Guide for an Exchange Student* (752-EN).

Menu of Service Opportunities

The second category of Rotary International resources is the Menu of Service Opportunities. These service opportunities are issues and concerns identified by the RI Board as recommended service priorities for clubs and districts. For more information regarding these service opportunities, please contact the RI Programs Department.

- Children at Risk
- Disabled Persons
- Health Care

- International Understanding and Goodwill
- Literacy and Numeracy
- Population Issues
- Poverty and Hunger
- Preserve Planet Earth
- Urban Concerns
- Completion of PolioPlus

Resources of The Rotary Foundation

The mission of The Rotary Foundation of Rotary International is the achievement of world understanding and peace through international humanitarian, educational and cultural exchange programs. The lifeblood of The Rotary Foundation has always been the enthusiastic volunteer support of Rotarians and Rotaractors giving generously of their time and financial resources. It is this support that has made possible the Foundation's varied educational and humanitarian programs. These programs give Rotarians and Rotaractors a sense of great satisfaction and fulfillment and reinforce the powerful network that links us in International Service.

Partnership is a basic theme in Rotary Foundation programs. A scholarship awarded to a promising student is a partnership between that individual, the Foundation and the Rotarians of the sending and receiving districts. The same is true of Group Study Exchange teams, chosen by the Rotarians in one country and hosted by those in another. Through Matching Grants or 3-H Grants, the Foundation acts as a liaison between clubs for international projects.

The Foundation is governed by a 13-member Board of Trustees appointed by the president of Rotary International and approved by the RI Board of Directors. Four of the Trustees are past presidents of RI. Each Trustee serves a four-year term. The Trustees manage the affairs of the Foundation including the administration of all funds and property, as well as the administration of its programs. The General Secretary of RI serves also as General Secretary of the Foundation. This individual is the chief operating officer, responsible for carrying out decisions made by the Trustees.

As a District Rotaract Representative, you are in a position to educate Rotaractors about the opportunities and resources available through The Rotary Foundation and encourage participation by clubs in Foundation projects and programs.

Discovery Grants

Discovery Grants subsidize the advance planning activities of Rotary clubs and districts designing significant International Service projects by contributing to the travel, food and ancillary expenses of individuals selected by the sponsor club or district to travel from one country to another to further such planning. Discovery Grants of up to US\$3,000 permit teams of Rotarians or teams of experts led by at least one Rotarian to travel to another country for an unrestricted length of time. Rotaractors may be members of Discovery Grant teams. For more information, consult the booklet *Humanitarian Grants Programs* (130-EN).

Grants for Rotary Volunteers

The Grants for Rotary Volunteers program allocates stipends to cover travel and per diem expenses for Rotarians, Rotary Foundation alumni and Rotaractors who serve as International Service volunteers for a minimum of four weeks in a Rotary or non-Rotary International Service project. To be eligible for funding, prospective volunteers must first be registered with the RI Rotary Volunteers program. For more information, consult the booklet *Humanitarian Grants Programs* (130-EN).

Group Study Exchange

Awards are given to Rotary districts to send teams of four business or professional people to visit another country for four to six weeks to study its business institutions, observe professions as practiced in the host country and experience a different way of life. The Rotary Foundation provides funding for round-trip transportation, while host Rotarians pay expenses directly associated with the visiting team's study tour. Rotaractors are an ideal pool of potential GSE team members (children and grandchildren of Rotarians are not eligible for GSE awards). For more information, consult the *Group Study Exchange Brochure* (160-EN) or handbook (164-EN).

Health, Hunger and Humanity (3-H) Grants

A 3-H Grant provides funding for large-scale (US\$100,000-US\$500,000) one- to five-year international humanitarian service projects that are designed to improve health, alleviate hunger, enhance human and social development and advance international understanding, goodwill and peace. The project must involve Rotary clubs from two or more countries. Rotaractors can participate in 3-H projects, but only informally in conjunction with their sponsoring Rotary club. For more information, consult the booklet *Humanitarian Grants Programs* (130-EN).

Helping Grants for International Humanitarian Projects

Helping Grants are designed to provide support for humanitarian service projects in areas of the world where there is no local Rotary club or where a local club cannot significantly contribute to a project. These grants provide up to US\$15,000, matching one dollar for every two dollars contributed by a sponsoring club or district. Although projects may be funded and monitored by Rotaractors, the Rotaractors' sponsoring Rotary clubs must approve and sign Helping Grant applications. For more information, consult the booklet *Humanitarian Grants Programs* (130-EN).

Matching Grants for International Humanitarian Projects

A Matching Grant offers matched financial assistance up to US\$50,000 for the purpose of advancing an international Rotary service project. These grants match international Rotary/Rotaract club contributions or project funds raised jointly between the project's sponsor club and an international Rotary or Rotaract club partner. Although projects may be funded and monitored by Rotaractors, the Rotaractors' sponsoring Rotary clubs must approve and sign Matching Grant applications. For more information, consult the booklet *Humanitarian Grants Programs* (130-EN).

Rotary Foundation Ambassadorial Scholarships

Rotary Foundation Ambassadorial Scholarships fund study in another country, during which time scholars serve as goodwill ambassadors and are available to speak about their homeland. Upon return, scholars give talks on their international experiences with the aim to increase world understanding. Scholarships are available for one, two or three academic years. In addition, there are Cultural Ambassadorial Scholarships for intensive language training and cultural study in another country for either three or six months. (Children and grandchildren of Rotarians are not eligible for these scholarships.) RI encourages all Ambassadorial Scholars to join a local Rotaract club in their host country during their time abroad. To learn more about availability, eligibility and deadlines, consult the *Rotary Foundation Ambassadorial Scholarships Leaflet* (132-EN).

Chapter 9

Membership Growth and Extension

Growth

One of your key responsibilities as District Rotaract Representative will be to help each club reach its membership potential. The best way Rotaract can continue to provide effective community service is by maintaining strong clubs with an active membership. The larger a club's membership, the greater the resources the club has to utilize and the more service it can provide. For this reason, each club should include a broad representation of its community and should actively recruit new members with fresh ideas and energy.

Clubs that maintain relations with Interact clubs have a natural pool of potential Rotaractors in their midst. Clubs should implement a comprehensive new-member education program that clearly outlines the benefits and responsibilities of membership and the opportunities for service. In addition, clubs should actively seek to find ways for every member to be a participant in club life and service projects. Membership retention is an essential component of effective membership growth. As DRR, encourage Rotaract clubs to consider the following questions when developing ways to maintain a strong membership:

1. When the demographics of a community change, how does the club respond in considering qualified people from the new group(s) as potential members? (For example, new religious or ethnic groups, etc.)
2. What should be the main emphasis of a special club forum on membership?
3. What are signs a club may be losing a member?
4. What is the best way for a club to extend an invitation to a prospective member?
5. Which resources of Rotaract information should be supplied to prospective and new members and when?
6. What is the role of a mentor in membership development?
7. What are some technological aids for continuous membership education?

Development

Each district is unique in terms of the situations that its clubs face. Similarly, each club within the district has its own set of circumstances. Take time to get to know what problems your district faces. Utilize your district membership. They can be a valuable aid to you in working with clubs that have problems or are considered weak. They can assist you in organizing a membership seminar for Rotaract clubs in the district to make sure that each club is thinking about membership development and the retention of its current membership.

Problem-Solving

What are some of the challenges concerning membership development and retention that you are likely to encounter? It may help to think about common problems, which occur in one form or another in many districts, and unusual problems, which are less widespread and present special demands.

Common problems and challenges include, but may not be limited to:

- age limits
- exclusive membership

- inactive clubs
- inactive members
- lack of fellowship
- poor programs

Unusual problems may include challenges such as:

- competition with another Rotaract club
- competition with other service organizations (Lions, Kiwanis, etc.)
- economically declining area
- prejudice against a new religious or ethnic group

Extension

One of the responsibilities of the district Rotaract organization is to conduct Rotaract promotion and extension activities throughout the district in coordination with the District Rotaract Chairperson. One of the main ways this can be done is by identifying Rotary clubs that are interested in sponsoring a Rotaract club. As DRR, you can speak to and increase the enthusiasm of these clubs and can also assist them in promoting Rotaract and attracting potential members from the local community. The *Rotaract Handbook* (562-EN) is a good source of information for Rotary clubs interested in sponsoring a Rotaract club and outlines the initial steps that need to be taken.

Documents and Basic Requirements of a New Club

Upon reaching a solid number of committed charter members (ideally 15 or more), an organizing group applies for membership by completing and sending the following materials to the RI Secretariat office serving its area:

- *Rotaract Club Organization List* with the signatures of the Rotaract club president, the president of the sponsoring Rotary club and the District Governor;
- list of the charter members (while there is no minimum requirement for the number of charter members, the RI Board recommends that there be at least 15); and
- charter fee (US\$50) or evidence of payment of the fee.

For a new club to succeed, it must:

- be familiar with Rotary and Rotaract goals and objectives and be informed about the organization through official communication resources such as the district Rotaract newsletter, *Rotary World* and *Rotaract News*;
- develop a well-rounded program of activity in Community and International Service;
- develop an ongoing program for membership growth;
- develop a club personality and traditions.

These are minimum criteria for success. For a club to thrive, the District Rotaract Representative must support its growth and provide guidance in its endeavors. In this way, the club will continue to recruit new members and achieve a recognized role in the community.

Chapter 10

Representing Rotaract

The practice of public relations varies throughout the world. But regardless of culture, every Rotaract club has an audience with which it should communicate. Developing a message and finding the appropriate way to deliver it is public relations in action.

Rotaract's service activities are of value to communities, and public relations can improve Rotaractors' ability to provide service. Rotaract's service activities are of value to communities. Public relations helps clubs:

- Gain support and resources for projects;
- Build links with other community organizations;
- Attract dynamic members; and
- Instill pride among members.

The more people understand about Rotaract, the more they will want to be involved. An active, ongoing public relations campaign will help ensure Rotaract's continued effectiveness.

As District Rotaract Representative, you will be Rotaract's primary leader and spokesperson in the district. Since you may find yourself in the public eye, it makes sense to use the opportunity to promote Rotaract and, by association, Rotary. To help you, this chapter is divided into two parts:

- Effective public relations, which will review several methods and skills involved in identifying and reaching audiences with information on Rotaract's activities.
- Effective public speaking, which will review methods and skills involved in public speaking and help you prepare an effective district address.

Effective Public Relations

Public relations is any activity that communicates positive information about Rotaract and creates a favorable public opinion toward its activities. Please list six activities within the district that either occurred last year or are planned for this year that could be used to reveal a positive image of Rotaract in your community.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.

Please select three of these activities and for each identify at least one audience that would find information about the activity interesting or beneficial. Do not forget Rotaractors and Rotarians outside of your district as a potential audience.

- 1.
- 2.
- 3.

Public Relations in the District

Public relations is an important responsibility that requires the thoughtfulness and ongoing support of the District Rotaract Representative. The DRR promotes Rotaract within the district by contacting the media with district-wide stories and providing PR counsel to clubs. The DRR's commitment to public relations depends on the size of the district and the possibility for public exposure.

The DRR should be knowledgeable about Rotaract and Rotary and should also be familiar with area media. It may be helpful to form a Public Relations Committee that includes Rotaractors experienced in fields such as public relations, journalism, graphic design, radio and television production, advertising or marketing. As DRR, you should work with your predecessor and successor to provide continuity to the district public relations program.

While it is impossible to anticipate every PR opportunity, advance planning is still necessary. At the beginning of the year, confer with your committee to identify upcoming activities and potential stories. Some of these will be news items, some worthy of more extensive feature coverage and some may be both. In all efforts to promote Rotaract, it is advisable for the DRR to work closely with the District Public Relations Chairperson appointed by the District Governor. This Rotarian can be a great source of information and may be able to assist in publicizing Rotaract activities.

The Secretariat has public relations materials that may be helpful in your PR efforts, including basic Rotary and Rotaract fact sheets, sample press releases and promotional suggestions. Below are some materials that can be ordered from the Secretariat office serving your area:

- *Effective Public Relations: A Guide for Rotary Clubs* (257-EN). This how-to guide includes basic tips and suggestions for promoting club activities.
- *Rotary Fact Pack* (267-EN) includes fact sheets on a variety of Rotary programs and topics.
- *Rotaract: Building a Better Tomorrow* (663-EN) promotional brochure.
- *Rotaract Handbook* (562-EN).

A new information service — called “Faxback” — helps Rotaractors receive a specific publication, document or form quickly by fax. A call from a phone to a special Rotary U.S. telephone number (503-721-3094 for English documents and 732-544-2859 for Spanish) will provide you with a list of documents available on the fax line. The caller can then request one or more of the listed items and the selections will be “faxed back.” Most Rotary fact sheets are available on the Faxback system.

Finally, some clubs and districts have established sites on the Internet as a means of publicizing their events and projects. Electronic media can be an effective communications tool — both with non-Rotarians and members of your club. When establishing a site on the World Wide Web, consult the RI Policy on Electronic Communications adopted by the RI Board (posted on RI's Web site: <http://www.rotary.org>). Rotary International's home page is also a public relations resource, especially the Rotary On-line Press Center. The press center includes Rotary background materials, press releases, bios, photos, events and information on different Rotary topics. This section of the RI's home page is a great resource for local journalists and Rotaractors seeking quick information to help promote club activities.

In addition, the Rotaract Web site (<http://www.rotaract.org>) also hosts an on-line press room that contains program updates and announcements relating to Rotaract clubs and districts worldwide.

Public Relations and the Media

Media is a broad term, which can include major urban television stations, a national press, international wire services, electronic resources such as the World Wide Web and the publications of other organizations and institutions. On the district level, you will more likely work with reporters of local newspapers and radio and television stations.

You must prepare yourself by being able to answer basic questions about Rotaract and Rotary and to anticipate difficult questions. Take special note of the exercise in this chapter entitled *Answering Basic Rotaract Questions* (see page 53).

The News Release

The news release is the most basic and widely used means of sending information to the news media. It can alert them to an event and serve as the basis of a news story. A good news release should answer these basic questions up front:

Who? What? When? Where? Why?

A release should be concise and objective. Opinions should be stated in quotes. Only include information that is necessary and try to limit the length to under two pages.

Think of a newsworthy event or project in your district. When writing a release, how would you answer the following questions:

WHO?

WHAT?

WHEN?

WHERE?

WHY?

On a separate page, you may want to draft a sample news release.

Fact Sheets

Reporters may require more information than a news release. Fact sheets provide basic information on Rotaract, its history, objectives and activities. Among Rotaractors and Rotarians, fact sheets may be used to educate new and prospective members; outside Rotaract, they supply the media with background information, raise public awareness and inform the general public of Rotaract's activities.

It may be helpful to create a one-page fact sheet about your club or district's activities. Your fact sheet should include brief background information about the club/district and its history and up-to-date information about membership and club/district service projects.

District Activities

The following are district activities that may be of interest to the media:

- Your election as District Rotaract Representative;

- Activities related to your District Conference;
- Rotaractors involved with PolioPlus; or Rotaractors, experts in their fields, working on other special Rotaract activities;
- Any local or international district-sponsored project;
- Anniversaries of local clubs or programs; and
- Profiles of outstanding local Rotaractors and their involvement in community service.

Can you identify any other activities in your district which might appeal to local newspapers, radio, television or print media of other organizations or institutions?

Club Activities

The bulk of Rotaract’s public relations efforts must be done locally. It is at the local level that effective ongoing PR can really make a positive and lasting impact. The best stories begin with clubs — encourage them to present those stories to the media. Activities that have a strong human interest factor and are pertinent to the larger community are of particular interest to reporters. The story of someone being helped by Rotaract (e.g., a scholar, an elderly person, a disadvantaged youth) is often an effective way to get Rotaract in the news. Following are some ideas for newsworthy club activities:

- Any local community project in which a club is involved — this is an especially good source of favorable public relations.
- Unusual or interesting guest speakers at the club — let the press know several weeks in advance so a reporter can be sent.
- Club activities that reinforce a larger news trend.
- An International Service project supported by a club.

It is important to build relationships with journalists and establish Rotaract as a credible source of information. When approaching the local media, be persuasive, friendly, persistent — but not aggressive. The best way to contact a journalist depends on their preferences. Some prefer a brief phone conversation introducing a story idea. Others may prefer a short letter accompanied by a news release that they can discuss with their editors/directors/program managers during non-deadline times.

Whatever your approach, try to personalize your materials as much as possible. Also keep in mind the medium and its audience. If you are sending a release to a business publication, focus on the business angle. If you are sending materials to a television station, think of its visual needs.

The best way to ensure local media attention and positive public awareness about Rotaract is to develop projects that are relevant to the larger community. List three club activities and their potential interest to media in your area of the world. Identify which media.

- 1.
- 2.
- 3.

Public Relations Without the Media

The media are not the only way to reach the public. Other audiences may include local government officials, the business community, civic leaders and people directly affected by Rotaract's projects. Some additional ways to reach the community include:

1. Special events, such as organizing marathons or dinners to raise funds for or draw attention to a Rotaract-sponsored project or program, such as a local literacy group or park district;
2. Exhibits and displays, which can be featured throughout the community in many ways, especially on the occasion of special events;
3. Advertising, which a club can purchase or, in certain cases, receive at no cost;
4. Communication with the public relations staff of other organizations and groups with which your clubs and district are involved;
5. Rotaractors wearing their Rotaract emblem lapel pins and talking about the organization when appropriate;
6. The Internet, such as posting information in a forum or community calendar site. You may also refer reporters to Rotary's home page on the World Wide Web (<http://www.rotary.org>) or the unofficial Rotaract page (<http://www.rotaract.org>) for more background information on Rotaract;
7. Other service activities contribute directly to good community relations and provide high visibility for Rotaract's objectives. One example is an awards program for non-Rotaractors who have distinguished themselves in civic activities. Another example is a speech or essay contest for local students.

List three public relations ideas appropriate for your district to reach the public without the media.

- 1.
- 2.
- 3.

Answering Basic Rotaract Questions

Using the guidelines below, answer the following questions in a sentence or two.

Effective answers are: *Positive, Factual, Specific, and Brief.*

Include key words such as: *Service, Community, International, and Leadership.*

What is Rotaract?

What is Rotary?

Who are Rotaractors?

Who are Rotarians?

What does Rotaract do?

How does it relate to what Rotary does?

Sometimes questions reflect negative perceptions of Rotaract, e.g., "Isn't Rotaract an elitist organization for the sons and daughters of Rotarians?" or "Rotaract clubs meet just for social activities, don't they?" List two difficult-to-answer questions from your area. How would you answer them?

Effective Public Speaking

This section will review ways to improve your public speaking effectiveness. By presenting a more positive image for Rotaract, you will become more effective in providing service and working toward international understanding.

It is important for leaders to be good public speakers. What happens when you communicate effectively?

- You reduce or eliminate misunderstanding.
- You stimulate people to take action.
- You get results quickly.

Communicating effectively increases your ability to influence others. As your influence increases, you can *lead* more effectively.

Prepare a sample address which you can use when speaking about Rotaract. Then practice delivering your address before a mirror.

Effective Speakers:

1. Know what they are going to say.
2. Organize and present key points clearly.
3. Make visual aids easy to read and understand.
4. Maintain good posture and relaxed, natural eye contact.
5. Know the speech well enough to speak with few notes.
6. Rehearse.
7. Give a well-paced, calm presentation.
8. Vary the pitch, volume and tone of voice; enunciate.
9. Draw clear verbal images.

Ineffective Speakers:

1. Are vague and incoherent.
2. Use crowded, ineffective visual aids.
3. Maintain poor eye contact or read the speech.
4. Give a hurried, nervous presentation.
5. Do not communicate the purpose of the talk.
6. Speak in a dull, sleep-inducing monotone.
7. Give too much information.

Share Your Success!

Please share with RI's Public Information Department news of your PR achievements. Newspaper clippings are always welcome because they are a good measure of what interests the media about Rotaract. Your reports on public relations activities and techniques may be valuable to share with others throughout the Rotary world. Share your experiences by contacting:

Public Information Department
Rotary International
One Rotary Center
1560 Sherman Avenue
Evanston, IL 60201 USA

Telephone: 847-866-3237
Fax: 847-866-8237
Internet e-mail: pid@rotaryintl.org

Chapter 11

District Goals

You have spent significant time completing this manual, but you are now better prepared to exchange meaningful information with other Rotaract and Rotary leaders in your district and around the world.

You have worked with both general Rotaract information and specific information from your district. In view of the large amount of information you now have and your current analysis of your district, what are your revised goals for the district?

Please list them on the following pages.

Revised District Goals

List the six most important goals for your district, based on the thoughts and priorities you and your district team have discussed as you worked through this manual.

1.

2.

3.

4.

5.

6.

Outline of Changes in Goals

Pick two goals that have changed since Chapter 1 and outline the changes on this page.

1.

2.

Goals Least and Most Likely to Succeed

Which of your six goals is least likely to succeed?

What will you and your team need to do to achieve this difficult goal?

Which of your six goals is most likely to succeed?

Why is this likely to succeed? How can you and your team apply that success to other goals?

Recommended Resources

Following is a list of RI publications referred to throughout the *District Rotaract Representatives' Training Manual*. Although this is not an exhaustive list of materials you should be familiar with as an incoming District Rotaract Representative, it provides a foundation for beginning to explore the publications designed to assist you.

Instructions for ordering these materials by mail, fax and Faxback are found in the front pages of the *RI Catalog* (019-EN). Orders by telephone may be placed by calling the RI Publications Order Services Section at 847-866-4600 between 0800 and 1700 hours, Central Standard Time (USA), Monday through Friday.

Rotaract Handbook (562-EN)

Rotaract: Building a Better Tomorrow brochure (663-EN)

Rotaract Fact Sheet (PR37-EN)

Catalog (019-EN)

Rotaract News *

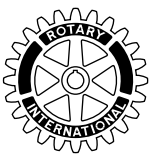
* available by contacting the *Community Programs Section*

For more information contact:

Rotaract Program Coordinator
Community Programs Section
Rotary International
One Rotary Center
1560 Sherman Avenue
Evanston, IL 60201 USA

Telephone: 847-866-3315
Fax: 847-866-6116

CONGRATULATIONS!



Rotary International
One Rotary Center
1560 Sherman Avenue
Evanston, IL 60201 USA
www.rotary.org