



**CLUB CLINIC**

Use online tools to earn a Presidential Citation

**SPREAD THE WORD**

Start using your Rotary Global Rewards today

**DISTRICT CORNER**

Are you ready to serve on an RI committee?

**GRANTS**

Applying for a global grant using cash contributions

**HOW TO**

Promote your club through a signature event

This year's Presidential Citation rewards clubs that use Rotary's online tools.

# ROTARY LEADER

## PRESIDENT'S MESSAGE



K.R. RAVINDRAN

As Rotary leaders, we all have a very important role to play as administrators of this organization. Everything we do in Rotary, every decision we make, must be for the benefit of the members whom we represent and who have placed their confidence in us. Our role is not only to inspire our fellow Rotarians but to be sure Rotary functions at the highest possible level in every respect.

To this end, the 2015-16 Presidential Citation encourages every club president to make full use of Rotary Club Central and the other online tools that have been developed by our Secretariat staff. All of these tools are products of a great deal of time, thought, and investment. They have all been provided to you for a reason: to help you plan your service and to help us at RI aggregate that data.

This year's citation goals can be verified using only the information that clubs provide online. What's more, club and district officers can track their clubs' progress toward each goal — and see where help is needed — by signing in to the new Presidential Citation report.

As responsible administrators, we also have a duty to ensure the future of our organization by finding new and innovative ways to strengthen our membership. I am pleased to announce that we have launched a new benefit program, to which every member is automatically entitled, that brings you discounts and offers from reputable services, establishments, and organizations. We do not expect or wish anyone to join Rotary only for this benefit, but we hope that those who are considering joining or leaving a club will view it as an added value of membership: one more reason to join, one more reason not to leave.

I hope that by making these changes, by putting good governance and accountability and efficiency at the forefront of our Rotary practices, we will set an example for Rotary that will be an enduring gift for many years to come. We will shirk no duty and overlook no opportunity to *Be a Gift to the World*.

## CLUB CLINIC

# TRACK YOUR CLUB'S PROGRESS ONLINE

## Rotary's online tools key to earning this year's Presidential Citation



Rotary's online tools are already providing clubs with valuable support for strengthening their membership and service.

**Rotary Showcase** helps clubs promote their service projects, and **Rotary Ideas** gives them a platform to seek support. **Rotary Club Central** is helping club leaders set membership goals, while **Discussion Groups** give members a forum for exchanging ideas.

Now, clubs can also use the tools to earn President K.R. Ravindran's Presidential Citation.

This year's citation goals are measurable using the information your clubs provide online. Club and district officers can track a club's progress toward its goals — and see where help is needed — by logging into the new Presidential Citation report.

This new process replaces the paper forms and reports that clubs and district governors submitted

in the past. Some activities will be verified by the information clubs enter in Rotary Club Central, while others, like donations to The Rotary Foundation or participation in a Discussion Group, will be confirmed automatically after the action is taken.

The citation goals connect Rotary's **strategic goals** to club objectives. By completing the activities, clubs will strengthen their membership and their ability to serve their communities while enhancing Rotary's visibility and reputation. Another benefit is that clubs participating in the citation program will become familiar with Rotary's various online tools.

**“Thanks to enhancements made to the tools we use to gather and analyze Rotary data, all levels of Rotary — from the clubs through the district and zone — can measure and assess their performance.”**

— K.R. Ravindran

### TRACK YOUR PROGRESS

The new club report offers immediate updates of your club's progress toward each of the citation's goals, making it easy for clubs to see what areas need attention. It's also a chance for clubs to verify the accuracy of Rotary's data. (Clubs should contact [data@rotary.org](mailto:data@rotary.org) for corrections.)

The report for district and zone officers aggregates their clubs' activities across seven categories: mandatory activities, membership, Foundation giving, online tool adoption, humanitarian service, New Generations, and public image. Governors can use this report to support clubs struggling to complete certain goals, as well as to track their own progress toward the District Governor Presidential Citation (achieved when at least 50 percent of a district's clubs earn the Presidential Citation).

Learn more about how the Presidential Citation report works on the following page.

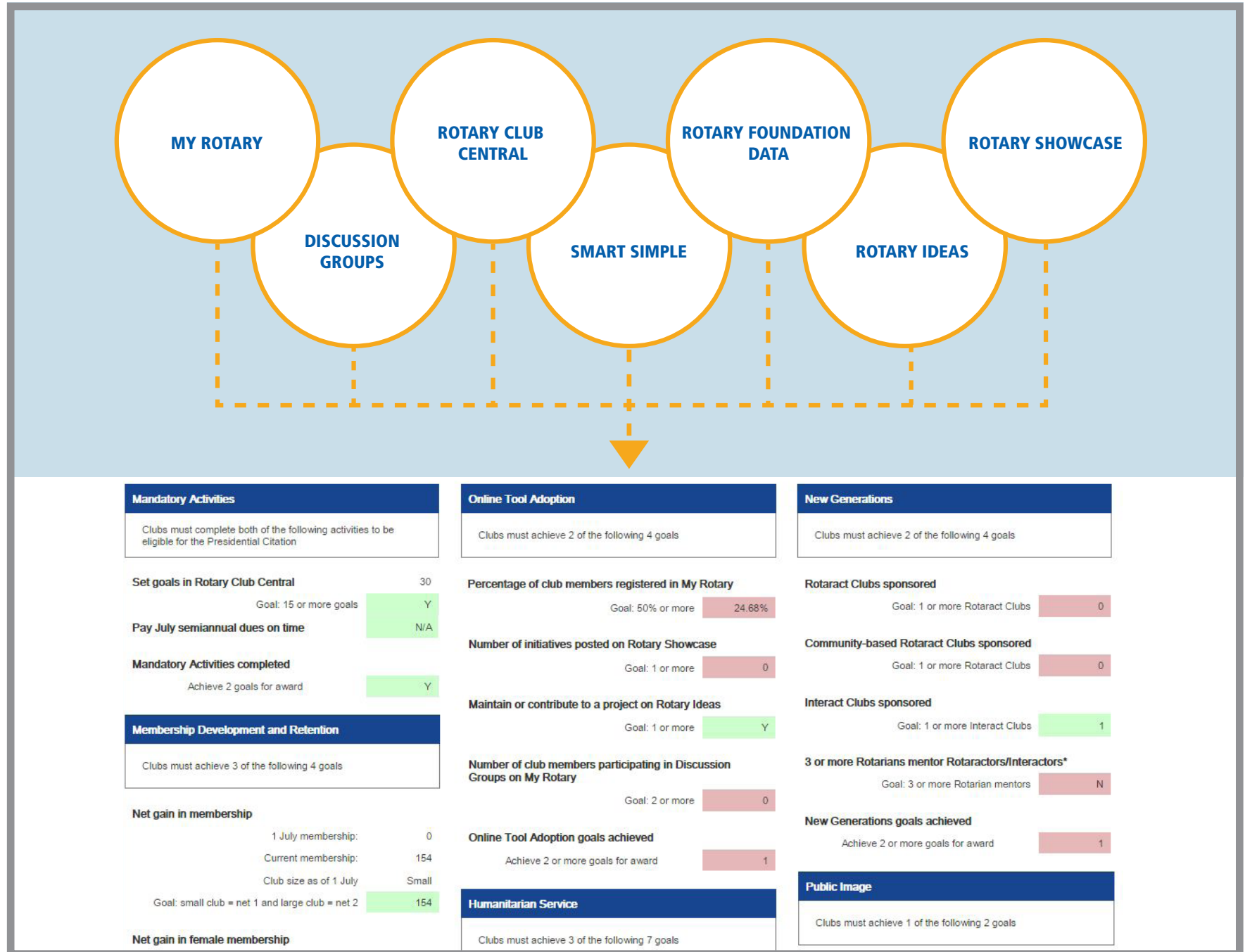
- + **Hear President Ravindran talk about his goals**
- + Download the Presidential Citation brochures for **Rotary**, **Rotaract**, and **Interact**
- + **Find answers to Frequently Asked Questions**
- + **View Rotary club reports for club and district/zone officers**
- + **View Rotaract club reports for club and district officers**

# HOW IT WORKS

The Presidential Citation report automatically pulls data from **Rotary Club Central** and several other online tools. You will not need to enter information directly into the report to track your club's progress.

The report aggregates your club's activities across seven categories: mandatory activities, membership, Foundation giving, online tool adoption, humanitarian service, New Generations, and public image.

Please note that baseline 1 July club membership data will not be available in our database until the end of August. This means all four goals in Membership Development and the Annual Fund goal in Foundation Giving will not be trackable until then.



# DO EVEN MORE GOOD

## Rotary Global Rewards lets you share Rotary with others

Rotary Global Rewards is a new member benefit program that will help you and everyone in your club accomplish more good work, build deeper Rotary friendships, and share your story with someone new.

The program, which starts this month, offers discounts on a wide array of products and services including airfares, car rentals, hotels, dining, and entertainment. Initially, the program will include offers from many companies in the U.S., with plans to expand globally.

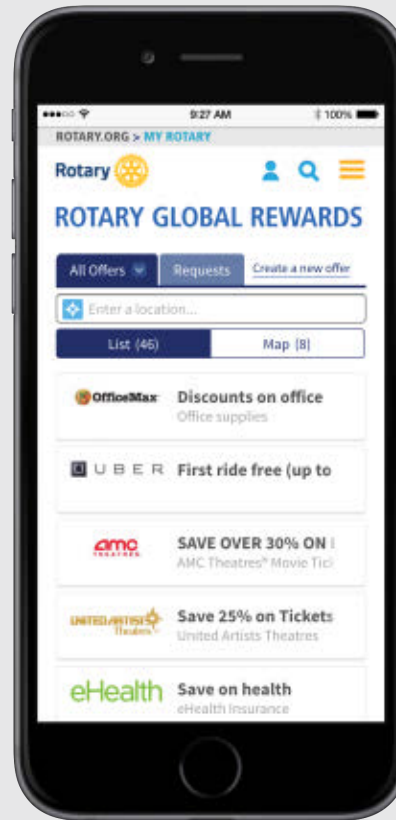
Go to [Rotary Global Rewards](#) to take advantage of your rewards today.

President K.R. Ravindran and the Rotary Board of Directors developed the idea for the rewards program to help clubs enhance member satisfaction and retention. The program is also a way to thank members for their service and for their generous support of The Rotary Foundation.

Here are just a few ways you'll be able to use the rewards program to share Rotary with others:

- + Use discounts on a truck rental or on airfare and hotels for a service project.
- + Use your dining and entertainment discounts to build richer friendships with fellow Rotary members.
- + Use a two-for-one offer at restaurants and coffee shops to invite someone to hear your Rotary story.

Rotary Global Rewards is our way of giving back to those who give so much.



RI President K.R. Ravindran and Rotary Foundation Trustee Chair Ray Klingensmith will hold a series of presidential conferences from January through March focusing on Rotary's six areas of focus. Each conference will highlight a different area of focus

and include expert guest speakers. The first conference will be held 15-16 January in Ontario, California, USA, and will focus on peace.

**Register now**, and learn more about the **entire conference series**.

..... Incoming club officers can find newly **updated manuals for their roles** on Rotary.org. The new editions feature job descriptions useful for recruiting new officers and explanations of the requirements of each role.

..... Learn how to add a project to Rotary Showcase, how to start a project on Rotary Ideas, and how to join a Discussion Group. Our new How To guides walk you through the process of using our online tools in a visually dynamic way. Contact [social@rotary.org](mailto:social@rotary.org) to get a copy of these and other guides today.

..... Your July club invoices reflects an increase in the additional dues for Council on Legislation expenses, to \$1.50 per member from \$1. This is the first such increase since 2002, and it will ensure that there are sufficient funds to meet Council expenses in 2016 and beyond. The Council on Legislation gives Rotary members a voice in how our organization is governed. The next Council will meet in April 2016, when representatives from each Rotary district will review and vote on proposed legislation.

**Learn more about the Council.** If you have questions about the dues increase, contact [ri.clubfinance@rotary.org](mailto:ri.clubfinance@rotary.org).

# APPLY YOURSELF



Would you like to contribute further to Rotary by serving on a committee? Each of Rotary's 25 committees, comprising Rotarians from around the world, works with the organization's leadership to ensure efficiency and promote the goals and priorities of the strategic plan.

The following committees are searching for qualified candidates for openings in 2016-17. Most committees involve at least one mandatory annual meeting as well as correspondence, which may include email and webinars. Most committee business is conducted in English.

To be considered for a committee appointment, visit [tinyurl.com/ri-committee-application](http://tinyurl.com/ri-committee-application) for the application form.

Applicants should make sure they are registered on My Rotary at [Rotary.org/myrotary](http://Rotary.org/myrotary) and that their My Rotary profile includes current contact details.

**The application deadline is 20 August 2015.**

For more opportunities see the article in the July edition of The Rotarian magazine.

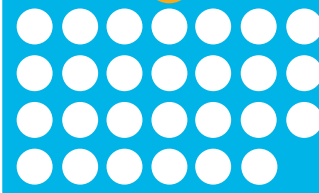
COMMITTEE	FUNCTION	PREREQUISITES	COMMITMENT
<b>Communications</b>	Advises the Board on communication with key audiences	Professional background and experience in a communication-related field	<b>One three-year term; one annual meeting in Evanston</b>
<b>Constitution and Bylaws</b>	Counsels the Board on constitutional documents and legislative procedures, including the Council on Legislation	Legal or legislative background and Council experience preferred	<b>One three-year term; at least one annual meeting in Evanston; one Council on Legislation meeting in Chicago</b>
<b>Districing</b>	Recommends new districts and district boundary adjustments	Broad regional knowledge, experience as a director, and respected leadership within a region	<b>One three-year term</b>
<b>Election Review</b>	Reviews complaints and disputes related to RI officer elections	Must be a past district governor with strong knowledge of RI Bylaws	<b>One three-year term</b>
<b>Finance</b>	Advises the Board on Rotary's finances, including budgets, investment policy, and sustainability measures	Professional background in a finance-related field; nonprofit experience preferred	<b>One three-year term; two annual meetings in Evanston</b>
<b>International Convention</b>	Monitors convention planning, program development, and marketing	Previous attendance at multiple conventions; chair must be a past director with experience planning RI conventions	<b>One term, through the conclusion of the appointed convention; one meeting in the host city</b>
<b>Operations Review</b>	Reviews effectiveness and efficiency of RI operations	Experience in financial management or leadership development; past presidents and current members of the RI Board of Directors or Foundation Trustees are ineligible.	<b>One six-year term; two annual meetings in Evanston</b>
<b>Strategic Planning</b>	Reviews Rotary's strategic plan and associated measures; advises leadership on other matters of long-term significance	10+ years of experience in strategy development and monitoring; strong understanding of RI and Foundation programs and services	<b>One six-year term; at least one annual meeting in Evanston</b>



# FUNDING MODEL UPDATE TAKES EFFECT

JULY

1



## What you need to know to apply for a global grant using cash contributions after 1 July

On 1 July, small changes to the way The Rotary Foundation is funded will strengthen our ability to support large-scale sustainable projects, ensuring that the Foundation doesn't have to use the World Fund to cover operating expenses.

The Foundation funding model is summarized in [this guide](#), which tells you what you need to know to carry out global grant projects. It is important to note that there is no change related to District Designated Funds.

Here are important details to keep in mind:

To apply for a global grant, use the updated application in the [online system](#). It will show the additional 5 percent of cash contributions required to cover the cost of processing global grant

funds. It will also display the total amount required for the project to be fully funded.

Cash sent directly to a project bank account is not subject to the additional 5 percent assessment. So if your club or district is sponsoring a grant, let the Foundation payment coordinator know the amount — if any — of cash that is being sent directly to the project bank account.

In addition, all global grants submitted or approved before 1 July are exempt from the additional 5 percent requirement. Cash for these grants does not have to be received by the Foundation before 1 July for the exemption to apply. However, grants that are in draft status or that require authorizations as of 1 July will be subject to the additional 5 percent.



Rotary members Grier Graff and O'Neil Dillon work with students Corina and Laura on building desks for a new computer center at La Preparatoria in Las Varas, Mexico.

Details on the grants process under the funding model will be included in the revised Grant Management Manual, which is scheduled to be available in October.

“The changes to our funding model simply provide a set of procedures for processes that are already happening, and also address the need to pay for processing

contributions that flow through the Foundation for global grants,” says Past Rotary Foundation Trustee Ian Riseley.

➔ If you have questions about the model, send them to [fundingmodel@rotary.org](mailto:fundingmodel@rotary.org).

### SUBMIT

#### 31 July

For 2014-15 district governors to submit **governor allocation expense reports**.

Report your 2015-16 club officers and committee appointments through **My Rotary** to ensure that your club will receive important mailings.

Don't miss the 2016 Rotary International Convention in Seoul, Korea, 28 May to 1 June. **Register** by 15 December and save.

### NOMINATE

#### 1 September

For district governors, immediate past governors, RI directors, and past directors to nominate Rotarians for the **RI Service Above Self Award**.

August is Membership and Extension Month, and September is Basic Education and Literacy Month. Find relevant **upcoming webinars** and membership contests through My Rotary, and discover ideas for evaluating your club in the guide **Strengthening Your Membership: Creating Your Membership Development Plan**.

### NOTICES

Lead by example and make your annual gift to The Rotary Foundation. Consider joining **Rotary Direct** to make an automatic contribution every July.

Enter your club goals for 2015-16 Foundation giving in **Rotary Club Central**.

# PROMOTE YOUR CLUB THROUGH A SIGNATURE EVENT



All-you-can-eat grilled chicken is cooked up by members of the Rotary Clubs of Churchland-Portsmouth and Portsmouth, Virginia, USA.

The Rotary Clubs of Churchland-Portsmouth and Portsmouth, Virginia, USA, have been holding a barbecue networking event annually for the last 33 years, featuring live entertainment and all the grilled chicken you can eat.

According to Bill Pollard, a member of the Churchland-Portsmouth club, thousands

of people attend, netting about \$15,000 for each club to support local projects and programs.

“If you live in the Portsmouth area, you know it as the Rotary barbecue,” Pollard says. “The two clubs have been working together on it for years. It’s been a great way to promote Rotary.”

Many Rotary clubs are known in their communities for one big project or event that sets them apart from other groups. Whether it’s an annual dinner that raises funds for polio eradication or a park cleanup, these signature events promote Rotary’s image as an action-oriented organization.

In Lima, Peru, the signature event for District 4455 is the Happiness Caravan, according to Ernesto Carlin Sotomayor and Julia Gereda de Carlin, who have both served as the district’s governor. Rotary members work alongside the district’s Rotaractors to escort

more than 350 poor and elderly residents from all over the city in a caravan of buses to a rented facility, where they are treated to a full day of pampering: manicures, makeovers, medical care, meals, and fellowship. The event, which started with 50 senior citizens, is now recognized by city leaders, who help identify beneficiaries.

While several small projects might not leave a mark, one larger project can become a signature. Here are several suggestions for creating such an activity:



**Identify.** Decide on a public event and its purpose, such as to raise funds for The

Rotary Foundation or to involve members of the community in a local project.



**Publicize.** Include your Rotary club name or district number in

the name of the event, following the guidelines in the Voice and Visual Identity Guidelines available in the **Brand Center**. Use social media and press releases to publicize your event and the work of Rotary and to build interest.



**Connect.** Assign club members to answer questions about the club and its projects during the event, to form connections with members of the public. Distribute information such as What’s Rotary? cards, pamphlets, and business cards linking to your club’s website. Check out the Brand Center and [shop.rotary.org](http://shop.rotary.org) for ideas and materials.



**Repeat.** Hold the event annually to build recognition. As awareness grows, more community members will participate and the event will become increasingly successful. You may even attract new members to your club.

July 2015 —  
Volume 6, Issue 1

Rotary Leader, an electronic publication for Rotary club and district officers, is offered in eight languages: English, French, German, Italian, Japanese, Korean, Portuguese, and Spanish. Rotary Leader is published by Rotary International, One Rotary Center, 1560 Sherman Avenue, Evanston, IL 60201-3698 USA.

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Calendar graphic by Andrew Lynne from the Noun Project

**Submit** to Rotary Leader at [rotary.leader@rotary.org](mailto:rotary.leader@rotary.org). Article ideas about club and district successes, including fundraisers, publicity efforts, service projects, and membership drives, are welcome. Please include descriptions, photos, and contact information in your email. Due to the high volume of submissions, we cannot promise to feature your story.

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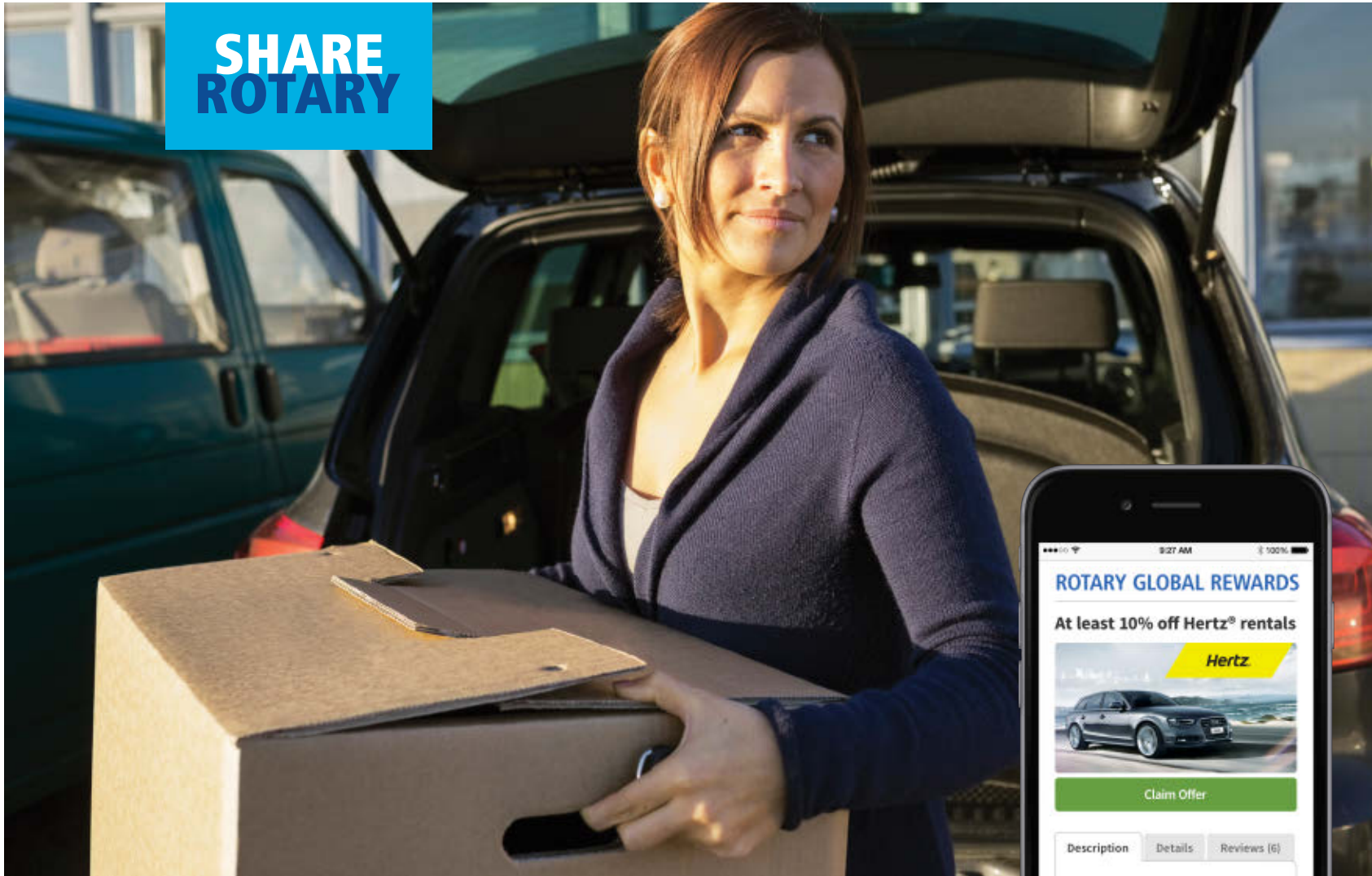
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**SHARE  
ROTARY**



## **ROTARY GLOBAL REWARDS: THE GOOD YOU DO COMES BACK TO YOU**

**Presenting a member benefit program too good to keep to yourself.** With discounts on travel, hotels, dining, services, and more, Rotary Global Rewards is designed to help you get more good work done and build Rotary friendships.

**Rotary Global Rewards.** It's our way of giving back to those who give so much.

**FIND ROTARY GLOBAL REWARDS AT  
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**ROTARY GLOBAL  
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