



ROTARY LEADER



Helping club and district officers achieve success

NEW GENERATIONS ISSUE

- How to link Rotary's programs for young people
- New approaches to attract younger members
- Bridging the gap with Generation Y
- How one high-energy club finds and keeps members

CLUB CLINIC

A crash course in using social media for your Rotary club

SPREAD THE WORD

You're the star in Rotary's latest polio awareness ads

The 'greening' of Rotary



We have a color for the 2011-12 Rotary year, and that color is green. Green is the color of new shoots and branches coming forth from strong and deep roots.

I would like this year to be the start of the "greening" of Rotary, as we replace our darkening pallor

of gray with a brighter shade of green — seeking out newer members and younger generations, and growing a more vigorous Rotary.

How can we be more inviting to younger members, who are different in so many ways from young people a generation or two ago? Young professionals today are working longer hours, and every minute they have is precious. We have to show them that Rotary is a good use of their time — something they will want to be a part of.

And we have to come to them where they are: on the Internet, on Facebook, on Twitter, on e-mail, and on their smartphones. More than ever before, a club's website is its public face — and it has to be a good one. We cannot hide our Rotary light under the proverbial bushel; we must let it shine forth brightly, and let it be a beacon to all those who cherish our Rotary value of Service Above Self.

Small changes, big results

How one Rotary club attracted younger members by rethinking meeting times

It's important to bring younger members into Rotary. But how?

When Rotarians in Walnut Creek, California, USA, found it difficult to attract young professionals to the area's morning and afternoon clubs, they set out to establish a club that would accommodate busy schedules.

The Rotary Club of Diablo View (Walnut Creek), chartered in 2009, meets in a local brewery at 5:30 p.m. every Thursday. Its president, Jennifer Beeman, says the club enjoys time set aside for socializing before moving on to club business, and that the relaxed atmosphere appeals to younger members.

Beeman was only 24 when she became a charter member of the club, and she's now one of the youngest female club presidents in Rotary. The Diablo View club has 26 members, 90 percent of them between the ages of 25 and 40.

"Because we have younger members, our attitude is different. People have told us how refreshing it is to have young faces behind Rotary," Beeman says.

She adds that the club's active roster of community projects gives members the opportunity for hands-on service. For instance, the club plans a monthly outdoor project, such as cleaning up nature trails. Younger Rotarians usually

have more time than cash at their disposal, she says, so they tend to contribute by volunteering.

The club recruits new members through social media like Twitter and Facebook, and it has a mentoring program to help with retention. All new members are assigned a mentor, who spends extra time with them outside regular meetings.

"The modifications we've made have helped our club appeal to younger professionals and retain them," Beeman says. "They've created a high-energy club."

Read more about how small changes can attract younger members in [Ask the Expert](#).



Members of the Diablo View Rotary club donate their time by cleaning up the Iron Horse Trail in California. The club has attracted younger members by organizing hands-on service projects.

Keep young participants on track

How one district linked RYLA, Youth Exchange, Interact, and Rotaract to build connections

Rotary's four programs for youth and young adults are often discussed separately, but building connections between them can encourage young people to stay involved in Rotary, and strengthen all New Generations activities.

For example, club and district leaders can introduce Interactors to the Rotary Youth Exchange program, or invite Rotaractors to volunteer at Rotary Youth Leadership Awards (RYLA) events. Alumni from one group can often be a source of membership for the next, such as when a secondary school Interactor becomes a college student Rotaractor.

"We often refer alumni or recent graduates to the next relevant program," says Joanna Kwong, a past Rotaract representative from District 5160 (California, USA). "Interactors pool from RYLA and Youth Exchange, and Rotaractors seek membership from former Interactors."

Jim Cambier, of the Rotary Club of Danville, California, says that because District 5160 promotes Youth Exchange within its Interact clubs, most of the district's Youth Exchange students are also Interact alumni.

Establishing a mentorship program is another way to bridge the gap between one New Generations group and another.

"In our district, a university-based Rotaract club can do a summer mentorship for incoming freshmen who are Interact alumni," Kwong says. "We connect them with a Rotaractor."

These connections can often lead to invitations to Rotaract club meetings, she says. Similarly, Youth Exchange alumni make great meeting speakers or mentors for Interact and Rotaract clubs.

"It's important to recapture people who fall through the holes, such as an Interactor who graduates from high school, moves away to college, and has trouble finding a Rotaract club," says Kwong.

To make such transitions seamless, Cambier and Kwong are working to set up a district alumni database to keep track of Rotaractors and Interactors who move after graduation. This is the first step in connecting alumni with a New Generations group, either within District 5160 or in another area, Cambier says.



Get more out of Rotary by expanding your club's New Generations Service efforts.

"Whether it's Interact, Rotaract, RYLA, or Youth Exchange, it's important to let everyone know that these programs all flow together," Cambier says. "When they see the whole connection, they can understand just how multifaceted New Generations Service is."

Find more ideas on cross-promoting New Generations programs in [An Introduction to New Generations Service](#).

KNOW YOUR PROGRAMS

Interact: ages 12 to 18

Rotaract: ages 18 to 30

RYLA: ages 14 to 30

Youth Exchange: ages 15 to 25

Make your club attractive to younger members

Katie Ischkin, a 28-year-old Rotarian and change-management consultant, explains why breaking tradition is sometimes a good thing

I am very proud to be a young female Rotarian and a former Rotaractor. The club I founded, the Rotary Club of South Metro Minneapolis Evenings, Minnesota, USA, has introduced a nontraditional structure to our district, but we're only changing surface elements, not the essence of Rotary.

As a change-management consultant, I understand when Rotary clubs are resistant to change. But all clubs have the power to make small adjustments that can attract younger members. Meeting times and locations, program structures, member involvement, and committee formats are just a few possibilities.

Our club is an evening club, which was sorely needed in my city. At this point in my career, it isn't possible for me to attend Rotary meetings weekly during the day, or even before work.

Also, our club doesn't include meals at meetings. While in some Rotary clubs, the meal can be the draw, many of our members just can't afford the extra expense.

We've also accepted that, with a younger membership, we have a higher rate of turnover, mainly because some members aren't quite settled on the city or their career. We can't be afraid of inviting members who may leave.



Katie Ischkin speaks about her approach to Rotary during a training event for 2011-12 district governors.

Technology plays an integral role. Our club has been testing Skype as a way for members to attend meetings and for speakers to "present" when they can't physically be at our meeting.

Finally, our club meets four times a month, but not weekly. To hit our members' areas of interest, we have regular program-type meetings every second week of the month; our third meeting is a happy hour/networking event at various locations around the city; and our fourth meeting is a hands-on volunteering opportunity. Our members may not be able to donate their pocket change on a weekly basis, but they can — and want to — give back through their time and efforts.

This new approach to Rotary, accomplished through such small changes, can help draw younger members, who will view Rotary as an attractive and worthwhile addition to their ever-growing list of commitments and interests.

BY THE NUMBERS

1,222,293
ROTARIANS WORLDWIDE

34,118
ROTARY CLUBS

530
ROTARY DISTRICTS

8,480
ROTARACT CLUBS

195,040
ROTARACT MEMBERS

13,217
INTERACT CLUBS

303,991
INTERACT MEMBERS

7,033
ROTARY COMMUNITY CORPS

161,759
RCC MEMBERS

All figures as of 30 April

NEWS YOU NEED

Find the latest news and announcements, deadline reminders, and more at www.rotary.org. You can sign up to [receive news delivered free](#) (in English) to your e-mail inbox each week.

The secret to reaching Generation Y

An authority on youth trends and new Rotarian shares his insights on youth under age 30



Michael McQueen is a leading authority on youth trends, a best-selling author of two books on bridging the generation gap, and a member of the Rotary Club of Crows Nest, New South Wales, Australia. He recently spoke to Rotary International about bridging the gap with Generation Y.

RI: How do you define Generation Y?

McQueen: Numerically, Generation Y is between the ages of 12 and 30. But culturally, they are globally minded. Through online social interactions, many members of this generation have networks of friends around the globe who are only a click away.

RI: How can Rotarians best reach out to this generation?

McQueen: Start small. Rather than approaching young people by asking them to join, engage them with short-term projects. Build relationships with them so they get a sense of Rotary's DNA. Rotarians need to explain the "why" of Rotary. Generation Y is outcome focused. Have a clear answer on why the outcome of projects is important.

RI: What kind of benefits can Generation Y bring to Rotary?

McQueen: The next generation represents an enormously exciting opportunity for Rotary. Having grown up with the

Internet and being so interconnected, young people are acutely aware of global issues and concerns. They believe that such a small world really can be changed. They are also socially engaged. Recent studies have shown that 70 percent of Generation Y actively volunteers on a weekly basis. Not only does this group feel it can make a difference, it genuinely wants to. Finally, they are ambitious and looking for mentors and networking opportunities.

RI: Generation Y seems to be very busy, perhaps busier than previous generations. How can Rotary overcome this challenge?

McQueen: Yes, the demands on their time, energy, and attention are enormous. But when young people say they don't have time for Rotary, they are stating a priority rather than a fact. They simply perceive Rotary as a lot of restrictive rules and time-consuming work. Communicate to young people the compelling reasons and benefits of joining Rotary.

RI: How should Rotary be using technology to its advantage to attract young people?

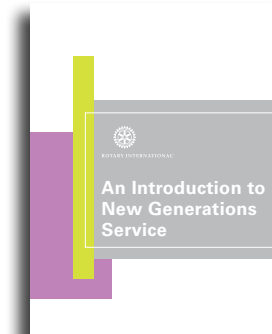
McQueen: Nobody under the age of 35 really knows what polio is. Their parents do, and they can be told how crippling this deadly disease is. But that only means young people will be intellectually pulled in, not emotionally. Use video to educate them about polio. Also, more clubs should have websites that engage young people.

Look to *An Introduction to New Generations Service* (735, US\$2) for ideas on how to involve youth and young adults in your club's vocational, community, and international service projects.

Celebrate World Interact Week, 31 October-6 November, by spreading the word about Interact in your community. Use the new *Interact Promotional Kit* (655, \$12), to get started. If you sponsor an Interact club, encourage members to participate in this year's video contest. Visit the [Interact YouTube page](#) to see last year's winners.

Publicize your club and attract new members by designing a brochure using the [club brochure kit](#). This downloadable resource includes a customizable brochure template and a club membership inquiry insert for prospective members. Three designs are available in Microsoft Word, PDF, and Adobe InDesign formats.

Applications are available online for [packaged global grants with Aga Khan University](#), one of The Rotary Foundation's strategic partners under the [Future Vision Plan](#). These grants will enable Rotarian-led vocational training teams to enhance health educator training programs in Kenya, Tanzania, and Uganda, as well as support nursing and midwifery scholarships. Currently available only to pilot districts, packaged global grants will be open to all districts when the new grant model is implemented worldwide in 2013.



Your social media plan

Focus on audience and practicality to get the most out of these promotional tools

Rotary clubs have used Twitter, Facebook, and other social media to promote events, find [Rotary Youth Exchange](#) participants, or connect with high school students who want to form [Interact clubs](#). The [Rotarians on Social Networks Fellowship](#), which has grown from an initial 488 members to almost 970 in 79 countries, is aimed at building friendships and support service through safe and effective social networking.

These experts and other Rotarians gave us their advice on making social media work.

1. Do your research first. Go online before you start your own social media page to see what other clubs and organizations are doing. Note what you like and what you think would work well for communicating to the community and reaching your goals.

2. Develop a communications plan. Identify your intended audience (e.g., prospective Rotarians, community leaders), goals (e.g., to let the community know what your club does, to find new members), and message (e.g., “We’re a club that has a signature project,” “We’re a club that offers fun fellowship and service opportunities”).



Donald S. Higgins, of the Rotary Club of Pinellas Park, Florida, USA, chairs the [Rotarians on Social Networks Fellowship](#), which has grown from an initial 488 members to almost 970 in 79 countries.

3. Update pages regularly (but not too often). Plan to update your Facebook page at least once a week with photos, videos, and text, but not five times a day. If you update too often, people will become overwhelmed and tune you out. But if you don’t update often enough, people will think your club isn’t active. Ask several club members (perhaps committee chairs) to share the responsibility of updating your page, and designate moderators to check what your followers are posting.

RESOURCES

Read more [best practices for social media](#).

Listen to recordings of [RI social media webinars](#).

Learn about the [Rotarians on Social Networks Fellowship](#).

Check out [RI’s social media pages](#).

DEADLINES

2 September For submitting [group housing requests](#) for the 2012 RI Convention

30 September For club secretaries to confirm membership via the [July semiannual report](#)

15 November For U.S. clubs to submit [Form 990](#) or [Form 990-N](#), and possibly [Form 990-T](#), to the Internal Revenue Service, as needed

1 December To register for the [2012 RI convention](#) at the early-bird rate of US\$160

OTHER NOTICES

Forms for the [2011-12 Fund Development Club Goal Report](#) are still being accepted.

Secretaries of clubs that have not paid July 2011 per capita dues or that have outstanding financial obligations exceeding \$250 will receive reminders on 1 October to remit payment by 30 December to avoid club termination.

Club presidents should consider nominating members for [service awards](#), such as the Avenues of Service Citation, the Each Rotarian: Reach One, Keep One Award, and the Service Award for a Polio-Free World.

Make it easier for guests and prospective members to find your Rotary club meeting by maintaining updated meeting address information in RI’s Club Locator. Any club without a proper postal address in RI’s databases won’t appear in RI’s new [Club Locator app](#). Club officers can also make updates in [Member Access](#).

Rescuing the ‘abandoned Avenue of Service’

District leaders are inspiring club members to volunteer their professional skills

When Sandra Schley heard Vocational Service referred to as the “abandoned Avenue of Service,” she made a commitment to inspire clubs to action. In her year as governor of District 5950 (Minnesota, USA), she promoted it at every club visit. She also established a theme for district training events, “Develop a Legacy of Leadership,” and highlighted the importance of volunteering through one’s profession.

As a result, clubs in Schley’s district initiated seven vocational service projects, including an ethics workshop and a mentoring program for at-risk students.

Similarly, during Nijad K. Al Atassi’s year as governor of District 2450 (parts of Africa, the Mediterranean, and the Middle East), he made projects related to professions and enterprise a priority. He encouraged the Rotary Club of Alexandria Sporting, Egypt, to take on a microcredit lending effort to help community members start their own businesses. Al Atassi suggests that other district governors communicate the importance of vocational service to clubs, and allocate funds in the district budget for carrying out projects, promoting awards, and pointing members to resources.

But, what if, despite district leaders’ support, clubs are still stuck when it comes to vocational service? John Cameron, a past governor of District 9680 (Australia), recommends brain-



Vocational Instruction Supporting Individual Occupational Needs, which teaches students the skills needed to build a home, is a professional training program created and sponsored by the Rotary Club of Hartford, Wisconsin, USA.

storming with club officers during district meetings. He says a good starting point is to focus on groups that need the most help, such as youth, minorities, and older workers in need of retraining.

“Be determined to innovate,” Cameron says.

Schley says Rotary’s commitment to integrity and serving through one’s profession is more important than ever. “It is part of what we are as business people and who we are as individuals — at home, in our place of business, and in our community at large.”

**OCTOBER IS
VOCATIONAL
SERVICE
MONTH**

DEADLINES

1 September For district governors, immediate past governors, and other leaders to nominate Rotarians for the [Service Above Self Award](#)

1 October For 2010-11 governors to distribute district financial statements for the 2010-11 Rotary year to clubs ... For districts to submit endorsed applications for [2012-13 Ambassadorial Scholarships](#) and Group Study Exchanges

1 November For district governors to nominate Rotarians for the [Club Builder Award](#)

15 November For 2011-12 Global Alumni Service to Humanity Award nominations to The Rotary Foundation. Each zone is asked to set its own application deadline to determine the winner among district nominations before this date ... For nominations for [The Rotary Foundation Distinguished Service Award](#)

31 December For proposed legislation for the 2013 [Council on Legislation](#). Legislation must be proposed or endorsed by a district at its district conference or through a ballot-by-mail prior to submission. Proposed legislation must also be submitted with a statement of purpose and effect.

OTHER NOTICES

District governors and governors-elect can now submit district committee appointments to RI through [Member Access](#). This online feature makes it easier and faster to update information and notify RI of those key Rotarians supporting your district operations.

Putting a face on polio eradication

Create your own 'This Close' ads and share them through social media for World Polio Day, 24 October

Did you know that you can show your support for polio eradication by creating a personalized “This Close” ad? It’s just one of many ways you can use the public awareness campaign to increase support in your community for Rotary’s [US\\$200 Million Challenge](#), the ongoing effort to match \$355 million in grants for polio eradication from the Bill & Melinda Gates Foundation.

Here’s how: Select from a variety of silhouettes depicting the “This Close” gesture at [ThisClose.net](#), then upload a photo of your face. Your image will join an online gallery of [polio eradication supporters](#) worldwide, and you’ll be able to share it on Facebook and Twitter.

Interested in taking the next step in promoting Rotary’s role in polio eradication for World Polio Day? Here are ways to get started:

1. Customize an ad. Work with other club members to customize an ad to promote your club’s fundraising efforts by visiting the Rotary [media center](#). Learn more in [“How to Create a ‘This Close’ Public Service Announcement.”](#)

2. Apply for a grant. Use “This Close” materials in a districtwide public relations plan and apply for a [PR grant](#) to help fund it. PR grants have been used successfully by numerous districts to spread the word about polio eradication in creative ways.



3. Place the message. Seek donated or discounted media placements in local newspapers, on outdoor advertising venues, and on television and radio stations. Remember: Much of the general public still thinks of polio as a disease of the past.

4. Find an ambassador. Invite a local celebrity to participate as a “This Close” ambassador and to attend your club’s community fundraising events for the polio eradication campaign.

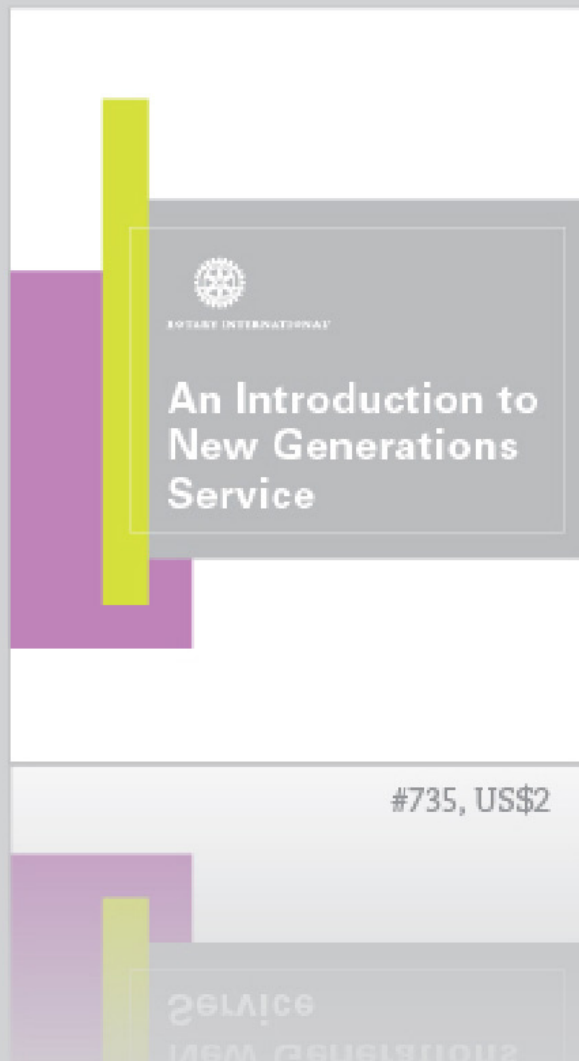
SHARE OUR POLIO ERADICATION PROGRESS

- Since 1985, Rotary and its partners have helped reduce polio cases by 99 percent worldwide. The number of polio-endemic countries has declined from over 125 to just four — Afghanistan, India, Nigeria, and Pakistan.
- In India and Nigeria — the sources of all recent wild poliovirus importations into previously polio-free countries — the disease declined by 95 percent between 2009 and 2010.
- By the time the world is certified polio-free, Rotary’s contributions to the Global Polio Eradication Initiative will exceed US\$1.2 billion, accounting for nearly 14 percent of all GPEI contributions through 2010 and more than 50 percent of the initiative’s private-sector contributions.
- Rotary also plays a leading role in soliciting financial support from governments, helping to amass more than \$8.2 billion in contributions since 1988.

Turn New
Generations
into the next
generation of
Rotarians.

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Find tips for
Rotarians and alumni



ROTARY LEADER

The mission of Rotary International is to provide service to others, promote integrity, and advance world understanding, goodwill, and peace through its fellowship of business, professional, and community leaders.

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Submissions *Rotary Leader* welcomes article ideas about club and district successes, including fundraisers, publicity efforts, service projects, and membership drives. E-mail a description, photos, and contact information to rotary.leader@rotary.org. Due to the high volume of submissions, we cannot promise to feature your story.

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