

ROTARY LEADER

TOP PRIORITY

Hold a World Polio Day event

SPREAD THE WORD

Use the People of Action campaign to tell Rotary's story

OUR FOUNDATION

Five things you should know about Rotary's endowment

CLUB CLINIC

Sync membership data between different vendors

National Immunization Day in Raghur Nagar, Delhi, India

PRESIDENT'S MESSAGE



IAN H.S. RISELEY

One of the best parts of any Rotary Convention is the sheer diversity of the people you see there. Whether you're heading into a breakout session, exploring the House of Friendship, or sitting down for a bite to eat, you'll meet people from every corner of the world, in all kinds of national attire, speaking just about every language. It's a lot of fun, and it's a big part of what makes Rotary great: that we can be so different and still find ourselves so at home together.

That spirit of warm community that is so central to Rotary also defines Toronto, our host city for the 2018 Rotary International Convention. Toronto is one of my favorite cities. It's a place where half the population is from another country, where over 140 languages are spoken by 2.8 million residents, and where no one ever seems to be too busy to be helpful. In addition to being clean, safe, and friendly, Toronto is a wonderful place to visit, with its attractive Lake Ontario waterfront, great restaurants, one-of-a-kind museums, and interesting neighborhoods to explore.

The 2018 convention already promises to be one of our best ever. Our Convention Committee and Host Organization Committee are hard at work lining up inspiring speakers, great entertainment, fascinating breakout sessions, and a wide variety of activities across the city. There will be something for everyone in Toronto, and Juliet and I encourage you to do what we'll be doing — bring your families along for the fun. If you plan early, your convention experience will be even more affordable: The deadline for discounted early registration (there is an additional discount for registering online) is 15 December.

As much as Toronto offers to Rotarians, the true draw is, of course, the convention itself. It's a once-a-year opportunity to recharge your Rotary batteries, to see what the rest of the Rotary world is up to, and to find inspiration for the year ahead. Find out more at riconvention.org — and find Inspiration Around Every Corner at the 2018 Rotary Convention in Toronto.

SPREAD THE WORD

USE THE PEOPLE OF ACTION CAMPAIGN TO TELL ROTARY'S STORY



When someone asks you about Rotary, how do you respond?

Our new People of Action public image campaign aims to help you answer that question quickly and effectively.

People of Action highlights how Rotarians share a unique perspective and passion for taking action, seeing hope in the face of challenges. Where others see problems, our members find solutions and mobilize their communities to bring ideas to life.

Through this campaign, every Rotary club — large and small, new and old — will be able to easily and effectively tell its story and describe its impact on the community. Clubs can craft their own People of Action stories through campaign materials such as ads and digital images. As more clubs share their stories, we'll highlight the collective impact of Rotary around the world.

Why are we doing this?

Thanks to the efforts of Rotarians around the world and to our initiative to strengthen our

global brand, the percentage of people who report in surveys that they are aware of Rotary has increased from 60 percent in 2012 to 75 percent in 2015.

But we still have work to do. Our recent global research tells us that while people are more aware of who we are, the public still doesn't clearly understand what we do. In fact, worldwide, 35 percent of survey respondents admit they are not certain what Rotary does and what our main goals are.

What can you do?

As a Rotary leader, you are a Rotary brand ambassador. We are counting on you to help us deliver our story with energy and credibility, and tell your stories of being people of action in your community.

"The united power of the stories we have to tell as Rotarians will help us overcome some perceptions and misperceptions about who we are and what we do, as well as enable more effective engagement with non-Rotarians," says Dinesh Gajeelee, a member of the Rotary International Communications Committee. "It will help them better understand the types of projects we support and the impact they are making in local communities and around the world."

Go to rotary.org/brandcenter and download the People of Action campaign ads and materials.



1

Améliorer des vies.
Aujourd'hui, 16 millions de personnes marchent, qui auraient pu être paralysées.

2

Investir dans le futur.
Si la poliomyélite n'est pas éradiquée dans les 10 ans, près de 200 000 enfants seront peut-être paralysés chaque année.
Un monde exempt de poliomyélite sera un monde plus sûr pour tous les enfants.

3

Améliorer la santé des enfants.
Les réseaux de surveillance de la poliomyélite et les campagnes de vaccination permettent également de contrôler d'autres problèmes de santé infantile, tels que la cécité ou le VIH, afin qu'ils puissent être pris en charge plus tôt.

4

Faire des économies.
L'éradication de la poliomyélite permettra d'économiser entre 40 et 50 milliards de dollars en frais de santé au cours des 20 prochaines années.

5

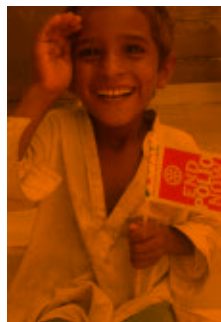
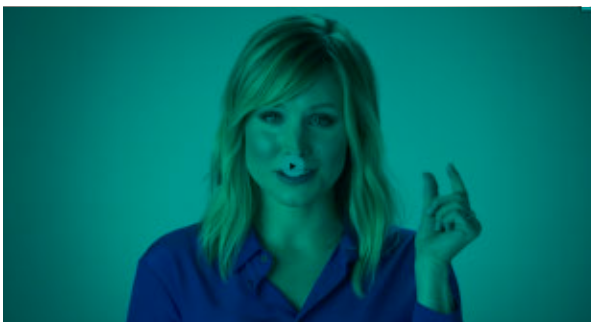
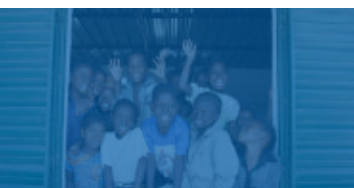
Écrire une page d'histoire.
L'éradication de la poliomyélite sera l'une des plus grandes réalisations de santé publique de l'histoire, la poliomyélite devenant, après la variole, la deuxième maladie humaine à être éliminée.

endpolio.org/fr

Faire un don aujourd'hui

Rotary

POLIO




HOLD A WORLD POLIO DAY EVENT

This year's World Polio Day celebration will take place in Seattle, Washington, USA, on the campus of the Bill & Melinda Gates Foundation, on 24 October. The Gates Foundation, one of our partners in the Global Polio Eradication Initiative, will co-host the event, which will include a live-stream update with experts and celebrity ambassadors on where we are at in our goal of eradicating polio.

But even if you can't plan a trip to Seattle to be a part of the big day in person, you can help expand our reach and impact by planning a World Polio Day event in your own community.

IDEAS INCLUDE:

- ▶ Hosting a viewing party for friends and club members to watch the World Polio Day event; [register your event at endpolio.org](#)
- ▶ Inviting local media, elected officials, and community leaders to a viewing party to show new audiences and potential members the power of what we can accomplish as an organization
- ▶ Dedicating a club meeting to World Polio Day and updating your website with information about the event
- ▶ Organizing a fundraising or community event; every \$1 you raise for polio is matched 2-to-1 by the Bill & Melinda Gates Foundation

 [Download materials for World Polio Day](#) at [endpolio.org](#), or [make a donation now](#) to fund continued immunizations and surveillance efforts.

Rotary continues to take a strong leadership role in the effort to eradicate polio, as was on display recently during the 2017 Rotary Convention in Atlanta, Georgia, USA. Rotary committed to raise another \$50 million each year during the next three years. The Gates Foundation will match those contributions 2-to-1 for up to \$100 million a year. Combined, those contributions will add another \$450 million toward disease surveillance, responses to outbreaks, and continued vaccinations of more than 400 million children annually.

Together, governments and partners pledged more than \$1 billion during the convention, substantially shrinking the gap in funding the Global Polio Eradication Initiative says will be needed to reduce the cases of polio to zero.

Supporters in 90 countries registered more than 1,400 World Polio Day events in their communities last year. Join us to make this year's event even bigger and better. Register your event.

STREAMLINE YOUR CLUB MANAGEMENT PROCESS

When Mike Nelson took office as secretary of the Rotary Club of Peachtree City, Georgia, USA, he inherited a club management process that involved using software chosen by his club (ClubRunner), other software chosen by his district (DACdb), and Rotary’s database.

What he didn’t get was a simple way to sync membership data among all three. Until now. “When I first came on, I was told that I needed to update membership on all three sites,” says Nelson. “But now I can add a new member to ClubRunner, and it shares it with My Rotary, which then shares it with the district.”

More than 14,000 clubs have used tools provided by our **licensed vendors** to integrate their membership information with Rotary’s database. This change, along with those we’ve made to Rotary Club Central, will allow club officers to perform their administration tasks more simply.

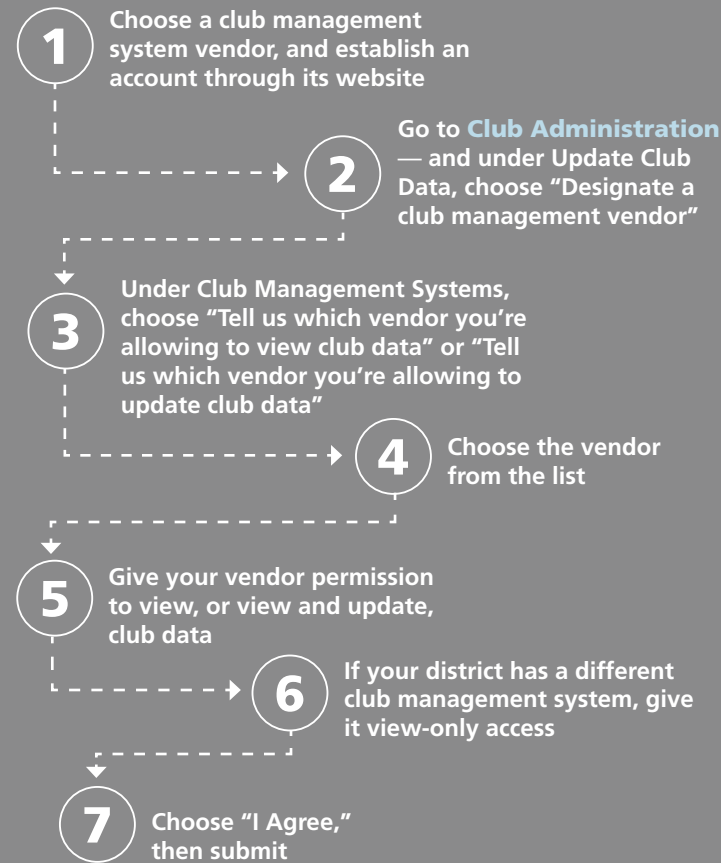
A NEW AND IMPROVED ROTARY CLUB CENTRAL

Rotary Club Central continues to be an essential tool for planning and tracking membership initiatives, service activities, and Foundation giving. In July, we introduced a number of improvements. You can now:

- + Navigate Rotary Club Central quickly, using a more modern interface
- + Use it on mobile phones and tablets
- + See your past and current club data in easy-to-read charts and graphs
- + Enter Rotary Foundation giving goals in your local currency
- + Track service activity more easily

See what **Rotary Club Central** can do for your club.

HERE’S HOW YOU CAN EASILY SHARE INFORMATION AMONG YOUR CLUB, YOUR DISTRICT, AND ROTARY:



If you’re not using a Rotary-licensed vendor, contact your vendor to learn what data integrates with My Rotary.

WHAT’S NEW

Rotary Basics: This comprehensive guide, now available on My Rotary and **on Shop**, covers everything from how Rotary began to how you can optimize your member experience. Available in multiple languages, the guide is a great resource for new members and for clubs.

Register for a My Rotary account: This will give you a customized online experience and easy access to a range of tools. With it, you can also view club information and the latest news and announcements from around the Rotary world. Learn how to **create a My Rotary account**. After you’ve created one, use it to **see and manage your membership leads**.

WHAT’S NEXT

SEPTEMBER

Basic Education and Literacy Month

OCTOBER

Economic and Community Development Month
2-8 Rotary Alumni Reconnect Week
24 Rotary’s World Polio Day **live-stream event**
30 World Interact Week begins

NOVEMBER

Rotary Foundation Month
1 Nominations due:
Service Above Self Award
Service Award for a Polio-Free World

FIVE THINGS YOU SHOULD KNOW ABOUT ROTARY'S ENDOWMENT

The Your Legacy, Rotary's Promise initiative that was just introduced at the 2017 Rotary International Convention aims to build awareness of **Rotary's endowment**.

As we begin The Rotary Foundation's second century of service, the Foundation Trustees have set a goal of building the endowment to \$2.025 billion by 2025. It now has about \$400 million in net assets and more than \$750 million in promised future gifts.

Gifts to the Endowment Fund will give future Rotarians the resources they'll need to design and implement sustainable projects year after year. While a gift to the Annual Fund helps people live better lives today, gifts to Rotary's endowment support the same life-changing programs for many years to come.

"Our '2025 by 2025' program will require an ambitious communication and cultivation plan to bring it to life. This will be the first year that the program is fully underway, and we will be giving our complete support," says Trustee Chair Paul A. Netzel. "By building a strong endowment, The Rotary Foundation adds to its long-term financial stability, which is ever more important as global markets fluctuate."

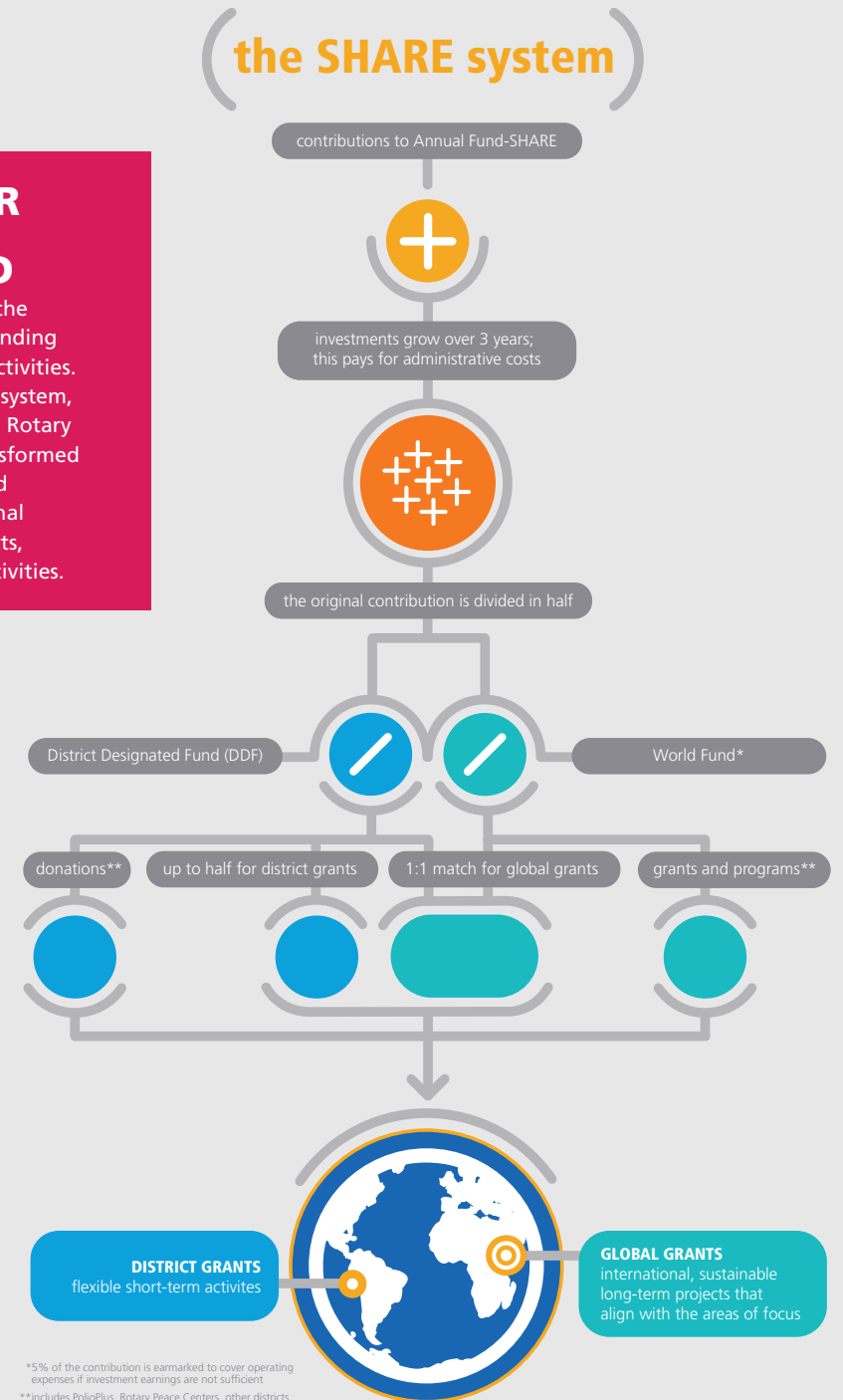
A century of Rotarian dedication made The Rotary Foundation's success possible. What you do today will shape the next century of service.

HERE'S HOW YOU CAN HELP US REACH OUR GOAL:

- Go to rotary.org/legacy to learn about Your Legacy, Rotary's Promise; read what other donors say about why they give; and download banners, response cards, and other promotional materials to share with fellow club members
- Look for Your Legacy, Rotary's Promise materials at your next Rotary institute
- Download **Your Rotary Legacy notification cards** to share
- Make your own gift to the endowment; learn about **named giving** and **planned giving**
- Share additional resources as they become available, including a complete package of materials that incoming district governors will receive at the 2018 International Assembly

HOW YOUR GIFT IS AMPLIFIED

The Annual Fund is the primary source of funding for all Foundation activities. Through the SHARE system, contributions to The Rotary Foundation are transformed into grants that fund local and international humanitarian projects, scholarships, and activities.



YOUNG PROFESSIONALS GATHER IN MEXICO FOR SUMMIT

As president of the newly formed Rotary Club of Nueva Guatemala, Guatemala, Diego Furlán de la Vega was eager to meet with other young professionals in Central and South America. In March, a three-day regional event for young Rotary members in Mexico gave him just such a chance.

"It was a great opportunity to join like-minded young Rotarians to share our different approaches to making Rotary more compatible with a younger generation," says 31-year-old Furlán de la Vega, whose fellow club members range in age from 30 to 38. "I wanted to meet Rotarians in our region that had the same passion as me and my club have for Rotary."

Leaders in Rotary Zone 21A organized the event to teach younger members about opportunities in Rotary and allow them to collaborate on proposals and strategies for attracting other young

members. More than 170 members from 10 countries, all of whom were under age 40, attended the free event. Each district in the zone contributed at least \$500 toward the cost. Other funding came from sponsorships.

Forum convener and zone coordinator Salvador Rizzo-Tavares, a member of the Rotary Club of Monterrey, Nuevo León, Mexico, says holding the forum has been a dream of his.

"For years, I had young Rotarians come up to me and say they wanted to become more involved with Rotary," says Rizzo-Tavares. "It was encouraging to see their enthusiasm. It made me believe that Rotary can have a strong future."

Rizzo-Tavares says that one of the zone's goals is to gain at least 500 new members under 40 within the next three years.

Forum participants discussed ideas for recruiting young professionals, such as making meeting times and formats more flexible and drafting proposals for the 2019 Council on Legislation that would make it easier to create club formats that fit younger people's schedules.

Another important goal of the forum was telling young members

about the opportunities available to them in Rotary and encouraging them to participate. Ideas included taking on peace initiatives, because peace is an issue that resonates with young people in Latin America, and having younger members teach older

generations how to use social media, as a way to bridge the generation gap.

Rizzo-Tavares says encouraging members to take on leadership roles right away can also help with participation and interaction. "We want young members to be a part of the club's decision making, to help cultivate the future of the club."

Furlán de la Vega says he was inspired by the conversations about peace. "Latin American countries aren't at war, but there is a big absence of peace. The crime and violence is far too high."

One final lesson Rizzo-Tavares says he learned is that events like this one, which center around sharing ideas and networking, are worthwhile in themselves. It's important that young members meet and socialize with members outside their club, he says.

"We want young members to be a part of the club's decision making, to help cultivate the future of the club."



FIND THESE RESOURCES IN THE BRAND CENTER

In the **Brand Center**, you will find many features and tools that make it easy to tell compelling, meaningful stories about life in Rotary — stories that are unmistakably ours. Sign in to find digital resources to create communications that are effective and consistent with our message.



MAKE BROCHURES YOUR OWN

A more flexible brochure template lets clubs add photos and custom text to showcase their specific projects and distinctive personalities.

JUMP-START YOUR WEBSITE

If prospective members were to research your club online, what would they find? Is your club's website functional and up-to-date? Download the Quick Start Guide for Club Websites, designed to help you update your site as quickly and easily as possible.

GOT A CARD?

Customize double-sided cards to promote our programs for young leaders, including Interact, Rotaract, RYLA, short-term and long-term Youth Exchange, and New Generations Service Exchange.

YOU'RE INVITED

Community events are a great way to raise your club's profile and reach new audiences. Whether you're hosting a fundraiser, a World Polio Day event, or another event, head to the Brand Center for tools like banners and fliers to help you plan, promote, and execute a successful event.

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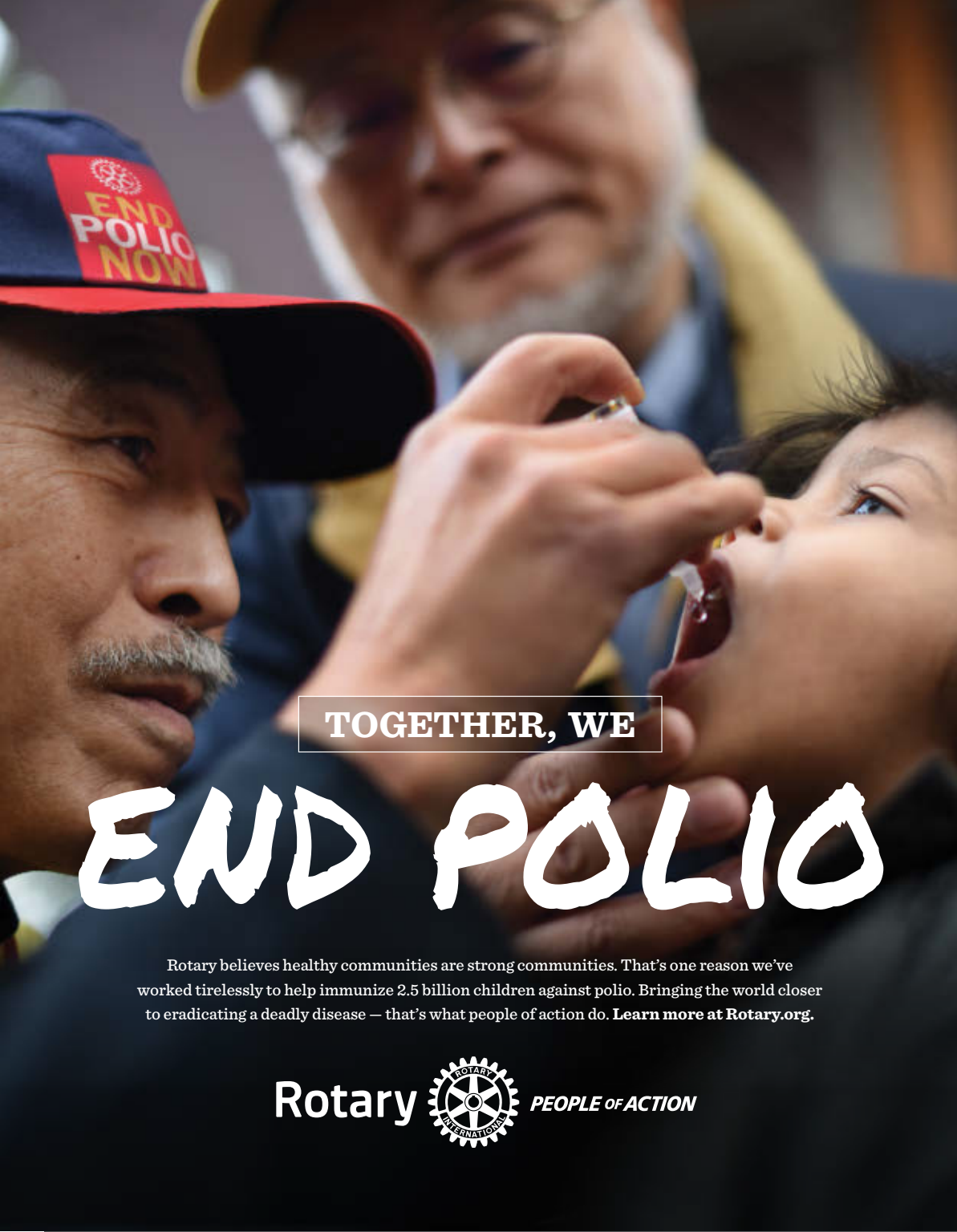
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Submit story suggestions to Rotary Leader at rotary.leader@rotary.org. We accept article ideas about club and district successes, including fundraisers, publicity efforts, service projects, and membership drives. Please include descriptions, high-resolution 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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TOGETHER, WE

END POLIO

Rotary believes healthy communities are strong communities. That's one reason we've worked tirelessly to help immunize 2.5 billion children against polio. Bringing the world closer to eradicating a deadly disease — that's what people of action do. **Learn more at Rotary.org.**



Go to rotary.org/brandcenter and download the People of Action campaign ads and materials.