



ROTARY
LEADER

ROTARY WORLD

The halfway point

Fundraising successes propel Rotary's US\$200 Million Challenge to its midpoint, furthering the efforts to eradicate polio. See page 1.

NEW TO THE RI CATALOG

Ambassadorial Scholarships Leaflet (132) Provides potential applicants and Rotarians with information about the scholarships program. **Free**

Every Rotarian, Every Year Brochure (957) Encourages Rotarians to support Rotary Foundation programs with consistent donations to the Annual Programs Fund. **Free**

Every Rotarian, Every Year Club Success Kit (958) Informational packet with resources to help club and district leaders achieve their Annual Programs Fund goal. **Free**

Every Rotarian, Every Year Rotary Foundation Sustaining Member Badge Stickers (956) Appreciation stickers to give to Rotary Foundation Sustaining Members. **Free**



An Introduction to Vocational Service (255) Provides information, resources, and project ideas related to vocational service. **\$2**

Organizing New Clubs (808) Guide for district governors and special representatives organizing new clubs. Includes forms, answers to frequently asked questions, and steps provisional clubs can take. **\$3**

Rotary Centers for International Studies Program Guide for Rotarians (085) Designed to help Rotarians promote the Rotary World Peace Fellowships program, select qualified applicants, host fellows, and maintain contact with alumni. **Free**

Rotary Friendship Exchange Handbook (Web only) Guide for organizing an international exchange for Rotarians and their families. **Free**



Rotary International and The Rotary Foundation Annual Report 2008-09 (187) Showcases service and financial highlights of the 2008-09 Rotary year. Now available as one report. **Free**

Rotary World Peace Fellowships Leaflet (084) Provides potential applicants and Rotarians with information about Rotary World Peace Fellowships. Includes descriptions of the Rotary Centers for International Studies. **Free**

RVM: The Rotarian Video Magazine, Vol. 5.1 (RVM5.1) DVD featuring stories about Sri Lankan school construction after the tsunami, film scholarships for young French journalists, and a comprehensive project that revitalized a Brazilian community. **\$15**

Order at shop.rotary.org, e-mail shop.rotary@rotary.org, or contact your international office. You may also place orders by phone (847-866-4600) or fax (847-866-3276). Only prepaid orders will be fulfilled.

AROUND THE ROTARY WORLD

Child safety in Texas Thirty-two families received new child safety seats through an event organized by the Rotary Club of Lufkin (Angelina), Texas, USA, with the support of a District Simplified Grant awarded to District 5910 and help from Texas AgriLife Extension Services, Morgan Insurance, and the Belk department store. On 5 March, Rotarians worked with Texas AgriLife volunteers, who inspected 51 child safety seats and distributed new ones at no charge to parents whose seats did not meet current standards. Texas AgriLife has valued the total economic benefit of the new seats and the education that Rotarians provided at more than \$50,000.

Books to Jamaica Staff at the Whittick's Day Care Center in Kingston, Jamaica, used to create handmade storybooks with pictures cut out from magazines. But last year, the center, along with 200 other early childhood institutions throughout the country, received more than 10,000 children's books from the Rotary Club of Kingston. Valued at over US\$29,500, the project was undertaken in partnership with the country's Early Childhood Commission and supported by two Matching Grants with the U.S. Rotary clubs of White Bear Lake, Minnesota, and Naples North, Florida.

Boosting agriculture in Sri Lanka

Last year marked the first time that 40 farming families in the village of Patti-yawela, Sri Lanka, were able to cultivate two rice crops in the same year. The Rotary clubs of Colombo Fort, Western Province, Sri Lanka, and Ann Arbor, Michigan, USA, initiated this new development through a Matching Grant project that refurbished and increased the capacity of an existing irrigation tank. In addition to providing year-round access to water collected during the rainy season, the US\$12,250 project supplied families with agricultural equipment.



Hear what club members are saying about Rotary.



New monthly video series
rotary.org/rotaryminute

It only takes a minute.



ROTARY INTERNATIONAL

ROTARY minute



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What's the best way to recruit Rotary scholars and fellows?	5	
Learn about a multi-year literacy project in Germany	6	

January is Rotary Awareness Month. Learn how one club launched its own Rotary radio show to promote its service and activities.

See page 4.



The new *Rotary Leader* electronic publication offers practical, hands-on information geared specifically to club and district officers.

New electronic publication is just for Rotary leaders

You are now looking at the last issue of *Rotary World*. This issue represents the last time you'll have to photocopy an article you want to share, hunt for related information, or throw an old issue into the recycle bin.

To better meet the needs of Rotary's club and district leaders, *Rotary World* is being replaced with *Rotary Leader*, a new electronic publication featuring practical, hands-on information geared specifically to club and district officers.

The articles in *Rotary Leader* will focus on solutions: How do you keep new members? How can you convince everyone in your district to give to The Rotary Foundation? How do you get your club or district featured in the local newspaper? Subscribers will also be able to submit questions for the regular "Ask the Expert" feature and get links to key Rotary International news stories and announcements, so you'll always be up-to-date with the latest







information from world headquarters.

The preview issue of *Rotary Leader*, which will be unveiled at the International Assembly this month, offers many of the same articles that appear in this final print edition of *Rotary World* but in the new electronic format. Readers will have the choice of flipping through the publication one page at a time or clicking on links to go directly to an article that interests them. Where relevant and appropriate, articles may include videos, audio recordings, or photographic slideshows.

Because *Rotary Leader* will not be printed on paper, subscribers will receive an e-mail with information about each new issue and a link to access it. Questions about the transition from *Rotary World* to *Rotary Leader* may be directed to rotary.leader@rotary.org. To subscribe, go to www.rotary.org/rotaryleader.

It will be the only time you'll ever have to type in that Web address.

Online features

-  E-mail to a friend or share on a social network (Facebook, Twitter, Digg, etc.)
-  Save one or more pages as a PDF file
-  Clip an article or picture, then e-mail or save
-  Use magnifying glass or your scroll button to zoom in on pages
-  Print one or more pages
-  Use the arrows to navigate through the document

Can-do spirit drives Rotary's challenge to the halfway mark

Creative Rotary club and district fundraisers, together with the generosity of individual Rotarians, have propelled Rotary's US\$200 Million Challenge to the midpoint in funding. As of 24 October, World Polio Day, \$99 million had been raised for the challenge, with expectations to reach \$100 million before the end of 2009.

A small sample of successful fundraisers includes:

- The Concert to End Polio, featuring world-renowned violinist and polio survivor Itzhak Perlman, accompanied by the New York Philharmonic.
- An auction of more than 90 paintings in New Delhi, India, that raised \$40,000. District 3010 and India PolioPlus Committee Chair Deepak Kapur organized the event in collaboration with the Swiss Embassy and Dhoomimal Gallery.



- Support from 14 U.S. Major League Baseball teams, with many donating portions of ticket sales. A game hosted by the Los Angeles Angels of Anaheim, California, resulted in a \$20,000 contribution. Similarly, a Cincinnati Reds game raised \$10,000, and a Kansas City Royals game netted \$7,500.
- A community raffle, with a car offered by the Rotary Club of Ry, Denmark, as first prize, that garnered about \$8,000.
- A family fun day organized by District 3400 (Indonesia) that netted about \$5,800. The event included a blood drive, aerobics workout, children's games, music, and a food and fashion bazaar.

"Rotary's challenge ends 30 June 2012. Let's push confidently ahead to reach our goal and help ensure that all the children of the world will be forever safe from this devastating disease," says Rotary Foundation Trustee Chair Glenn E. Estess Sr.

PRESIDENT'S MESSAGE

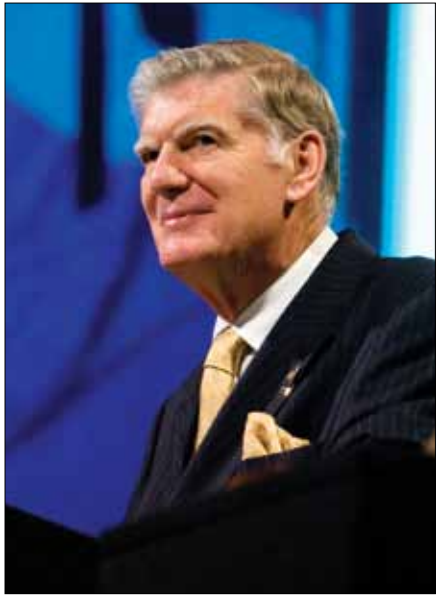
We are all the public face of Rotary

As Rotarians, we must all remember that we are the public face of Rotary. Every Rotarian, everywhere, has an obligation to represent Rotary well — for every one of our actions, in our every sphere of activity, reflects upon us all.

But those of us who are or have been official representatives of Rotary International, in our districts or internationally, have an additional responsibility: not only to represent Rotary well within our communities but to represent RI in our districts and clubs. As current or past officers, it is incumbent upon us all to be familiar with the policies and procedures of RI, as well as the priorities and goals of the organization as a whole.

I have said many times that I believe club autonomy is an essential part of the Rotary system. Each club has, and must have, the right to determine its own work and its own path. It is the role of senior Rotary leaders to motivate and to guide those clubs in their Rotary work. But in the words of the Russian playwright Anton Chekhov, "If you cry 'Forward!' you must without fail make plain in what direction to go."

This is why I urge each of you to make a point of keeping up-to-date with RI news through this newsletter, your Rotary magazine, and the RI Web site. Stay informed, and make sure that your club has the tools it needs to serve most effectively. *The Future of Rotary Is in Your Hands.*



Rotary Images



John Kenny

John Kenny

HOT LINKS

The RI Web site, www.rotary.org, offers thousands of resources in nine languages. Here are a few places where you can find more information related to the articles featured in this issue of *Rotary World*.

Get tips and information about finding and keeping members at www.rotary.org/findkeepmembers. Help orient new members by having them visit www.rotary.org/newmembers, which includes a link to the new multimedia version of *Rotary Basics* and a membership video.

Literacy is one of RI President John Kenny's three areas of emphasis. Find literacy resources by visiting the Literacy Resource Group page at www.rotary.org/literacy.

Humanitarian grants enable Rotarians to support local and international service projects to benefit people in need. Learn more at www.rotary.org/grants. Discover your options for funding a service effort by reading the project funding guide at www.rotary.org/projectfundingguide.

Learn more about Public Relations Grants, view a slideshow of successful projects, and download frequently asked questions and a grant application at www.rotary.org/prgrants.

View a video about Rotary World Peace Fellows and learn more about the Rotary Centers for International Studies in peace and conflict resolution at www.rotary.org/rotarycenters.



The short video *Eradicating Polio: The Last Hurdle* is available on the Rotary Web site.

Eradicating polio remains Rotary's top priority. Find out more about how your club or district can help End Polio Now by visiting www.rotary.org/jump/polio.

The Future Vision Plan is designed to help The Rotary Foundation streamline operations as it moves toward a second century of service. You'll find frequently asked questions and other information about the plan at www.rotary.org/futurevision.

Keep current on RI Convention program developments and register for the 2010 convention in Montréal, Québec, Canada, at www.rotary.org/convention.

Search ProjectLINK for Rotary club and district community service efforts in need of funding, volunteers, donated goods, or partners for a Rotary Foundation Matching Grant at www.rotary.org/projectlink.

Sign up to receive the new *Rotary Leader* electronic publication at www.rotary.org/rotaryleader.

Learn about Rotary in a Rotary Minute

Now you can listen as club members from around the world answer questions about Rotary on Rotary Minute, a new video series available at www.rotary.org. Each month, a different video will focus on a topic such as membership, public relations, and The Rotary Foundation. Examples include:

- Why are you a Rotarian?
- What does Service Above Self mean to you?
- How can you get more involved?

Embed the videos on your club and district Web sites to share with fellow club members, prospective members, and the community, or show them at a meeting or training session to spark a discussion among Rotarians. It's a quick and easy way to learn more about Rotary.

Other new educational tools include the narrated training modules available at the Rotary E-Learning Center, www.rotary.org/elearning. Launched in September, the modules provide information about Rotary and the Foundation in an easy-to-use format.

Joint annual report released

The *Rotary International and The Rotary Foundation Annual Report 2008-09* (187) is now available in all major Rotary languages. Thematically organized by the six areas of focus outlined in the Future Vision Plan, the annual report describes major events and achievements of the Rotary year, illustrated with beautiful color photography. The report also features highlights from audited financial statements posted in full online.

Released as a joint publication for the first time this year, the annual report is intended as a fundraising and member-recruitment tool. One copy is automatically sent to each club and senior Rotary leaders; additional copies are available at shop.rotary.org at no charge while supplies last.

The Rotarian available on Google Books

Rotary has teamed up with Google to make nearly 100 years of *The Rotarian* available free online.

Full-color, searchable scans of all issues of the magazine are available through Google Books, easily accessed through a direct link from www.rotary.org/rotarian. Users can select from a gallery of issues organized by decade or click "Search all issues" to search the entire catalog for a word or phrase.

The collaboration is part of an initiative to make Rotary's historical resources more accessible to Rotarians worldwide. Google is doing all of the scanning and indexing to make the material searchable at no cost to Rotary.

Executive secretaries gain access privileges

Club executive secretaries worldwide now have club secretary-level access privileges in Member Access. Previously, this level of access was provided to select club executive secretaries on a trial basis.

Club presidents and secretaries can assign a club executive secretary via the Update Club Data page in Member Access or by sending an e-mail to the RI Data Services Department at data@rotary.org.

Club executive secretaries who have already been reported to RI will automatically have the new access level when they log in.

CALENDAR

January 17-19	Rotary Awareness Month Past Officers Reunion San Diego, California, USA
18-24	International Assembly San Diego, California, USA
February 23	World Understanding Month Rotary's 105th anniversary
March 8-14	Literacy Month World Rotaract Week
22	World Water Day

DEADLINES

1 January

For second semiannual report of club membership

30 January

For RI Convention exhibit space request forms

5 March

For group housing participants to provide names to Tourisme Montréal for 2010 RI Convention

15 March

For RI to receive Significant Achievement Award nominations (one per district)

30 March

For RI to receive 2010 RI Convention Unofficial Affiliate Events request form

31 March

For RI Convention early registration rate ... for Matching Grant requests of US\$25,000 or less and District Simplified Grant requests ... for clubs to submit the 2009-10 Presidential Citation Certification Form to their district governor ... for submissions to *The Rotarian's* annual photo contest

15 April

For clubs to submit forms for the RI Recognition of Membership Development Initiatives to their district governor

1 June

For governors in realigned zones 2, 8, 11, 15, 19, 21, 24, and 33 to submit names for the 2010-11 director nominating committee. Committee members and alternates will be selected at district conferences.

OTHER NOTICES

Data forms for the 2010-11 *Official Directory*, due 31 December, are still being accepted. Clubs should immediately report their incoming officers using Member Access or by e-mailing data@rotary.org.

Club presidents-elect should be registered for the presidents-elect training seminar. Incoming presidents, secretaries, treasurers, and committee chairs should be registered for the district assembly. Incoming club presidents and membership committee members should be registered for the district membership seminar.

Club presidents-elect should complete the club assessment section and draft annual goals in the *Planning Guide for Effective Rotary Clubs* before the presidents-elect training seminar. Presidents-elect and other incoming club leaders should further refine these goals at the district assembly, seek approval from the incoming board, and submit them to the assistant governor by 1 July.

PR grant applications for 2010-11 will be distributed to district governors-elect at the International Assembly. Application deadline is 15 July.

Dolly Parton to headline Montréal convention

Country music legend and philanthropist Dolly Parton will be a keynote speaker during the 2010 RI Convention in Montréal, Québec, Canada, 20-23 June.

Parton will speak at the morning plenary session on 23 June to promote reading among preschool children. She and the Dollywood Foundation's Imagination Library teamed up with Rotary International in March to help provide age-appropriate books each month to children from birth until age five. Since its launch in 1996, the Imagination Library has provided more than 23 million books to preschoolers.

In addition, three influential nonprofit leaders are also slated to speak during convention plenary sessions: Greg Mortenson, co-founder of the Central Asia Institute and coauthor of the *New York Times* bestseller *Three Cups of Tea*; Jo Luck, president and CEO of Heifer International; and Robert Mazzuca, chief scout executive of the Boy Scouts of America.

Mortenson founded the Central Asia Institute when, while recovering from a failed climb of Pakistan's K2 in 1993, he met a group of children writing with sticks in the sand and promised to help them build a new school. As of 2009, he has established or significantly supported 131 schools in remote areas of Pakistan and Afghanistan, providing educa-



Photo courtesy of the Dollywood Foundation

Dolly Parton

Heifer has assisted more than 10.5 million families in 125 countries around the world.

Mazzuca has worked for Boy Scouts of America for nearly 40 years, becoming its chief executive in 2007. As a young man, Mazzuca earned the highest rank, Eagle Scout, which he credits with teaching him service and leadership. The organization serves more than 4.1 million youth, has 1.2 million adult volunteers, and celebrates its 100th anniversary in February.

tion to more than 58,000 children, including 44,000 girls. Mortenson's humanitarian work has earned him a Nobel Peace Prize nomination and Pakistan's highest civil award.

Luck became president and CEO of Heifer International in 1992. The organization provides livestock such as cows, goats, and chickens to families who commit to give their animal's first offspring to another family in need. Since 1944,

Support club treasurers in their increasingly complex role

"Treasurers are at so many different levels of accounting knowledge. Each club is so different," said one of the 580 Rotary club treasurers whom Rotary International recently surveyed about their role.

The responsibilities of club treasurers vary widely depending on cultural protocol and local laws that govern the handling of club finances. Clubs in India must register with the government to have Rotary Foundation grants processed quickly, for example, while clubs in the United States must follow specific procedures for filing federal taxes as nonprofit organizations. Clubs in the United Kingdom



The Club Treasurer's Manual is part of the Club Officers' Kit.

follow a different dues structure outlined by Rotary International in Great Britain and Ireland. To support club treasurers, a new 28-page *Club Treasurer's Manual* (220) addresses regional differences by highlighting culturally specific examples from various parts of the world. It also describes treasurer responsibilities, includes forms and worksheets, and offers

best financial practices.

The new manual also explains how club treasurers can now use Member Access to view or print their club's semiannual report, pay invoice balances, and see Foundation contribution reports, provided that their access has been activated by their club president or secretary.

The *Club Treasurer's Manual* is part of the newly revised *Club Officers' Kit* (225), which was mailed to district governors-elect in November. The manual can also be ordered or downloaded at shop.rotary.org.

The preview issue of *Rotary Leader* is being sent to all club presidents, district governors, and district governors-elect for whom RI has e-mail addresses. On page 1 of this final print edition of *Rotary World*, you'll find information about how other club and district leaders can sign up to receive *Rotary Leader*, which will be a bimonthly publication.

Our survey also revealed that more than half the respondents didn't know they could submit article ideas to *Rotary World*. We'll try to make that process easier for you in *Rotary Leader*. Meanwhile, if you have any great ideas or best practices to share with your fellow Rotary leaders, e-mail us at rotary.leader@rotary.org. We'd love to hear more of your thoughts.

CLUB CLINIC

When is the Council on Legislation, and how does a club or district review and comment on proposed legislation?

While the Board of Directors sets policies for Rotary International, the Council on Legislation is where Rotary clubs have their say in the governance of the association. The Council has the authority to amend the RI constitutional documents.

Composed of more than 500 representatives from every part of the Rotary world, the Council meets every three years to deliberate and decide on all proposed enactments and resolutions submitted by clubs, district conferences, the General Council and Conference of Rotary International in Great Britain and Ireland, the RI Board, and the Council itself.

The 2010 Council will meet 25-30 April in Chicago.

Proposed legislation for the 2010 Council is available at www.rotary.org/col. Club presidents are encouraged to review these proposals and discuss with other clubs any proposed legislation that interests their club or region. A club may also wish to contact the district's Council representative to share views about particular items. (Contact your district governor for information about your district's representative, or check the RI Web site, where a list of all representatives will be posted in early March.)

Refer to chapter 10 of Rotary's *Manual of Procedure* (035) for additional information.



District Governor-elect July Gereda de Carlin (in red) leads the good-bye song that concludes a pre-PETS session in District 4450 (Peru).

Pre-PETS training builds district cohesion

This year's presidents-elect training seminar (PETS) in District 4450 (Peru) is scheduled for 5-7 March. But that won't be the first time the district's presidents-elect will come together for training. Since August, they've been attending a series of pre-PETS meetings organized by District Governor-elect July Gereda de Carlin.

The monthly trainings start with a motivational speaker who discusses topics such as teamwork, ethics, and strategic planning. The meetings then cover a Rotary-specific subject such as district Rotary Foundation subcommittees, Rotary International and district Web sites, and club administration.

Presidents-elect were asked beforehand about topics of interest; several incoming presidents in their 70s and 80s specifically requested training on using the Internet.

Gereda de Carlin says she built upon similar trainings held by her husband, Ernesto Carlin, when he was district governor in 2001-02, and the experiences she and Ernesto had as trainers under 2005-06 District Governor César Silva. Incoming club secretaries were invited to many of the pre-PETS trainings, for instance, to help build stronger support for presidents-elect within the club.

"The secretary is really the right hand of the president," Ernesto says.

Another benefit of pre-PETS training is that it gives incoming presidents a yearlong relationship with district leaders before beginning their term, which helps create cohesion in the district.

Says Gereda de Carlin: "We prepare a very strong group [so] we can go in the same direction."

GENERAL SECRETARY'S MEMO

New digital publication launches this year

In 2008-09, we surveyed *Rotary World* readers to learn whether club presidents and district governors found the publication useful. Not surprisingly, we received a broad range of answers and opinions, but certain themes emerged.

For example, many respondents called for what one of them termed "real information that relates to club Rotarians." Suggested topics included unique fundraising ideas, ideas for getting and keeping members, and ways to promote attendance at the district conference.

Over the past year, we've been trying to address our readership more directly with how-to articles that focus on specific issues related to running a club or district. However, the high cost of producing and mailing a print edition has prohibited us from reaching such key leaders as club presidents-elect, district governors-elect, assistant governors, and district committee chairs, as well as Rotarians who are interested in taking on leadership roles.

In response to these various issues, we are launching *Rotary Leader*, a digital publication designed specifically for Rotary leaders at all levels. In addition to targeted information, the publication will include useful links to the RI Web site that will allow readers to access valuable news without being deluged with information. I will continue to communicate with club and district leaders from time to time in *Rotary Leader* when we have important news to share from the RI Secretariat.

The preview issue of *Rotary Leader* is being sent to all club presidents, district governors, and district governors-elect for whom RI has e-mail addresses. On page 1 of this final print edition of *Rotary World*, you'll find information about how other club and district leaders can sign up to receive *Rotary Leader*, which will be a bimonthly publication.

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Ed Futa

Ed Futa

ROTARYWORLD

The mission of Rotary International, a worldwide association of Rotary clubs, is to provide service to others, promote high ethical standards, and advance world understanding, goodwill, and peace through its fellowship of business, professional, and community leaders.

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Subscriptions This is the last edition of *Rotary World*. Beginning in April, *Rotary World* will be replaced with *Rotary Leader*, an electronic publication that will be available in nine languages. To subscribe to *Rotary Leader*, visit www.rotary.org/rotaryleader. There is no charge to subscribe.

Submissions *Rotary Leader* welcomes article ideas about club and district successes, including fundraisers, publicity efforts, and membership drives. E-mail a description, color 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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JANUARY: ROTARY AWARENESS MONTH



Canterbury, Australia, club president Brian Bloomer (left) and Colin Muir, governor of District 9800, relax after presenting a Rotary-themed radio show that aired in September.

Australian club uses radio to promote service, activities

A weekly radio show based on Rotary is what most club presidents would call an ideal opportunity to tell people about their club and its activities.

That's what the Rotary Club of Canterbury, Victoria, Australia, is finding through the *Rotary and Community Service* radio show, produced by club president Brian Bloomer on a local station. Since 2006, Bloomer has hosted the two-hour music and talk program, which includes interviews with Rotarians about their service projects, how they improve people's lives, and how the public can get involved.

Bloomer says he loves talking with Rotarians and members of the Rotary family who are passionate about their service. "Some of the best have been GSE [Group Study Exchange] interviews — teams coming to Australia and Aussie teams returning from their trip."

He offers the following tips for clubs interested in creating a Rotary-themed radio show of their own:

- **Start slowly.** Consider beginning with a monthly broadcast, or find a station that will interview Rotarians on an existing show. Bloomer filled in several times on other radio programs before he approached the station about creating his own.

- **Get some training.** Although his show unfolds seamlessly, Bloomer is not a radio professional. He gained proficiency through courses offered by Australia's national broadcasting association and has learned a lot through experience.

- **Make the commitment.** Be sure to have a person or team who is committed to the program. Since he took on the responsibilities of club president, Bloomer has relied on fellow club members David Proud and Neil Williams and Rotaractor Andy Reed to each present one show per month.

- **Be prepared.** Bloomer stresses the need for a written script and for scheduling topics far in advance so that guests will be ready to give a good interview. Along with selecting human-interest topics to discuss, Bloomer keeps the show interesting by asking open-ended questions and selecting music that will appeal to his listeners.



ON THE WEB

Stream live broadcasts at
www.3wbc.org.au.

Download podcasts at
www.canterburyrotary.org.

How to recruit more young professionals

With more than two-thirds of all Rotarians over the age of 50, many Rotary clubs are trying to bring more qualified young professionals into the fold. But what's the best approach to take? Here are some strategies for success:

Family-friendly activities

The Rotary Club of Baguio Sunrise, Benguet, Philippines, works to keep its meetings innovative and fun, says past club president Rey Abellada, now assistant governor of District 3790. The club holds meetings with themes such as New Year's and Halloween, inviting family members and asking everyone to dress for the occasion. Other meetings feature demonstrations of new technologies like the Nintendo Wii. Young members plan the meetings to ensure they're appealing to a younger crowd. The result? Young professionals compose about half of the Baguio Sunrise club.

A club within a club

When Dale Roberts joined the Rotary Club of Fairview, Alberta, Canada, at 23, he was in a cohort of about 10 younger members. "Because we had a group of people who were the same age, we were able to not feel like the odd man out,"

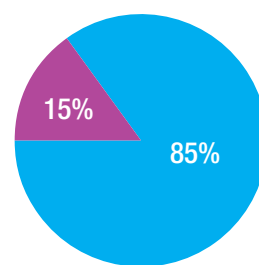
says Roberts, past president of the Rotary Club of Comox, British Columbia, and current assistant governor of District 5020 (part of British Columbia and Washington, USA). Roberts's wife, Maureen, current Comox club president and past district membership development chair, promotes building a club within a club: Invite prospective members to an introductory meeting to find out more about Rotary and, as new members, have them continue with informal gatherings to learn about such topics as The Rotary Foundation.

Community-oriented projects

The Rotary Club of Cupertino, California, USA, set out to recruit members who reflected the community's Asian demographic, and ultimately achieved a net growth of 3-12 members annually, says Don Allen, past club president and past district governor. One strategy was tweaking the annual club fundraiser to benefit schools in China and eye care in India. "If you want to have younger members, you will have to look at activities younger members are interested in — more family oriented, probably somewhat more community oriented — because you can include kids, wives, and husbands," Allen says.

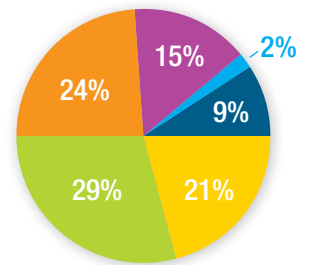
Worldwide Rotary Club Member Demographics

MALE AND FEMALE MEMBERS



■ Male ■ Female

MEMBER AGES



■ < 30 ■ 30-39 ■ 40-49
■ 50-59 ■ 60-69 ■ > 70

All data as of June 2009

Looking for more membership ideas?

In 2008, Rotary International conducted focus groups with young professionals to gather information about how to better target membership recruitment efforts. The research, which took place in Argentina, Australia, and South Africa, found that many thought that women were not welcome in Rotary, and most were concerned with the time commitment required by Rotary clubs.

The report makes recommendations based on the research findings, including emphasizing family and friendship as benefits of membership, focusing public relations efforts on action-oriented community projects, and promoting the 50 percent attendance policy rather than a 100 percent attendance ideal.

Read more by going to www.rotary.org and searching for "final focus group findings."

ASK THE EXPERTS

What are some tips for applying for an RI Public Relations Grant?



Pauline Leung, 2009-10 Public Image Resource Group general coordinator, responds:

By applying for a Public Relations Grant, you're giving the clubs in your district a wonderful opportunity to enhance Rotary's image in their communities. PR grants are a great resource for districts to increase Rotary's credibility and visibility so that the public has a better understanding of what we do.

The most important way to promote Rotary is by using the *Humanity in Motion* materials, which will help with communicating the organization's key messages. When applying, explain how your district will employ these resources in the different media outlets in your area.

While consistency is also important, try to come up with a creative plan that fits your district's demographic. Create good designs that represent Rotary's quality image.

Identify your target audience and how many people you hope to reach. Explain which media outlets you plan to use and why. Grants of up to US\$10,000 are available and can fund placements in any media outlet, including television, radio, and print. It helps to know your production and vendor costs before applying.

Having a unique project is essential when approaching media outlets for placement, so highlight efforts that you think might be able to garner news coverage. If any past projects received coverage, be sure to include them in your application.

Effective public relations can greatly enhance the public perception of Rotary. Improved visibility helps clubs carry out more service projects, recruit more members, and retain existing ones.

WORDS TO GROW BY

"Rotary will grow if leaders lead. The leaders in every club need to come forward and be optimistic in planning for their clubs' futures."

— **Michael K. McGovern, chair of RI's Membership Development and Retention Committee and past RI vice president**

MARCH: LITERACY MONTH

German governors commit to multiyear project

Students living in northern Bavaria and Saxony are getting an academic boost from Germany's District 1880, with not 1 but 100 literacy projects conducted by almost all of the 64 clubs in the district. More than 75 schools, from elementary through secondary, are benefiting from the three-year initiative, known as Schule — Sprungbrett in die Zukunft (School — Launching Pad to the Future).

To ensure the consistency and sustainability of such a large-scale endeavor, district governors from three successive years, 2008-09 through 2010-11, committed to the initiative and coordinated their efforts. A board of experts, including teachers, community professionals, and ministry of edu-

“The response was enormous. Not only did clubs take on the proposed projects, but they developed additional supporting activities on their own.”

Peter Iblher

cation representatives, was also formed to advise Rotarians.

“Practically speaking, we couldn't confine this project to just one Rotary year. It takes time to develop the idea, obtain the necessary information and cooperation, and develop a budget,” says 2008-09 District Governor Peter Iblher.

The district surveyed more than 300 schools to identify their most critical problems and invited them to propose projects that could be carried out with local Rotary clubs. The most promising ideas were then selected and recommended to local clubs.

“The response was enormous,” Iblher says. “Not only did clubs take on the proposed projects, but they developed additional supporting activities on their own.”

Many projects are tailored to the schools' specific needs. For example, the Rotary Club of Fürth oversees an effort that encourages multicultural understanding at a school where 65 percent of the students are not native Germans.

The district's 100 projects cover seven categories: vocational information, professional mentoring, teaching



Thomas Scherer

Headmaster Gerhard Graefe (at right) gets a hand from Rotarians Karsten Medla, Erich Kröner, and Klaus Kuhbandner at the Malschule School in Fürth, Germany. More than 65 percent of the students attending this school come from other countries, but students learn to put aside their differences through the Fürth's club Time to Climb project.

methods and curricula, health and fitness, creativity and the arts, international understanding, and moral values and tolerance.

In addition, 47 of the district's 64 clubs have worked with government officials to boost literacy by donating 30,000 books to more than 450 schools.



Students from School No. 48 show their appreciation for their new library by performing for the Rotary Club of Necochea during the library's opening ceremonies.

Argentine literacy project finds support through ProjectLINK

Students at School No. 48, located in a poor suburb outside the coastal city of Necochea, Argentina, had waited more than three years for a library. With help from a World Community Service project and ProjectLINK, their patience was rewarded.

In April, the Rotary Club of Necochea, Buenos Aires, delivered thousands of books, shelving, desks, chairs, lights, and a computer and printer to outfit the school's library, which serves 300 children ages 6 to 13. The equipment was purchased with funds supplied by the Italian Rotary clubs of Follonica, Grosseto, Massa Marittima, Orbetello-Costa d'Argento, and Pitigliano-Sorano-Manciano.

The literacy project's listing on ProjectLINK was discovered by Umberto Canovaro, a member of the World Community Service committee for District 2070 (part of Italy; San Marino). Canovaro contacted the Italian clubs, which agreed to donate US\$550 each, for a total contribution of \$2,750.

“We decided to use ProjectLINK because we consider it a great tool for letting clubs know about Necochea's

“We decided to use ProjectLINK because we consider it a great tool.”

Eugenio Cardenau

needs,” says Necochea club president Eugenio Cardenau. More than 750 education-related projects worldwide are posted on ProjectLINK.

The Italian clubs also donated \$2,750 to help the Necochea club purchase kitchen appliances and cooking supplies for School No. 502, which serves youth with special needs. This project, which will teach students how to cook, was also listed on ProjectLINK.

A searchable online database, ProjectLINK lists Rotary club and district community service efforts in need of funding, volunteers, donated goods, or partners for a Rotary Foundation Matching Grant. It also includes examples of best practices for different types of projects.

“We believe it's important for clubs to use ProjectLINK because all of Rotary sees it,” Cardenau says.

Learn to use the Literacy Resource Group

Need help or ideas for a literacy project? The Literacy Resource Group has compiled an extensive list of tools that you can access easily through the RI Web site (see “Hot Links”). You'll find project suggestions and best practice examples, free downloads of literacy materials, and information about the literacy awards you can earn.

One resource available online is the *Every School a Star* literacy kit. Produced in conjunction with the International Reading Association, this tool can help Rotary clubs select and implement projects locally and abroad.

The kit includes examples and contact information for school-focused lit-

eracy projects in the areas of donations and funding, education and awareness, literacy events and celebrations, volunteers and mentors, and incorporating literacy into other Rotary service projects. (See sidebar below for a sample of useful literacy links.)

You'll also find contact information for your area or zone literacy coordinator. Coordinators work closely with district governors and district literacy committees to ensure that clubs receive the help they need to carry out successful projects, says Literacy Resource Group General Coordinator Richard Hattwick, past governor of District 6460 (Illinois, USA).

“Ultimately, it's up to the individual club to identify and implement literacy projects. But the Literacy Resource Group is there to support their efforts,” says Hattwick, a member of the Rotary Club of Macomb.

Learn more at www.rotary.org/literacy.



Rotary Images

Students in outlying areas of Istanbul, Turkey, participate in the FireFly program, a mobile classroom provided by the Rotary Club of Istanbul.

ON THE WEB

The Dictionary Project
www.dictionaryproject.org

Dollywood Foundation
Imagination Library
www.imaginationlibrary.com

International Reading Association
www.reading.org

The USA Dictionary Project
www.usadictionaryproject.org

BY THE NUMBERS

1,234,527 Rotarians worldwide* | 531 Rotary districts

33,790 Rotary clubs*

7,838 Rotaract clubs | 180,274 Rotaract members

12,224 Interact clubs | 281,152 Interact members

6,785 Rotary Community Corps | 156,055 RCC members

*As of 30 June. All other figures as of 30 September.

FEBRUARY: WORLD UNDERSTANDING MONTH



Loa Magnusdottir, a former Rotary World Peace Fellow from District 1360 (Iceland), promoted peace at a UNICEF-funded learning center in the West Bank in February. She currently works for the Iceland Crisis Response Unit, which provides humanitarian aid in partnership with UNICEF in countries around the world.

Recruiting scholars requires a long-term strategic effort

Rotary World Peace Fellows and Rotary Foundation Ambassadorial Scholars can be the pride of their sponsor districts when they go out into the world to realize Rotary's ideals. But finding the best candidates requires an ongoing, strategic effort.

Gudmundur Haraldsson, Rotary World Peace Fellowships subcommittee chair for District 1360 (Iceland), says his district regularly taps contacts within the local university and humanitarian aid organizations. The district also advertises in two Icelandic newspapers and relies on past fellows to advise, educate, and recommend candidates.

"Put the main emphasis on the good academic record of the students, and their experience and ambitions regarding humanitarian aid," Haraldsson says. This is especially crucial for peace fellows, who undertake a two-year master's degree program.

In District 5890 (Texas, USA), ongoing recruitment efforts have led to 36 Ambassadorial Scholars over the past 10 years, an achievement that Bill Barmore, district scholarships subcommittee chair, attributes in part to word-of-mouth publicity and continual relationship-building.

"Each year, we ask the members of our committee if they know a contact person at a local university who will be an advocate," Barmore says. The committee also sends scholarship information kits to every Rotary club in the district.

District 5890 asks its Rotaract clubs to help recruit candidates as well, and it encourages former Ambassadorial Scholars to speak to clubs and universities about their experiences. This helps generate interest in the program, which now offers only one-year scholarships.

If you need to narrow down your pool of candidates, District 6440 (Illinois, USA) Scholarships Subcommittee Chair Linda Lutz suggests using personal interviews not only to get to know your applicants but also to observe how they interact with Rotarians.

She also recommends emphasizing the unique advantages of a Rotary experience when recruiting candidates, such as the networks of Rotarians available to fellows and scholars before and after they go abroad. "That's a huge asset over other scholarships," Lutz points out.

ROTARY RESOURCES

The newly updated *Rotary World Peace Fellowships Leaflet* (084) offers potential applicants information about the program and the Rotary Centers for International Studies in peace and conflict resolution.

Governor with 100 percent club participation offers fundraising tips

At the start of the Rotary year, Roy Strickland, governor of District 6900 (Georgia, USA), challenged all 72 clubs in his district to support The Rotary Foundation's Annual Programs Fund. By August, he could proudly report 100 percent participation by his district's clubs, and more than 200 total Paul Harris Society members.



Roy Strickland, governor of District 6900 (Georgia, USA)

"I am so proud of the club presidents and the clubs," Strickland says. "Club presidents are our leaders; they made this happen for our district."

He notes that the beginning-of-the-year push was just the start of his district's yearlong effort to solicit gifts to the Foundation. Strickland shares the following tips for fundraising success:

- **Educate Rotarians** about the Foundation's humanitarian and educational good works. "Our clubs understand The Rotary Foundation and choose to give their support."
- **Remind Rotarians** of the credibility of Foundation-funded projects. "Rotarians decide on the project, Rotarians do the work, Rotarians oversee and monitor the project, and Rotarians ensure that the project reaches completion and that money is spent as intended. That's Rotarian credibility."
- **Remember to ask** for the gifts. Solicit gifts in a respectful and appropriate manner, and be a credible solicitor. The best appeal, Strickland says, is "Won't you join me as a member of the Paul Harris Society?"
- **Have resources readily available.** Make sure club members know where to find contribution forms, addresses, and gift officers. "We have district-level Foundation representatives for every club."

EREY success kit available

The *Every Rotarian, Every Year Club Success Kit* (958) provides all the information club and district leaders need to help them achieve their Annual Programs Fund goals. The packet, which is available at no charge at shop.rotary.org, features many resources, including:

- *Every Rotarian, Every Year Brochure* (957), to inform Rotarians about the need to participate in and contribute to Rotary Foundation programs
- *Every Rotarian, Every Year Rotary Foundation Sustaining Member Badge Stickers* (956), to give to donors who contribute US\$100 or more each year to the Annual Programs Fund
- Annual Programs Fund challenge/leverage gift examples
- Your Annual Programs Fund Contributions at Work
- Your Every Rotarian, Every Year Resources on the Web
- Weekly Foundation Thoughts

- **Say thank you.** Rotarians don't seek recognition, but they do appreciate being thanked. "Say thank you again and again."
- **Offer meaningful recognition** before the club. "It's a big deal in District 6900 when someone becomes a Paul Harris Fellow, Paul Harris Society or Bequest Society member, or a Major Donor."
- **Share success stories.** Let the Rotarians see how they've made a difference by supporting the Foundation. Strickland quotes one grandmother in the Dominican Republic who said of a Foundation-supported water project, "After the Rotarians dug the well, the children stopped dying."

WORTH REPEATING

"Through the Foundation, we can take on challenges that no one else has the ability or the inclination or the organizational resources to tackle. Because we share our resources, and our skills, in a way that no one else does — with love, with kindness, and with simple generosity."

— Glenn E. Estess Sr., Rotary Foundation trustee chair

Wheelchair GSE breaks new ground

"Just because we're in wheelchairs doesn't mean that we can't do things that able-bodied people can do," says Rob Martin, a participant in Rotary's first-ever wheelchair Group Study Exchange (GSE).

The idea for this GSE, which took place in 2009, was seeded two years earlier when Charlie Tegarden, 2008-09 governor of District 5490, struck up a conversation with now-Rotarian Darol Kubacz in an airport. The two were returning from Mexico where they had helped distribute wheelchairs to the needy as part of a Rotary project. Kubacz, a wheelchair user, was curious to learn more about Rotary, and Tegarden was happy to oblige.

"Eventually, the conversation turned to Group Study Exchange," Tegarden recalls. "As I was talking about how great GSE was, I was thinking to myself that it was too bad that a person like [Kubacz] could not participate. How could he possibly travel? ... Then the obvious struck me — he was sitting right there with me in the Mexico City airport! Why couldn't he participate in a GSE?"

Determined to host an all-wheelchair GSE, Tegarden found a partner in Tony Castley, 2008-09 governor of District 9680, whom he met at the 2007 RI Convention in Salt Lake City, Utah. Past district governors Harold Sharp (9680) and Don Schiller (5490) coordinated the exchange, and the idea became reality. Kubacz, now a member of the Rotary Club of Phoenix-West, served as the Arizona team leader.

"As a result of the exchange, the attitude in our district has totally changed."
Harold Sharp

Some Rotarians were initially a little uneasy about an all-wheelchair GSE because of a perception that disabled people "are either subnormal or unable to live and travel independently and hold down full-time, worthwhile employment," says Sharp, a member of the Rotary Club of Crows Nest, New South Wales, and the GSE's cochair. "As a result of the exchange, the attitude in our district has totally changed."

In Arizona, "we've opened the door now to people with disabilities," says Schiller, a member of the Rotary Club of Prescott-Sunup and the district's GSE chair. "I can see disabled people participating in our next GSE, just like anyone else."



Members of Rotary's first all-wheelchair GSE teams, from districts 9680 (New South Wales, Australia) and 5490 (Arizona, USA), met with public officials and Rotarians during the 2009 exchange.



Rotarians work together to immunize children in Moradabad, Uttar Pradesh, one of the last remaining reservoirs of polio in India.

Push to end polio gains ground

Although the Global Polio Eradication Initiative (GPEI) has faced sobering challenges in the past year, officials say it is moving forward in key political, technical, financial, and operational areas.

Stepped-up efforts to end the disease in the four endemic countries — Afghanistan, India, Nigeria, and Pakistan — are paying off, they say.

“Rotary International has played an extraordinarily special role [in the GPEI], not just as one of the initiators but in bringing financial resources, political advocacy, and volunteerism on the ground to getting the job done,” said Dr. Bruce Aylward, director of the GPEI at the World Health Organization.

According to WHO, the incidence of polio in Nigeria in 2009 dropped by 48 percent to 382 cases as of 27 October, compared with 736 cases for the same period in 2008. Most dramatic has been the decline in transmission of the type 1 wild poliovirus, to 73 cases from 677 cases. Also, the proportion of unimmunized children in Nigeria’s highest-risk states fell below 10 percent for the first time.

Unrest along the Afghanistan-Pakistan border resulted in a slight increase in the number of cases in both countries in the past year. Between large-scale immunization campaigns, however, teams exploited lulls in the conflict to enter normally inaccessible areas and give children an additional dose of vaccine. In Afghanistan, the wild poliovirus is endemic only in the south, and about 80 percent of children live in polio-free areas.

Rotarians in Pakistan have encouraged the national government to give strong support to ending polio. On behalf of Rotary International in August, International PolioPlus Committee Chair Robert S. Scott recognized

Pakistan’s president, Asif Ali Zardari, with a Polio Eradication Champion Award for his outstanding support for a polio-free world.

In India, transmission of the wild poliovirus has been stopped in all but two of the country’s 35 states and territories.

In 2010, a new vaccine is expected to be introduced to help stop the transmission of the type 1 and type 3 wild polioviruses simultaneously. (Type 2 has been eradicated globally except in Nigeria.) This bivalent vaccine, health officials believe, will multiply the gains made during the past year toward eradicating polio.

ROTASTAT

350,000+
worldwide polio cases in 1988

1,651
worldwide polio cases in 2008

48%
decrease in the incidence of polio in Nigeria over a 12-month period

80%
of children in Afghanistan live in polio-free areas

33
of India’s 35 states and territories have stopped transmission of the wild poliovirus

Making an impact on the world water problem

With World Water Day coming up on 22 March, why not mark the occasion by launching a club or district water project, or by promoting Rotary’s efforts in this area? Water also makes a great topic for club meetings and district conferences.

About 2.5 million people around the world lack access to clean water and sanitation, which is why The Rotary Foundation selected water and sanitation as one of the six areas of focus in its Future Vision Plan.

Inspire your club or district to join the legions of Rotarians already making a difference. According to the Water and Sanitation Rotarian Action Group, Rotarians are engaged in about 2,000 active clean water projects worldwide.

The most recent edition of the *Global Outlook* magazine supplement explores how some clubs have adopted an integrative approach to the problem, not only providing clean water but also promoting effective sanitation and hygiene. Look for it in the November issue of *The Rotarian*, recent issues of the 31 certified regional magazines, or at www.rotary.org/go.



In Uganda, a Rotary Foundation Health, Hunger and Humanity grant is bringing clean water to a village in the remote Mpigi District.

UN ambassador accepts honor on behalf of philanthropist from the Philippines



Emilio T. Yap became the first Filipino inducted into the Arch C. Klumph Society during a ceremony on 11 August. Ambassador Hilario G. Davide Jr., permanent representative of the Philippine mission to the United Nations, accepted the honor on behalf of his good friend at RI World Headquarters in Evanston, Illinois, USA.

A noted business leader and philanthropist in the Philippines, Yap, who has donated US\$501,000 to The Rotary Foundation, is an honorary member of the Rotary clubs of Manila and Manila San Miguel, Manila, and Marikina, Rizal.

Pictured above are RI President-elect Ray Klinginsmith with Ambassador Davide and his wife, Virginia.

New member benefit makes meetings easier

Bringing Rotarians from different locations together for a meeting is easier and less expensive when you use GoToMeeting and GoToWebinar, two Web conferencing tools provided by Citrix Online. Now Rotary and Citrix have teamed up to give Rotarians, districts, and clubs a 60-day free trial and a 15 percent discount on both tools.

GoToMeeting allows presenters to share their computer screen with up to 15 meeting attendees. Users can change presenters and exchange keyboard and mouse control during the meeting. Unlimited meetings with VoIP and phone conferencing are available for one flat rate.

GoToWebinar provides an easy way to create, convey, and record online presentations for audiences of up to 1,000 people. It allows users to disseminate information quickly without the hassle and costs of travel.

Rotarians who have used these tools cite convenience as well as time and cost savings as the products’ main advantages. In District 6150 (Arkansas, USA), Sam Hummelstein, district executive secretary, and Jerry Smith, district trainer, have used GoToMeeting for training purposes.

“If you are doing district-level training, you are obviously dealing with multiple locations, as clubs may be two or three hours apart. No traveling is a tremendous advantage,” Hummelstein says. Smith agrees, adding that “for teaching, it is easy to give control of the online session to the students so they can do hands-on exercises

or show me their specific issues.”

Both Rotarians also see uses for the tools at the club level. Smith conjectures that “club boards might be more productive having a called meeting on GoToMeeting than hoping people will stay long enough after a club meeting.” Hummelstein sees possibilities for expanding the reach of club projects, special events, and fundraisers through GoToWebinar.

Go to www.rotary.org for more information about both applications.

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