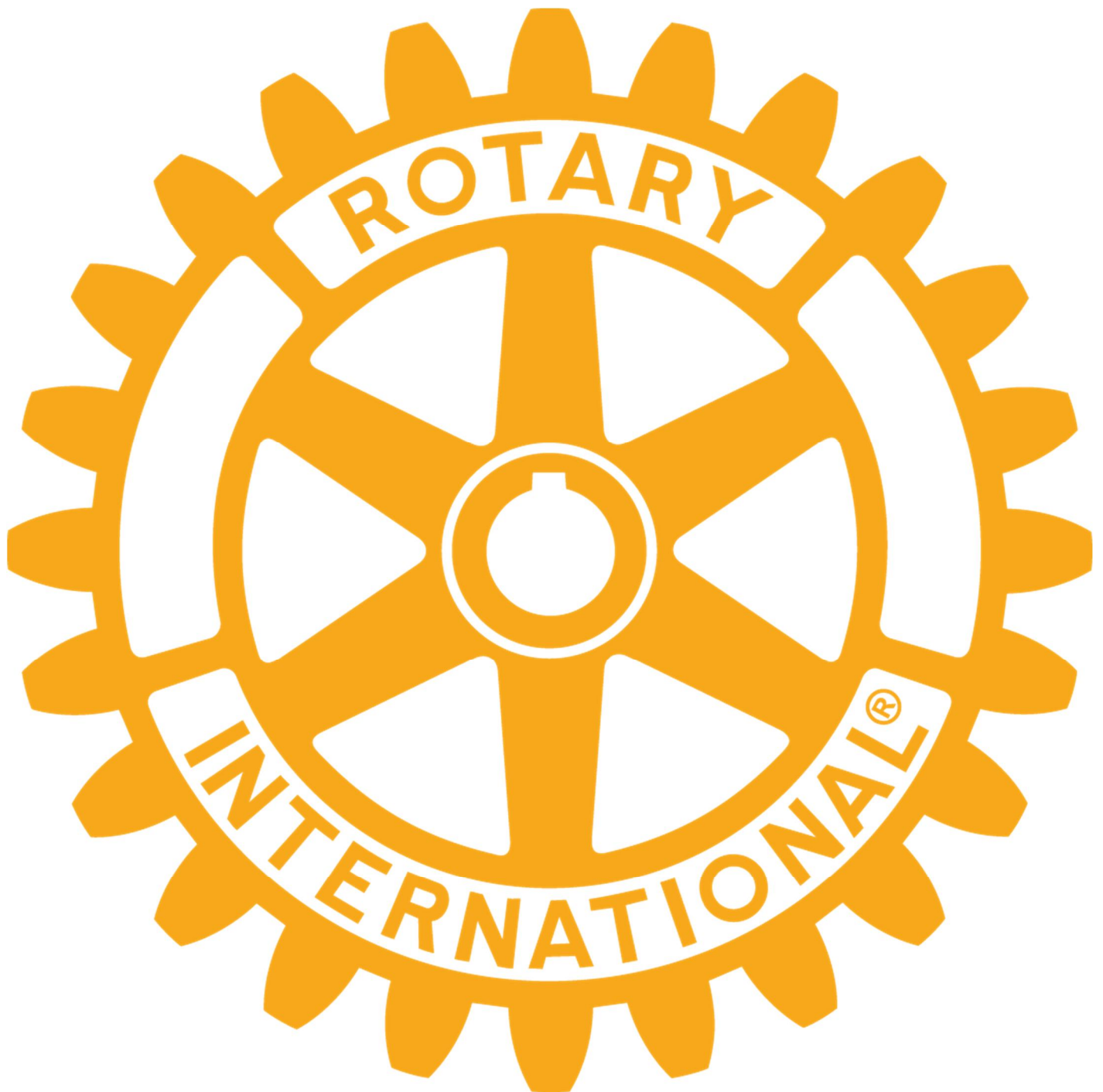


# CLUB PRESIDENT

2021-2022



# CLUB PRESIDENT BOOK INDEX

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8a-8d	ROTARY CLUB CENTRAL GOALS
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10a-10l	ROTARY CLUB HEALTH CHECK
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17a-17b	20 ANSWERS OF WHY TO JOIN ROTARY
18a-18b	100 WAYS TO RECRUIT MEMBERS

# CLUB INFORMATION SHEET

Club Name: \_\_\_\_\_

President: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Preferred route of communication: (phone, e-mail, text)

President Nominee: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Secretary: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Treasure: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Foundation Chair: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Membership Chair: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Work Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

NOTES: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_



## Login information:

CLUB NAME: \_\_\_\_\_

CLUB NUMBER: \_\_\_\_\_

NAME OF PRESIDENT 2021-2022: \_\_\_\_\_

ROTARY MEMBERSHIP I.D. #: \_\_\_\_\_

DISTRICT 6900 WEB SITE LOGIN INFORMATION: [www.rotary6900.org](http://www.rotary6900.org)

Username: \_\_\_\_\_

Password: \_\_\_\_\_

ROTARY CENTRAL:

[www.rotary.org](http://www.rotary.org)

My Rotary

Online Tools

Rotary Club Central

SIGN IN E-MAIL ADDRESS: \_\_\_\_\_

PASSWORD: \_\_\_\_\_

## Rotary Acronyms and Abbreviations

3H	Health, Hunger and Humanity Program (no longer used, but you still hear it!)	RLI-SD	Rotary Leadership Institute – Sunshine Division
AFIRAL	A Friend in Rotary and Life	RYLA	Rotary Youth Leadership Award
AG	Assistant Governor	SAR	Semi Annual Report
CLP	Club Leadership Plan	SHARE	not an acronym! It doesn't stand for anything.
COL	Council on Legislation	TRF	The Rotary Foundation
D	District	VTT	Vocational Training Team
DaCDb	District and Club Database	YEP	Youth Exchange Program
DDF	District Designated Fund	YIR	Yours in Rotary
DG	District Governor	YIRAL	Yours in Rotary and Life
DGE	District Governor Elect		
DGN	District Governor Nominee		
DGND	District Governor Nominee Designate		
DGNE	District Governor Nominee Elect		
DLP	District Leadership Plan		
DSG	District Simplified Grant (no longer used)		
DTA	District Training Assembly		
EN	English		
EREY	Every Rotarian Every Year		
GETS	Governor Elect Training Seminar		
GRSP	Georgia Rotary Student Program		
GSE	Group Study Exchange		
IA	International Assembly		
IPDG	Immediate Past District Governor		
MOP	Manual of Procedure		
PDG	Past District Governor		
PE	President Elect		
PETS	President Elect Training Seminar		
PHF	Paul Harris Fellow		
PN	President Nominee		
PP	Past President		
PRID	Past Rotary International Director		
PRIP	Past Rotary International President		
RAG	Rotary Action Group		
RC	Rotary Club		
RCC	Rotary Community Corps		
RFFA	Rotarians for Fighting Aids		
RI	Rotary International		
RIBI	Rotary International in Great Britain and Ireland		
RID	Rotary International Director		
RIP	Rotary International President		
RIPE	Rotary International President Elect		
RLI	Rotary Leadership Institute		



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## Where to find stuff 2021

### Websites

The Rotary International Website: [www.rotary.org](http://www.rotary.org) My Rotary for log in

District 6900 Website: [www.rotary6900.org](http://www.rotary6900.org)

PETS Website: [www.peachstatepets.org](http://www.peachstatepets.org)

Rotary Leadership Institute (RLI) Website: [www.rlitraining.org](http://www.rlitraining.org)

District Club Database (DaCDB): [www.dacdb.com](http://www.dacdb.com)

Georgia Rotary Student Program (GRSP): [www.resp.org](http://www.resp.org)

Rotary Zone 33-34: [www.rizones33-34.org](http://www.rizones33-34.org)

### Reports, Forms and Documents

Club Recognition Summary (CRS) (log in): [my.rotary.org](http://my.rotary.org)/ The Rotary Foundation/ Foundation Reports/ Club Giving

Manual of Procedures (log in): [my.rotary.org](http://my.rotary.org)/ Learning & Reference/ Governance Documents

Learning Center (log in): [my.rotary.org](http://my.rotary.org)/ Learning & Reference/ Learning Center

Rotary Club Central (log in): [my.rotary.org](http://my.rotary.org)/ Member Center/ Rotary Club Central

2021-2022 Leadership Resources: [rotary6900.org](http://rotary6900.org)/ About Rotary/ 2021/2022 Leadership Resources

District Grants: [rotary6900.org](http://rotary6900.org)/ rotary wheel / District Grants/ Grants

Input Club plans into District website: [rotary6900.org](http://rotary6900.org)/ rotary wheel/ Planning/ Plans

Brand Center (log in): [my.rotary.org](http://my.rotary.org)/ News & Media/ Brand Center

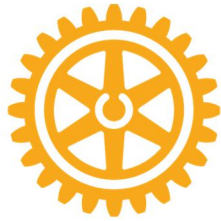


**SERVE TO CHANGE LIVES**



**SERVE TO  
CHANGE LIVES**

Rotary



SERVE TO  
CHANGE LIVES

## IMPORTANT DATES

### DISTRICT TRAINING ASSEMBLY:

ZOOM SESSIONS – Must sign up through \*\*\*\*\*

DATES: March 15 thru March 27

START TIME: Multiple times to participate

### DISTRICT GRANTS:

**Deadline** for District Grant Application: May 15, 2021

Submitted online at [Rotary6900.org](http://Rotary6900.org)

Grant amount: \$1750.00

**DEADLINE** TO HAVE STRATEGIC PLAN IN DISTRICT WEBSITE ([rotary6900.org](http://rotary6900.org))

**AND GOALS** IN ROTARY CLUB CENTER, RI WEBSITE ([rotary.org](http://rotary.org)):

**June 15, 2021**

### DISTRICT GOVERNOR VISIT:

DIFFERENT FOR EACH CLUB

TO BE DETERMINED

### 2021-2022 DISTRICT CONFERENCE:

LOCATION: Florida, Sandestin Beach and Golf Resort

DATE: April 28 – May 1, 2022

### 2021-2022 RI CONVENTION:

LOCATION: Houston, Texas

DATE: June 6- June 8, 2022

Can participate in person and it will be offered virtually.





## ROTARY DISTRICT 6900 Governor's Official Visit Club President's Guide

Items you need to address as Club President in preparation for the District Governor's Official Visit.

- Some DG visits may be virtual including board meeting.

### In person visit:

- Send the District Governor an agenda for their time with your club including any special recognitions that you wish to be made during the official visit.
  - If the DG is staying overnight, provide the name, address, and phone number of the hotel/motel where he will be staying and whose name the registration is in a minimum of 3 days prior to the official visit (by email).
  - Ensure the DG has your contact phones number...home & mobile.
  - Advise the Governor if there are customs and traditions unique to your Club that must be observed during the visit and any important information relating to the membership of your club.
  - Keep your Assistant Governor in the loop and informed. The AG will attend the Board of Directors meeting with the Governor and any other events he/she is invited.
- Assign the President-Elect or other Club officer to meet and accompany the District Governor before and after the meeting and introduce the DG to as many of the Club members as time will allow.
- DG Mary requests no club gifts during her official visits. Your gift to her will be getting your information into Rotary Club Central. She would rather you put any funds you would have spent on her back into the club for service projects.
- If you plan a "Family of Rotary" meeting please invite spouses, past members, Past District Governor's, Rotaract/Interact members and potential Rotarians to any club social.
- Plan for the DG to be the only program for the day and plan to allow 20 – 25minutes for the presentation – allow additional time for other presentations you would like the Governor to make.
- Plan for your Board to meet with the DG for one hour to discuss your club's plans for the 2021-2022 Rotary year and to review the plans for your Club.
- Planning to have the DG induct new members, award Paul Harris Fellows, Paul Harris Society members, Bequest Society members, attendance awards, etc. Please inform the DG on their club visit agenda you will want to do this.

## **The Key Questions you need to ask about your club when planning:**

Are you going to be a better Club this year than you were before?

1. Would your community miss your Club if it were not here?
2. What would the community miss about your Club?
3. What would the members miss about the Club?
4. Is the Club spotlighting those items/projects the community would miss?
5. Are Club members sharing their Rotary Story in the community?
6. How is the club adapting to Corvid and is there any changes that need to be made to have a good productive meeting.
7. Can better networking and mentoring opportunities be created for members?
8. How can the club increase the number of members contributing to The Rotary Foundation?
9. How are you promoting & recognizing members for the contribution to the Club and to The Rotary Foundation.
10. Can the club develop leaders who can assume positions of greater responsibility within the club and at the district level?
11. Does everyone in the club have job/responsibility, does not mater how small.

# CITATION GOALS AND INSTRUCTIONS



To be eligible for the Rotary Citation, clubs need to begin the year as active clubs in good standing – or having paid each invoice balance in full upon receipt. To verify that your club is in good standing, check your daily club balance report under Club Administration > Club Finances. You should have an outstanding balance of \$0.00. Invoices are due when they are posted, in mid-January and mid-July.

Rotary club leaders can go into Rotary Club Central and select at least 13 out of 25 goals they wish to apply toward citation achievement. This flexibility allows clubs to choose the goals that are most relevant and achievable. In addition, many goals will be self-reported by marking “achieved” in Rotary Club Central.

To achieve the citation:

- Go to Rotary Club Central
- Review the 25 available goals
- Select at least 13 goals (or more than 50% of the available goals)
- Achieve those goals
- Report achievement in Rotary Club Central

Once you are in Rotary Club Central, navigate to the **Goal Center**, select the **year**, and click on the **All tab** to see the goals.

Goal	Goal Detail
Club membership	How many total members does your club want by the end of the Rotary year?
Service participation	How many members will participate in club service activities during the Rotary year?
New member sponsorship	How many members will sponsor a new club member during the Rotary year?
Rotary Action Group participation	How many club members will be members of at least one Rotarian Action Group (RAG) during the Rotary year?
Leadership development participation	How many members will participate in leadership development programs or activities during the Rotary year?
District conference attendance	How many members will attend your district conference?
Rotary Fellowship participation	How many club members will be members of a Rotary Fellowship during the Rotary year?
District training participation	How many of your club's committee chairs will attend the district training assembly?
Annual Fund contributions	How much money will be contributed to The Rotary Foundation Annual Fund by your club and its members during the Rotary year?

# CITATION GOALS AND INSTRUCTIONS

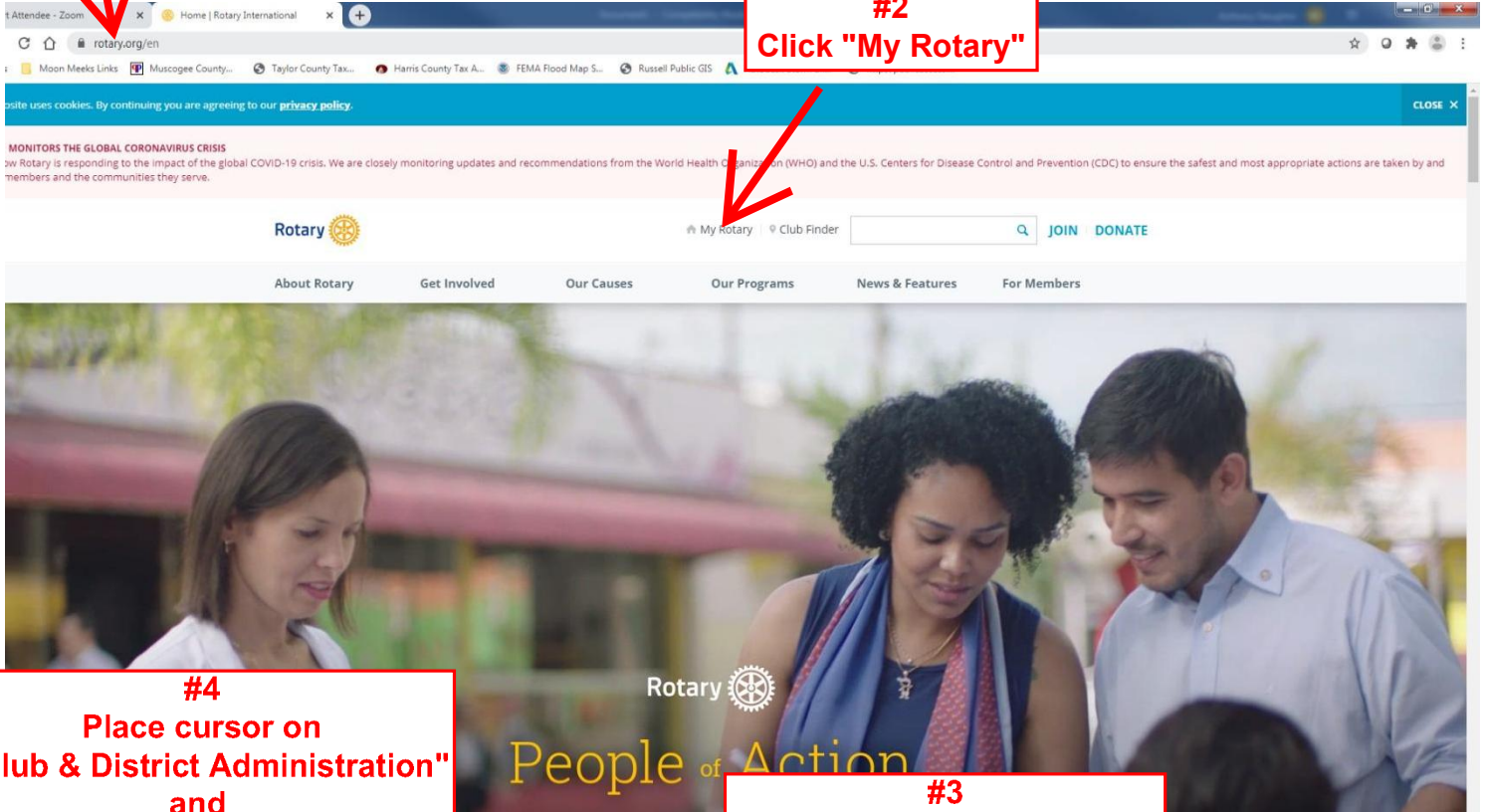


Goal	Goal Detail
PolioPlus Fund contributions	How much money will be contributed to The Rotary Foundation PolioPlus Fund by your club and its members during the Rotary year?
Major gifts	How many single outright donations of US\$10,000 or more will be made by individuals associated with your club during the Rotary year?
Bequest Society members	How many individuals or couples will inform The Rotary Foundation of their plans to leave US\$10,000 or more to The Rotary Foundation through their estate?
Benefactors	How many individuals or couples will inform The Rotary Foundation of their estate plans to include the Endowment Fund as a beneficiary or will make an outright gift of US\$1,000 or more to the Endowment Fund?
Service projects	How many service projects will your club complete during the Rotary year?
Rotaract clubs	How many new and existing Rotaract clubs will your club sponsor during the Rotary year?
Interact clubs	How many new and existing Interact clubs will your club sponsor during the Rotary year?
Inbound Youth Exchange students	How many Rotary Youth Exchange students will your club host during the Rotary year?
Outbound Youth Exchange students	How many Rotary Youth Exchange students will your club sponsor during the Rotary year?
RYLA participation	How many individuals will your club sponsor to participate in Rotary Youth Leadership Awards (RYLA) events during the Rotary year?
Strategic plan	Does your club have an up-to-date strategic plan?
Online presence	Does your club's online presence accurately reflect its current activities?
Social activities	How many social activities will your club hold outside of regular meetings during the Rotary year?
Update website and social media	During the Rotary year, how many times per month will your club's website or social media accounts be updated?
Media stories about club projects	How many media stories will cover your club's projects during the Rotary year?
Use of official Rotary promotional materials	Did your club use Rotary International's advertising and public service materials, such as broadcast videos, print ads, and other official materials available in the Brand Center, to promote Rotary in your community during the Rotary year?

# 5 EASY STEPS TO ENTER CLUB GOALS IN ROTARY CLUB CENTRAL (You must log on with your RI ID and password)

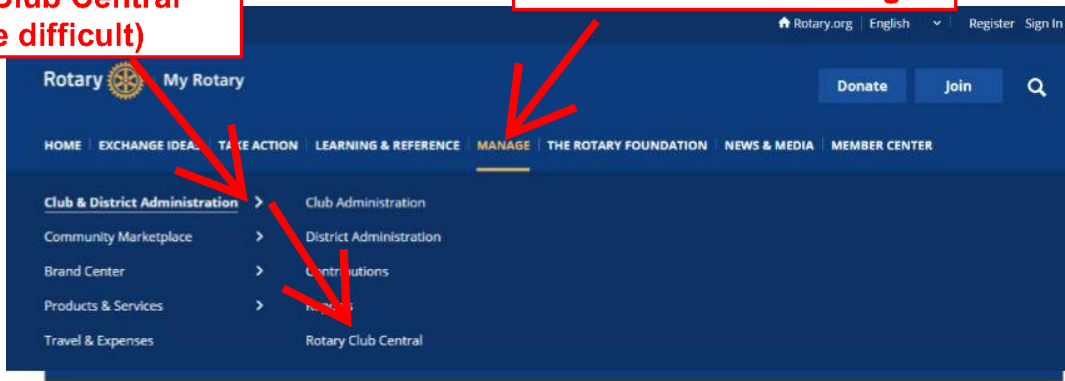
**#1**  
Go to [rotary.org](https://rotary.org)

**#2**  
Click "My Rotary"



**#4**  
Place cursor on "Club & District Administration" and Click "Rotary Club Central" (this can be difficult)

**#3**  
Place cursor on "Manage"



## Club & District Administration



What do you want to do?

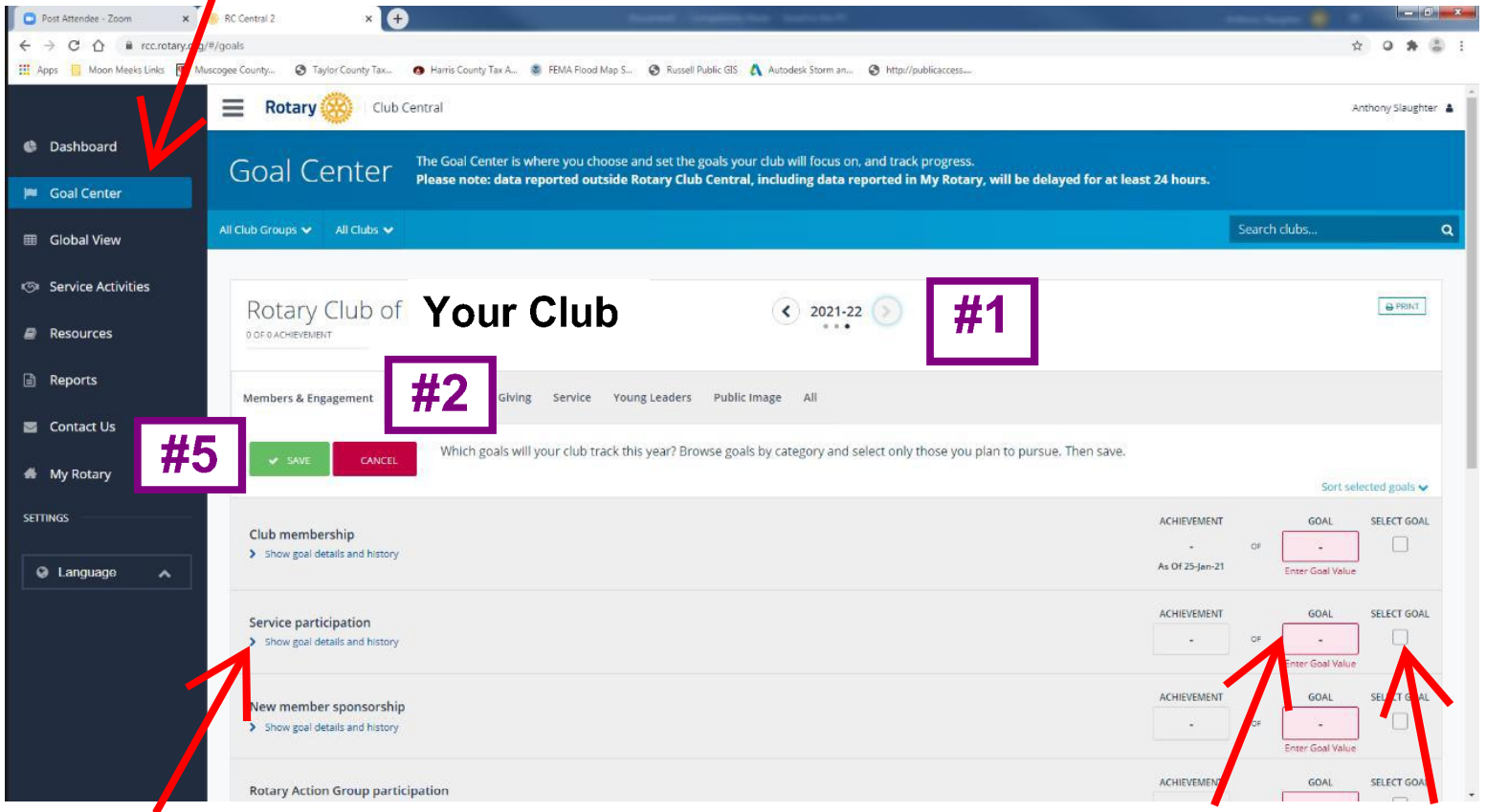
I want to...



Use the tools and resources below to help you manage your clubs and districts. From updating your

**#5**  
Click "Goal Center"

**#6**  
Enter Club Goals following steps in Purple



click arrow to explain what this is

**#1**

YEAR = 2021-2022

**#2**

Select a Category here

**#3**

Check this box

**#4**

Enter your goal

**#5**

Click Save

**#6**

Back to #2. Select your next Category  
Set goals for at least

- Membership
- Foundation – Include Polio Plus
- Service
- Public Image

# Goal Center

The Goal Center is where you choose and set the goals your club will focus on, and track progress.

**Please note: data reported outside Rotary Club Central, including data reported in My Rotary, will be delayed for at least 24 hours.**

## CLUB NAME GOALS

2021-22

Members & Engagement	Rotary Foundation Giving	Service	Young Leaders	Public Image	All
<b>Club membership</b>					
ACHIEVEMENT		GOAL			
-		-			
As Of 8-Feb-21					
<b>Service participation</b>					
ACHIEVEMENT		GOAL			
-		-			
<b>New member sponsorship</b>					
ACHIEVEMENT		GOAL			
-		-			
<b>Rotary Action Group participation</b>					
ACHIEVEMENT		GOAL			
-		-			
<b>Leadership development participation</b>					

ACHIEVEMENT

GOAL

-

-

**District conference attendance**

ACHIEVEMENT

GOAL

-

-

**Rotary Fellowship participation**

ACHIEVEMENT

GOAL

-

-

**District training participation**

ACHIEVEMENT

GOAL

-

-

**Annual Fund contributions**

ACHIEVEMENT

GOAL

-  
USD  
As Of 8-Feb-21

-

**PolioPlus Fund contributions**

ACHIEVEMENT

GOAL

-  
USD  
As Of 8-Feb-21

-

**Major gifts**

ACHIEVEMENT

GOAL

-  
As Of 8-Feb-21

-



**Bequest Society members**

ACHIEVEMENT

-  
As Of 8-Feb-21

GOAL

-

**Benefactors**

ACHIEVEMENT

-  
As Of 8-Feb-21

GOAL

-

**Service projects**

ACHIEVEMENT

-  
As Of 8-Feb-21

GOAL

-

**Rotaract clubs**

ACHIEVEMENT

-  
As Of 8-Feb-21

GOAL

-

**Interact clubs**

ACHIEVEMENT

-  
As Of 8-Feb-21

GOAL

-

**Inbound Youth Exchange students**

ACHIEVEMENT

-

GOAL

-

**Outbound Youth Exchange students**

ACHIEVEMENT

-

GOAL

-

### RYLA participation

ACHIEVEMENT

-

GOAL

-

### Strategic plan

ACHIEVEMENT

NO

### Online presence

ACHIEVEMENT

NO

### Social activities

ACHIEVEMENT

-

GOAL

-

### Update website and social media

ACHIEVEMENT

-

GOAL

-

### Media stories about club projects

ACHIEVEMENT

-

GOAL

-

### Use of official Rotary promotional materials

ACHIEVEMENT

NO

# Rotary



## CLUB GOALS:

CLUB NAME: \_\_\_\_\_

CLUB NUMBER: \_\_\_\_\_

NAME OF PRESIDENT 2018-2019: \_\_\_\_\_

ROTARY MEMBERSHIP I.D. #: \_\_\_\_\_

DISTRICT 6900 WEB SITE LOGIN INFORMATION: [www.rotary6900.org](http://www.rotary6900.org)

Username: \_\_\_\_\_

Password: \_\_\_\_\_

ROTARY CENTRAL:

[www.rotary.org](http://www.rotary.org)

My Rotary

Online Tools

Rotary Club Central

SIGN IN E-MAIL ADDRESS: \_\_\_\_\_

PASSWORD: \_\_\_\_\_

# ROTARY CLUB PLAN:

## MEMBERSHIP & ENGAGEMENT:

Club Membership: 1 July 2021 Existing members \_\_\_\_\_

New members : \_\_\_\_\_

Retained members: \_\_\_\_\_

Net Gain Members : \_\_\_\_\_

Members attend District Assembly: \_\_\_\_\_

Members attend 2021 District Conference: \_\_\_\_\_

Members attend an RLI class: \_\_\_\_\_

New Member under the age of 35: \_\_\_\_\_

New Female Member: \_\_\_\_\_

Conduct a Classification study of your club & community: \_\_\_\_\_date

Members in a Rotary Fellowship \_\_\_\_\_

Members Participated in a Rotary Action Group \_\_\_\_\_

**ROTARY FOUNDATION:**

Annual Fund Contribution: \_\_\_\_\_

End PolioPlus Fund Contribution: \_\_\_\_\_

Major Gifts: \_\_\_\_\_

Bequest Society Members: \_\_\_\_\_

Benefactors: \_\_\_\_\_

EREY Club: \_\_\_\_\_

New Paul Harris Donors: \_\_\_\_\_

Paul Harris Next Level Up Donors: \_\_\_\_\_

**YOUNG LEADERS:**

Sponsor Rotaract Club: \_\_\_\_\_

Sponsor Interact Club: \_\_\_\_\_

Sponsor Inbound Youth Exchange Student: \_\_\_\_\_

Sponsor Outbound Youth Exchange Student: \_\_\_\_\_

Sponsor RYLA participant: \_\_\_\_\_

Sponsor or Contribute to Laws of Life Assay Contest: \_\_\_\_\_

Empowering Girls: \_\_\_\_\_

**PUBLIC IMAGE:**

Strategic Plan for Public Image: \_\_\_\_\_

Online Presence: \_\_\_\_\_

Social Activities

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

Update Website & Social Media:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Media Stories about Club Project:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Use of Official Rotary promotional material:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

SERVICE PROJECTS:

Community Projects:

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International Service Project:

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Vocational Project:

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Youth Project:

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Rotary days of Service:

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Youth & Peace in Action:

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# ROTARY CLUB HEALTH CHECK

Just as routine doctor's visits help us identify health risks before they become serious, a club health check can diagnose problem areas and prescribe remedies.

By using this health check, you're taking a step to maintain your club's health and preserve its value for members and the community.

Place a check mark in the boxes next to the statements you consider to be true. Then act on the suggested remedies for any problem areas you've identified.





## YOUR CLUB EXPERIENCE



Members who have a positive Rotary experience are more likely to stay. In turn, they create a positive Rotary experience for others, because their enthusiasm is contagious. If your club's members genuinely enjoy being a part of the club, you're on the right path. Your experience includes not just your club meetings and other activities, but also the connections you've made and your pride in Rotary's work.

- I look forward to attending club meetings.
- Our club meeting programs are relevant, interesting, and varied.
- We have a greeter who welcomes members to meetings.
- Our meetings are organized and run professionally.
- Members sit at different tables each week to meet and talk to different people.
- Some of the members of my club are my close friends.
- Members other than club leaders participate in Rotary events at the district or international level.
- Most members are aware of Rotary's progress toward polio eradication and feel proud to be a part of it.
- Our members contribute to The Rotary Foundation.
- We raise funds in a way that allows members to contribute what they wish.
- We recognize members of the club or community at least monthly.
- I have made international connections through Rotary.
- Our club tries new things (activities, meeting practices and formats, service, socials, etc.) to enrich members' experience.

**SEE THE FOLLOWING PAGE  
FOR YOUR PROGNOSIS**





While some members leave for logistical reasons, many leave because of a lack of engagement, an inflexible club culture or other unmet expectations, all of which affect a member's experience. If members are not having a good experience, your club is at risk of losing them. Look at the boxes left unchecked and consider implementing those suggestions as well as these:

PROBLEM AREA	PRESCRIPTION
Club meetings	<ul style="list-style-type: none"> <li data-bbox="597 569 1406 638">+ Change the meeting format or style. For ideas, see <b>Lead Your Club: President</b>, chapter 2, and <b>Be a Vibrant Club's</b> "Ideas to try."</li> <li data-bbox="597 680 1401 749">+ Find out what your members want using the <b>Member Satisfaction Survey</b> and then give them that experience.</li> <li data-bbox="597 791 1445 861">+ Develop leadership skills among club leaders and members by holding a <b>leadership skills training</b>.</li> </ul>
Rotary experience beyond the club	<ul style="list-style-type: none"> <li data-bbox="597 940 1364 1010">+ Sponsor an <b>Interact</b> or <b>Rotaract</b> club, <b>organize a RYLA event</b>, <b>create a scholarship</b>, or <b>start an exchange</b>.</li> <li data-bbox="597 1052 1252 1083">+ Join a <b>Rotary Fellowship</b> or <b>Rotarian Action Group</b>.</li> <li data-bbox="597 1125 1466 1194">+ Promote district events that are open to all members. Try having someone who's attended in the past talk about the experience.</li> <li data-bbox="597 1236 1463 1346">+ Promote the work that Rotary does globally, including polio eradication, by showing a short <b>Rotary video</b> or projects on <b>Rotary Showcase</b> during a club meeting.</li> </ul>

## SERVICE AND SOCIALS



Participating in service and having fun with fellow members are the primary reasons Rotarians join and stay in Rotary. The healthiest clubs vary their activities and offer multiple ways to get involved. Try a new kind of social event or a different service experience and watch the impact it has on your club.

---

- Our club holds regular get-togethers (aside from club meetings) for socializing and networking.
- Our club encourages members to bring partners, spouses, and family members to club meetings and events.
- Our club offers members leadership opportunities and professional development.
- Our club invites Rotaractors, Interactors, and Youth Exchange students to participate in meetings and is active in Interact and Rotaract clubs and mentors their members.
- Our club sponsors a Rotaract or Interact club, sponsors or hosts a Youth Exchange student, or sponsors a RYLA participant.
- We consult community leaders and community members to determine needs before choosing a project.
- We visit Rotary Ideas, an online project idea starter, before choosing a new project.
- Our club has a service project in progress.
- All members can give input on service and social activities.
- Our club service projects are aligned with Rotary's areas of focus and Avenues of Service.
- Our club has applied for or used Rotary grant funds for a service project.



Clubs that have inadequate social or service opportunities are at risk of losing members who don't feel connected or empowered. The good news is that these deficiencies can be remedied in fun and rewarding ways. Look at the boxes left unchecked and consider implementing those suggestions as well as these:

PROBLEM AREA	PRESCRIPTION
Opportunities for service	<ul style="list-style-type: none"> <li>⊕ Sponsor an <b>Interact</b> or <b>Rotaract</b> club, <b>organize a RYLA event, create a scholarship, start an exchange</b>, join a <b>Rotarian Action Group</b>, or <b>support the Rotary Peace Centers</b>.</li> </ul>
Quality of projects	<ul style="list-style-type: none"> <li>⊕ Use <b>Community Assessment Tools, Guide to Global Grants</b>, and <b>Rotary Ideas</b> to improve the quality of your projects.</li> </ul>
Social activities	<ul style="list-style-type: none"> <li>⊕ Put one or two members in charge of organizing socials throughout the year.</li> <li>⊕ Join a <b>Rotary Fellowship</b>.</li> </ul>
Leadership	<ul style="list-style-type: none"> <li>⊕ Hold a <b>leadership training</b>.</li> </ul>

## MEMBERS



A healthy club is one that is growing and changing. Having members with diverse perspectives and backgrounds will fuel innovation and give your club a broader understanding of your community's needs. Pay attention to how your members are feeling about the club. Research shows that one of the most common reasons members leave is that club leaders are not open to new ideas. Involving members and giving them a voice in their club's future will strengthen both the club and members' commitment to Rotary.

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- Our club has had a net increase in members in the past year.
- Our club has had a net increase in female members in the past year.
- Our club has had a net increase in members under age 40.
- Our club seeks to recruit members from professions in the community that are underrepresented in the club.
- Our club keeps in touch with Rotary alumni (former Rotaractors, Youth Exchange students, peace fellows, and participants of other Rotary programs).
- Our club actively recruits Rotary alumni.
- Our club actively recruits recently retired professionals.
- Our club retains at least 90 percent of its members each year.
- At least 75 percent of our club members are involved in a hands-on service project, a leadership role, or other assigned roles.
- Our club has a process for soliciting feedback from members.
- A designated person checks and follows up on membership leads assigned to the club.
- Guests are asked to introduce themselves and are invited back.
- Member benefits are explained and promoted to new and continuing members.
- New members are provided with an orientation and opportunities to get involved.
- Newer and seasoned members are paired for mentoring relationships.
- We ask members to speak at meetings about their vocations or other topics of interest.



Clubs that have deficiencies in membership are at risk of becoming outdated, dull, and less valuable to their members and community. Fortunately, there are many tools available that are proven to give results. Look at the boxes left unchecked and consider implementing those suggestions as well as these:

PROBLEM AREA	PRESCRIPTION
Member diversity	<ul style="list-style-type: none"> <li>⊕ Take action to diversify your club using <b>Diversifying Your Club: A Member Diversity Assessment</b>.</li> </ul>
Professional diversity	<ul style="list-style-type: none"> <li>⊕ Make your club a microcosm of your community with <b>Representing Your Community's Professions: A Classification Assessment</b>.</li> </ul>
Stagnant or declining membership	<ul style="list-style-type: none"> <li>⊕ Create a membership development plan with <b>Strengthening Your Membership</b>.</li> <li>⊕ <b>Connect to Membership Leads</b> assigned to your club using <b>How to Manage Membership Leads (For Clubs)</b> and <b>resources for prospective members</b>.</li> <li>⊕ Target prospective members using this <b>exercise</b>.</li> <li>⊕ Show members how to <b>propose new members</b> to their own club and explain that they can <b>refer</b> qualified prospects to other clubs.</li> </ul>
Members leaving	<ul style="list-style-type: none"> <li>⊕ Start with the <b>Member Satisfaction Survey</b> to enhance current members' experience.</li> <li>⊕ Learn and act on trends using the <b>Retention Assessment and Analysis</b>.</li> <li>⊕ Use the <b>Exit Survey</b> to understand why members resign.</li> <li>⊕ Let resigning members know they can <b>rejoin or change clubs</b> when they are ready.</li> </ul>
Orientation and Rotary knowledge	<ul style="list-style-type: none"> <li>⊕ Offer <b>new member orientation, leadership development</b>, and ongoing learning opportunities with Rotary's <b>Learning Center</b>.</li> </ul>

## IMAGE



Clubs that have fun and make an impact are attractive to those who see that. A positive public image improves your club's relationship with your community and prospective members. Make sure your club is getting the credit for the service you provide. Demonstrating that your club meets real needs confirms your value to your community.

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- We have an online presence, including a public-facing, visually appealing club website, Facebook page, or other social media page that explains what the club does, who its members are, and the benefits of membership.
- Our club has members dedicated to public image and outreach.
- Our club appeared in the local media multiple times last year.
- We promote our club and Rotary through various media in the community.
- Our club invites members of the media to cover our service work.
- Our club materials follow Rotary's updated branding guidelines.
- We use branded materials and templates from Rotary's Brand Center.
- We use marketing materials provided by Rotary International, such as public service announcements, videos, images, and logos.
- We display Rotary signs and banners at our meeting place.
- Our club's presence is known in our community.
- We have a customized brochure that we give to community members and prospects.
- We use Rotary Showcase to promote our finished projects.



Clubs that don't have a visible presence in their community are at risk of minimizing their impact or being perceived as irrelevant. Rotary has resources that can help. Look at the boxes left unchecked and consider implementing those suggestions as well as these:

PROBLEM AREA	PRESCRIPTION
Community awareness	<ul style="list-style-type: none"> <li data-bbox="597 533 1380 600">+ Use the resources in Rotary's <b>Media Center</b> and use them in your community's media.</li> <li data-bbox="597 642 1468 709">+ Plan events to raise community awareness of Rotary. Use the events guide in Rotary's <b>Brand Center</b>.</li> </ul>
Outdated materials	<ul style="list-style-type: none"> <li data-bbox="597 791 1445 858">+ Find customizable club brochures and membership materials on Rotary's <b>Brand Center</b>.</li> <li data-bbox="597 900 1445 968">+ Follow the <b>Voice and Visual Identity Guidelines</b> in any materials your club creates.</li> <li data-bbox="597 1010 1386 1077">+ Use <b>Rotary Images</b> and <b>Rotary videos</b>, as well as images of your members, in your materials.</li> </ul>
Online presence	<ul style="list-style-type: none"> <li data-bbox="597 1163 1438 1230">+ Find a tech-savvy member to create and manage your club website and social media pages.</li> <li data-bbox="597 1272 1237 1306">+ Take the social media course in the <b>Learning Center</b>.</li> <li data-bbox="597 1348 1458 1415">+ Use <b>Rotary Images</b> and <b>Rotary videos</b>, as well as images and videos of your own members.</li> <li data-bbox="597 1457 1110 1491">+ Share your projects on <b>Rotary Showcase</b>.</li> </ul>
Marketing expertise	<ul style="list-style-type: none"> <li data-bbox="597 1570 1403 1638">+ Find tips in <b>Lead Your Club: Public Relations Committee</b> and put members with public relations expertise on the committee.</li> <li data-bbox="597 1680 1445 1747">+ Recruit professionals with marketing expertise using ideas from <b>Finding New Club Members: A Prospective Member Exercise</b>.</li> <li data-bbox="597 1789 1429 1856">+ Build your own social media expertise using the Social Media Toolkit in Rotary's <b>Brand Center</b>.</li> </ul>



## BUSINESS AND OPERATIONS



When your club runs smoothly, you likely have good leaders who are looking toward the club's future. The leaders shape the club as a whole, and it's crucial to have skilled people in those leadership positions. For this reason, leadership development is also a way to fortify your club.

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- We have a strategic plan for our club that we update regularly.
- We have annual goals and enter them in Rotary Club Central.
- Our club has committees that support the activities and regularly report to the club board on progress toward goals.
- Our club board changes what isn't working well and updates club bylaws accordingly.
- We have a process for ensuring continuity that includes preparing members for leadership positions, documenting procedures, and involving current, past, and future leaders in decisions.
- Our club president attends PETS, and club leaders attend the district training assembly.
- Members attend district events and seminars on Rotary topics that interest them.
- New members are officially inducted and are presented with appropriate materials.
- At least half of our club's members have a My Rotary account.
- Club officers conduct Rotary business using My Rotary or integrated club software.
- Our club sets and approves a budget for the upcoming Rotary year, designates a treasurer, and keeps separate bank accounts for administration and fundraising or project funds.
- Our club sets and achieves fundraising goals using a variety of fundraising activities.
- We ask our members to complete a member satisfaction survey each year.
- We offer ongoing learning opportunities for our members.



Clubs that don't have skilled members in leadership roles or that neglect member needs are at risk of becoming ineffective and obsolete, and losing their members as a result. There are plenty of remedies for clubs that want to thrive. Look at the boxes left unchecked and consider implementing those suggestions as well as these:

PROBLEM AREA	PRESCRIPTION
Planning and goal setting	<ul style="list-style-type: none"> <li>⊕ Create a vision for your club and set long-range and annual goals using the <b>Strategic Planning Guide</b>.</li> <li>⊕ Track your annual goals in <b>Rotary Club Central</b>.</li> <li>⊕ Use <b>Strengthening Your Membership</b> to make a membership development plan.</li> </ul>
Innovation	<ul style="list-style-type: none"> <li>⊕ Ask members for input using the <b>Member Satisfaction Survey</b>, and try their ideas. If they're successful, edit your club bylaws accordingly.</li> <li>⊕ Use templates in the <b>Brand Center</b> to create your own materials.</li> </ul>
Processes	<ul style="list-style-type: none"> <li>⊕ Develop standard processes for <b>new members, prospective member follow-up, proposing a new member</b>, leadership continuity, etc.</li> </ul>
Leadership	<ul style="list-style-type: none"> <li>⊕ Find tips and resources in Lead Your Club: <b>President, Secretary, and Treasurer</b>.</li> <li>⊕ Offer leadership development opportunities and promote self-paced learning with Rotary's <b>Learning Center</b>.</li> </ul>
Managing funds	<ul style="list-style-type: none"> <li>⊕ Use <b>The Rotary Foundation Reference Guide</b> to learn about giving options.</li> <li>⊕ Find best practices in <b>Lead Your Club: Treasurer</b>.</li> </ul>
Managing your club on MyRotary	<ul style="list-style-type: none"> <li>⊕ Use the <b>Club Administration</b> section of My Rotary to find reports; add, edit, or remove a member; pay your club invoice; and track your membership leads.</li> </ul>

## WHAT'S NEXT?



Using the Rotary Club Health Check is the first step in becoming a healthier, more vibrant club. Take note of which areas had the most check marks and which had the fewest. Look at the suggested remedies and take action. When you visit your doctor, you may get advice about maintaining your good health or possibly a prescription or two to combat an ailment. If you don't follow the advice or take the prescriptions, you aren't making the most of your visit. Similarly, to make the most of your club health check, use the suggested resources to treat your problem areas. Paul Harris said, "May our happiness increase with our usefulness." As our communities and their needs change over time, Rotary clubs must adapt to continue to be useful. Your efforts to make changes will recharge your members and keep your club fit and relevant.

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### FEATURED RESOURCES

#### Membership Assessment Tools

#### Membership resources

#### Brand Center

#### Learning Center

#### Rotary videos



# STRATEGIC PLANNING GUIDE



# ROTARY'S VISION STATEMENT

Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves.

## ABOUT THIS GUIDE

Just as a map guides people from one location to their destination, a strategic plan that is rooted in action guides an organization through achieving its goals and, ultimately, fulfilling its strategic vision. Strategic plans are important for Rotary and Rotaract clubs, too. Our survey results have shown us that clubs that develop and follow a strategic plan are stronger than clubs that don't because they have more satisfied members who view their clubs and Rotary more positively overall.

Use this Strategic Planning Guide to help you set long-term priorities as well as annual goals that support your club's strategic vision. This guide is designed for Rotary and Rotaract clubs, but districts may also find it useful.

## STRATEGIC PLANNING PROCESS OVERVIEW

<b>PHASE 1 — DETERMINE YOUR STATUS: HOW IS OUR CLUB DOING NOW?</b>	<b>PHASE 2 — DEVELOP A VISION: WHAT DO WE WANT OUR CLUB TO BE LIKE?</b>	<b>PHASE 3 — MAKE A PLAN: HOW CAN WE ACHIEVE OUR VISION?</b>	<b>PHASE 4 — TRACK PROGRESS: HOW CLOSE ARE WE TO OUR GOALS?</b>
<ul style="list-style-type: none"><li>• Identify strategic issues to address</li><li>• Determine club's strengths and weaknesses</li><li>• Assess member satisfaction and needs</li><li>• Identify opportunities and challenges in the community</li></ul>	<ul style="list-style-type: none"><li>• List five to seven characteristics you want your club to have</li><li>• Create a vision statement</li></ul>	<ul style="list-style-type: none"><li>• Set strategic priorities</li><li>• Set annual goals</li><li>• List the activities, timeline, and resources you'll need</li></ul>	<ul style="list-style-type: none"><li>• Monitor progress toward your annual goals</li><li>• If you missed your targets, determine why</li><li>• Adjust your action plans</li></ul>

## GETTING STARTED

- Assemble a strategic planning team made up of past, present, and incoming club leaders to develop the plan and make sure it's helping your club achieve its goals.
- Ask a non-Rotarian/Rotaractor or a club member that is not in a leadership position to facilitate strategic planning meetings.
- Get a variety of perspectives by involving club members who have diverse backgrounds and experiences.
- Make sure your club's vision reflects Rotary's official strategic vision.
- Align your club's goals to reflect those of your district and Rotary's [strategic plan](#).

## PHASE 1 — DETERMINE YOUR STATUS: HOW IS OUR CLUB DOING NOW?

Before you set your club's long-term goals, it's important to:

- Determine your club's strengths and weaknesses by gathering comments from members
- Identify opportunities and challenges in the community by meeting with other community leaders

### IDENTIFY STRATEGIC ISSUES

What are the critical issues or concerns that your club wants to address? Strategic issues are those critical unknowns that are driving you to embark on a strategic planning process. These are issues that are looking for a solution or decision. Think about what issues you want to address with this strategic plan.

Potential questions to ask your members:

- How will we increase our membership and engage members in our club?
- How can we attract a diverse group of members?
- How can we include more community members in our club activities?

### STRATEGIC ISSUES



Reviewing your club's past strategic plans and using the [Rotary Club Health Check](#) can help give you direction.

## STRENGTHS AND WEAKNESSES

List what your club does well and what your club could improve.

### STRENGTHS

### WEAKNESSES



**TIP**

Use the member satisfaction survey in [Enhancing the Club Experience](#) to get your members' insight and help you identify your club's strengths and weaknesses.

## IDENTIFY OPPORTUNITIES AND CHALLENGES IN THE COMMUNITY

List the opportunities in your community that your club can act on. Maybe it's finding more members from a growing demographic group. Or mentoring entrepreneurs to help them develop their businesses. Also list the challenges in your community that your club can help address, such as unemployment or quality of education.

### OPPORTUNITIES

### CHALLENGES

## PHASE 2 — DEVELOP A VISION: WHAT DO WE WANT OUR CLUB TO BE LIKE?

### CLUB CHARACTERISTICS

Rotary's vision statement asks us to "unite and take action to create lasting change." List five to seven characteristics you want your club to have within three to five years that will help realize that vision, e.g. fun, service-oriented, innovative, representative of the community, etc.

### CHARACTERISTICS

### VISION STATEMENT

A vision statement defines your desired future and provides direction for what you want your club to be. Write a one-sentence vision statement with your strategic planning team using the list of club characteristics as a reference.

Potential questions to consider:

- What will our club look like in three to five years?
- How will we know we've succeeded?
- What do we want to achieve?

**TIP**



Your vision statement should resonate with club members. One example could be: "Our vision is to be recognized as the service club that supports youth in our community."

### VISION STATEMENT



# PHASE 3 — MAKE A PLAN: HOW CAN WE ACHIEVE OUR VISION?

## STRATEGIC PRIORITIES

Your strategic priorities should help you achieve your vision. These priorities answer the question, “How will we succeed?” Develop your most important strategic priorities — those that will have the biggest impact as your club works toward its vision.

Consider the following when you develop strategic priorities:

- The Rotary vision statement and [strategic plan](#)
- Your club’s strengths and weaknesses
- Your district’s goals
- Your community’s opportunities and challenges
- Your club members’ opinions
- What you can achieve in three to five years

## STRATEGIC PRIORITIES

## ANNUAL GOALS

When you have set your strategic priorities, you can develop yearly goals that support them.

Write down your strategic priorities. Then list your annual goals, along with the actions you’ll take, the resources you’ll need, and who will lead the effort to meet each goal. Set a timeline for each. [Rotary Club Central](#) can also assist you in setting goals and tracking achievements.



**TIP**

Effective goals clearly state what, when, how, and who. They are also measurable.

**STRATEGIC PRIORITY 1:** \_\_\_\_\_

ANNUAL GOALS	ACTIONS	RESOURCES NEEDED	MEMBER ASSIGNED	TIMELINE

**STRATEGIC PRIORITY 2:** \_\_\_\_\_

ANNUAL GOALS	ACTIONS	RESOURCES NEEDED	MEMBER ASSIGNED	TIMELINE

**STRATEGIC PRIORITY 3:** \_\_\_\_\_

ANNUAL GOALS	ACTIONS	RESOURCES NEEDED	MEMBER ASSIGNED	TIMELINE

**STRATEGIC PRIORITY 4:** \_\_\_\_\_

ANNUAL GOALS	ACTIONS	RESOURCES NEEDED	MEMBER ASSIGNED	TIMELINE

## PHASE 4 — TRACK PROGRESS: HOW CLOSE ARE WE TO OUR GOALS?

### MONITOR PROGRESS

You'll need to track progress toward your annual goals with your strategic planning team and suggest changes to action plans if needed. You may want to try a new approach or allocate more resources to your goals.

Consider the following when monitoring progress:

- How often should we measure progress toward our goals?
- How should we communicate our progress to club members?
- Who should approve changes to action plans or annual goals?



Rotary Club Central can assist you in tracking progress toward your goals.

### GOAL PROGRESS REVIEW PLAN

### REVIEW AND ADJUST

As you review the progress you've made, list your goals, including any goals that were not met and the reasons why. Determine what adjustments or actions should be taken to achieve those unmet goals.

Consider the following when identifying and listing your missed targets:

- What goals were met?
- What goals were not met?
- What are the top reasons we fell short of those goals?
- What adjustments need to be made to help us achieve those goals?

**STRATEGIC PRIORITY 1:** \_\_\_\_\_

ANNUAL GOALS	MET OR UNMET	REASONS FOR UNMET GOALS	ADJUSTMENTS TO ACTION PLAN

**STRATEGIC PRIORITY 2:** \_\_\_\_\_

ANNUAL GOALS	MET OR UNMET	REASONS FOR UNMET GOALS	ADJUSTMENTS TO ACTION PLAN

**STRATEGIC PRIORITY 3:** \_\_\_\_\_

ANNUAL GOALS	MET OR UNMET	REASONS FOR UNMET GOALS	ADJUSTMENTS TO ACTION PLAN

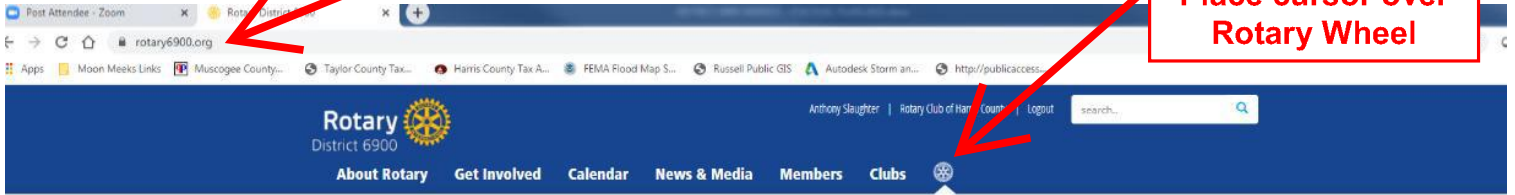
**STRATEGIC PRIORITY 4:** \_\_\_\_\_

ANNUAL GOALS	MET OR UNMET	REASONS FOR UNMET GOALS	ADJUSTMENTS TO ACTION PLAN

# STEPS TO ENTERING STRATEGIC PLAN INTO DISTRICT 6900 WEBSITE

#1  
Go to rotary6900.org

#2  
Place cursor over Rotary Wheel



- DISTRICT**
  - Assistant Governors & GRSP Trustees
  - District Awards
  - District Award Reports
  - District Award Recipients
  - Check Requests
  - Clubs
  - Councils
  - District Dues
  - Governor's Citations
- OTHER**
  - Bylaws
  - Bylaw Articles
  - Certifications
  - Youth Volunteers
  - Notices
  - Lotteries
  - Lottery Items
- CLUB**
  - Meetings
  - Guests
  - Committees
  - Projects
  - Governor's Citations
  - District Dues
  - Club Officers
  - Mailing List
  - Classifications
  - Badge List
  - Display Roster
  - Birthdays & Anniversaries
- MEMBERS**
  - Members
  - Affiliations
  - Member Tags
  - Guests
  - Make Ups
  - Candidates
  - Fellowship Awards
  - Benefactors
  - Club Awards
- PROJECTS**
  - Projects
  - Contributions
  - Factors
  - Evaluations
- EVENTS**
  - Events
  - Tickets
  - Reservations
- PLANNING**
  - Plans
  - Budgets
  - Assessments
  - Goals
  - Surveys
  - Membership History
  - Membership Adds/Losses
  - Conference Registration History
- EMAIL**
  - Emails
  - Delivery
  - Email Templates
  - Email Types
  - Stories
  - Newsletters
  - Newsletter Templates
  - Additional Recipients
- WEBSITE**
  - Images
  - Pages
  - Tags
  - Resources
  - Carousel Slides
- DISTRICT GRANTS**
  - Grants
  - Grant Factors
  - Global Grants
- CLUB GRANTS**
  - Organizations
  - Grants
  - Grant Docs
- INVOICING**
  - Invoices
  - Invoice Items
  - Bank Deposits
  - Recurring Items
  - Payments
  - Stripe Charges
  - Gifts
  - Direct Gifts
  - Item Templates
  - Causes
- ADMIN**
  - Access Log
  - Login History
  - Calendars
  - Certification Questions
  - Certification Answers
  - Check Request Entities
  - Check Request Accounts
  - Project Types
  - Resource Categories
  - Sections
  - Affiliation Types
  - Club Status
  - RI Comparison
  - Re-build Menu
  - Features & Bugs

#3  
Click "Plans"



**PLANS**

Showing 1-50 of 351 items.

ID	Club ID	Rotary Year	
281	Albany	2022	
282	Alpharetta	2022	
283	Americus	2022	
284	Atlanta	2022	
285	Atlanta Airport	2022	
350	Atlanta Brasil	2022	
351	Atlanta Metro	2022	
286	Atlanta West End	2022	
287	Bainbridge	2022	
288	Barneville	2022	
289	Blakely	2022	
290	Bremen	2022	
291	Brookhaven	2022	
292	Buckhead	2022	
293	Cairo	2022	
294	Camilla	2022	

**#4**  
Make sure Rotary Year is 2022

**#5**  
Find your Club and Click on the "eyeball symbol"

ROTARY CLUB OF YOUR CLUB NAME PLAN PDF  
YOUR CLUB NAME 2022

**#6**  
Make sure you have correct club name and year

Where We Are Where We Want To Be How To Get There

**STRATEGIC ISSUES** UPDATE Survey: 0%

What are the critical issues or concerns that your club wants to address? Strategic issues are those that require a long-term planning process. These are issues that require a solution or decision. Think about what your members:

- How will we increase our membership and engage members in our club?
- How can we attract a diverse group of members?
- How can we include more community members in our club activities?

**#7**  
Select Category

**#8**  
Click "Update"

ISSUES

**STRENGTHS AND WEAKNESSES**  
List what your club does well and what your club could improve.

STRENGTHS WEAKNESSES

**IDENTIFY OPPORTUNITIES AND CHALLENGES IN THE COMMUNITY**  
List the opportunities in your community that your club can act on. Maybe it's finding more members from a growing demographic group. Or mentoring entrepreneurs to help them develop their businesses. Also list the challenges in your community that your club can help address, such as unemployment or quality of education.

OPPORTUNITIES CHALLENGES

### UPDATE PLAN: 315

Search | Create | View | Update | Delete

#### WHERE WE ARE

Issues

Georgia \* A \* [Rich Text Editor]

Test 0 / HTML 0

Strengths

Georgia \* A \* [Rich Text Editor]

Test 0 / HTML 0

Weaknesses

Georgia \* A \* [Rich Text Editor]

Test 0 / HTML 0

Opportunities

Georgia \* A \* [Rich Text Editor]

Test 0 / HTML 0

**SAVE**

**#9**  
**FILL OUT EACH CATEGORY**  
**AND CLICK SAVE**

**DO NOT FORGET TO CLICK "SAVE"**



## Rotary District 6900 2021-2022 District Grants

### District Grant

For 2021-2022, eligible clubs may request a standard district grant up to **\$1750** in funding for a service project. This amount reflects our donations to the annual fund in 2018-2019. District 6900 clubs may use grant funds alone or partner with other District 6900 Rotary clubs to fund larger, more costly projects. Only one regular district grant per club and only one project per grant request. Club funds are not required to be contributed to the project. *We encourage clubs to use grant funds within the boundaries of District 6900.* The top 9 clubs in giving to the Annual Fund for 2018-2019 are eligible for an *additional \$750*. (Top 9 clubs listed on next page.)

### Connecting through Service Projects

- Competitive Grants – There are **two \$10,000 and one \$5,000** competitive grants available. Evaluation criteria include: Foundation area of focus, documented need, impact, results, sustainability, public image, collaboration, & Rotarian engagement. More details on competitive grants will be available at District Assembly (DTA).

### Important Dates

1. To be eligible for a 2021-2022 grant, spending report for the 2020-2021 grant must be completed & *accepted by the District* by March 31, 2021.
2. Applications for 2021-2022 standard and competitive district grants are due & *accepted by the District no later than May 15, 2021.*
3. \*Spending reports due 30 days after funds spent but no later than March 31, 2022

### Grant Requests and Reports will be submitted online at [Rotary6900.org](http://Rotary6900.org)

We are requesting projected and actual numbers regarding beneficiaries, Rotarian involvement and hours on the project. We also request one picture showing Rotarians as People of Action working on the project submitted with the spending documentation. (Please have your clubs pay close attention to the signage requirement for each project.) More details/instructions on using the grants feature at [Rotary6900.org](http://Rotary6900.org) will be provided at DTA. (At least one person, per club, should attend if applying for a district grant.)

### District Grants Chair

Gillian Leggett – [gkleggett@att.net](mailto:gkleggett@att.net)  
404-202-2409 (mobile)



Top 9 Rotary clubs donating to the Annual Fund in 2018-2019 (based on % participation, per capita giving, and total amount given)

Alpharetta  
Buckhead  
Dunwoody  
East Cobb  
Muscogee  
North Fulton  
Peachtree City  
Roswell  
Thomasville

\*Grant spending documentation is only required up to the amount of the initial grant when submitting receipts at [rotary6900.org](http://rotary6900.org). However, it is advisable that you keep strict records at the club level of all grant spending, including club funds put towards the grant.

## How to Enable DaCDB for your Club

(must be done by President, Secretary, or Executive Director)

1. Go to [www.rotary.org](http://www.rotary.org) click MY ROTARY and sign in
2. Select MANAGE from the blue bar
3. Select CLUB & DISTRICT ADMINISTRATION
4. Select CLUB ADMINISTRATION
5. Select CLUB & MEMBER DATA
6. Select UPDATE CLUB DATA
7. Select DESIGNATE A CLUB MANAGEMENT VENDOR
8. Scroll to the bottom of the page
9. Click the blue EDIT pencil next to CLUB MANAGEMENT SYSTEMS
10. Scroll to the bottom of the page
11. Ensure that DaCDB is shown, if not click ADD VENDOR and select DaCDB
  - a. When adding DaCDB, choose either “View & Edit” AND “Manage club data” OR select “View Only” AND “View club data”
12. If DaCDB is shown, it should have one of the following beside it:
  - a. If your club manages membership with DaCDB, ensure that VIEW & EDIT shows next to DaCDB
  - b. If your club manages membership with another system, ensure that VIEW ONLY shows next to DaCDB

**View & Edit** means that all changes entered into DaCDB will be automatically uploaded to Rotary.org. TeamForte does not have this option.

**View Only** means changes will be downloaded from Rotary.org, but no information will be uploaded. Both DaCDB and Team Forte have this option.

## How to Connect DaCDB and Rotary

( Must be done by President, Secretary, or Executive Director)

1. Go to [www.dacdb.com](http://www.dacdb.com) and log in
2. Select MY CLUB on top tab
3. Select ADMIN FUNCTIONS in left-hand column
4. Select EDIT CLUB
5. Scroll halfway down the page to CLUB OPTIONS
6. Under ROTARY INTERFACE, select either “RI Direct Connect” or “Read Only”
7. Click SAVE

Choose “RI Direct Connect” if your club is using DaCDB for club management.  
Select “Read Only” if you are using another system.





## 50 WAYS ROTARY CLUBS AND ROTARIANS CAN SERVE OTHERS

1. Sponsor a Four Way Test Essay contest.
2. Promote Vocational Fellowships (Vocation and Recreation Fellowship)
3. Support Boy Scouts, Girl Scouts and 4-H Clubs.
4. Participate in Career Day at local schools.
5. Have a Teacher Appreciation Week – honoring teachers.
6. Be a tutor. Teach some to read.
7. Purchase children's books for local libraries.
8. Sponsor Teacher of the Year awards.
9. Spotlight on service. Feature club members in the news.
10. Sponsor a Four Way Test billboard.
11. Provide vocational tours. Visit members businesses and professions.
12. Sponsor an Eagle Scout Banquet. Each Eagle Scout is matched with a Mentor of his future vocation.
13. Have a business ethics panel as a program.
14. Put up a Rotary sign to identify your meeting place.
15. Join other service clubs in your community to meet or address a need. Literacy, drugs, crime, etc.
16. Donate Rotarian magazine to local libraries.
17. Invite members of media to speak to your club.
18. Establish a club Web site. Keep your community informed.
19. Donate a book in honor of your club speaker to a halfway house, library, school, etc.
20. Organize an Employer-Employee workshop.
21. Establish a scholarship to help a youth attend college.
22. Be a good role model.
23. Volunteer to be a reader in "Dr. Seuss' Read Across America" program.
24. Help someone get his or her GED.
25. Volunteer to teach English as a second language.
26. Organize a JOBS FAIR or workshop.
27. Become a Partner in Education.
28. Volunteer to be a BSA Merit Badge counselor.
29. Be a Vocational Mentor.
30. Sponsor an Ethics Essay Contest. Award a scholarship
31. Plan a World Community Service project and carry it out.
32. Share your vocational skills with a youth.
33. Work with Trade or Vocational schools – job placement, etc.
34. Quarterly Outstanding Service Award plaque awarded to an outstanding Police, Firemen, EMC, etc.
35. Challenge local business leaders to measure their conduct by the Four Way Test.
36. Sponsor a scholarship for a child/youth of a single working parent.





37. Support Handicap Awareness in the workplace and your community.
38. Partners-In-Service – Interact and Rotaract.
39. Publicize all your Rotary Club's activities in the media. This creates awareness, builds credibility and improves your club's image.
40. Sell a fundraiser – Four Way Test auto tags.
41. Observe Vocational Service month – October.
42. Wear your Rotary pin daily. Display Rotary decal on your auto.
43. Sponsor a teacher for a Rotary International teach grant.
44. Develop a business telephone book for your community.
45. Recruit senior citizens to read to children in an after-school program.
46. Build reading lofts in elementary schools to help build interest in reading.
47. Sponsor a new member. Share Rotary.
48. Promote Classification talks in your club.
49. Donate computers and books to an inner-city school.
50. Purchase a Four Way Test banner for your Rotary club. Have all Rotarians repeat at each meeting as a group.

***When the Vocational Service Committees of any Rotary Club functions best is when it actively interacts with Club, Community and International Service Committees and does not try to stand alone.***



# Why Join Rotary?

## 20 answers to this one very simple question

1. Friendship: In an increasingly complex world, Rotary provides one of the most basic human needs: the need for friendship and fellowship. It is one of the reasons why Rotary began in 1905.
2. Business Development: The second original reason for Rotary's beginning is business development. Everyone needs to network. Rotary consists of a cross section of every business community. Its members come from all walks of life. Rotarians help each other and collectively help others.
3. Leadership Development: Rotary is an organization of leaders and successful people. Serving in Rotary positions is like a college education. Leadership= learning how to motivate, influence and lead leaders.
4. Personal Growth and Development: Membership in Rotary continues one's growth and education in human relations and personal development,
5. Citizenship in the Community: Membership in a Rotary Club makes one a better community citizen. The average Rotary club consists of the most active citizens of any community.
6. Continuing Education: Each week at Rotary there is a program designed to keep one informed about what is going on in the community, nation and the world. Each meeting provides an opportunity to listen to different speakers and a variety of timely topics.

7. Fun: Rotary is fun, a lot of fun. Each meeting is fun. The club projects are fun. Social activities are fun. The service is fun!
8. Public Speaking Skills: Many individuals who joined rotary were afraid to speak in public. Rotary develops confidence and skill in public communication and the opportunity to practice and perfect those skills.
9. Citizenship in the World: Every Rotarian wears a pin that says "Rotary International" There are few places in the world that do not have a Rotary club. Every Rotarian is welcome-even encouraged- to attend any of over 34.000 clubs in 200 nations and geographic regions. This means instant friends in both one's own community and in the world community.
10. Assistance when traveling: Because there are Rotary clubs everywhere, many a Rotarian in need of a doctor, lawyer, hotel, dentist, advice, etc., while traveling has found assistance though Rotary.
11. Entertainment: Every Rotary club and district has parties and activities that provide diversion in one's business life. Rotary holds conferences, conventions, assemblies and institutes that provide entertainment in addition to Rotary information, education and service.
12. The development of social skills: Every week and at various events and functions, Rotary develops one's personality, social skills and people skills. Rotary is for people who like people.
13. Family Programs: Rotary provides one of the world's largest youth exchange programs. High school and college clubs for future Rotarians; opportunities for spouse involvement; and a host of activities designed to help family members in growth and the development of family values.
14. Vocational Skills: Every Rotarian is expected to take part in the growth and development of his or her own profession or vocation; to serve on committees and to teach the youth about one's job or vocation. Rotary helps to make one a better doctor, lawyer, teacher, etc.



15. The Development of Ethics: Rotarians practice the 4-Way Test that governs one's ethical standards. Rotarians are expected to be ethical in business and personal relationships.
16. Cultural Awareness: Around the world, practically every religion, country, culture, race, creed, political persuasion, language, color, and ethnic identity is found in Rotary. It is a cross section of the world's most prominent citizens from every background. Rotarians become aware of their cultures and learn to love and work with people everywhere. They become better citizens of their countries in the process.
17. Prestige: Rotary members are prominent people: leaders of business, the professions, art, government, sports, military, religion, and all disciplines. Rotary is the oldest and most prestigious service club in the world. Its ranks include executives, managers, professionals- people who make decisions and influence policy.
18. Nice People: Rotarians above all are nice people- the nicest people on the face of the earth. They are important people who follow the policy of it is nice to be important but it is more important to be nice.
19. The Absence of an "Official Creed": Rotary has no secret handshake, no secret policy, no official creed, no secret meeting or rituals. It is an open society of men and women who simply believe in helping others.
20. The Opportunity to Serve: Rotary is a service club. Its business is mankind. Its product is service. Rotarians provide community service to both local and international communities. This is perhaps the best reason for becoming a Rotarian; the chances to do something for somebody else and to sense the self-fulfillment that comes in the process and return of that satisfaction to one's own life. It is richly rewarding!



## 100 Ways to Recruit Members to YOUR Rotary Club!



1. Ask someone
2. Bring a guest to meetings
3. Advertise in newspapers & cable TV
4. Have a clear club goal & a strategic plan
5. Letters or personal contact with local businesses
6. Contact with Chamber of Commerce
7. Bookmarks inserted in library books
8. Public meetings at malls, outdoors, etc
9. Booth at malls, fairs, festivals etc.
10. Pamphlets in doctors' offices, hospitals, cafeterias, libraries, etc.
11. Host an Open House
12. Hold a club assembly only on membership
13. Ask Rotary Foundation alumni to join
14. Give the membership chair one minute at every club meeting
15. Make the membership chair a club director
17. Service projects that serve a need in the community
18. Invite family members to join
19. Letters to people in the news with an invitation to visit the Rotary club
20. Club business cards with club meeting location and time
21. Distribute extra copies of the Rotarian in waiting rooms, etc
22. Hold high-profile meetings
23. Hold wine and cheese receptions for prospective members
24. Ask for help from RIMC/RIMZC
25. Have a special guest day
26. Send club members to district membership seminar
27. Make prospective members feel important
28. Honor outstanding community members with the "Rotary Award
29. Don't wait for Rotaractors to reach age 30 before they are invited to join Rotary
30. Make some meetings social events
31. Build a club web site
32. Use group email to promote Rotary
33. Put posters in public areas
34. Ask corporations and employers to sponsor or subsidize membership
35. Have a reward program for those who bring in new members
36. Create more fun
37. Give a money back guarantee—if after 3 months a new member does not want to be a Rotarian return their fees
38. Invite the media to cover well known speakers
39. Use word of mouth
40. Network with coworkers, friends, and family
41. Follow up with guests the watch of every member to remind then to bring a guest
43. Lead by example—how many members have you recruited?
44. Members give talks at other organizations
45. Provide guests with free meals
46. Update your clubs classification survey
47. Look for members in ethnic groups not represented in your club
48. Provide brochures for new employee packets in members companies
49. Advertise at sports events
50. Ask the district Rotarians for help
51. Hold joint meetings with non-Rotary groups
52. Share your Rotary experience with others

53. Participate in community events
54. Write letters to the newspaper about the polio campaign
55. If a prospect can't attend your meeting due to time suggest another club
56. Publicize club successes, elections, and events, in local newspapers
57. Circulate the club newsletter widely
58. Design a club brochure
59. Hold recruiting events with two or more clubs
60. Form and/or join a speakers' bureau
61. Wear your pin – wear it every single day! Tell people what it means.
62. Mention Rotary at meetings of other organizations during announcements
63. Send newsletters to guests
64. When asked about your leadership skills & career success, tell them about Rotary
65. Ask the AG to attend a board meeting to talk about membership
66. Ask every member to submit 3 prospects to the membership chair
67. Make meetings FUN! Make inviting potential members FUN!
68. Give every member a Rotary decal or bumper stickers for their car
69. Give testimonials about Rotary while guests are at the meeting
70. Repeatedly invite prospective members (ask, ask and ask again)
71. Practice selling Rotary at Club meetings —have a one minute elevator speech about Rotary  
Consider: EREY for Membership
72. Conduct a Membership Satisfaction Survey (RI Publication #417)
73. The club president asks three club members to do a personal favor: recruit 1 new member each
74. Bring your boss to a club meeting – bring supervisors to a meeting – bring your managerial staff
75. Make direct contact with women's business associations... women are allowed! ☺
76. Bring your co-workers to a club meeting especially those in supervisory positions!
77. Bring your subordinates-especially those in supervisory positions!
78. Have new member kits
79. Use books, brochures, videos and posters from RI
80. Hand out invitation cards for a "Free" lunch (breakfast, dinner)
81. Promote members to constantly promote and rave about Rotary
82. Meet at a good location: location, location, location!
83. Assign every member to a 5 person recruitment team:  
each team brings in a new member every six months (or every three, or EVERY month)
84. Develop a strategic plan membership is a year-round priority and needs to be planned
85. Have incentives for recruitment
86. Have a large poster that lists all members who have sponsored a new member in the past year
87. Select a missing classification and work on filling it. Get out that phone book! Are all business vocations/classifications from your community filled in your club?
88. Display a thermometer showing progress towards club goal (Great tool!)
89. Feature a member's "benefit of the month" in the club newsletter
90. Induct new members with pizzazz and invite spouse/partner. Make a big deal of inductions.
91. Develop a welcome letter from the president for all new members
92. Contact all members who have resigned in the past 3 years. Bring them back for a social!
93. Use billboards at bus stops and road sides
94. Ask Rotarians to put Rotary ads on their commercial trucks
95. Recognize new members in newsletters, newspapers and every media possible
96. Regularly check the RI web site for ideas
97. Subscribe to the Rotary Membership Minute on the RI web site
98. Invite spouses to social functions... they are potential members, too!
99. Ask recipients of Rotary service or donations to speak for Rotary
100. Pass out M & M candy:  
to remind members that "**Membership Matters**" and that we need "**More Members**"