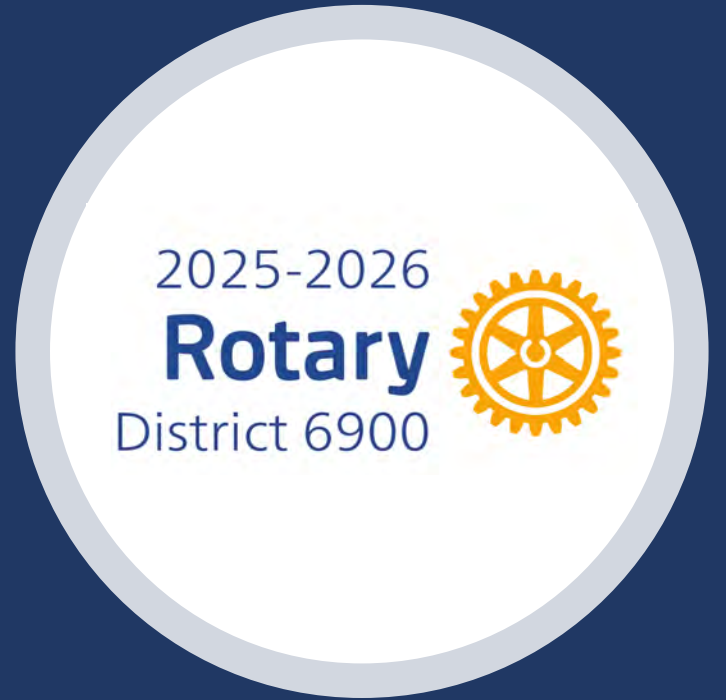




Peach State PETS



February 28 - March 2, 2025
2025-2026 Rotary District
6900 Governor
Steve Ivory



2025-2026

RI President-Elect
Mário César Martins de
Camargo

**Rotary Club de
Santo André
São Paulo, Brazil**





RIPE Mario
Encourages Us To:

Embrace growth, service, and connection to expand the best qualified team of volunteers on the planet.

Three essential pillars for growth:

Innovation

Continuity

Partnership



**TOGETHER, WE SEE A WORLD
WHERE PEOPLE UNITE AND TAKE ACTION
TO CREATE LASTING
CHANGE ACROSS THE GLOBE,
IN OUR COMMUNITIES, AND IN OURSELVES.**

The **ROTARY ACTION PLAN**

TAKING ACTION FOR CHANGE

We are at a defining moment in Rotary's history. We're implementing our Action Plan, a strategic road map that will help us better connect with each other, grow as an organization, and more effectively share our stories of how we are making a difference in communities.

At every level of Rotary, we have embraced opportunities to work together to achieve our goals. Over the coming four issues, you'll hear from Rotary members around the world who will offer their inspiration, encouragement, and guidance as we carry out the four priorities of the Action Plan.



IMPACT

We want to put our resources behind programs that will have the greatest impact and that align with our areas of focus.

We're creating tools and guidelines for tracking and sharing our efforts. We're also developing an evaluation process that will help us make objective recommendations about what is working and what we should continue, start, or stop doing.

REACH

We're committed to exemplifying and embracing diversity, equity, and inclusion (DEI) in everything we do.

We're testing new products and alternative models that will allow more people to connect and take action with us in ways that work best for them.

ENGAGE

We're tearing down the walls between "us" and "them" and focusing on participants.

We're asking people how they want to participate, finding ways to meet them where they are, and making sure they know we value them.

ADAPT

We're streamlining operations so we can be more agile and responsive.

We're simplifying the way we do things and helping members manage change so that our clubs, districts, and zones can more effectively communicate and work together.

Learn what your club can do at rotary.org/actionplan.



Three Essential Pillars for Growth

- **INNOVATION** drives creativity and new ideas within the organization.
- **CONTINUITY** ensures stability and ongoing development of initiatives.
- **PARTNERSHIP** fosters collaboration and strengthens community connections.



2025-2026 Focus



Membership-Add members, new types of clubs

Continuity – Succession Plan, 3 yr goals

Foundation & PolioPlus – +2% , \$1500 Polio/club

Service Heroes- Honor those who serve

Service Projects – Make an Impact/Tell your story!

Public Image- Branding/recurring storytelling

Action Plan- Integrate the plan and tools

Have fun!!!



Learning Facilitation Team

Stephanie Windham

Rotary Club of Griffin

770.757.1187

swindham@icloud.com

Tracy Van Norman

Rotary Club of North Columbus

706.593.6628

Tracy.vannorman@gmail.com





4

star charity - Charity
Navigator's highest level



88%

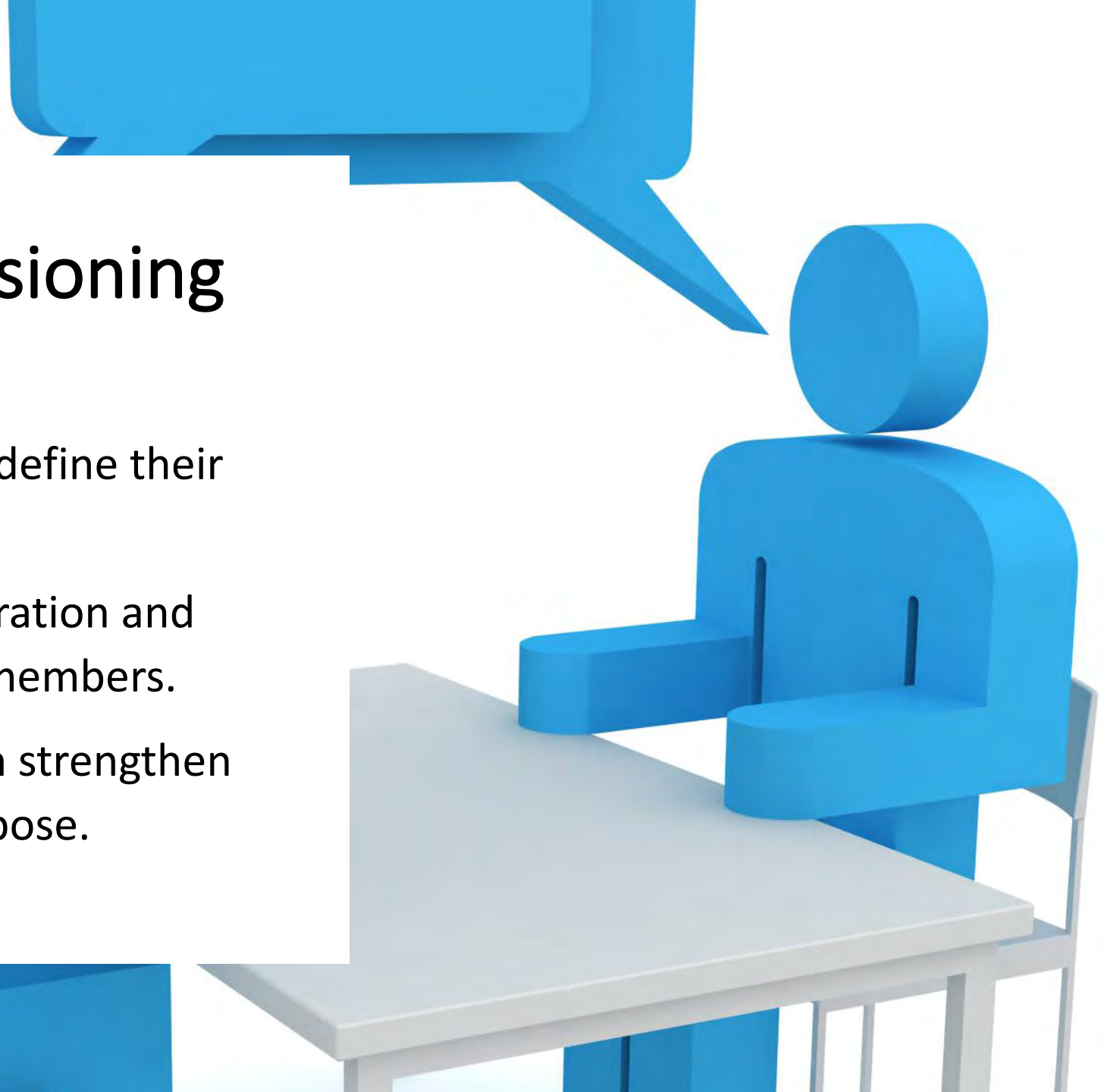
of funds are spent on
program awards and operations



At the 1917 convention, outgoing Rotary president Arch Klumph proposed setting up an endowment ***“for the purpose of doing good in the world.”*** That one idea, and an initial contribution of \$26.50, set in motion a powerful force that has transformed millions of lives around the globe.

Rotary Club Visioning

- Visioning helps clubs define their future direction.
- It encourages collaboration and shared goals among members.
- Visioning sessions can strengthen club identity and purpose.



The Power of Visioning in Clubs

- Visioning unites members towards common goals.
- Establishes **CONTINUITY** in leadership
- Builds **CONSISTENCY** in programming.
- Fosters **CONSENSUS** on purpose and actions.
- Helps develop a clear and understandable mission statement.
- Serves as a foundation for club growth and effectiveness.



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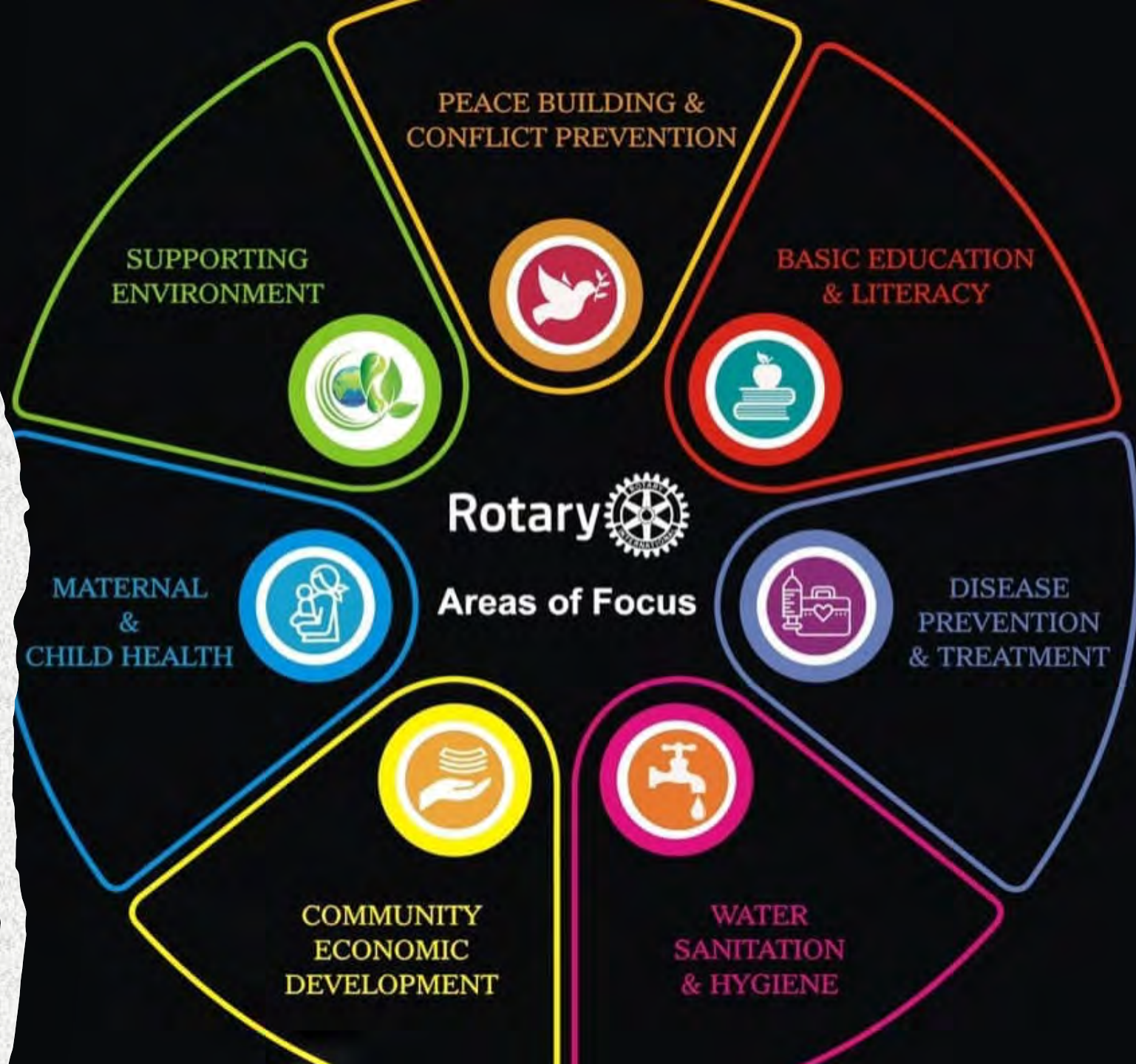
**BE ALL
YOU
CAN BE.**

**“Continuity is not about
uniformity; it’s about
alignment.” RIPE Mario**

★ U.S. ARMY

We are People of Action





President

As president, you lead and motivate your club, ensuring that club members feel valuable, inspired, and connected to each other.

What you do

- ❖ **Create an environment that energizes your club and inspires your members**
- Preside over club and board meetings
- Appoint committee chairs and members
- Conduct club assemblies
- Create a budget and manage club finances
- Develop a safe environment for youth participants
- Work with your District Governor and Area Governor

How to prepare

WHAT DO I DO?



As president-elect, you work with your area governor and incoming leadership team to set annual goals that support your club's strategic plan. You should:

◇Take online courses for club president and other important roles in the [Learning Center](#)

◇Assess your club's strengths, weaknesses, opportunities, and risks in order to set goals

◇Develop an action plan for your annual goals, which support long-term achievements

◇Appoint committee chairs

◇Ensure continuity in leadership and service projects

Attend District Assembly

25
26

Rotary 
District 6900

Presidents Elect
Training Seminar

Key Info Workbook
Atlanta Renaissance Hotel
February 28 - March 2, 2025
PeachStatePETS.org

Welcome!



Thank you for serving as president of your club and for taking the time to prepare and learn before, during and after PETS. You will make new friends and grow in your Rotary journey. I hope you leave here inspired to increase Rotary's impact in your

Your District Governor Couple



Steve Ivory

District Governor 2025-26

Peachtree City Rotary Club President 20-21 Sheffield Society/Club of the Year/GRSP Bentley Leadership Award

Major Donor Level 2, GRSP Kendall Weisinger Donor Area Governor 22-24/ RYE Counselor

(404) 630-0887/ Stiv1894@gmail.com

Anna Ivory

Vice President Piedmont Healthcare

147 Terrane Ridge

Peachtree City, GA 30269

Your District Support Team



Stephanie Windham
Learning Facilitator



Lisa Carlisle
26 Conference Chair



David O'Rear
Treasurer



Mandy Timmons
Executive Secretary



Audley Knight
Membership



Nick Ramey
Public Image



Bob Hagan
DRFC/ GOV AIDE



Kay Williamson
Community Grants



G-LINE

- **DISTRICT GOVERNOR**
Steve Ivory
- **PAST DISTRICT GOVERNOR**
Gordon Owens
- **DISTRICT GOVERNOR ELECT**
Cynthia Edwards
- **DISTRICT GOVERNOR NOMINEE**
Buck Buchanan

TEAM 6900

- **LEARNING FACILITATOR**
Stephanie Windham
- **TREASURER**
David O'Rear
- **EXECUTIVE SECRETARY**
Mandy Timmons
- **ROTARY FOUNDATION**
Bob Hagan
- **MEMBERSHIP**
Audley Knight
- **PUBLIC IMAGE**
Nick Ramey
- **DISTRICT CONFERENCE**
Lisa Carlisle
- **DISTRICT SUPPORT**
Alicia Hughes

COMMITTEES

- **PLANNING & ADVISORY**
Leading Effective Committees
 - Chair | Steve Ivory
 - DGE | Cynthia Edwards
 - DGN | Buck Buchanan
 - IPDG | Gordon Owens
 - IIPDG | Andre Marria
 - Treasurer | David O' Rear
 - DRFC | Bob Hagan
 - Conf | Lisa Carlisle
 - Member | Audley Knight
 - PI | Nick Ramey
 - PDG 1yr | Fran Milberg

- **FOUNDATION**
Foundation Intermediate
 - DRFC | Bob Hagan
 - Stewardship | André Marria
 - Grant Chair | Mike Mudd
 - Community | Kay Williamson
 - Global | Olga Narvaez
 - Scholars | Eleni Bafas
 - Fundraising | Lee Hollingsworth
 - Major Gifts | Lee Hollingsworth
 - Annual Fund | Paddy Sharma
 - Polio+ | Wynita Cannon

- **FINANCE**
Finance Committee Intermediate
 - Chair | Gordon Owens
 - Treasurer | David O'Rear
 - DG | Steve Ivory
 - DGE | Cynthia Edwards
 - DGN | Buck Buchanan
 - DRFC | Bob Hagan
 - Conf | Lisa Carlisle
 - DG Apt 1yr | Cheryl Greenway
 - DG Apt 2yr | Robin McIntire
 - DG Apt 3yr | Laura Crumbley

- **SERVICE**
Service Learning For Advisors
 - Disaster | Chris Brand
 - RYLA | Susan Ruckman
 - RYE | Mike Irvin
 - Interact | Kevin Barbee
 - GRSP | Kerry Arnold
 - Laws of Life | Carol Gray Walker
 - CART | Nancy Alterman
 - End HT | Dave McCleary
 - BTV | Debbie Cwalina

- **PUBLIC IMAGE**
Public Image Intermediate
 - Chair | Nick Ramey
 - Newsletter | Jackie Cuthbert

- **TRAINING & EVENTS**
Your District Events
 - Chair | Stephanie Windham
 - Conf | Lisa Carlisle
 - DG | Steve Ivory
 - DGE | Cynthia Edwards
 - DGN | Buck Buchanan
 - Treasurer | David O'Rear
 - Contracts | Stephanie Windham
 - Member | Audley Knight
 - PI | Nick Ramey
 - RLI | Tracy Van Norman

- **MEMBERSHIP**
Membership Intermediate
 - Chair | Audley Knight
 - ICA | Audley Knight
 - Leads | José Gonzalez
 - Engage | Anna Finn
 - Attract | Dave Schwickerath
 - Rotaract | Caroline Lazaro
 - Satellite | Brooke Foxman

- PI Video/
Content | Ryan Clements
Tina Poland
Antoinette Hammond
Syd Padala

KEY DATES 2025:

- JAN 28 - LEADERSHIP TRAINING
- FEB 28 - MAR 2 - PEACH STATE PETS
- MAR 29 - DISTRICT ASSEMBLY
- APR 25 - 27- DISTRICT CONFERENCE
- JUN 21 - 25- INTERNATIONAL CONVENTION
- AUG 16 - MEMBERSHIP SUMMIT

KEY DATES 2026:

- LEADERSHIP TRAIN, PETS, DTA- TBD
- MAR 31 - AWARDS SUBMISSIONS
- APR 16 - PRESIDENTS BANQUET
- APR 16-19 , 2026 - DISTRICT CONFERENCE

RECURRING MEETINGS:

- G LINE - WEEKLY
- PLAN & ADV - QUARTERLY
- FINANCE - BI-MONTHLY

- PUBLIC IMAGE - QUARTERLY
- MEMBERSHIP - MONTHLY
- FOUNDATION - BI-MONTHLY

ARDY BASTIEN (3)

● **516.967.7619 | DUNWOODY**
Brookhaven
North Atlanta
Stone Mountain
Tucker
Vinnings Cumberland

BUCK BUCHANAN (3)

● **404.218.9256 | MARIETTA METRO**
Marietta
North Cobb
Paulding County
Polk County
South Cobb

CYNTHIA EDWARDS (3)

● **770.634.6690 | STONE MOUNTAIN**
Atlanta West End
Decatur
Emory-Druid Hills
Midtown Atlanta
South DeKalb

JACLYN DONOVAN (1)

● **229.938.3608 | MOULTRIE**
Albany
Dougherty County
On The Flint

KATHLEENE SMITH (1)

● **770.833.4481 | GRIFFIN**
Barnesville
Griffin Daybreak
Henry County
Lake Spivey/Clayton County
Peachtree City

LISA GELBER (1)

● **770.856.9609 | NORTH FULTON**
Alpharetta
Atlanta
Atlanta Brasil
East Cobb
Sandy Springs

BUTCH CARTER (1)

● **770.826.7868 | EAST COBB**
Atlanta Airport
Atlanta Metro
Buckhead
North Fulton
Smyrna

KENNY PHILLIPS (2)

● **229.894.4177 | AMERICUS**
Americus
Cordele
Cuthbert

JOY MANBECK (3)

● **770.715.5422 | NORTH FULTON**
Dunwoody
Johns Creek North Fulton
Marietta Metro
Roswell

JOHN LAWAL (1)

● **470.535.1516 | GRIFFIN DAYBRK**
Forsyth-Monroe County
Griffin
Jackson-Butts County
Thomaston-Upson County

SCOTT RICH (3)

● **229.221.0924 | THOMASVILLE**
Bainbridge
Blakely
Cairo
Thomasville

JEREMY MOORE (2)

● **770.595.6495 | CARROLLTON**
Bremen
Carrollton
Carrollton Dawnbreakers
Douglas County

DAWNBREAKERS

AREA GOVERNORS ²⁰²⁵⁻²⁶

AMY BENTON (2)

● **770.853.5938 | PEACHTREE CITY**
Fayetteville
Newnan
Senoia
Tyron (Fayette-Daybreak)

CHUNK NEWMAN (2)

● **404.787.6068 | LAGRANGE**
Harris County
LaGrange
Meriwether County
West Point

CEDRIC HILL (2)

● **706.987.0979 | COLUMBUS**
Atlanta Southern Crescent
Columbus
Muskogee-Columbus
North Columbus

TERI WHITE (2)

● **229.221.3935 | THOMASVILLE**
Camilla
Moultrie
Pelham

ACTION ITEMS:

READ THE MONTHLY DG EMAIL
FOLLOW UP ON OPEN ACTION ITEMS
CALL OR VISIT WITH CLUB PRESIDENT

CHECK CLUB STATS, TRENDS & GOALS
SCHEDULE YOUR NEXT CLUB VISIT
ENGAGE DISTRICT RESOURCES AS NEEDED

IRRESISTIBLE SUPPORT:

As an AG you are the first person a club president may call for a helping hand. Be available to them, act as their coach or mentor and motivate them to create impact in their community during the Rotary year.

RI President Mario Cesar de Camargo's Message

25
26

UNITE FOR GOOD



Rotary 

Top Internal Priority and Greatest Challenge

- **Members** | Greatest asset but critical to grow
- **Strength of Rotary** | Best qualified volunteers on the planet
- **3 Pillars of Growth:** Innovation, Continuity, Partnerships
- **Innovation** | Adapting to change, welcoming new members, new club models like satellites
- **Continuity** | Alignment. Consistent leadership/strategies
- **Partnership** | Collaboration - Professional orgs, academic institutions, Gates Foundation, UNICEF, WHO
- **Global impacts** | **Nigeria** - wells & schools, **India** - life saving medical care, **Indonesia** - 700 farm families + income
- **People of Action**- We don't wait for change to happen, we make it happen.
- Rotary's future depends on action, leadership, unity
- **People of Action** "Unite for Good"

PRIORITIES

- END POLIO
- DRIVE THE ROTARY ACTION PLAN
- MAKE YOUR CLUB EXPERIENCE IRRESISTIBLE- ASK MEMBERS WHAT THEY WANT AND MAKE IT HAPPEN
- MEMBERSHIP GROWTH- INNOVATION TO BRING IN NEW MEMBERS AND TRY NEW THINGS
- CONTINUITY, STRATEGIC ALIGNMENT, LEADERSHIP
- PROMOTE PEACE & LIVE THE 4-WAY TEST

PEOPLE OF ACTION- Let's Have A Great Year!



As you plan for the 2025-26 Rotary year, think about how you will help make Rotary irresistible to your membership and prospective new members. Members want to be heard by club leaders and engaged. Club meetings, service projects and social events should be impossible for people in your community to resist. Focus on telling the story effectively with a great Public Image process.

KEY DATES

- **MAR 29, 2025** | DISTRICT ASSEMBLY - COLUMBUS
- **APR 24-27, 2025** | DISTRICT CONFERENCE- JEKYLL
- **JUN 21-25, 2025** | ROTARY INTERNATIONAL CONFERENCE | CALGARY, CANADA
- **AUG 16, 2025** | DISTRICT MEMBERSHIP SUMMIT
- **APR 16-19, 2026** | DISTRICT CONFERENCE
- **JUN 13-17, 2026** | ROTARY INTERNATIONAL CONFERENCE | TAIPEI, TAIWAN

Official Visits

25
26



When Anna and I visit, we want to experience what it is like to be a member of your club. We want to volunteer in service projects and can help raise funds or help to honor Rotarians or other community servants or veterans.

Schedule A Visit
Contact Executive Secretary
Mandy Timmons at
d6900secretary2526@gmail.com
or scan the QR code



OFFICIAL VISIT PREFERENCES

- PARTICIPATE IN ANY SERVICE PROJECT
- HELP AT A FUNDRAISER
- ATTEND A CLUB SOCIAL OR FAMILY OF ROTARY EVENT
- NEW MEMBER SOCIALS/MEMBERSHIP EVENTS
- ANNIVERSARY PARTIES/ MEMBER INDUCTIONS/ RECOGNITION OF MEMBERS
- MEAL WITH BOARD OF DIRECTORS

ROLE of the PRESIDENT



- *Most important and fulfilling role in Rotary. It is also an honor to serve!*
- *Your club has entrusted you to lead them. Service above self!*
- *District, Zone, Rotary International - Exist to support you/your club*
- *Motivate your club to make an impact -find out what your community needs and engage and make it happen*
- *Develop an action plan - 3 year goals- strategic alignment & leader continuity*
- *Focus: Membership/grow clubs, Foundation and Polio Plus giving, Public Image/Tell your story effectively, Impactful service projects*
- *Show the good that Rotary does - People of Action*
- *Have fun - use the 4 Way Test as your guide*
- *Ask for help when you need it: your board, other presidents, AG's, District staff and District Governor are all there for you as well as Zone and RI experts*

2026 District Conference

25
26



LAKE LANIER ISLANDS, GA APRIL 16-19, 2026

READY YOURSELF FOR AN AMAZING WEEKEND

- 350+ ROTARIANS FROM OUR DISTRICT
- PRESIDENT'S DINNER CELEBRATION APRIL 16
- AWARDS & RECOGNITION
- BOATING, FUN COMPETITIONS, PICKLEBALL, GOLF, BEACH PARTY, GAME CHANGERS ENTERTAINMENT
- AWESOME SPEAKERS & ENTERTAINMENT/ DANCING
- BUILD GOODWILL & BETTER FRIENDSHIPS

Club Experience Matters Most

25
26

CLUB EXPERIENCE

Research shows that the single most important factor in member satisfaction is the club experience.



Meeting Enjoyment

When members have fun, and feel like they are included and belong



Confidence in Club Leadership

When members feel they have input, their leaders are open to their ideas, and when they trust leaders to make good decisions



Personal Growth & Opportunities

When members feel that their club and Rotary offer ways for them to develop skills and to grow



Connections

When members feel that they've formed valuable relationships through Rotary



Meaningful Service

When members feel that the service their club does makes a difference in the world and in their community

ASSESSMENT TOOLS

- [MEMBER INTEREST SURVEY](#)
- [DIVERSITY ASSESSMENT](#)
- [PROSPECTIVE MEMBER EXERCISE](#)

- [RETENTION ASSESSMENT & ANALYSIS](#)
- [MEMBER SATISFACTION SURVEY](#)
- [EXIT SURVEY](#)



INCREASE OUR ABILITY TO ADAPT

As People of Action we seek new perspectives and new ideas that can strengthen Rotary and create lasting change.

- Fund new ideas & projects
- Try a new meeting time or format
- Re-evaluate your governing docs
- Invite non-member advisors



ENHANCE PARTICIPANT ENGAGEMENT

As People of Action we create meaningful relationships across decades and continents.

- Seek feedback from members
- Conduct a Club Health Check
- Offer opportunities to connect
- Provide leadership development



EXPAND OUR REACH

As People of Action we are inclusive, engaging, compassionate, and ambitious on behalf of the world.

- Share *People of Action* stories
- Create flexible member options
- Partner with another organization
- Update website & social media



INCREASE OUR IMPACT

As People of Action we make decisions grounded in evidence.

- Help eradicate polio
- Gather before & after project stats
- Share how you make a difference
- Commit to improving projects

ACTION PLAN RESOURCES:

[INCREASE OUR ABILITY TO ADAPT](#)
[ENHANCE PARTICIPANT ENGAGEMENT](#)

[EXPAND OUR REACH](#)
[INCREASE OUR IMPACT](#)

ROTARY 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.



● INCREASE OUR ABILITY TO ADAPT

.....

.....
Action Plan Champion

..... Who When



● ENHANCE PARTICIPANT ENGAGEMENT

.....

..... Who When



● EXPAND OUR REACH

.....

..... Who When



● INCREASE OUR IMPACT

.....

..... Who When

ACTION PLAN RESOURCES:

[INCREASE OUR ABILITY TO ADAPT](#)

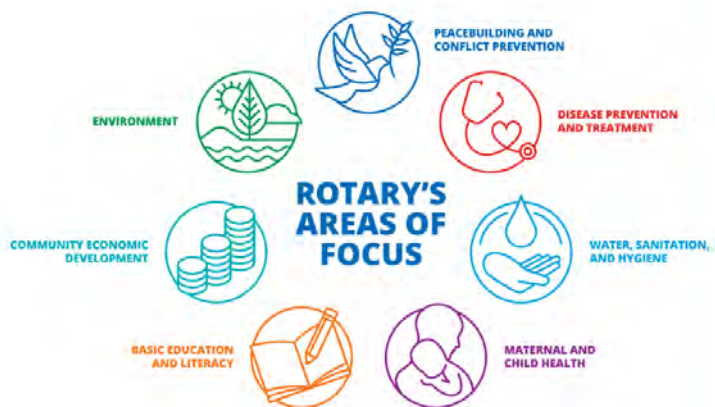
[ENHANCE PARTICIPANT ENGAGEMENT](#)

[EXPAND OUR REACH](#)

[INCREASE OUR IMPACT](#)

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● COMMUNITY GRANT PROJECT IDEA

.....
Grants Chair

.....

.....

.....

.....

.....

.....

.....

.....

SUPPORT ROTARY'S ACTION PLAN:

In the Ability To Adapt section of Rotary's Action Plan, clubs are asked to fund new projects. Leverage community grant funds to try a new project that hasn't been done before. Consider teaming up with other organizations

COMMUNITY GRANT FUNDING:

If you have a great idea to impact your community write a custom grant for up to \$2,000 or submit a grant by May 15, 2025. Either way don't miss out on using these funds.

ACTIONS

● **LEARNING**

Membership issues & resources
Club attrition & attraction trends
Top 10 ways to attract new members
10 best ways to keep members engaged
MAP webinars

● **COMMUNICATION**

Membership Scorecard
Club success stories
Award - Most new members per club
Award - Members sponsored by indiv

● **CLUB SUPPORT**

The club experience
Club action plan outline
Attrition & attraction actions
RI membership lead follow up

● **NEW CLUBS**

Create *Impact Clubs*
3 new satellite/impact clubs
3 new young professional clubs
Charter 1 new Rotary club

- **Membership Growth** | priority internal focus.
- Presidents and Club chairs should drive **attraction** and **engagement** ideas and have a **membership chair or committee**
- **Why? New members bring in new diverse ideas and perspectives, different networks, more giving, and increase our ability to do impactful service projects.**

MEMBERSHIP COMMITTEE QUESTIONS/ACTIONS

- Do you know if your club is **INCREASING** or **DECREASING** in membership?

- What are the reasons **WHY?** How do you address these issues?

- Do you know what tools are in the **MEMBERSHIP ACTION PLAN?**

- What will you do to **ATTRACT** new members?

- What will you do to **ENGAGE** or **RETAIN** members?

- How do you **ASK** for help/additional resources?

- Have you **ASK** your club to **CHANGE** to alternate times/dates/locations?

MEMBERSHIP RESOURCES:

MAP WEBSITE & WEBINARS
MEMBERSHIP SATISFACTION SURVEY
ROTARY MEMBERSHIP LEADS

START AN IMPACT CLUB
GROW ROTARY
LEARNING CENTER COURSES
MEMBERSHIP SUMMIT-AUG 16, 2025

ROTARY MEMBERSHIP LEADS:

The District Membership team receives leads from Rotary International and will make initial contact with the prospective member before connecting them to a club. The DM team and AGs will be tasked with helping the DMC follow up with clubs on the status of each prospect.

ACTIONS

● **LEARNING**

- District trends & resources
- Club giving trends
- Getting members to give
- Polio+ Society
- Zone foundation webinars

● **COMMUNICATION**

- Foundation Scorecard
- Club success stories
- Award - Giving per club
- Award - Giving per member

● **CLUB SUPPORT**

- Club giving goals
- Club foundation action plan

● **NEW GIVING**

- Increase Polio+ Society Members
- Motivate members to give to Endowment Fund
- Consider doing Polio Sport Donation Programs (\$1 per point per team in football season)

ANNUAL FUND AND POLIO + GIVING

- Key part of being president!
- Motivate your **club members** to **donate** and **recognize** donors
- One of the best charities in the world, providing over \$4 Billion
- One 60¢ donation can protect a child from polio!
- Polio Eradication is our highest priority!
- The world is 99.9% Polio Free due to Rotary and its Partners
- Tell your Impact Story | Your club's grants have improved lives
- Motivate your club to give \$1500 to Polio Plus

KEY QUESTIONS/ACTIONS

- Have You picked a dynamic **FOUNDATION CHAIR** or **TEAM** that can clearly tell the Foundation's Story and Mission?

- Does your Foundation team regularly **ASK** members to **GIVE** to the Foundation and Polio?

- Do they know how to use Foundation **GIVING TOOLS**?

- Did the club ask for **GRANT MONEY**? Are **GRANT IMPACT STORIES** told?

- Does the club recognize **PAUL HARRIS FELLOWS**, **PAUL HARRIS SOCIETY**, and **MAJOR DONORS** on a regular basis?

- How can you **ENCOURAGE GIVING**?

- Do members know how much they have **GIVEN** and what it would take to get to the **NEXT LEVEL**?

- Can your club donate **\$1500** to Rotary's **CORE MISSION**?

WHY GIVE:

THE ROTARY FOUNDATION TRANSFORMS GIFTS INTO SERVICE PROJECTS THAT CHANGE LIVES AT HOME AND AROUND THE WORLD IN AREAS LIKE PEACE INITIATIVES, IMPROVING HEALTH, QUALITY EDUCATION/LITERACY, HELPING WOMEN AND CHILDREN, PROTECTING THE ENVIRONMENT, ALLEVIATING POVERTY, DISEASE ERADICATION

FOUNDATION RESOURCES:

FOUNDATION LEARNING CENTER COURSES
RAISE FOR ROTARY
ROTARY GIVING WORKS BROCHURE
DIRECT DONATION PAGE



CAMPAIGNS

● DISTRICT CONFERENCE & EVENTS

Registration promotions & videos
Featured speakers & activities
District conference articles
Live promotion
District assembly articles

● MEMBERSHIP

Membership Scoreboard
Club success stories
Why membership content
Irresistible membership moments

● FOUNDATION

Foundation Giving Scoreboard
Community & Global Grant stories
The Foundation at Work

● CLUB VISITS

Engagement candid
Community impact videos
Highlights from around the District
A year in review video

CALENDAR

● **JULY** (Maternal & Child Health)
Prep for Membership summit

● **AUGUST** (Membership Development)
Membership summit

● **SEPTEMBER** (Basic Education & Literacy)
Foundation Scoreboard

● **OCTOBER** (Economic Development)
World Polio Day

● **NOVEMBER** (Rotary Foundation)
Foundation giving year end push

● **DECEMBER** (Disease Prevention)
Irresistible moments & impact
Holiday moments/ impact stories

● **JANUARY** (Vocational Service)
District Conference video

● **FEBRUARY** (Peacebuilding)
District Conf speakers & events
Training Assembly

● **MARCH** (Water & Sanitation)
Last push for District Conference

● **APRIL** (Environmental)
Foundation & Membership Scoreboard
District Conference

● **MAY** (Youth Service)
Congratulate award winners

● **JUNE** (Rotary Fellowships)
Thank you District 6900
Year in review

PUBLIC IMAGE RESOURCES:

[ELEVATE ROTARY \(ZONE 33/34 PI WEBSITE\)](#)
[PI LEARNING CENTER COURSES](#)
[ROTARY BRAND CENTER](#)

PUBLIC IMAGE COMMITTEE:

The focus of the district public image committee is to share Rotary's impact around the state, encourage giving to the Rotary Foundation & Polio+, generate participation in district events and help club's leverage the latest in public image trends to promote themselves.

BRANDING

Rotary, like every major organization in the world, is protective of its brand. Be sure to use the brand center to create club logos and lockup logos for events or when partnering with others. If you aren't sure, ask our PI team before you go to print.

ACTIONS

MEMBER ENGAGEMENT

- Weekly or monthly newsletter
- Group chat or text messaging
- Announce volunteer opportunities
- Recognize member actions
- Share service project success
- Promote member businesses
- Introduce new members
- Share District, Zone, & RI content
- Encourage likes, follows, & shares
- Celebrate milestones

TELLING YOUR CLUB'S STORY

- Announce new members
- Promote events prior to start
- Encourage public to serve
- Thank fundraising sponsors
- Publish upcoming speaker bios
- Branding & signage at events
- Sponsor community events
- Share activities with the public
- Budget for advertising & promos
- Invite local press & media

Public Image Chair

**DO NOT USE THIS LOGO!
IT IS 10 YEARS OUT OF DATE**



Griffin Daybreak
Rotary



IF YOUR LOGO DOESN'T LOOK LIKE ONE OF THESE, YOU'RE USING THE WRONG ONE!

Rotary
Club of Newnan, GA



THE MARK OF EXCELLENCE SHOULD NEVER BE USED AS A DESIGN ELEMENT.



Georgia
Rotary
Districts



USE A LOCKUP LOGO INSTEAD.

**VISIT THE ROTARY BRAND CENTER FOR ALL LOGOS
BRANDCENTER.ROTARY.COM**

PUBLIC IMAGE RESOURCES:

- [ELEVATE ROTARY \(ZONE 33/34 PI WEBSITE\)](#)
- [PI LEARNING CENTER COURSES](#)
- [ROTARY BRAND CENTER](#)

PUBLIC IMAGE COMMITTEE:

The focus of the club public image committee is to share Rotary's impact in your community, encourage giving to your local fundraiser, generate participation in club events and attract others to join your efforts in making a difference in the world. Focus on storytelling that the community will empathize with.

PUBLIC IMAGE CALENDAR

JULY (Maternal & Child Health)

New theme & initiatives (internal)

AUGUST (Membership Development)

SEPTEMBER (Basic Education & Literacy)

OCTOBER (Economic Development)

World Polio Day

NOVEMBER (Rotary Foundation)

DECEMBER (Disease Prevention)

JANUARY (Vocational Service)

FEBRUARY (Peacebuilding)

MARCH (Water & Sanitation)

APRIL (Environmental)

Lake Lanier District Conference

MAY (Youth Service)

JUNE (Rotary Fellowships)

Year in review, show off your impact

Rotary International Convention Taipei

PUBLIC IMAGE RESOURCES:

[ELEVATE ROTARY \(ZONE 33/34 PI WEBSITE\)](#)

[PI LEARNING CENTER COURSES](#)

[ROTARY BRAND CENTER](#)

PUBLIC IMAGE CITATION:

If your club wants to go the extra mile when it comes to public image, check out the Zone 33/34 citation. Each month the zone PI team has a task that will help your club step up its public image game. Check out ElevateRotary.org for more information and to sign up to participate and potentially receive an EPIC award.

LEARNING

● LEARNING CENTER (RI)

- [Club President Basic Course](#)
- [Club President Intermediate](#)

● ROTARY LEADERSHIP INSTITUTE (RLI)

- [Attend RLI I, II & III](#)

● ZOOM MEETINGS/ CALLS

- [Schedule TBA](#)

● ADDITIONAL RESOURCES

- [Membership Action Plan Webinars](#)
- [Membership Assessment Tools](#)
- [Membership Satisfaction Survey](#)
- [Zone 34 Public Image Tools](#)
- [Ways To Give To The Foundation](#)
- [Rotary Strategic Action Plan](#)
- [Club Awards TBD](#)
- [PETS WORKBOOK](#)

TECHNOLOGY

● ROTARY CLUB CENTRAL (RCC)

- Update your user profile
- Add club officers & directors
- Enter 25-26 club goals
- Create 5-10 projects for 25-26
- Access The Learning Center
- Use brand center to create logo
- Download RI theme materials
- Copy a project into the Service Project Center

● DACDB

- Make sure you can login
- Connect DACdb to RI (read only)
- Review stats on MAP website
- Enter Membership goals in MAP
- Register for PETS

● ROTARY6900.ORG

- Make sure you can login
- Register for District Conference
- Submit a community grant
- Add a featured project
- Access the Governor's Citation

CALENDAR 25-26

● SEPTEMBER 25

- Who will help you lead the club?
- Select board and committee chairs

● OCTOBER

- Participate In World Polio Day
- Review Foundation giving trends (RCC)

● NOVEMBER

- Lead by example & give to RI

● DECEMBER

- Update members status prior to RI dues
- Finalize key board roles & enter in RI

● JANUARY 26

- Review 26-27 RI Presidents Message
- Register for District Assembly & Conf

● FEBRUARY

- Finish Learning Center courses
- Attend Peach State PETS

● MARCH

- Team to District Assembly

● APRIL

- Attend District Conference

MAKE ROTARY IRRESISTIBLE:

As you plan for the 2025-26 Rotary year, think about how you will make Rotary irresistible to your members and prospective members. Your club meetings, your service projects and your social events should be the place people want to be.

Appendix

25
26



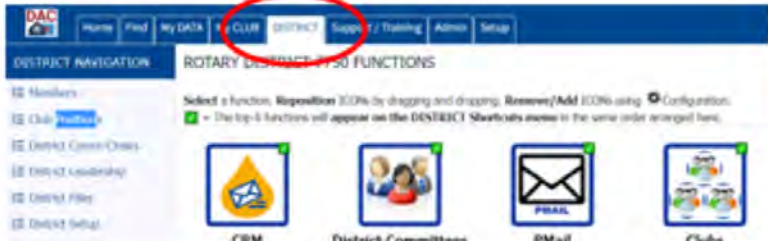
- Accessing Membership Success Center
- Peace Pole Project information
- District Charts- Membership, Foundation, Polio Plus

Accessing the Membership Success Center


The Membership Success Center is accessed through DACdb, and users enter the database in their Club, District and Zone – no navigation needed.

Step 1:

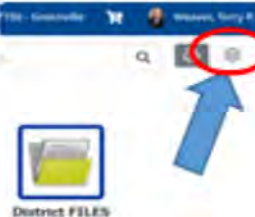
Start on the **District Tab** in DACdb:



Step 2:
Look for:



Step 2a:
If you don't see the MAP Icon on your workspace, click the "cog" icon at the top right, just beneath your name: :



Step 2b:

Click and drag the MapSys icon from the Available Icons space to the Icons Displayed space.



Configure the Icon Actions that are displayed here. Drag and drop the icons names in the "order" in which you want them appear.

Icons Displayed:
Select and position the icon names and the order in which you want them displayed (drag, list may be modified on the 2nd line):

Executive	Club	Calendar	Help	Communities	Site	Reports	Accountability	History	Leaders	Programs	Administration	Home
System	Map	Resources	Support	Search	Utilities							

Available Icons:
District Actions:

Executive	Club	History	Calendar	Product	Product	Product	Product	Product	Product
-----------	------	---------	----------	---------	---------	---------	---------	---------	---------

Set Club Defaults Reset My Configuration **Set My Configuration**

Step 2b from above:
Click Set My Configuration:

Set My Configuration

Step 3:
Back on the District tab, Look for:



Membership Success
Center

Step 4:
Clicking on the Membership
Success Center Icon, the MAP
Database redirect page opens.
Click



MAP Database

Continue to MAP

Continue to MAP

You will enter the Membership Success Center in your own club, district and zone.

RotaryPeacePoles.World



PLANT A PEACE POLE IN YOUR COMMUNITY

Partner with your local municipality to place a peace pole at a park, civic building, police/fire station, library, school or another high traffic area.

BENEFITS

This is a low cost, high impact project that is easy to do in your community and a great way to promote Rotary's dedication to peace and conflict resolution.

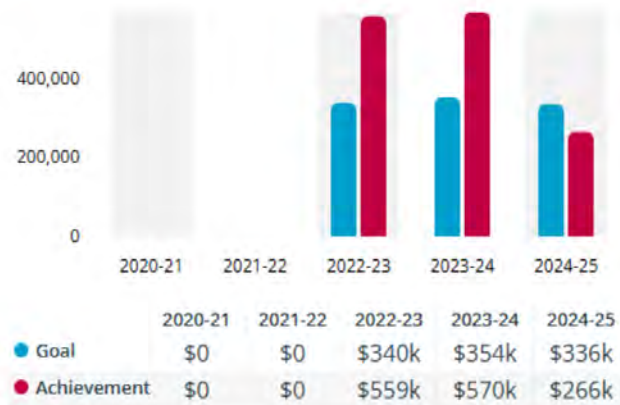
Suggested Veterans/Other Partners

- **Junes Second Chance Ranch** | JSCRrescue.com
- **Eden Project** | Eden-Project.com
- **Camp Southern Ground** | CampSouthernGround.org
- **Travis Manion Foundation** | TravisManion.org
- **Tunnels for Towers** | T2T.org
- **Team Red White and Blue** | TeamRWB.org
- **Sleep in Heavenly Peace** | SHPBeds.org
- **Leap for Literacy** | Leapforliteracy.org

Membership Trends



Annual Fund Trends



Rotary DISTRICT 6900 FUNDRAISING ANALYSIS

INTERIM RESULTS FOR JULY THROUGH FEBRUARY 2024-25

Year	Number of Members	Annual Fund					PoloPlus Fund				Other Funds**		Endowment Fund		Total Div
		GOAL	% Goals Received	Total	Per Capita	GOAL ACHIEVED	GOAL	% Goals Received	Total	GOAL ACHIEVED	Non-Dining Clubs	Total	Total	Total Div	
2024-25	1,801	\$336,272	70.1%	\$410,660	\$228.04	122.2%	17	\$68,261	70.1%	\$162,508	248.0%	30	\$7,621	\$6,293	\$66
2023-24	3,838	\$353,650	69.2%	\$642,428	\$167.69	182.0%	12	\$126,190	60.6%	\$515,936	298.0%	24	\$21,126	\$4,869	\$1,184
2022-23	3,867	\$339,660	69.7%	\$614,260	\$157.64	180.9%	7	\$32,869	63.8%	\$225,414	256.4%	26	\$16,100	\$19,319	\$879
2021-22	3,887	\$255,558	73.4%	\$796,816	\$204.74	224.8%	7	\$80,850	70.6%	\$181,338	208.5%	24	\$31,681	\$22,819	\$1,216
2020-21	4,048	\$322,400	64.3%	\$598,337	\$146.25	206.6%	6	\$47,600	54.3%	\$387,696	404.4%	29	\$113,553	\$136,033	\$1,488

**Other Funds include term investments and funds for approved grants



Recognition and Endowment Measures

	IMP	Service-rotator	Engaged Society**	Major Donor*	Major Gifts	IMPV Eligible	Sustaining Member	#
All-time	11,633	771	265	390	—	—	—	
2024-25	263	6	6	14	8	1,831	666	
2023-24	562	10	8	31	12	2,640	2,048	
2022-23	368	12	2	28	10	2,878	1,910	
2021-22	405	2	1	30	17	2,802	2,084	
2020-21	444	4	2	25	15	2,701	1,826	

Yearly breakdowns include both new quarters and recognition level changes

Paul Harris Society Members:	138	Rotary Direct Participants:	
Total Endowed Funds:	7	* Joint Major Donor/rotator society counts as one	
Market Value:	\$930,818	**IMPV funds are eligible in 2024-25, Sustaining Member and IMPV eligible include all members, not just active club members	
Market Value Date:	31 Jan 2025		
Foundation Recognition Points:	48,897.62		

Rotary District 6900

Public Image

WHO IS YOUR PUBLIC IMAGE TEAM?



NICK RAMEY
Owner
Gig Bag Media



RYAN CLEMENTS
Owner
Number 1 Digital



SYNTHIA GERA-PADALA
Sr. Manager of AI
Product Experience at
Verizon



ANTOINETTE HAMMOND
Owner
Hammond Marketing
Company



TINA MCKENNA
Owner
McKenna Media Group

WHAT IS PUBLIC IMAGE?

The Public Image team is your resource to help tell your club's story.

TIPS FOR SUCCESS

- 1. WHAT ARE YOUR CLUB'S GOALS?**
- 2. KNOW YOUR AUDIENCE**
- 3. STICK TO YOUR BRAND**
- 4. UTILIZE A TEAM**
- 5. USE YOUR RESOURCES**
- 6. ASK THE D6900 TEAM**



TIPS FOR SUCCESS

What Are Your Goals?

1. Are you trying to reach new members?
2. Are you trying to tell your community about your club?
3. Are you trying to reach sponsors for an event or fundraiser?

TIPS FOR SUCCESS



Know Your Audience

What age range?

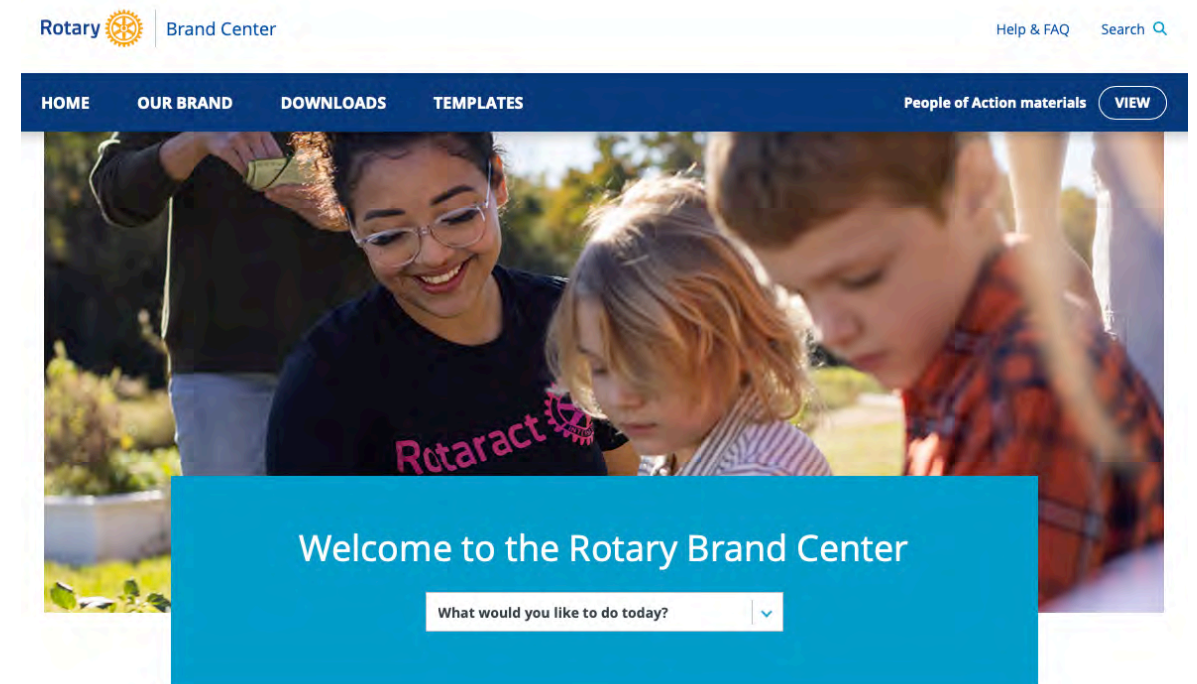
Family or Single?

Activities?

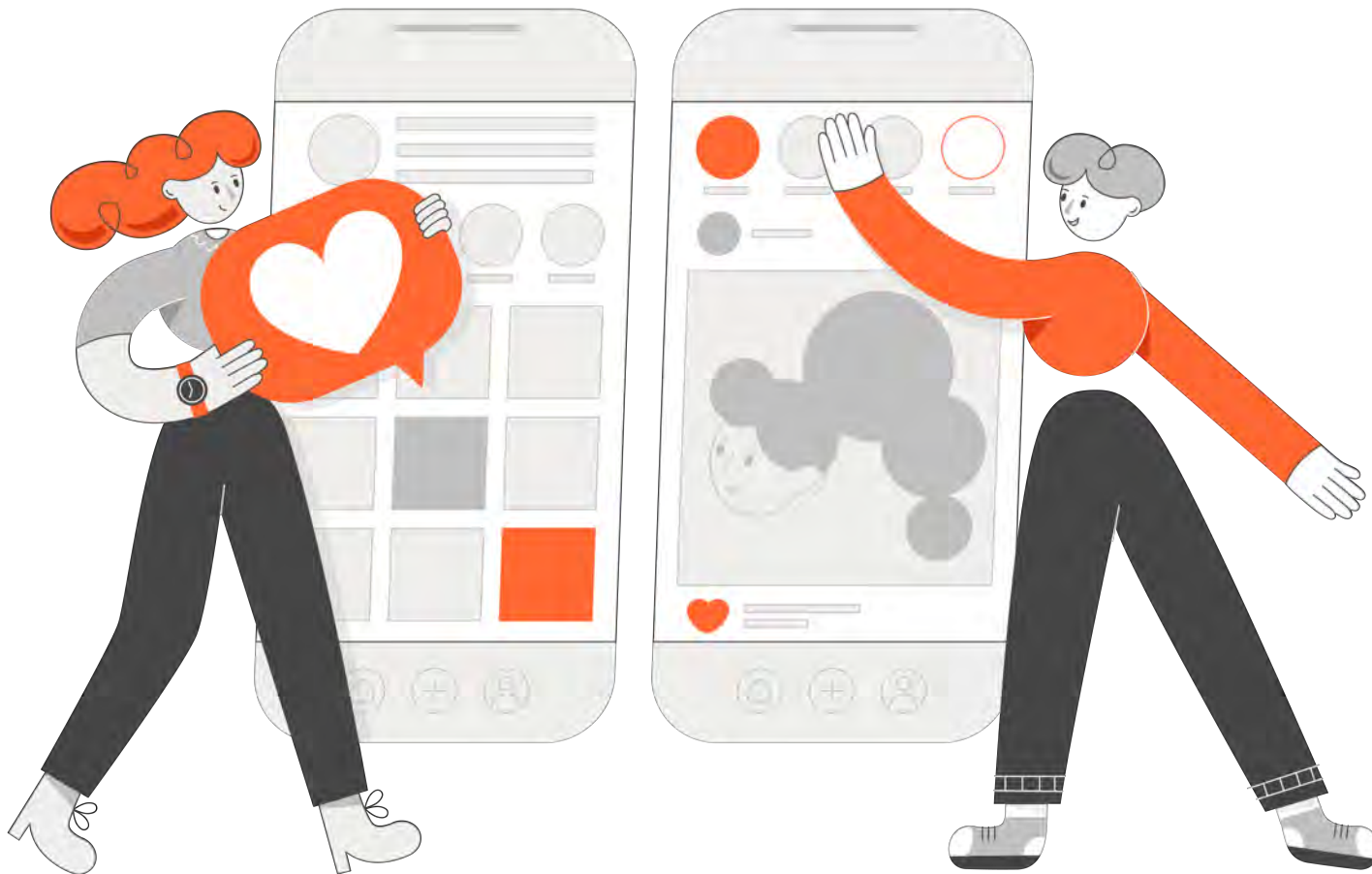
TIPS FOR SUCCESS

Stick to Your Brand

1. Correct use of the Logo
2. Correct colors and fonts
3. People of Action Shots



TIPS FOR SUCCESS



Utilize a Team!

This is a full-time job! No one can do it all, so find a team that likes to do the different aspects of Public Image.

TIPS FOR SUCCESS

Use Resources

- Rotary Brand Center
- ElevateRotary.org
- Artificial Intelligence (AI)
 - Canva, ChatGPT, etc.
- Follow other clubs on social media

WHO IS YOUR PUBLIC IMAGE TEAM?



ASK THE D6900 PI TEAM!



NICK RAMEY

Owner
Gig Bag Media



RYAN CLEMENTS

Owner
Number 1 Digital



SYNTHIA GERA-PADALA

Sr. Manager of AI
Product Experience at
Verizon



ANTOINETTE HAMMOND

Owner
Hammond Marketing
Company



TINA MCKENNA

Owner
McKenna Media Group

OUR VISION

TOGETHER WE SEE A WORLD
WHERE **PEOPLE** UNITE AND TAKE ACTION
TO **CREATE** LASTING
CHANGE ACROSS THE GLOBE
IN OUR COMMUNITIES
AND IN OURSELVES



MEMBERSHIP

WHAT MAKES FOR A GOOD CLUB EXPERIENCE?

We asked Rotarians & Rotaractors what they liked and disliked about their club meetings.

- **Friendship and personal interaction**
 - In-person meetings, and frequent socials/networking opportunities
- **Getting involved in the local community**
 - Hands-on service projects
- **Learning new things from guest speakers and discussing interesting topics**
- **Well-structured meetings that start and end on time**
- **Leadership that listens to and engages members**

CLUBS THAT GROW!

HAVE A FEW THINGS IN COMMON

Based on what we have seen across our
Zones

Discussions with Growing Clubs



- **Weekly Hands-On Project**
 - Small, large, helping the community in some way
 - Not all members attend, but most get involved with one or two per month
- **Monthly Social**
 - A social gathering where friends and partners can attend
- **Good and Interesting Speakers**
 - P.I. is important
 - Members are motivated to invite others
- **The Meetings are FUN !!**
 - You can sense it when you enter
 - Members get FOMO

Club Model types



- **TRADITIONAL**
- **E-CLUB**
- **SATELLITE**
- **PASSPORT**
- **CAUSED-BASED**
- **ALUMNI-BASED**
- **CORPORATE**
- **ROTARACT**

IMPACT - Club Model

PASSPORT

- Difference: **Members attend another clubs' meetings, projects & fundraisers**
- Strengths: **Flexibility**, variety, affordability & building connections across the district
- Focusing Meetings on: **Service or Social** activities – offer a variety of meeting formats



SATELLITE CLUBS

- Minimum of 8 members
- Different meeting times/days
- Different dues
- Different club direction and projects
- Separate boards
 - Chair instead of Club President
- Also referred to as “Companion” Club



Innovative Club Types

Key Resources

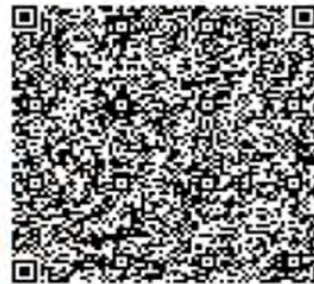
Alternative Membership Types:



Club Flexibility FAQ:



Club Matrix (Models/Types)



Guide to Satellite Clubs



To access the full list of membership resources, head to [My.Rotary.org](https://www.MyRotary.org), Login, click on Knowledge and Resources, Click on Membership Materials on the left.

COLLECTIVE RESOURCES



- **Area Governor**
- **District Membership Chair & Governor**
- **District Website – rotary6900.org**
- **Rotary.org/membership**
- **Zones 33 & 34 Website**
 - **Resource Libraries / Forms / Applications**
 - **Strategies / Templates / Presentations / Webinars**
- **Your R.I. Regional Membership Officer – Jose Gonzalez**

For more information about Membership!

CONTACT AUDLEY

CONTACT AUDLEY


CONTACT AUDLEY

CONTACT AUDLEY

CONTACT AUDLEY

ajgknight@gmail.com

Mobile: 678-800-2176

Rotary 
Service Above Self
THE FOUR-WAY TEST
of the things we think, say or do
first...
Is it the TRUTH?
second...
Is it FAIR to all concerned?
Will it build BETTER FI...
four...
Will it be B...
to all con...



A decorative border of colorful paper figures holding hands, arranged in a circular pattern around the text. The figures are in shades of purple, blue, and pink. The text is centered within this border.

Engagement Through Service

- Service projects foster community connections and collaboration.
- Engagement through service enhances member satisfaction and retention.
- Active participation in service initiatives builds leadership skills.



COMMUNITY GRANT PROJECT IDEA

.....
Grants Chair

.....

.....

.....

.....

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.....

.....

.....

SUPPORT ROTARY'S ACTION PLAN:

In the Ability To Adapt section of Rotary's Action Plan, clubs are asked to fund new projects. Leverage community grant funds to try a new project that hasn't been done before. Consider teaming up with other organizations

COMMUNITY GRANT FUNDING:

If you have a great idea to impact your community write a custom grant for up to \$2,000 or submit a grant by May 15, 2025. Either way don't miss out on using these funds.




CLUBS WORK DIRECTLY WITH THE COMMUNITY GRANTS COMMITTEE TO GET FUNDING FOR PROJECTS. EACH CLUB CAN APPLY FOR A COMMUNITY GRANT OF \$2,000 THIS YEAR.



CLUBS SUBMIT A GRANT REQUEST DURING A SPECIFIC APPLICATION PERIOD EACH YEAR (USUALLY APRIL 1ST THROUGH MAY 15TH). THE APPLICATION IS REVIEWED, ACCEPTED BY THE COMMUNITY GRANTS CHAIR, AND SENT TO THE ROTARY FOUNDATION FOR FINAL APPROVAL. **NO SPENDING ON A GRANT-FUNDED PROJECT CAN BEGIN UNTIL THE ROTARY FOUNDATION APPROVES THE GRANT APPLICATION AND FUNDS ARE RECEIVED BY THE DISTRICT FOUNDATION TREASURER.**



Four Grant Factors

- **Problem Severity** – Demonstrate the severity of the problem and the lack of other resources to address it.
 - **Project Impact** – Explain the project's impact on the beneficiaries. (How many will be impacted, how significantly, and for how long?)
 - **Volunteer Involvement** – Explain how Rotary volunteers will be involved in the project.
 - **Public Image Impact** – Explain how you will build community awareness of the problem and Rotary's role in addressing it. Be sure to address the required signage issue.
- 



Rotary

AVENUES OF SERVICE

Channel our commitment to service at home and abroad through five Avenues of Service.

CLUB SERVICE

focuses on making clubs strong.

VOCATIONAL SERVICE

calls on every Rotarian to work with integrity and contribute their expertise to the problems and needs of society.

COMMUNITY SERVICE

encourages every Rotarian to find ways to improve the quality of life for people in their communities and to serve the public interest.

YOUTH SERVICE

recognizes the importance of empowering youth and young professionals through leadership development programs.

INTERNATIONAL SERVICE

exemplifies our global reach in promoting peace and understanding.



Rotary

Service Project Center

Add a New Project

Home

Rotary Campaigns

Browse Projects

My Club Projects

“Our projects bring people together with a shared purpose: to do good in the world.” RIPE Mario

Making a difference

Rotary members and program participants are improving lives in communities around the world every day through thousands of service projects. Explore the good work that we're doing locally and globally, and share these projects through social media.

Search Projects

Keyword

Project Status

- Proposed, seeks global grants partners
- Proposed, seeks other partners
- In Progress
- Completed

Country



Club

District



The Power of Partnerships

Gates Foundation

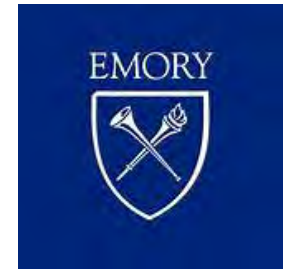


**END
POLIO
NOW**

unicef  for every child

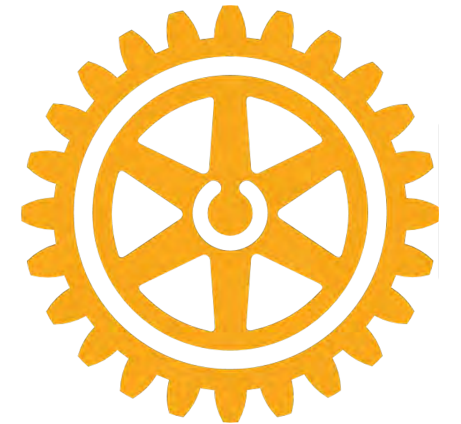


The Power of Partnerships



**END
POLIO
NOW**

Rotary



Engagement Through Learning

- Fostering a culture of continuous learning within the organization.
- Encouraging members to participate in training and development programs.
- Enhancing skills and knowledge to improve service and leadership.

Learning & Reference



What do you want to do?

Learn by role



Learn about Rotary club and district roles, as well as their impact on your community. Find resources and tools that support members in these roles.

[New member](#)

[Trainer](#)

Club roles

[President](#)



[Treasurer](#)

[Secretary](#)

[Club committee](#)

Learning Center

Take advantage of a wealth of training materials designed to help you learn new skills and become more successful in what you do.

[Visit the center](#)



[View the course catalog](#)



Courses by Topic

About Rotary



[View Courses About Rotary](#)

Club Leadership



[View Club Leadership Courses](#)

District Leadership



[View District Leadership Courses](#)

General



[View General Courses](#)

Membership



[View Membership Courses](#)

Professional Development



[View Professional Development](#)

Public Image



[View Public Image Courses](#)

Service



[View Service Courses](#)

The Rotary Foundation

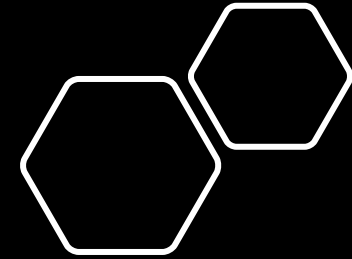


[View Rotary Foundation Courses](#)

Learning Facilitator



[View Learning Facilitator Courses](#)



District Training Assembly

Club presidents-elect develop leadership skills; other incoming club leaders learn about their roles; together, club leaders set goals.



801 Front Avenue
Columbus, GA 31901



[This Photo](#) by Unknown Author is licensed under [CC BY](#)

rlisunshine.org





District Conference



April 16 - 19 2026



Lake Lanier Islands, GA

**MARK YOUR
CALENDARS**

Peach State PETS



2025-2026
Rotary
District 6900



February 28 - March 2, 2025
2025-2026 Rotary District
6900 Governor
Steve Ivory

GOALS FOR PRIORITY 1 - INCREASE OUR IMPACT

Eradicate

Eradicate polio and highlight Rotary's role.

Increase

Increase the overall number of clubs and individual Rotary members giving to The Rotary Foundation whilst increasing contributions to the Annual Fund and PolioPlus.

Enable and
measure

Enable and measure effective club, district, and international programs and projects particularly in Rotary's areas of focus.

GOALS FOR PRIORITY 2 - EXPAND OUR REACH

Strengthen

Strengthen existing and develop new partnerships to elevate Rotary's global profile.

Establish and
nurture

Establish and nurture new, innovative clubs and participant engagement channels.

Raise
Awareness

Raise awareness and understanding of Rotary and Rotary members as People of Action.

GOALS FOR PRIORITY 3 - ENHANCE PARTICIPANT ENGAGEMENT

Enhance

Enhance member engagement tools that support Rotary's core values through personal growth, leadership development, service, and networking opportunities.

Reduce

Reduce the number of new members leaving within their first year of membership.

Increase

Increase collaboration among participants particularly Rotary and Rotaract clubs.

Further

Further Rotary's commitment to diversity, equity, and inclusion within our clubs, our leadership, and throughout the family of Rotary.

**GOALS FOR
PRIORITY 4 -
INCREASE
OUR ABILITY
TO ADAPT**

Review

Review Rotary's programs and offerings to ensure their relevance and effectiveness.

Support and
encourage

Support and encourage the use of virtual connectivity to optimize in-person meetings, training, fundraising, and service projects.

Continue

Continue to review Rotary's service delivery and volunteer leadership structure to improve effectiveness, responsibility, and accountability.