



## Guide for District Rotaract Leaders

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# Chapter 1

## Role and Responsibilities and District Structure

### Role of District Rotaract Representative

You have been selected by your fellow Rotaractors to play a leading role in improving communication among Rotaract clubs in the district and with Rotary International (RI). District Rotaract representatives are key to the success of the Rotaract program in each district. Your leadership activities will have a major impact on the strength of relations among Rotaract clubs, their joint activities in cooperation with Rotary club sponsors, the efficacy of Rotaract activities related to the annual RI theme, and the district Rotaract committee's activities to promote and publicize the Rotaract program.

In order to fulfill this responsibility, you will help Rotaract club leaders achieve their goals and provide training for incoming club officers. You are responsible, in cooperation with the district governor and district Rotaract chair, for keeping RI apprised of Rotaract activities in your district and encouraging the formation of new clubs.

As you read through this guide, keep in mind the primary areas of focus for Rotaract clubs: professional development, leadership development, and service projects. One of your main goals as district Rotaract representative should be to encourage clubs to pursue these activities. These three areas ensure a balanced Rotaract club program and provide important experience and opportunities for personal development of each Rotaractor.

Throughout this guide you will find references to standard Rotaract and Rotary program materials. It is strongly recommended that you read the *Rotaract Handbook* (562-EN), as well as the Standard Rotaract Club Constitution & Bylaws and Rotaract Statement of Policy, to familiarize yourself with all guidelines related to the Rotaract program.

### Responsibilities of District Rotaract Representative

As district Rotaract representative, you have a wide variety of responsibilities that serve to improve and strengthen the Rotaract program in your district. Under the supervision of the district governor and the district Rotaract chair, you will work to improve communication and cooperative activities and projects in the district.

Each district is encouraged to develop a district Rotaract organization, headed by the district Rotaract representative, to carry out the following responsibilities:

1. Develop and distribute a district Rotaract newsletter.
2. Plan, arrange, and hold a district Rotaract conference.
3. Encourage attendance and participation at the Rotary district conference.
4. Conduct Rotaract promotion and extension activities throughout the district in coordination with the district Rotaract chair.

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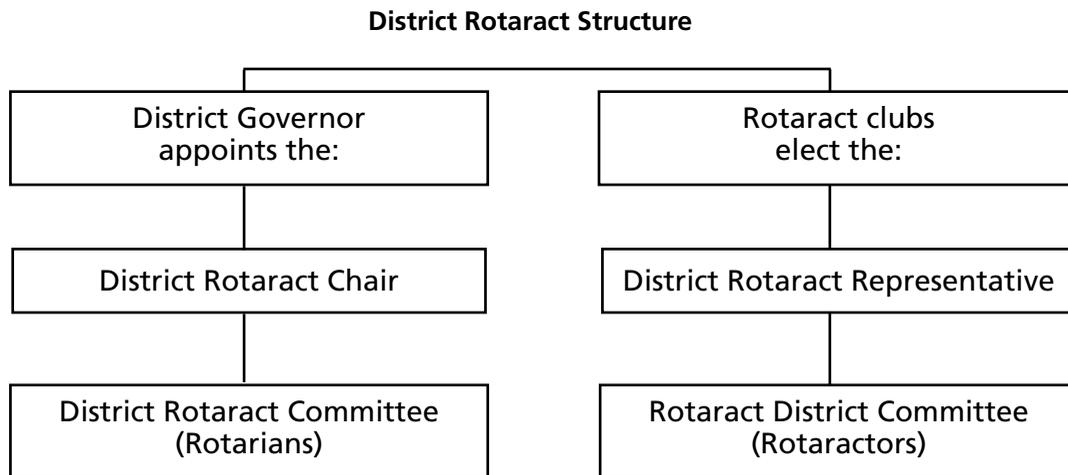
While the district Rotaract representative and the Rotaract district committee have no legislative authority over Rotaract clubs, they should share ideas, advise, and support those involved with Rotaract.

5. Serve as the district's Rotaract information liaison to the RI Secretariat.
6. Plan and implement service activities (if approved by three-fourths of the Rotaract clubs in the district).
7. Provide advice and support to Rotaract clubs in implementing their projects.
8. Work with the district Rotaract chair to help coordinate Rotary and Rotaract activities in the district.
9. Coordinate public relations activities for Rotaract at the district level
10. Work with the district Rotaract chair to plan and implement a training session for Rotaract club officers in the district.

Refer to this list of responsibilities specifically when considering your new role as district Rotaract representative. Using these 10 items as your guide, you can set your goals for your year and be poised to fulfill them successfully.

### District Organization and Rotaract

Rotaract relies on a well-managed and structured support network for its continued success. In order to be an effective leader, you may have to delegate some of your duties to other leaders in your district. The roles outlined below will help you to identify the key individuals who will best assist your efforts as the district Rotaract representative.



#### District Governor

Each Rotary district is led by a district governor, an elected Rotarian who serves as an officer of Rotary International and represents the RI Board of Directors. The district governor is ultimately responsible for all programs in the district, including Rotaract. Appointed by the district governor, a district Rotaract chair and the district Rotaract committee (composed of Rotarians) manage the program.

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Rotaract districts range in size from one club to 150 clubs. The number and size of your committees should be based on the size of your district. Smaller districts will operate effectively with fewer committees; larger districts will need more and larger committees. Adjust committees and other administrative tasks to the needs of your district.

#### District Rotaract Committee

The committee helps to organize new Rotaract clubs and increase communication among Rotaract clubs in the district, and plans districtwide training for Rotaract club officers and the district Rotaract representative.

#### District Rotaract Chair

A Rotarian appointed by the district governor, the district Rotaract chair is your primary Rotarian counterpart in matters concerning the Rotaract program. He or she will assist you in publicizing the Rotaract program, promoting the organization of new Rotaract clubs, and administering the Rotaract program in the district. The chair also heads the district Rotaract committee and provides guidance and leadership to committee members.

#### District Rotaract Representative

The district Rotaract representative is a Rotaractor elected by the Rotaract clubs in the district. A Rotaractor must complete one year as a Rotaract club president or member of the Rotaract district committee before being eligible to serve as the district Rotaract representative. If there is only one Rotaract club in the district, the district Rotaract representative is the most recent, available past Rotaract club president, or current president if the club is recently organized. The district Rotaract representative is the liaison between Rotaract and Rotary clubs, the district Rotaract committee, and Rotary International.

#### Rotaract District Committee

The district Rotaract representative is encouraged to appoint a Rotaract district committee and delegate responsibilities to the committee to help meet the goals for the year. The Rotaract district committee is composed of at least five Rotaract members from various clubs in the district. The district Rotaract representative serves as committee chair. The number of members appointed to this committee varies according to the size of the district and the district Rotaract representative's plans for the year. The committee plans district projects, recommends club service ideas to improve clubs, and works with the Rotarians on the district Rotaract committee to organize new clubs and district training sessions for incoming Rotaract club officers.

### **Continuity of District Leadership**

To maintain consistency in the district, you should work with both your predecessor and your successor to ensure that the Rotaract program will continue to achieve district goals. While the time of year when district Rotaract representatives are elected varies from district to district, it is never too early to begin laying the groundwork for your term. Use this guide to help you prepare for your role, find guidance and suggestions throughout the year, and train your successor.

### **Chapter Reflection**

What are my responsibilities as the district Rotaract representative?

What is the function of the district Rotaract chair?

What are the benefits of appointing a Rotaract district committee?

## Chapter 2

# Communication within the District and Beyond

Effective communication is a key factor to your success as the district Rotaract representative. Communication with the clubs in your district is essential to the success of your service activities and district administration. Additionally, you are instrumental in the RI communications network by providing a link between Rotaractors, Rotarians, district committees, and the RI Secretariat.

### Developing a District Newsletter

One of your responsibilities as district Rotaract representative is to develop and distribute a district Rotaract newsletter. Some of the responsibilities in developing a newsletter may be delegated to members of your Rotaract district committee. The district newsletter serves the following purposes:

#### **Informs** club leaders of

- Rotary International theme for the year
- Rotaract district activities
- Specific club activities

#### **Inspires** club leaders to

- Plan ahead
- Undertake new activities
- Collaborate with other clubs in the district

#### **Recognizes** effective contributions made

- By committees
- By individual Rotaractors
- Through club activities
- Through specific programs

#### Content

The front page of your newsletter should present specific stories, examples, and news items that reinforce one of the three primary purposes. Your newsletter should be attractive and readable and should report significant activities of as many clubs as possible. Ensure that it addresses a variety of topics and provides current and relevant information. Consider these suggestions:

- Report on community and international service projects being carried out by clubs in district.
- Ask clubs to send you copies of their club bulletins.
- Recognize important club anniversaries.
- Print a calendar of upcoming events.
- Suggest exchanges of correspondence or programs with clubs in other countries.
- Provide a cordial message of welcome to any newly organized clubs and urge Rotaractors in the district to visit new clubs.

## Distribution

Most districts send their newsletters electronically to reduce distribution costs while increasing circulation. Set up a Web group or electronic mailing list to make the distribution process easier. Solicit the members of your Rotaract district committee for their thoughts, ideas, and expertise on how the newsletter will be distributed. Regardless of which distribution method you choose, the newsletter should be sent to each Rotaract club president, sponsoring Rotary club president, and your district Rotaract chair. Also send a copy to your district governor and Rotaract staff.

If you choose to distribute your newsletter via postal mail, the district Rotaract organization's budget should cover the cost of mailing the newsletter. Some districts sell advertising in the district Rotaract newsletter as a means of subsidizing production and distribution costs.

## Communicating with the RI Secretariat

Throughout the year, you will receive information from Rotary International on developments in the Rotaract program worldwide. You are encouraged to distribute relevant information to clubs in your district. Communication is most effective when both parties consistently share news and information with each other. The Secretariat relies on you to provide information on projects and activities taking place in your district. At the same time, Rotary International provides you with important news and information regarding the Rotaract program.

## Public Relations

The practice of public relations varies around the world. Regardless of culture, every Rotaract club has an audience it should communicate with. Effective public relations requires developing a clear message and finding appropriate ways to deliver it.

Rotaract's service activities are valuable to communities, and public relations can improve Rotaractors' ability to provide service. Public relations helps clubs to

- Gain support and resources for projects
- Build links with other community organizations
- Attract dynamic new members
- Instill pride among members

The more people understand Rotaract, the more they will want to be involved. An active, ongoing public relations campaign will help ensure Rotaract's continued effectiveness. As district Rotaract representative, you will be Rotaract's primary leader and spokesperson in the district. For more information on public relations, please consult the Appendix.

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### ***Worldwide Rotaract Directory***

Available on CD-ROM, this resource lists all active Rotaract clubs and their current contact information. In January, Rotaract Data Forms are mailed to all Rotaract club presidents, requesting updated officer information for the coming year. Additionally, district Rotaract representatives are provided a form to report the contact information for their successors. In order for this data to be included in the *Worldwide Rotaract Directory*, forms must be returned to RI World Headquarters no later than 1 May. The directory is mailed in early August to Rotaract club presidents, district Rotaract representatives, and district Rotaract chairs.

## Working with the Media

Media is a broad term that can include major urban television stations, national press, international wire services, electronic resources such as the World Wide Web, and publications of other organizations and institutions. As the district Rotaract representative, you can promote Rotaract within the district by contacting the media with districtwide stories and providing public relations advice to clubs. On the district level, you will most likely work with reporters of local newspapers and radio and television stations.

## District Public Relations Committee

The time you'll need to commit to public relations depends on the size of your district and the possibility for public exposure. Larger districts may find it helpful to form a public relations committee that includes Rotaractors experienced in fields such as public relations, journalism, graphic design, radio and television production, advertising, or marketing. At the beginning of the year, confer with your committee to identify upcoming activities and potential stories.

You're also encouraged to work closely with the district Rotary public relations chair appointed by the district governor. This Rotarian can be a great source of information and may be able to assist you in publicizing Rotaract activities.

## Resources

A district fact sheet provides basic information on Rotaract, its history, objectives, and activities. For external audiences, it supplies background information, raises public awareness, and informs the general public of Rotaract's activities. It can also be used to educate new and prospective members.

Create a one-page fact sheet that highlights your district's activities. It should include brief background information about the district, history, and up-to-date information about membership and club/district service projects. For a sample fact sheet, see the Appendix.

Public relations materials also are available from RI to assist you in establishing an effective public relations program. Check the RI Web site ([www.rotary.org](http://www.rotary.org)) frequently for additional updated public relations tools and materials. Materials that can be downloaded from the Web site or ordered from the RI office serving your area include:

- *Effective Public Relations: A Guide for Rotary Clubs* (257-EN), a how-to guide that includes basic tips and suggestions for promoting club activities
- Rotaract Public Relations Kit, a downloadable collection of tips and materials essential to promoting Rotaract in your community and beyond (Web only)
- *Rotaract Brochure* (663-EN)
- *Rotaract Handbook* (562-EN)
- *Rotary Fact Pack* (267-EN), which includes fact sheets on a variety of Rotary programs and topics
- *PR Tips*, a semimonthly electronic mailing list

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### District Activities that May Interest the Media

- District conference activities
- Profiles of outstanding Rotaractors and their involvement in community service
- Local and international district-sponsored projects
- Your election as district Rotaract representative

## Community Relations

Building strong relationships with community leaders helps to strengthen community connections and highlight the activities carried out by Rotaract clubs. These leaders may include local government officials, business leaders, civic leaders, educators, and community groups, as well as people directly affected by Rotaract projects. Some additional ways to reach the community include:

- Organizing special events, such as races or dinners, to raise funds for or draw attention to a Rotaract-sponsored community service project
- Displaying exhibits at community events
- Communicating with the public relations staff of other organizations and groups that your clubs and district are involved with
- Having Rotaractors wear their Rotaract lapel pins and talk about the organization when appropriate

## Chapter Reflection

What public relations resources are available to you from Rotary International?

Do you know any experienced Rotaractors in your district who can assist with public relations activities?

What activities and projects in your district would interest the media?

# Chapter 3

## District Meetings

Rotaract club members are proven leaders in their communities. For clubs to thrive and be effective, it is essential to further develop these leadership skills and share successes with one another. As district Rotaract representative, you are encouraged to organize district meetings during the year to increase the connections between clubs and the Rotaract club members who are serving in leadership roles. Generally, two types of district meetings are held during a Rotary year: a meeting to train new club officers and other district leaders, and a meeting open to all Rotaractors to promote fellowship, often called a district conference.

### Planning a District Leadership Training Meeting

Rotaract district leadership training meetings educate incoming Rotaract club officers about their responsibilities and motivate them for club leadership. Use this opportunity to address club emphases and goals. Rotaract district leadership training meetings can be held any time after club elections, preferably before the next Rotary year begins. Consider including:

- Incoming Rotaract club presidents
- Incoming club secretaries
- Incoming club directors or committee chairs
- Current district Rotaract representative
- Current Rotary district governor and district governor-elect (and assistant governors, as appropriate)
- Current district Rotaract committee (composed of Rotarians)
- Current and incoming Rotaract district committee (composed of Rotaractors)
- Sponsoring Rotary clubs' Rotaract committees
- Rotaract club advisers

### Program

An effective program for a district leadership training meeting should contain a mix of general sessions and small group discussions designed to share information and build skills while developing a rapport among the Rotaract club leadership, the sponsoring Rotary club, and district leadership. Individual sessions should be planned to discuss the specific roles of various club officers. The general sessions can address Rotaract activities at the district level, service projects, and membership development and retention. The training program's success relies on participation from as many club leaders as possible. The following techniques may be helpful to ensure attendance:

- Emphasize that each incoming club officer should be present.
- Confirm that all clubs have provided complete data on all incoming officers.
- E-mail announcements and materials in advance.
- Ask for a reply to confirm attendance.
- Personally contact anyone not responding to e-mails.

A sample district leadership training meeting program is included in the Appendix.

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The district trainer is a Rotarian responsible for supporting the governor and governor-elect in training club and district leaders, including the training of committee members. The district trainer's expertise can be useful when you are planning the Rotaract district leadership training meeting.

## Expenses

Sponsoring Rotary clubs should pay for district-level leadership training of incoming Rotaract club officers, directors, and committee chairs. Where circumstances dictate, a mutually agreed-upon financial arrangement involving the sponsoring Rotary clubs, Rotary district, and Rotaract participants may be used to cover expenses.

## Planning a District Conference

A district conference or district meeting focused on fellowship promotes community service projects, increases international understanding, and enhances professional development in a context of friendship and camaraderie. It is an excellent opportunity to highlight the RI theme for the year and relate it to local activities. As district Rotaract representative, you are the primary coordinator for this meeting; however, a Rotaract club is usually asked to host the meeting, which involves obtaining the meeting site, organizing conference logistics, and providing hospitality. The Rotaract district committee should identify a host Rotaract club near the meeting site. You should delegate the various aspects of planning the conference to the Rotaractors and Rotarians on the district committees and the host committee.

Typically, all Rotaractors in the district are invited to attend the district conference, as well as the district Rotaract committee, sponsoring Rotary clubs' Rotaract committees, Rotaract club advisers, and the district governor. The district governor-elect and assistant governors may also be invited, as appropriate. The Rotaract district conference can be held at the beginning of the Rotary year (July, August, September) as a kickoff or at the end of the year (April, May, June) to celebrate the year's achievements. Consider holding the event at a central location that offers easy and economical access for Rotaractors throughout the district.

## Program

The content of the district conference program should be based on the interests of the district's Rotaractors. You should plan a program that motivates the participants and promotes the formation of friendships within the district.

If you decide to focus the conference on a specific theme, choose speakers who specialize in related fields. For example, the plenary sessions can feature speakers from regional governmental agencies, businesses, or community organizations whose work focuses on the theme and whose insights would be informative and inspirational for Rotaractors.

Discussion group topics can include, but are not limited to, service project workshops featuring panels of specialists, idea exchange forums, and group discussions on specific district concerns. For a sample program, please see the Appendix.

## Expenses

In general, all district Rotaract activities are financed by the Rotaract clubs in the district. The costs of the district conference should be minimal and within the financial means of those participating. Rotaractors usually pay a registration fee to cover meeting expenses including meals, entertainment, and accommodations.

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### Working with the District Rotaract Chair and Other Leaders

Members of the district Rotaract committee and Rotaract district committee should work together to plan all aspects of Rotaract district meetings. Committee members can serve as group discussion leaders and also help promote attendance at the meetings. Consult with your district trainer for ideas and assistance with the Rotaract district conference.

## Rotary District Meetings

In some districts, Rotaract leaders may be invited to participate in Rotary district meetings. By attending meetings along with Rotarians, Rotaractors gain valuable knowledge about club and district functions, leadership techniques, and other Rotary information while fostering a sense of unity with their Rotarian counterparts. Work with your district Rotaract chair to explore the possibility of including Rotaract at the following district-level Rotary meetings:

- **District team training seminar.** This seminar prepares assistant governors and committee members for their roles and responsibilities, includes discussion of how to work with clubs and one another, and reviews the resources available to help them in fulfilling their responsibilities. District Rotaract representatives and other Rotaract district committee members may be invited to attend this meeting.
- **District assembly.** The district assembly focuses on developing Rotary club leaders so they will have the necessary skills, knowledge, and motivation to sustain an effective Rotary club. Rotaract club presidents and other club officers may be invited to attend this event.
- **District conference.** The district conference celebrates Rotary through fellowship, inspirational addresses, and recognition of successful district and club activities. All Rotaract club members may be invited to attend this event.

## Chapter Reflection

What purpose do host clubs serve?

What topics could be addressed during training meetings? District conferences?

To whom can you delegate meeting planning activities?

## Chapter 4

# Membership Development and Extension

Your knowledge of and experience with Rotaract can be used to expand and enhance membership in the district. The best way Rotaract can continue to provide effective community service is by maintaining strong clubs with an active membership. One of your key responsibilities as district Rotaract representative is to help create new Rotaract clubs and to increase membership of existing clubs. Ask clubs in your district to provide you with a copy of their completed *Planning Guide for Effective Rotaract Clubs* (form is included in the *Rotaract Handbook*). Review this information when assessing your goals for membership development.

### Creating New Clubs

Work with the district Rotaract chair to identify Rotary clubs that are interested in sponsoring a Rotaract club. As an experienced Rotaractor, you can assist interested Rotary clubs in promoting Rotaract and attracting potential members from the local community. Ask to give a presentation on Rotaract to Rotary clubs in the district. (You are encouraged to use the sample Rotaract presentation included in the Appendix.) The presentation provides a brief overview of Rotaract and the program's benefits to Rotary and the community. Personalize this presentation by highlighting the service activities and accomplishments of clubs in the district.

### Increasing Membership

Every Rotaract club needs new members to bring fresh ideas, new interests, and increased energy and to provide future leadership. Each new member increases the club's capacity for service and ensures the future of the Rotaract club. Encourage each club in your district to actively recruit qualified new members.

Consider the following as you encourage clubs to recruit new members:

- What is the best way for a club to extend an invitation to a prospective member?
- Which Rotaract resources should be supplied to prospective and new members, and when?
- What are the signs a club may be losing a member?
- How can technology aid membership growth and development?

### Chapter Reflection

What are some key points to share with Rotary clubs regarding the benefits of sponsoring a Rotaract club?

How can you encourage clubs to recruit new members?

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#### RI Resources

The *Rotaract Brochure* (663-EN) can be used by Rotaract clubs and sponsoring Rotary clubs to recruit new members. You may also wish to present it to Rotary clubs while you make your Rotaract presentation.

# Chapter 5

## Service Projects

Developing service projects is integral to Rotaract. Effective Rotaract clubs provide members the opportunity to serve their communities and the world. As the district Rotaract representative, you will give advice to clubs as they conduct service projects and consider projects that could be successfully implemented districtwide.

### Assisting Rotaract Clubs in Service

As an experienced Rotaractor, your knowledge about what makes Rotaract community and international service efforts more effective is a tremendous asset in guiding clubs. Your Rotaract and Rotary contacts within the district, as well as around the globe, can also strengthen club projects through information sharing. Keep these guidelines in mind when advising Rotaract clubs on service projects:

- Encourage clubs to conduct community needs assessments, using all the information resources available, and complete the *Planning Guide for Effective Rotaract Clubs*, found in the *Rotaract Handbook*.
- Support clubs as they design and carry out projects that effectively address the identified needs.
- Help clubs as they mobilize the community to support project goals and participate in their implementation where possible.
- Appoint one of your Rotaract district committee members to work specifically on supporting club projects.
- Encourage clubs to use Rotary resources in carrying out these projects, including members' skills and expertise, district committees, and the many tools available through RI and its Foundation.

Your unique leadership role in your district allows you to mobilize clubs to participate in World Rotaract Week, RI's Recognition of Outstanding Rotaract Projects, and the Presidential Citation program, if offered during your year. These activities help clubs set goals, focus efforts, and share information with Rotary International and thereby the Rotary world at large. For current forms and information on these activities, please consult the RI Web site or contact Rotaract program staff at [rotaract@rotaryintl.org](mailto:rotaract@rotaryintl.org).

### Planning and Conducting Districtwide Service Activities

To increase the impact and reach of Rotaract service activities, conduct an activity at the district level. Districtwide service activities enable the Rotaract clubs in your district to meet and exchange ideas and information and experience the fellowship of Rotaract. District service activities are often the extension of one club's successful project. Others may focus on a single community development area, such as literacy, and mobilize all clubs to conduct their own projects focused on this topic. District service activities must be approved by three-fourths of the Rotaract clubs the district. (For information on how these activities should be funded, see chapter 7.)

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Carrying out effective community service projects is key to the success of a Rotaract club. You should familiarize yourself with the following two publications so that you may better assist Rotaract clubs in your district: *Communities in Action: A Guide to Effective Projects* (605A-EN) and *Menu of Service Opportunities* (605B-EN). These publications provide step-by-step information on selecting and planning relevant projects that address current community concerns as well as information on public relations, fundraising, and project evaluation.

Examples of districtwide projects:

- Rotaractors in Torreon, Mexico, sponsored the anti-drug campaign “Do It for Yourself” in response to the problem of teen drug abuse. Through activities such as a mural painting contest, a poster competition, a theatrical production, and prizes, they increased awareness of the harmful effects of drug use among students throughout the district.
- In Brazil, a district project was developed in partnership with the sponsoring Rotary clubs and other organizations to develop training courses in vegetable cultivation and food preparation. Courses were held to assist the local population in food production for consumption and sale. Donations were made every two weeks, resulting in almost 20 gardens in each of the municipality’s fields.
- District 3310, in Southeast Asia, started a project to give prison inmates valuable skills and training to use after their release. With help from their sponsoring Rotary clubs, Rotaractors and Rotarians taught classes such as personal computer assembly, job-seeking skills, and computer software skills. In the first five months alone, more than 100 inmates participated.

### **Chapter Reflection**

How will you assist Rotaract clubs in their service activities?

What potential districtwide service projects could be considered?

## Chapter 6

# Rotaract and Rotary Relations

Rotaract clubs are most effective when they maintain good relationships with their sponsoring Rotary club and other Rotarians in the district. As the district Rotaract representative, you will be working closely with the district Rotaract chair to improve the Rotaract program in your district. You should strive to maintain open and frequent communication with the chair. You may also be asked to provide guidance to Rotaract clubs interested in working effectively with their sponsoring Rotary clubs.

### Working with District Rotaract Leaders

In your role as district Rotaract representative, you will work with the district Rotaract chair and other district leaders to create new Rotaract clubs and increase membership in existing clubs, coordinate Rotary and Rotaract activities in the district, and plan the district leadership training meetings for Rotaract club presidents.

You should meet with the district Rotaract chair to discuss the possibility of Rotaractors attending the Rotary district conference. Suggest that Rotaractors participate as speakers or sergeants-at-arms, or by displaying Rotaract projects in an information booth. District Rotaract leaders may also benefit from district-level Rotary leadership training provided at the Rotary district team training seminar and the Rotary district assembly. Discuss potential participation with your district Rotaract chair. Other activities to discuss with the district Rotaract chair include coordinating joint Rotary and Rotaract activities, possibly in conjunction with World Rotaract Week, and planning district Rotaract training for incoming club officers and other district Rotaract leaders.

### Improving Club Relations

As the district Rotaract representative, you will act as liaison between the Rotary and Rotaract clubs in your district. Occasionally, Rotaract and Rotary clubs have difficulties communicating with each other and can benefit from the assistance of an outside party. As district Rotaract representative, you may be asked to help mediate problems between Rotaract clubs and their sponsoring Rotary clubs. Your participation in this process can help bring about a successful resolution to problems and disputes.

Rotaract and Rotary clubs both benefit from participating in service activities together. For example, World Rotaract Week, observed annually the week of 13 March, is designed to foster Rotaract-Rotary activities in celebration of the founding of the Rotaract program. Encourage clubs to partner with their sponsoring Rotary club to complete World Rotaract Week activities, which may include attending each other's meetings and conducting a joint service project. For updated information and recognition forms, please visit the RI Web site or contact RI staff at [rotaract@rotaryintl.org](mailto:rotaract@rotaryintl.org).

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To build a successful relationship with the district Rotaract chair, consider these tips:

- Send your district Rotaract chair e-mail updates.
- Use the district Rotaract chair as a resource for Rotary knowledge.
- Work together to achieve the goals you have set for the district.

Other activities for productive Rotaract-Rotary relations include:

- Attending meetings of the sponsoring Rotary club as often as invited
- Inviting the sponsoring Rotary club to attend Rotaract meetings
- Communicating problems or concerns with the sponsor club
- Inviting the sponsoring Rotary club to participate in service projects with Rotaractors
- Offering to assist with aspects of Rotary club service projects
- Sending club bulletins to sponsoring Rotary clubs

### **Chapter Reflection**

How can Rotaract clubs maintain good relationships with their sponsoring Rotary clubs?

What are the benefits of an effective partnership with the district Rotaract chair?

# Chapter 7

## Finances

Managing finances for district activities is an integral part of your role as district Rotaract representative. You are responsible for the Rotaract district-approved budget or any contributions collected for a specific, district-approved activity. You are expected to conform to good business practices when incurring expenses and provide district leaders with regular updates on the status of district funds.

### District Finance Committee

Many districts establish an administration budget for the district Rotaract committee to finance district-sponsored activities and the management and development of Rotaract in the district. Collected funds should be placed in a bank account held in the name of the district Rotaract organization. Fiscal control should be shared among district leaders and should not be under the control of a single individual. Therefore, consider appointing either a committee or two or more signatories on the bank account. The finance committee, in cooperation with you, should develop a budget, which is distributed to all clubs for their approval. A designated district finance committee member acts as treasurer and maintains all records of revenues and expenses. Another district finance committee member should audit the treasurer's records, and financial reports should be provided to all clubs annually.

### District Rotaract Service Fund

If your district has agreed to implement a service project by a three-fourths majority of Rotaract clubs, a district Rotaract service fund can be established. Any funds raised to support the project would be included in the fund. Furthermore, because any district projects and corresponding service funds must be approved by the district governor, the district governor must appoint a district fund committee to oversee the collection and administration of the district fund. The committee should be composed of Rotaractors from the district and at least one Rotarian from the district Rotaract committee. The district service funds must be kept in a separate bank account, which clearly indicates that the fund is the property of the district Rotaract organization and not the personal property of any one person or club.

### Chapter Reflection

What is the purpose of the district finance committee?

What is the role of the district governor with respect to the district Rotaract service fund?

## Chapter 8

# Rotaract beyond the District

Rotaract club activities often extend beyond the scope of one single district through collaboration with multiple districts, or multidistricts, and participation in meetings and projects at the international level. As district Rotaract representative, consider encouraging the clubs in your district to take part in such activities, which will increase the scope and reach of the Rotaract program.

### Multidistrict Meetings, Activities, and Organizations

As the district Rotaract representative, you may be asked to work with other districts on meetings and activities and perhaps to participate in multidistrict organizations. Rotaract activities beyond the district include:

- **Multidistrict meetings.** These meetings involve Rotaract clubs from two or more districts joining together to discuss issues of importance beyond the district level.
- **Multidistrict activities.** These Rotaract-sponsored service projects involve clubs in two or more districts.
- **Multidistrict information organization (MDIO).** Your district may choose to become a part of an MDIO. Districts develop MDIOs for the purpose of disseminating information and facilitating communication between participating districts and their clubs. For a list of MDIOs and the districts they include, please contact RI Rotaract program staff, visit the RI Web site, or consult the *World-wide Rotaract Directory*.

To familiarize yourself with the RI policies relating to multidistrict meetings, activities, and organizations, refer to point 24 of the Rotaract Statement of Policy.

### International Opportunities

There are many ways for Rotaractors to experience the true internationality of Rotaract and Rotary. Rotaract clubs are encouraged to partner with clubs in other regions of the world and work together on service projects.

#### International Meetings Organized by RI

The Rotaract Preconvention Meeting, organized by the RI Rotaract Committee and held just prior to the annual RI Convention, unites Rotaractors and Rotarians from around the world to meet and share ideas. As the district Rotaract representative, you should try to attend this meeting either as incoming or outgoing district Rotaract representative. In addition, you should encourage as many Rotaractors from your district as possible to attend. Rotaractors are invited and encouraged to attend the four-day RI Convention and may participate in all aspects of the convention including program workshops, project exhibitions, and plenary sessions. Attendance at the RI Convention gives Rotaractors a broader understanding of Rotary, its internationality, and its service to the world. It can also provide Rotaractors with a better sense of how Rotaract fits into Rotary's structure.

International Meetings Organized by Rotaractors

Another international opportunity for Rotaractors is Interota, a meeting organized by Rotaractors and held in a different international city every three years. While attending this weeklong event, district Rotaract leaders gain greater understanding of the program globally, which can help them enhance district Rotaract functions.

### **Chapter Reflection**

What is the benefit of participating in multidistrict meetings, activities, or organizations?

What is the role of the district Rotaract representative with respect to international meetings?

# Appendix

**This section contains examples of relevant documents for district Rotaract leaders.**

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Sample District Newsletter

## Newsletter from the District 0001 Rotaract Representative Vol. 1, July-August

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Welcome to the start of the new Rotaract year!

My name is Joe Smith, and I am your district Rotaract representative for District 0001. This year promises to be very exciting for the Rotaract clubs in our district. As we start the year it is an excellent time to evaluate your club's progress and activities. Do you achieve the goals you set? Do your members enjoy being a part of this exceptional organization? Do you attract new members and make them feel welcome in the Rotaract family?

If you have answered no to any of these questions, consider what needs to be changed and how I can help you address these concerns and strengthen our district.

Being a member of Rotaract goes beyond attending monthly meetings. It is about making connections with like-minded young professionals and making a difference in the local community and beyond. At the same time, Rotaractors learn new skills, join in new experiences, and meet new people. The more you put into Rotaract the more you will get out of it. All of us have busy schedules, but you'll be pleasantly surprised by how fulfilling it can be to spend a few more hours each month on Rotaract activities.

This year promises to be quite busy, so make sure your club is planning activities well in advance. What are you doing to celebrate World Rotaract Week? Are you submitting a project for RI's Recognition of Outstanding Rotaract Projects?

I hope all clubs in District 0001 will participate in our efforts to help the children of Sierra Leone. We will be purchasing educational materials for these children in need. Please start planning now for how your club will raise money for this important district activity.

These are exciting times for Rotaract in District 0001. Let's get out there and provide **Service Above Self!**

Warm regards,

Joe Smith  
DRR District 0001

### **Important Dates for July-August**

Sat.	5 July	Derby	Morning Tea at Hunters Tea House	Jill Jones
Sat.	12 July	Redford	Romance and Comedy Night	Angela Wong
Sat.	19 July	Bay College	Clean the Parks	Dave La Vertu
Sun.	3 Aug.	Howard	Telethon	Jennifer Rutledge
Sat.	9 Aug.	Thunder Bay	Book Drive	Dennis Berry
Sat.	16 Aug.	Battle Creek	Wine Tasting	Keith Vo

### **District Assembly**

Rotaract clubs of District 0001 have been formally invited to attend the Rotary District 0001 Assembly. This is a great way to learn more about Rotary's purpose, goals, and activities. In addition, the assembly is a unique opportunity for our Rotaract clubs. We've been asked to run an information booth during the expo portion of the day. Milind Singh and Carrie Watson have agreed to organize the booth, so please contact them if you're interested in helping out. If you're an incoming president, treasurer, secretary, club service, international service, community service, professional development, or finance committee chair, please make every effort to attend!

Rotary District 0001 Assembly, 5 April, Glen Haven Hotel and Convention Center (agenda to come)  
Cost: FREE!

### **RI Convention**

Rotaractors are invited and encouraged to attend the four-day RI Convention. Rotaractors may take part in all aspects of the convention including program workshops, projects exhibitions, and plenary sessions. Consider attending this event. It is an excellent opportunity to meet and network with Rotarians from all over the world! To learn more, visit [www.rotary.org/newsroom/downloadcenter/events](http://www.rotary.org/newsroom/downloadcenter/events).

### **New Clubs**

I'd like to extend a huge welcome to our newest Rotaract clubs: the Rotaract Club of Kenosha, sponsored by the Rotary Club of Kenosha, and the Rotaract Club of Stapleton, sponsored by the Rotary Club of Stapleton. Please join me in wishing these clubs a successful first year. Consider sharing your valuable Rotaract experience with these new clubs. You may reach them at [kenosharotaract@district0001.com](mailto:kenosharotaract@district0001.com) and [stapletonrotaract@district0001.com](mailto:stapletonrotaract@district0001.com), respectively.

### **Spotlight on District 0001 Rotaractors**

Rotaractor Dionne Person, director of Community Service for the Rotaract Club of Battle Creek, participated in the Rotary Youth Leadership Awards Conference, which was held 6-7 June in Trinidad and Tobago. Pertinent issues relating to youth development in the region were discussed, and RYLA participants identified new strategies to address these issues.

### **Hospitality Services Extended to Mexican Rotaractors**

The Rotaract Club of Thunder Bay hosted Rotaractors Gustavo Sanabria and Carlos Zuniga from the Rotaract Club of Del Valle, Mexico, during their July visit. The Rotaractors were provided with home hospitality and toured two large beverage companies, Banks DIH Ltd. and Demerara Distillers Ltd. The visiting Rotaractors also met with their counterparts from the Thunder Bay and Battle Creek Rotaract clubs to explore a joint project and twin club opportunities.

## Sample District Leadership Training Meeting for Rotaract Club Leaders

0800-0900	Registration
0900-0945	<b>Opening Plenary Session</b> (incoming DRR presides) Announcements and introductions Welcome by district Rotaract chair Speech: Meeting Goals Presentation by district Rotaract representative: <i>What's New This Year?</i> Focus: Plans for the year, RI annual theme, motivating club leaders, and setting goals
0945-1000	Break
1000-1200	<b>Group Discussion Sessions</b> Each session begins with an opening presentation addressing administrative responsibilities for respective club officers, effective use of club resources, and service opportunities and responsibilities.  Group 1      Incoming presidents  Group 2      Incoming secretaries  Group 3      Incoming treasurers and finance committee directors/chairs and subcommittee chairs  Group 4      Club Service directors/chairs and subcommittee chairs  Group 5      Professional Development directors/chairs and subcommittee chairs  Group 6      Community Service directors/chairs and subcommittee chairs  Group 7      International Service directors/chairs and subcommittee chairs
1200-1330	Lunch Address by a Rotarian on a Rotaract/Rotary-related topic
1330-1530	<b>Case Studies:</b> Directors, chairs, and subcommittee chairs for Club Service, Professional Development, Community Service, and International Service meet to discuss specific problem-solving ideas through case studies. Secretaries and treasurers may attend a discussion group of their choosing.
1330-1530	<b>Incoming DRR meets with incoming club presidents</b> Focus: Goals and communication strategies for the year
1530-1600	Break
1600-1700	<b>Closing Plenary Session</b> District business (DRR presents) Focus: District committee structure, budgeting, and district conference Inspirational closing remarks by DRR Adjournment

## Sample District Conference Program for Rotaract Clubs

0800-0900	Registration
0900-0945	<b>First Plenary Session</b> Announcements Welcome remarks from district Rotaract representative Roll call of clubs Speech from community leader Highlights from clubs around the district
0945-1000	Break
1000-1200	<b>Group Workshops</b> Possible topics: Membership development and retention, effective fundraising, public relations and Rotaract, The Rotary Foundation, service projects
1200-1300	Lunch (entertainment or motivational speeches during lunch)
1300-1400	<b>Second Plenary Session</b> Speech from Rotarian/community leader Highlights from clubs around the district Speech by Rotaract club president discussing one of the club's service projects
1400-1530	<b>Group Workshops</b> Possible topics: Group discussions on specific district concerns, idea exchange, working with your sponsoring Rotary club
1530-1545	Break
1545-1630	<b>Closing Plenary Session</b> Open forum to discuss items from the day Motivational speech Final announcements Adjournment

## Sample Rotaract Presentation

Organizing a Rotaract club is a rewarding and meaningful activity a Rotary club can undertake in its community. It gives Rotarians the opportunity to mentor young professionals and act as a resource for burgeoning community leaders. In turn, a Rotaract club can bring fresh ideas for Rotary service, increase support of projects, and help develop future Rotarians.

Made up of members ages 18-30, Rotaract gives young students and professionals an opportunity to grow personally and professionally, address community needs, and promote international understanding through friendship and service. The name Rotaract stands for "Rotary in action," and today nearly 173,000 young adults in more than 150 countries belong to some 7,500 clubs, making Rotaract a truly international phenomenon.

### Rotaract in Action!

Each Rotaract club is encouraged to perform at least one community service project and one international service project each year. I'd like to share with you some examples of Rotaract projects undertaken around the world.

- A Rotaract club in Taipei, Taiwan, developed a project to collect toys, children's books, and rehabilitation equipment to donate for a playroom at the Children's Hospital of Chang-Gung Memorial Hospital. Working in conjunction with their sponsoring Rotary club, the Rotaract club was able to repaint and decorate the room. Rotaractors spent several months securing the items for the playroom and meeting with hospital administrators to discuss the projects.
- In Portugal, a Rotaract club in Montijo worked with their sponsoring Rotary club, the Montijo City Hall, and the National Euro to educate citizens about the euro. Rotaractors received training about the new currency and then made public presentations at various locations, went door-to-door to talk to residents, and distributed informative fliers and brochures around the city.
- In the crowded city of Medellín, Colombia, there are few safe, open places for young children to run and play. A Rotaract club in Medellín, along with members of Rotary clubs in Medellín and California, USA, raised money to build a safe place for children to play. Their efforts resulted in a multiuse playing field that includes a viewing stand, commemorative mural, and equipment such as basketball hoops, volleyball nets, and soccer goals.
- A Rotaract club in Istanbul, Turkey, developed a project to provide long-term assistance to needy children in their community. In partnership with their sponsoring Rotary club, members provided six children with medical and dental care, food, clothes, English lessons, school materials, and the opportunity to attend social and cultural events in Istanbul. Fundraising for the ongoing support of these children will continue to be a priority for this Rotaract club. Special fundraising activities include the sale of second-hand clothing, a theater night, and the organization of a Rotaract camp.

### Key Steps for Organizing a Rotaract Club

1. Form a Rotaract subcommittee (of the community service committee) of at least five members.
2. Establish strong interest among club members to ensure the Rotaract club's success.
3. Decide whether the Rotaract club will be university-based or community-based.
4. Identify and recruit prospective Rotaractors.
5. Arrange informational meetings.
6. Hold organizational meetings to address issues such as club activities, elections, dues, meeting place and time, and Rotaract policies, constitution, and bylaws.
7. Charter the Rotaract club and hold inaugural and installation ceremonies.

### **Discussion Questions**

- What types of organized service opportunities are already available to young professionals and students in your community?
- Who are prospective members?
- What types of projects could Rotaractors participate in to enhance your community? How can you work with Rotaractors on these activities?
- What funds would you need to allocate to start a Rotaract club? Once the club is established, what kind of fundraising can Rotaractors conduct to support themselves?
- How many Rotaract clubs already exist in the district?
- How can your Rotary club provide ongoing support for the Rotaract club?

## District Inventory

In order to begin setting goals for your Rotaract district, it is helpful to assess what the Rotaract clubs in your district are already doing by completing this District Inventory worksheet. You may find it useful to send the *Planning Guide for Effective Rotaract Clubs*, found in the *Rotaract Handbook*, to the clubs in your district before you complete your district inventory.

*Use the previous year as a reference.*

1. Net membership growth in existing Rotaract clubs: \_\_\_\_\_
2. Number of new clubs formed: \_\_\_\_\_
3. Attendance at district meetings, if held: \_\_\_\_\_
4. Clubs not represented at district meetings: \_\_\_\_\_
5. Number of clubs undertaking
  - a) Community Service projects: \_\_\_\_\_
  - b) International Service projects: \_\_\_\_\_
  - c) Professional Development activities: \_\_\_\_\_
  - d) Leadership Development activities: \_\_\_\_\_
6. Number of clubs participating in
  - a) World Rotaract Week: \_\_\_\_\_
  - b) RI Recognition of Outstanding Rotaract Project: \_\_\_\_\_
  - c) Rotaract Presidential Citation: \_\_\_\_\_
7. Number of multiclub projects in the district: \_\_\_\_\_

## Public Relations: Answering Basic Rotaract Questions

To prepare yourself for talking about Rotaract in your community and with the media, consider preparing answers to the following. Below you will find questions and sample responses. Effective answers are positive, factual, specific, and brief. Include key words such as *service*, *community*, *international*, and *leadership*.

What is Rotaract?

- Rotaract is a service organization for young adults between the ages of 18-30.
- Rotaract clubs are part of a global effort to bring peace and international understanding to the world.

What is Rotary?

- Rotary is a global network of community volunteers.
- Rotary is an international service organization of 1.2 million business and professional men and women who, as volunteers, address needs of their home and international communities.
- Rotary is both international and local. For example, today's critical problems, such as health and sanitation, hunger, and environmental deterioration, must be addressed at local levels. With more than 31,000 clubs in 166 countries, Rotary is ideally suited to address such problems.

Who are Rotaractors?

- Rotaractors are young professionals and university students.

Who are Rotarians?

- Rotarians are men and women of integrity who represent a cross section of business and professional backgrounds. As volunteers of all ages, they work to meet community and international concerns.

What does Rotaract do?

- Rotaract clubs organize a variety of projects and activities, depending primarily on the interests of the club members.
- All clubs undertake three types of activities in varying degrees: professional development, leadership development, and service projects.

How is Rotaract different from Rotary?

- Rotaract is a program for young men and women between the ages of 18-30.
- While each Rotaract club is sponsored by a local Rotary club, Rotaract clubs conduct their own programs and service activities.

Some questions, such as "Isn't Rotaract an elitist organization for the sons and daughters of Rotarians?" or "Rotaract clubs meet just for social activities, don't they?" reflect a negative perception of Rotaract. How would you combat negative perceptions of the program? What response would you have for difficult questions? List two difficult-to-answer questions from your area. How would you answer them positively?