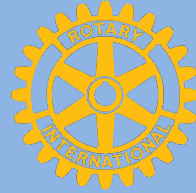


Rotary



Australian Districts

Area Governors Manual





This is the Area Governor reference manual for Area governors in Australia.

The information in this publication is based on the Constitution and Bylaws of Rotary International, the Rotary Code of Policies, and The Rotary Foundation Code of Policies. Please refer to those documents for exact Rotary policy.

Changes to the documents listed above by the Council on Legislation, the RI Board of Directors, or The Rotary Foundation Trustees override policy as stated in this publication.

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Congratulations on your position as Area governor.

As a member of Rotary's global network of more than 35,000 Rotary clubs, you have access to a wealth of Rotary services and resources through My Rotary, the members' area of Rotary's website. You will find information, resources, and publications translated into nine languages; club and district data; the Grant Center, to use My Rotary, go to rotary.org/myrotary and create your account.

To become an Australian Rotary Area Governor, a Rotarian must have been in Rotary for a minimum of 5 years and have served at least one term as the President of a Rotary Club. The term for an Area Governor will be two years after serving a year as an Area Governor Elect.

Having been an Assistant Governor does not preclude you for holding the position of Area Governor.



YOUR ROLE AS AREA GOVERNOR

As Area governor, you will assist the district governor, engage and inspire members, and promote Rotary in your Area. The Area Governor position is a two-year position.

RESPONSIBILITIES

AS AREA GOVERNOR-ELECT

- Attend the Area governor training seminar in the year prior to becoming an Area governor
- Assist the District Governor Elect in setting district goals for the year that align with the district strategic plan and Rotary's strategic plan
- Recommending Rotarians as district committee chairs to the District Governor Elect
- Conduct Area meetings, assist the District Training team with the district team training seminar, presidents-elect training seminar, and district training assembly as required by the District Governor Elect
- Assist the District Governor Elect with the planning for the district conference

AS AREA GOVERNOR

In Consultation with the District Governor and with assistance of the District Training Team (where necessary):-

- Conducting, implementing, or reviewing district strategic planning with the governor, governor-elect and governor-nominee
- Strengthening clubs
- Starting clubs
- Promoting membership growth and engagement by working with district leaders and club presidents to set realistic membership goals for each club within your Area.
- Communicate clubs' strengths, weaknesses, and progress toward goals to the governor.
- Attend the presidents-elect training seminar and district training assembly.
- Attend club meetings, club assemblies, and other events as invited
- Identify and develop future leaders
- Supporting The Rotary Foundation through fundraising and grant activities
- Serving as a spokesperson for your Area and Rotary when appropriate
- Helping the governor-elect plan and prepare for incoming officer training meetings
- Assist with the conducting of district events, including the district conference, district leadership seminar, and district Rotary Foundation seminar that apply to your Area
- Supervising the district leadership team within your Area
- Encouraging open communication among clubs, as well as between clubs and RI
- Officially visiting each club within your Area (through meetings with one or more clubs), to raise awareness of important Rotary issues, support struggling clubs, motivate club members to participate in service, and recognize members' contributions
- Communicating at least monthly with each club president and secretary within your Area
- Enable joint activities and projects between clubs within your Area.
- Fostering continuity by working with past, current, and incoming district leaders
- Transferring district files to the Area governor-elect at the end of your years
- Reviewing clubs' status with the Area governor-elect before the Australian Zone Institute and offering recommendations for strengthening weak clubs
- Following the District Governor Code of Ethics (Rotary Code of Policies section 19.010.1.)
- Performing such other duties as required by the District Governor

STRATEGIC PLANNING

The District Governor will find their year overwhelming unless they plan properly. To assist the governor to prepare for their year, you need to understand your role and responsibilities, and assist the governor to set goals, and create a plan for achieving them.

As you progress through your year, review all that you have accomplished by measuring the success of the District goals. As Rotarians in your Area reflect on your year, they will remember the impact you made through thoughtful planning and teamwork.

RESPONSIBILITIES

AS AREA GOVERNOR-ELECT	AS AREA GOVERNOR
Working with past, current, and future district leaders, assist the District Governor to set district goals for the year that align with your district's and Rotary's strategic plans	Work with District Governor to follow or implement the strategic plan

KEY RESOURCES

- [Strategic Planning Guide](#)
- rotary.org/strategic-plan
- [Manual of Procedure](#)
- [Rotary coordinators](#)

ROTARY'S STRATEGIC PLAN

[Rotary's strategic plan](#) unifies the direction of Rotary International and The Rotary Foundation and identifies three strategic priorities:

- Support and strengthen clubs
- Focus and increase humanitarian service
- Enhance public image and awareness

CLUB GOALS

To set attainable goals, a club president-elect should look at past club accomplishments, member interests, and the club's capacity to achieve goals. Assist the Governor Elect to encourage club presidents-elect to enter their annual goals in [Rotary Club Central](#), where they can also see information on their clubs' past performance.

A club strategic plan is helpful for setting annual goals. Clubs can use the [Strategic Planning Guide](#) to create a long-term plan if they do not have one. To identify relevant long-term goals, clubs can evaluate their activities and membership satisfaction by using the guide [Membership Assessment Tools](#). Clubs can also use the guide [Be a Vibrant Club: Your Club Leadership Plan](#) for ideas on engaging members and incorporating those ideas into long-term planning.

Club presidents receive an email notice after any change in their club's data. Remind club secretaries to keep club officers' email addresses current, either in Rotary's member database or through their member integration vendor. Take a course on Rotary Club Central in the [Learning Center](#) to become more familiar with its tools for districts and clubs.

WORKING WITH CLUBS

You are the key support person for your assigned clubs. Be available to the club presidents, and offer ideas and guidance throughout the year. Make sure they know that you are there to help them achieve their goals.

VIBRANT CLUBS

Rotary clubs often benefit from examining their practices and traditions to determine what is working well and what is not. Start with the [Rotary Club Health Check](#) to identify areas for improvement. Encourage clubs to evaluate themselves regularly using [Membership Assessment Tools](#), and to think of innovative ways to become more [vibrant](#). Offer them best practices for strong clubs, such as:

- Develop long-term goals that address the elements of an effective club.
- Set annual goals that support these long-term goals.
- Hold club assemblies to keep members informed and involved.
- Promote regular communication among club leaders, club members, and district leaders.
- Ensure continuity in leadership and service projects from year to year.
- Customize club bylaws to reflect club practices.
- Provide opportunities for members to develop stronger relationships with one another.
- Ensure that every member is active in a club project or function. Offer regular, consistent training.
- Assign committees that support club needs.
- Participate in the [Presidential Citation](#) program.

The [Strategic Planning Guide](#) helps clubs create a vision and set long-term and annual goals.

Encourage club leaders to be flexible and try new ideas. Suggest that they evaluate club practices and work with incoming and past leaders to customize a leadership plan that works best for their club. Above all, help your clubs create a culture that welcomes new members and keeps current members coming back.

ANALYZING CLUBS' STRENGTHS AND WEAKNESSES

Before the presidents-elect training seminar (PETS), meet with club presidents-elect from your Area to examine past club trends and current practices, and to consider goals. Suggest goals that can improve club operations.

DEVELOPING GOALS

Goals should be shared, measurable, challenging, achievable, and time specific. Work with club leaders to establish goals that will help their clubs function effectively, and that will involve a variety of activities to engage all members. During PETS, work with club presidents-elect to draft these goals. See that club presidents enter the goals into Rotary Club Central by 1 July.

ACTION PLANNING

Once a club develops its goals, be sure it has an action plan to achieve them.

EVALUATING PROGRESS

Encourage club presidents to keep their goals current and to track their progress in Rotary Club Central so you can review this information before visiting. During your visits, discuss the club's progress with the board.

SUPPORTING CLUBS

You are an important resource for your assigned clubs. Because you interact with a variety of clubs, you can observe a wide range of approaches to common issues, and you can share insights that can help clubs meet their goals and overcome challenges.

Understanding each club's needs and strengths is crucial to providing helpful guidance. To support clubs:

Encourage your clubs to subscribe to [Rotary Leader](#).

- Be available and approachable.
- Give special attention to weak clubs.
- Tailor your support to individual clubs.
- Connect clubs that excel in a particular area with clubs that are struggling.
- Monitor clubs' progress toward their goals in Rotary Club Central.

SHARING INFORMATION

Clear communication is vital to any organization, including Rotary. As the liaison between club and district leaders, you should share information about clubs' strengths and weaknesses with the district governor, governor-elect, appropriate district committees, and most important, the person who will succeed you as Area governor.

These discussions will promote continuity, improve the management of ongoing challenges, and allow appointees to become familiar with clubs before they take office.

You also can act as a liaison among Rotary clubs. Your regular contact with clubs will allow you to observe their progress, share their successes, and encourage cooperation.

The governor may ask you to discuss the following items with your assigned clubs:

- Paying the RI club invoice, and district and club dues
- Updating member lists and club information on My Rotary
- Viewing data from reports
- Submitting new club officer information to RI by 1 February for inclusion in the Official Directory
- Earning Rotary awards
- Compliance with applicable state incorporation regulations and other applicable laws such as Child Protection
- Attending the district conference, district training assembly, PETS, and other district events

When club leaders create an account on [My Rotary](#) and become familiar with its features, your job will be easier. They can use it to update membership lists, change contact information, pay club invoices, and enter annual goals.

VISITING CLUBS

Visit each club regularly apart from official visits (for official Visits see Area Governor's Visit on page 11) — quarterly if possible. If face-to-face meetings are not feasible, hold an online meeting or conference call. During your discussions:

- Provide the club with information about RI and district resources.
- Inquire about the club's progress toward its goals.
- Ask about membership, service projects, support of the Foundation, important club functions, and club morale.
- Discuss the club's strengths and how it can apply those skills to other areas.
- Suggest practical solutions to club problems.
 - Schedule a governor's visit, if requested.

USING THE RATE CLUBS TOOL

Rate Clubs is a feature in Rotary Club Central that allows you to report clubs' practices, accomplishments, and weaknesses.

You and the governor should use this tool to leave comments about a club after each visit. You can comment on and view ratings for your assigned clubs only; the governor and governor-elect can do so for all clubs in the district. These ratings and comments will serve as a reference for you and your district governor. Clubs will not be able to view them.

ATTENDING CLUB ASSEMBLIES

Rotary clubs are encouraged to hold four to six club assemblies a year. These meetings give all members a chance to discuss activities and ideas for the future. Talk to club leaders about which assemblies you'll attend and what your role will be.

CLUBS REQUIRING SPECIAL ATTENTION

A few clubs may need special attention from you and other district leaders. These clubs generally have difficulty meeting membership, financial, or other minimum standards established by the RI Board of Directors.

MINIMUM STANDARDS FOR ROTARY CLUBS

To ensure that clubs are functioning effectively, the RI Board has adopted these minimum standards for every Rotary club:

- Meets regularly
- Implements service projects that address the needs of the local community and communities in other countries
- Accepts the visit of the assistant governor, governor, or any officer of Rotary International
- Pays per capita dues to RI
- Subscribes to a Rotary World Magazine Press publication
- Acts in a manner consistent with the RI Constitution and Bylaws and Rotary Code of Policies
- Pays RI membership and district dues without outside assistance
- Provides accurate membership lists to RI in a timely manner
- Resolves club disputes amicably
- Maintains cooperative relations with the district
- Cooperates with RI by not initiating or maintaining litigation against Rotary International, The Rotary Foundation, the associate foundations, and the international offices of the Secretariat
- Follows and completes the election review process established in the RI Bylaws

Encourage club leaders to [name their successors](#) on My Rotary so district leaders can contact them about club business.

Work with your clubs to make sure they exceed the minimum standards. Much of the information used to determine a club's compliance comes from the Rate Clubs section in Rotary Club Central.

Of all district leaders, Area governors often have the most direct contact with clubs, so your district will rely on you to help those that are struggling. If one of your assigned clubs needs special attention, consider:

- Visiting the club more frequently
- Increasing communication with the club
- Pairing the club with a stronger club in the district
- Contacting the appropriate district committee for additional support

Unpaid per capita dues

Four months after the 1 January and 1 July deadlines, clubs with unpaid per capita RI dues totaling more than \$250 are terminated. As an assistant governor, you can work with your clubs to help them avoid termination, and to help terminated clubs get reinstated.

Reinstatement

Reinstatement is allowed as follows:

- Within 150 days of termination, the club must pay all financial obligations to RI and a \$30/member reinstatement fee.
- More than 150 days after termination, the club loses its charter and is not eligible for reinstatement.

If a club cannot comply with the minimum standards, it can consolidate with a nearby club or voluntarily terminate its membership in RI. Clubs should consider this option only when all other efforts have failed.

AREA GOVERNOR'S VISIT

CLUB VISITS

During your year as Area governor, you will be required to visit clubs on an official visit, either separately or in multiclub meetings. The goal of these visits is to motivate and inspire members and offer district-level support for improving their communities.

Here are some tips for giving talks to clubs in your district:

- Emphasize that district leaders are there to help them.
- Motivate club members to participate in service projects and encourage clubs to let the community know about their projects and activities.
- Encourage them to be flexible and innovative to rejuvenate their clubs, attract new members, and keep current members satisfied (refer them to [Be a Vibrant Club: Your Club Leadership Plan](#), [Strengthening Your Membership: Creating Your Membership Development Plan](#), and [Enhancing the Club Experience: Member Satisfaction Survey](#)).
- Highlight important Rotary issues.
- Recognize outstanding club projects and individual Rotarian contributions.
- Encourage all club members to attend the district conference.
- Emphasize the importance of incoming club leaders' attendance at district training meetings.

Meet with the president and other club leaders. Attend a club meeting or assembly and talk with members about club activities, issues, and how the district can support its efforts. This open communication will lead to a productive relationship throughout the year.

One of your main responsibilities is to visit each club in your Area once during the year and pay extra attention to those that are struggling. The Area governor may attend an individual club's meeting or go to a multiclub event. The visit is a key responsibility of the Area governor and an important occasion for each club.

During the visit, the Area governor should:

- Motivate club members to participate in club and district activities and service projects
- Recognize outstanding club projects and the work of individual Rotarians
- Discuss pressing club matters with club leaders
- HIGHLIGHT important Rotary initiatives

SCHEDULING THE VISIT

When you schedule your visit to each of your assigned clubs, consider the following suggestions:

- Arrange for the visit to coincide with an important club event, such as a charter night, new member celebration or orientation program, award presentation, Rotary Foundation event, or intercity meeting.
- Schedule visits to new or struggling clubs, and to others that require special attention, early in the Rotary year.
- Factor in geography and travel times. To build excitement among members and inspire them to participate, encourage club leaders to promote the Area governor's visit on the club website, through social media, and in the club newsletter. Suggest that clubs recognize members during the visit or arrange for the Area governor to present awards.

Work with the club to:

- Discussion of the club's progress toward its goals
- Time for the club board to present committee plans, activities, and accomplishments
- Recognition of club projects
- Report from the governor on important district initiatives and RI issues
- Time for questions and open discussion

MAXIMIZING CLUB VISITS

Club visits, whether to one club or multiple clubs at once, give members the opportunity to get support and guidance from an experienced district leader.

RESPONSIBILITIES

AS AREA GOVERNOR-ELECT	AS AREA GOVERNOR
Schedule your club visits and confirm dates with clubs	Visit each club in your Area through either a multiclub meeting or a single- club meeting
	Rate clubs in Rotary Club Central after each club visit

LOGISTICS

To have the biggest impact on club members, you should schedule the visit to coincide with a specific occasion, such as a charter night, induction ceremony, new member orientation program, award presentation, special program, Rotary Foundation event, or intercity meeting.

You can group visits to neighboring clubs or according to their meeting, schedules or you can conduct intercity meetings. Your Rotary funding for travel expenses reflects the assumption that you will visit neighboring clubs consecutively.

Once you have set your visit dates, send club presidents your itinerary so that they can confirm the details. Send club leaders your final itinerary and post it on the district's website.

RATE CLUBS IN ROTARY CLUB CENTRAL

The Rate Clubs feature in Rotary Club Central lets you keep track of your club visits and report on each club's practices, accomplishments, and challenges.

In your Area governor year, you can use the feature to rate clubs and comment after each club visit. Area governors can view, rate, and comment only for clubs in their assigned club groups.

These ratings and comments will serve as a reference for you, your assistant governors, and your successors. Final comments and ratings should reflect the state of the club based on all club visits. Clubs do not have access to the ratings or comments.

CONCLUDING THE YEAR

Throughout the year, your assigned clubs will add members, implement new service projects, and support Foundation programs. Finish your term as strongly as you started by making sure clubs feel ready to begin the next year. Consider the following suggestions:

- Acknowledge and celebrate clubs' accomplishments.
- Ensure that clubs recognize what they do well and continue to use those strengths.
- Suggest areas that need more attention in the next year.
- Review club goals and discuss clubs' progress toward achieving them.
- Share your final evaluation with clubs so they can reflect on the year.

TRAINING

DISTRICT TRAINING COMMITTEE

This committee supports the district governor and governor-elect and Area Governors in training club and district leaders and overseeing the districts' overall training plan. The district trainer is the chair of the training committee and assigns responsibility for training meetings and functions as necessary.

Ideally, the training committee will have trainers appointed to Areas (2 each) and you will work closely with this person to ensure that clubs within your Area attend training programs conducted by the District.

RESPONSIBILITIES

- Work with the District Trainer governor-elect, who has final approval on the program, speakers, training leaders, evaluations, and logistics for the presidents-elect training seminar (PETS), the district training assembly, and the district team training seminar.
- Work with the governor, who has final approval on the program, speakers, training leaders, evaluations, and logistics for the district leadership seminar, club-level and Rotaract leadership training, and other training events as appropriate.
- Advise on the district Rotary Foundation seminar and district membership seminar. (These seminars are the primary responsibility of other district committees.)
- Support club trainers as needed.
- Promote district training events.

CLUB TRAINING

Clubs are encouraged to have a trainer to:

- Provide orientation for new members
- Give current members the opportunity to learn more about Rotary
- Offer all members an opportunity to build leadership skills
- Identify and address any other club training needs
- How will you ensure wide promotion of the district conference?

CONNECTING WITH CLUBS

As Area governor, you will need to communicate with Rotarians, Rotary leaders and staff, community leaders, the media, prospective members, project recipients, and the public. Communicating well and often will foster effective clubs, achieve goals, encourage membership growth, and increase Rotary Foundation support. Being aware of different communication styles and working on your own communication skills will enhance your success.

RESPONSIBILITIES

AS AREA GOVERNOR-ELECT	AS AREA GOVERNOR
Assist the Governor Elect to refine your district's communication plan	Communicate with clubs each month

KEY RESOURCES

- [Brand Center](#)
- [Official Directory](#)
- [Manual of Procedure](#)

COMMUNICATION PLAN

Communication is essential to the effectiveness of any team. To support effective clubs, district leaders must work together and communicate often.

Though district leaders can communicate with one another and with clubs in various ways, Area governors interact with clubs most frequently, so the Governor may prefer to route all information through you. District committees can send information to clubs through the Area governors assigned to those clubs.

The Area governor can then provide specific club information to the district committees. Another approach is to have district committees work directly with club committees. Whichever communication plan your district uses, all those involved should review and support it at the district team-training seminar.

STRENGTHENING MEMBERSHIP

You joined Rotary because you wanted to make a difference. Together, with more than a million members in 35,000 clubs worldwide, our global community's impact has never been greater. Our ability to provide service in communities around the world depends on active, engaged members.

RESPONSIBILITIES

AS AREA GOVERNOR-ELECT	AS AREA GOVERNOR
Become aware as to your district's membership and new club development committees	Work with the Membership director, and district leaders to communicate your Area's membership goals to club presidents and help them implement strategies to achieve these goals
Become familiar with your Area membership plan's goals and strategies to increase membership	Organize new clubs to meet the needs of a wide range of prospective members
Work with Presidents to help ensure clubs have set membership goals in <u>Rotary Club Central</u> and have a plan to achieve those goals	

KEY RESOURCES

- [Membership resources](#) on My Rotary
- [Club Flexibility page](#) on My Rotary
- [Your Rotary coordinator](#)

ATTRACTING NEW MEMBERS

Vibrant Rotary clubs have active members and make a positive impact on their communities. When clubs are thriving, they naturally attract the interest of nonmembers. Some clubs may hold events where they actively market their club. Rotary has materials to promote what the organization is and how it differs from other organizations. Clubs can also create a brochure using the template on the Rotary [Brand Center](#). Prospective members may express their interest to a club member or on Rotary.org. However clubs meet prospective members, [creating a positive experience](#) for them is important. Prospective members are more likely to stay in a club that reflects the values that were promoted to them.

ENGAGING MEMBERS

Rotary research shows that participating in service projects and having fun with fellow members are the primary reasons that people join and stay in Rotary. Most members who leave do so within two years of joining.

Remember that clubs with active and involved members are more likely to keep them. Help your clubs engage their members by:

- Asking members to serve on committees
- Giving them active roles at meetings
- Asking for their opinions, and implementing some new ideas they suggest
- Asking them to participate in service projects
- Having them mentor new members
- Putting their expertise and skills to use and recognizing them for their efforts

Encourage clubs to engage Rotarians at all stages of their membership to help them maximize their Rotary experience and continue to find value in it. When you have clubs with engaged members who are fulfilling their desire to improve their communities and connect with others, they will stay in the club and will reflect a positive image. Engaged members have fun, and this attracts new members.

FLEXIBILITY AND INNOVATION

An important aspect of your role is to help clubs assess their strengths and weaknesses and to provide guidance. The Rotary Club Health Check and Enhancing the Club Experience: Member Satisfaction Survey can help clubs identify areas to improve. Encourage clubs to be flexible and innovative to meet the needs of their current and potential members. Clubs have the flexibility to:

- Change their meeting schedule, as long as they gather twice a month
- Vary their meeting format, such as meeting online, in person, or a combination of options
- Relax attendance requirements
- Offer different membership types
- Invite Rotaractors to be members

Rotaractors can be members of a Rotary and Rotaract club at the same time. Provide opportunities for them to learn about Rotary clubs in the district. Invite former Rotaractors to volunteer, socialize, and network with Rotarians and other district alumni.

Encourage club leaders to create a culture of innovation by asking members to suggest new ideas and try new activities.

SERVICE AND GRANTS

It is important that Rotary clubs are active in service, that this service truly improves its beneficiaries' quality of life, and that the impact is visible to raise community awareness of Rotary. Effective service projects help clubs maintain their members' enthusiasm for Rotary and encourage them to start new service efforts. Rotary grants enable Rotarians to carry out service that improves health, supports education, and alleviates poverty. Rotary districts coordinate club participation in Rotary grants and programs, and encourage meaningful involvement with young leaders to ensure a vibrant future of service.

KEY RESOURCES

- [Empower Leaders](#) page on My Rotary
- [Lifecycle of a Project](#)
- rotary.org/grants
- [Community Assessment Tools](#)
- Courses on Rotary grants in the [Learning Center](#)
- [Rotary grants staff](#)

PLANNING FOR SERVICE

A priority of Rotary's strategic plan is to focus and increase humanitarian service. All Rotarians are responsible for participating in service projects that improve the quality of life in their community and communities around the world.

Encourage sustainable service, focusing on youth programs, grants, Rotary Peace Centers, and the [six areas of focus](#) locally and internationally, which align with these specific causes:

- Promoting peace
- Fighting disease
- Providing clean water
- Saving mothers and children
- Supporting education
- Growing local economies

TAKE ACTION

Rotarians conduct service projects at home and abroad through five avenues of service, which are the foundation of club activity:

- Club Service
- Vocational Service
- Community Service
- International Service
- Youth Service

Think about how your Area can team with various groups in the Rotary family, such as alumni, Interact clubs, Rotaract clubs, Rotary Community Corps, Rotary Peace Fellows, and others to widen the scope of your projects and increase their impact.

Rotary has a long history of providing services to youth. Young leaders can contribute to service projects and be resources for programs such as New Generations Service Exchange. As Area governor, you support clubs, programs, and cultural exchange opportunities for young leaders, as well as service and professional development connections between clubs and young leaders, to strengthen the future of Rotary. The District youth service committee supports activities and coordinates with other committees to engage youth and young leaders.

INTERACT

Interact is Rotary's service club for young people ages 12-18. The program allows participants to carry out fun, meaningful service projects while developing leadership skills and meeting new friends. An Interact club must have a Rotary club sponsor and may be based either in a school or in a community.

ROTARACT

Rotaract is a Rotary-sponsored service organization for young adults ages 18 to 30, designed to promote personal development by building leadership and professional skills through service. Rotaract clubs need to have a Rotary club sponsor..

NEW GENERATIONS SERVICE EXCHANGE

This program allows young adults up to age 30 the opportunity to discover their strengths while using their skills to help others. These exchanges may be reciprocal or one-way, designed for individuals or groups, and can last up to six months.

RISK MANAGEMENT FOR YOUTH PROGRAMS

It is important to know the risks, such as injury, illness, and abuse, involved in youth activities so that participants can make good choices to deal with these risks. Although awareness alone cannot prevent incidents, it can lead to thoughtful discussions and planning that can reduce incidents and their effects. Ensure that you are fully aware and cognisant of your District's youth policy and that of Rotary International

SUPPORTING THE ROTARY FOUNDATION

As Area governor, you should try to build a culture of giving among Rotarians and non-Rotarians in your Area. By contributing to The Rotary Foundation, donors support projects that effect change in the district and around the world. It's important for the Area governor to know the many ways to contribute, how to help clubs introduce the Foundation to new members, what activities and projects will be effective fundraisers, and how to thank and recognize donors.

Contributions to the Foundation can be directed to the following funds:

- PolioPlus Fund — supporting polio eradication
- Annual Fund — supporting Rotary's work today
- Endowment Fund — supporting Rotary's future

1. Educating new members

Many Rotarians are already participating in The Rotary Foundation. Newer members may not be familiar with the recognition levels or know what their gift to the Foundation can accomplish.

The
Rotary
Foundation



PROMOTING ROTARY'S PUBLIC IMAGE

Promoting Rotary's public image is important because it promotes awareness and enhances understanding about how Rotary clubs address the challenges affecting communities around the world.

As Area governor, you have an important role to play in helping Rotarians talk about how they make a difference in their communities. A positive image will help your Area raise awareness of Rotary, attract and engage members, increase contributions to The Rotary Foundation, and garner partnerships, volunteers, and support for local projects.

RESPONSIBILITIES

AS AREA GOVERNOR-ELECT	AS AREA GOVERNOR
Work with Presidents Elect to ensure that clubs set public image goals in Rotary Club Central	Serve as a spokesperson for your AREA and Rotary
	Encourage clubs to have a public image plan
	Promote service projects effectively and encourage clubs to share their projects' impact through Rotary Showcase and Rotary Club Central

KEY RESOURCES

- [Your Rotary public image coordinator](#)
- [Brand Center](#)
- [Press Center](#)
- [Voice and Visual Identity Guidelines](#)

RAISING AWARENESS OF ROTARY

You will find many ways to make the community more aware of Rotary, including:

- Sponsoring special events (for example, marathons, recycling efforts, or fundraisers for a Rotary project or program)
- Creating exhibits that can be featured in museums, historical societies, city halls, or libraries
- Advertising in newspapers, magazines, billboards, buses, airports, or train stations
- Establishing communication with the public relations staff of other organizations that your district is involved with
- Cultivating relationships with journalists and key media contacts in your media market
- Linking local Rotary projects to relevant issues in your community
- Promoting stories, particularly to news media and social media, about members working through Rotary to make the world a better place
- Encouraging Rotarians to wear their Rotary lapel pins and talk about the organization
 - Having Rotarians post information on a club or district website or social media sites, or refer members of their community to Rotary.org

Go to the Brand Center and Press Center for resources.

Public image affects all areas of Rotary. Measure the impact of your efforts by conducting focus groups, interviews, and surveys with your target audiences, and benchmarking your membership numbers, Foundation contributions, and other areas

before implementing your plans.

STRENGTHENING THE ROTARY BRAND

The Rotary brand strengthens when members live it. Rotarians are people of action, vision, and commitment, who solve real problems in communities around the globe. The way you talk about Rotary can affect the public's perception of it. You can bring Rotary's story to life by:

- Telling stories about the value that Rotary brings to communities
- Encouraging clubs to promote Rotary's brand and to use the public image resources locally
- Using Rotary's brand and messaging at Area events and in Area communications
- Encouraging clubs to achieve the public image goals for the Rotary Citation

Remember these strategies when communicating with Rotarians, prospective members, the public, donors, and community partners.

PROMOTING THE ROTARY BRAND

The Rotary logo identifies Rotary clubs and their members in every part of the world. Rotary International owns trademarks and service marks (referred to as Rotary Marks) for the benefit of Rotarians worldwide.

The district depends on you, as Area governor, to work with your clubs to ensure they understand how to use Rotary Marks. When you reproduce Rotary Marks, follow the guidelines approved by the RI Board of Directors in the Rotary Code of Policies, which allows Rotary clubs, districts, or other Rotary entities* to use the Rotary Marks. The marks may not be altered, modified, obstructed in any way, or reproduced other than in their complete form.

Rotary's Brand Center offers resources for Rotary members to plan events, maximize social media's impact, and customize their logos, stationery, event fliers, PowerPoint presentations, and more to easily apply Rotary's brand. You will also find messaging guidelines, with tips for communicating to multiple audiences, and guidelines for writing about Rotary and using the Rotary Marks. Merchandise bearing the Rotary Marks should be bought from one of Rotary's licensed vendors. If you have questions about licensing, contact RI's Licensing Section at rilicensingservices@rotary.org.

Raise club awareness of these resources and help clubs understand how to use them.

* *Rotary entities include Rotary International, The Rotary Foundation, Rotary clubs or groups of clubs, Rotary districts or groups of districts, Rotary Fellowships, Rotarian Action Groups, and administrative territorial units of Rotary International. Individual RI programs are not considered Rotary entities.*



KEY POINTS FOR TALKING ABOUT ROTARY

Here are messages you will find helpful to refer to when developing key points before media interviews and speeches to external audiences.

Rotary is a global network of more than 1.2 million members who believe that great things happen when dedicated minds come together.

- With clubs in almost every country, we are improving communities around the globe.
- From local food pantries to clean water and maternal health, Rotary clubs work together on local and international projects that address today's more pressing humanitarian challenges.
- Rotary provides a platform for successful men and women of all ethnicities, faiths, and cultures to make the world a better place through volunteer service.

Rotary's top philanthropic goal is to eradicate polio worldwide.

- Rotary and its partners are close to eradicating polio, having achieved a 99.9 percent reduction in cases since 1988.
- Rotary's chief role is fundraising, advocacy, and mobilizing volunteers.
- Rotary members have contributed more than \$1.6 billion and countless volunteer hours to protect more than 2 billion children in 122 countries from polio.
- Rotary is working to raise an additional \$50 million per year through 2020 for polio eradication, to be matched 2-to-1 by the Bill & Melinda Gates Foundation.

Rotary builds peace and international understanding not only through education and humanitarian service, but also by developing young leaders.

- More than 900 graduates of the Rotary Peace Centers master's degree program are in key decision-making positions in governments, corporations, and organizations around the world.
- Rotary's humanitarian projects help prevent the underlying causes of conflict, such as poverty, illiteracy, and lack of clean water.
- Rotary's Youth Exchange program fosters international goodwill by enabling over 8,000 high school students to live and study abroad each year in 115 countries.
- Rotary's Interact and Rotaract programs develop young leaders by promoting volunteer service, leadership, and professional growth.

RISK MANAGEMENT

Whether holding meetings, running fundraising events, or working with youth, you have risk management responsibilities and awareness as part of your role. In this context, the term "risk management" is an active strategy to identify beforehand any causes of possible loss and steps that could lessen the financial impact of a possible loss. To manage risks:

- Review the activities from the perspective of "What can go wrong?"
- Modify an activity or event to lessen the risk.
- Use contracts and agreements to clearly define roles and responsibilities of all those involved (consult local legal counsel to draft and review legal documents).
- Follow established policies, procedures, and guidelines.

Being proactive can help reduce the effects of losses. In your role, you can set the tone for your Area and its clubs. Being aware of risk and managing it will help protect Rotarians, program participants, and district assets.

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