



2018-19 President's Pre-PETS Rally

Date: January 27, 2018



Introductions

Hey-Jude Gallegos, Your Queen of Clubs



Chief of Staff – Christine Sommer



Chief Assistant Governor Steve Weitzen



District Leadership Structure and Staff

Chief of Staff – Christine Sommer

Chief Assistant Governor – Steve Weitzen

Assistant Governor's

Quarterly meeting with Assistant Governor

Ready to assist you

Additional resources available to the Clubs

District Directory

District Website

Governor's Monthly Newsletter

District Training Assembly



Rotary Club Central – a new look and feel

Dashboard
Goal Center
Resources

Dashboard

Goal Center

Global View

Service Activities

Resources

Reports

Club Ratings

Contact Us

SETTINGS

Language

Rotary Club Central

Manuel Gallegos

2017-18 San Diego Downtown Breakfast Goals

Members & Engagement

Rotary Foundation Giving

Service

Young Leaders

Public Image

Rotary Citation

All

Club membership

Hide goal details and history

How many total members does your club want by the end of the Rotary year?

As Of 20-Jul-17

ACHIEVEMENT 105 OF GOAL 109

Goal History

2012-13

2013-14

2014-15

2015-16

2016-17

2016-17

2015-16

2014-15

2013-14

2012-13

ACHIEVEMENT

GOAL

YEAR	ACHIEVEMENT	GOAL
2016-17	105	of 107
2015-16	97	of 98
2014-15	96	of 112
2013-14	100	of 110
2012-13	-	of -

*denotes 5 year high



What to expect at PETS

- You will be given a copy of the Club Presidents Workbook at PETS but if you want to get a jump on things you can go to the Leadership Resources and download an electronic copy of the work book.
- The electronic version of the workbook also contains links to creating your club leadership plan worksheets

What to expect from PETS

- Review your club's current practices and talk to your members about what is working and what isn't adding value. This will engage your members and get them invested in their club's success.
- Develop a strategic plan and align your goals and objectives with Rotary's strategic plan. Clubs that follow a strategic plan report higher levels of member engagement, retention and satisfaction.

What to expect at PETS

- Registration is on the Ballroom level of the Marriott, there will be signs
- Friday morning register and then go to the Imperial C Ballroom for your bags and other items
- Friday mornings are particularly very very busy and looks to be even more so this year.

What to expect at PETS

- PETS for Hospitality Suites will be in the Imperial Ballroom with opportunities to visit with your fellow PE's from District 5340 and other Districts and exchange ideas.
- On Saturday evening our District will host dinner. The PE's will get their seats and then assemble in the hallway to make a grand entrance.

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

Be The Inspiration



BE THE INSPIRATION

Be the Inspiration, to your clubs and your districts. Show them what we can do in Rotary, and what we can be.

Be the Inspiration, to your countries and your communities — by coming together and taking action to create lasting change.

Be the Inspiration — and together, we can, and we will, inspire the world.

PRESIDENTIAL THEME & CITATION



**BE THE
INSPIRATION**

BARRY RASSIN
2018-19 President
Rotary International

Rotary 



BE THE INSPIRATION

Since Rotary was founded 113 years ago, its role in the world and in the lives of its members has been in a state of continuous evolution. In its earliest days, Rotary offered its members a way to find fellowship and friendship and to build connections within their communities. Soon after, service found a place in Rotary, and as our organization expanded, so did its influence. In time, Rotary's service, supported by our Rotary Foundation, would change the lives of families and communities across the world. We formed partnerships and focused our service to increase our impact. We launched

the world's largest public-private health initiative, partnering with governments, international organizations, and countless local and regional health agencies to eradicate polio. More and more, our members came to us seeking not just friendship but a way to take action for good.

Rotary still is, and always will be, the organization Paul Harris envisioned: a place where people from every corner of the earth can come together to become something greater than themselves. Yet Rotary today offers something of singular and enduring value: the chance to be part of a global network of people who have the talent and the drive to change the world. We are men and women who believe in the power of community action to make a global impact — and together, we have the capacity and the resources to achieve almost anything.

Globally, Rotary is more relevant than ever before, and its potential for good is vast. Unfortunately, not enough people fully understand what Rotary is and does. Even within our clubs, many Rotarians don't know enough about Rotary to take full advantage of what Rotary membership offers.

Rotary service transforms lives and communities. To achieve even more of that truly transformational service, we need to think differently about our role in Rotary, and Rotary's role in the world. We need to put more emphasis on our public image, using social media to build our membership and attract the partners that can help us scale up our service. We need to focus on larger projects that have a more lasting impact, taking the time to research and plan work that spans Rotary years and terms of office. Most important of all, we need to *Be the Inspiration* for positive change, inspiring our clubs, our communities, and our organization to face today's challenges head on, with courage, optimism, and creativity.

As Paul Harris put it, "Rotary is a microcosm of a world at peace, a model which nations will do well to follow." To me, Rotary is not only a model but an inspiration. It shows us what is possible, inspires us to reach for it, and gives us a path to act — and to *Be the Inspiration* to our world.

A handwritten signature in black ink, appearing to read 'Barry Rassin'.

Barry Rassin
President, Rotary International, 2018-19

Rotary



2018-19 ROTARY CITATION

The Rotary Citation recognizes Rotary clubs that support each of our strategic priorities by completing certain activities. Clubs have the entire Rotary year to achieve the citation's goals.

Rotary can automatically verify many of your club's achievements as long as you keep your club and member information up-to-date in My Rotary. You'll use online tools like Rotary Club Central to tell us when you've achieved other goals. To be eligible for the Rotary Citation, clubs need to begin the year as active clubs that are in good standing and remain so throughout the year. Achievements will be compared with membership figures from 1 July 2018 and will be recognized after the 1 July 2019 numbers are final, on 15 August 2019.

This year, clubs can receive the **Rotary Citation With Presidential Distinction** when they achieve the Rotary Citation plus one to three additional goals.

SUPPORT AND STRENGTHEN CLUBS

Achieve at least 3 of the following goals:

- Achieve a net gain of 1 member
- Maintain or improve your club's retention of current and new members:
 - Improve your club's retention rate by 1 percentage point
 - or
 - If your club's retention rate was 90 percent or more in 2017-18, maintain it
- Achieve a net gain in female members
- Have at least 60 percent of club members report their birth dates through My Rotary
- Sponsor or co-sponsor a new Rotary club
- Conduct a classification study of your members' occupations, and work to align your membership with the mix of businesses and professions in your community

FOCUS AND INCREASE HUMANITARIAN SERVICE

Achieve at least 3 of the following goals:

- Sponsor a Rotary Community Corps
- Sponsor or co-sponsor an Interact or Rotaract club
- Contribute at least \$100 per capita to the Annual Fund
- Increase the number of members involved in service projects
- Hold an event to raise funds for, or to increase awareness of, Rotary's work toward polio eradication
- Conduct a significant local or international service project in one of Rotary's six areas of focus

ENHANCE PUBLIC IMAGE AND AWARENESS

Achieve at least 3 of the following goals:

- Post successful club projects, with details about activities, volunteer hours, and funds raised, on Rotary Showcase
- Use Rotary's brand guidelines, templates, People of Action campaign materials, and related resources
- Arrange for the club's members to talk with the media to tell your club's, and Rotary's, story
- Host an event for Rotary alumni, and highlight Rotary's networking opportunities
- Continue or establish a partnership with a corporate, governmental, or nongovernmental entity and work on a project together
- Sponsor a Youth Exchange student or RYLA participant

2018-19 ROTARY CITATION FOR ROTARACT CLUBS

The Rotary Citation for Rotaract Clubs recognizes clubs that support each of our strategic priorities by completing certain activities. Clubs have the entire Rotary year to achieve the citation's goals.

To be eligible for the Rotary Citation, Rotaract clubs need to be certified by Rotary International and endorsed by the district governor before 1 July 2018. Clubs will report their achievements by submitting a nomination form by 1 July 2019.

This year, Rotaract clubs can receive the **Rotary Citation With Presidential Distinction** when they achieve the Rotary Citation plus one to three additional goals.

SUPPORT AND STRENGTHEN CLUBS

Achieve at least 2 of the following goals:

- Achieve a net gain of 1 member
- Have at least 50 percent of members add their skills and interests in their profiles on My Rotary
- Establish or maintain a twin club relationship

FOCUS AND INCREASE HUMANITARIAN SERVICE

Achieve at least 2 of the following goals:

- Achieve an average minimum PolioPlus contribution of \$25 per member
- Hold an event to raise funds for, or to increase awareness of, Rotary's work toward polio eradication
- Work with your sponsor Rotary club to conduct a significant local or international service project in one of Rotary's six areas of focus

ENHANCE PUBLIC IMAGE AND AWARENESS

Achieve at least 2 of the following goals:

- Post successful club projects, with details about activities, volunteer hours, and funds raised, on Rotary Showcase
- Use Rotary's brand guidelines, templates, People of Action campaign materials, and related resources
- Host an activity during World Rotaract Week, preferably on 13 March, the anniversary of Rotaract; invite the media and tell your club's, and Rotary's, story

2018-19 ROTARY CITATION FOR INTERACT CLUBS

The **Rotary Citation for Interact Clubs** recognizes clubs that support each of our strategic priorities by completing certain activities. Clubs have the entire Rotary year to achieve the citation's goals.

To be eligible for the Rotary Citation, Interact clubs need to be certified by Rotary International and endorsed by the district governor before 1 July 2018. Also before 1 July, an adult adviser to the club needs to provide his or her name and contact information to Rotary. Sponsor Rotary club officers or Interact club advisers will report the achievements by submitting a nomination form by 15 August 2019.

This year, Interact clubs can receive the **Rotary Citation With Presidential Distinction** when they achieve the Rotary Citation plus one to three additional goals.

SUPPORT AND STRENGTHEN CLUBS

Achieve at least 2 of the following goals:

- Hold a meeting that introduces members to Rotary programs for young leaders, such as RYLA and Rotary Youth Exchange
- Work with your sponsor Rotary club or adviser to develop and participate in a career day or mentoring activity
- Work with your sponsor Rotary club or adviser to connect graduating Interactors with university- or community-based Rotaract clubs

FOCUS AND INCREASE HUMANITARIAN SERVICE

Achieve at least 2 of the following goals:

- Plan and carry out a project for Global Youth Service Day
- Hold an event to raise funds for, or to increase awareness of, Rotary's work toward polio eradication
- Work with your sponsor Rotary club or adviser to conduct a significant local or international service project in one of Rotary's six areas of focus

ENHANCE PUBLIC IMAGE AND AWARENESS

Achieve at least 2 of the following goals:

- Post successful club projects, with details about activities, volunteer hours, and funds raised, on Rotary Showcase
- Use Rotary's brand guidelines, templates, People of Action campaign materials, and related resources
- Hold an activity during World Interact Week, preferably on 5 November, the anniversary of Interact; invite the media and tell your club's, and Rotary's, story

2018-19 ROTARY CITATION WITH PRESIDENTIAL DISTINCTION

ROTARY CLUB

Achieve these goals **in addition to** earning the Rotary Citation to receive SILVER (1 goal), GOLD (2 goals), or PLATINUM (3 goals) distinction

- Achieve a net gain of 5 or more members
- Show how your club's members are People of Action by promoting your club and its service activities on social media at least 4 times per month
- Initiate or continue a leadership, personal, or professional development program to enhance members' skills and the value of their membership

ROTARACT CLUB

Achieve these goals **in addition to** earning the Rotary Citation to receive SILVER (1 goal), GOLD (2 goals), or PLATINUM (3 goals) distinction

- Achieve a net gain of 5 or more members
- Show how your club's members are People of Action by promoting your club and its service activities on social media at least 4 times per month
- Initiate or continue a leadership or professional development program to enhance members' skills and the value of their membership

INTERACT CLUB

Achieve these goals **in addition to** earning the Rotary Citation to receive SILVER (1 goal), GOLD (2 goals), or PLATINUM (3 goals) distinction

- Work with your sponsor Rotary club or adviser to explore local Rotary club and other scholarship opportunities that are available to your club's members and present these opportunities to the club
- Show how your club's members are People of Action by submitting a video that promotes your club and its service activities to the annual Interact Video Awards
- Initiate or continue a leadership development program to enhance members' skills and the value of their membership

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



One Rotary Center
1560 Sherman Avenue
Evanston, IL 60201-3698 USA
www.rotary.org



Youth Certification

The process of becoming Youth Certified

- Complete the application available on the District 5340 website.
- Complete the Background Check
- Access and complete the online training module

There has been a problem with Intellicorp which is being addressed and we are working toward a resolution.

Rotary District 5340 Membership Resource Diane Crawford



Assistance is available to:

- Update your club's existing Strategic Plan**
- Develop a NEW Club Business Plan**
- Plan & facilitate a club planning session**
- Create an Action Plan for specific priorities**

MEMBERSHIP

- **Membership Reports-Trends, Growth, Viability**
- **Annual Club Survey / Health Check**
- **Membership Resource Guide**
- **Where to find membership materials**
- **Membership Leads**

Membership



Dianne Crawford

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Join us in Toronto

ROTARY CONVENTION TORONTO, ONTARIO, CANADA 23-27 JUNE 2018

Rotary



riconvention.org



Join us in Toronto

Fee (US\$)

	Rotarians	Rotaractors
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16 December 2017	\$410	\$100
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After 31 March 2018 until the convention closes	\$495	\$130
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Cancellation deadline: 30 April 2018

New this year! Receive \$10 off your full adult registration fee if you register online by 31 March 2018.

Council on Resolution – Report of Action

- A club can initiate a resolution at any time.
- To proceed, it must be approved by the club.
- All the resolutions submitted by the clubs must be voted on by the district. This voting can be done in a regular district meeting (say a business meeting at the district conference) by a majority vote of the clubs OR by an email vote of the clubs.
- Resolutions so approved by one of these two methods must be submitted to Council Services by June 30th each year to be considered.

District Foundation Chair - - Janice Kurth



The Rotary Foundation

The
Rotary
Foundation



Questions

Suzie Bechtol Development Coordinator 2-1-1 San Diego



Join us in Hamburg



Capture the Moment
in Hamburg
Join us in Germany
June 1–5, 2019



Time to go!!

