

Administration

Rotary club committees

A Rotary club can provide service to its community, retain members, and develop leaders for the club, district, and Rotary International only when its operations are efficient.

Club committees are charged with carrying out the club's long-range and annual goals. Each Rotary club has different needs and will establish committees to suit those needs.

- Based on the best practices of effective Rotary clubs, the recommended standing club committees are:
- Club administration – Conducts activities associated with the effective operation of the club, such as the weekly program and the club bulletin. The club treasurer and secretary are members of this committee.
- Public relations – Develops and implements plans to provide the public with information about Rotary and promotes the club's service projects and activities.
- Membership – Creates and implements a comprehensive plan for finding and keeping club members.
- Service projects – Plans and conducts projects that address the needs of the community and communities in other countries.
- The Rotary Foundation – Supports the Foundation through both financial contributions and program participation.

Ad hoc committees may be appointed annual depending on the club's size and its goals.

Club Board

- Directors (number determined by club)
- President
- Vice president
- President elect
- Secretary
- Treasurer
- Immediate past president

Club Administration Committee	Club Public Relations	Membership	Service Projects	The Rotary Foundation
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Public relation

Overview

Public relations efforts are vital to Rotary's continued growth and service. Creating a positive image for Rotary is the responsibility of every Rotarian, both locally and globally.

Effective PR campaigns build positive, strong relationships with their audiences. But promoting Rotary's work in the best possible way and sharing your stories effectively with the public and the media are not easy tasks.

"In the promotion of understanding, it is important to reach large numbers, non-Rotarians as well as Rotarians, and you cannot reach large numbers privately." - Paul Harris

Whether you're new to promoting Rotary or a seasoned PR pro, this section offers useful resources.

- Learn to [write an effective press release](#) .
- Get tips on [working with the media](#) .
- Learn how to use nontraditional and new media tools to [promote Rotary](#) .
- Find tips on how to [measure the success](#) of your campaign to better prepare for future efforts.
- Link to resources, including videos, from Rotary's global public image campaign, [Humanity in Motion](#) .

For a complete public relations overview, [purchase *Effective Public Relations: A Guide for Rotary Clubs*](#) .

Contact us

We welcome your questions, comments, and success stories. Rotary's [PR staff](#) can provide general public relations guidance and help clubs promote their stories to local media.

Rotary International
One Rotary Center
1560 Sherman Avenue
Evanston, IL 60201 USA Phone: 847-866-3000
Fax: 847-866-8237

Public relations resources

[Sign up](#) to receive the *Rotary PR Tips* newsletter, a biweekly publication that offers innovative ideas that clubs and districts can use to promote Rotary in their communities.

Public relations writing

The ability to write easily, logically, and succinctly is essential for public relations. The object of most PR writing is to grab the reader's attention, convey information quickly, and invite the media to cover your story.

Inverted pyramid

Most press releases and other written communications for the media use an inverted-pyramid style, with the most important and relevant information at the top, followed by gradually less important information. The headline and the first sentence are the two most important parts of a press release. Make sure they're compelling enough to draw in the editor or reporter.

The five Ws

Include the five Ws in your first paragraph, ideally in the first sentence:

- Who? The main focus of your story; a person or group at the center of the story
- What? The event or project with which your club is involved
- Where? The location of the event, including a street address
- When? The time, day, and date of an event, or the time period involved for a person or project
- Why? The reason the event, person, or project is significant to the general public

In subsequent paragraphs, provide details about the event or project, or describe how the person or group achieved something extraordinary.

Beyond the press release

Rotarians can communicate stories to the media in many other ways, such as:

- Media alerts
Time-crunched newsrooms appreciate a media alert, a more condensed version of a press release. Ideal for upcoming events or reminders, just answer the five Ws in bullet format, and send the alert to media contacts.
- Letters to the editor
The editorial page is one of the most-read sections of the newspaper, and a letter can reach many people. Use the [templates](#) from RI to get started.
- Op-eds
An op-ed is an opinion piece written by an individual who isn't on the newspaper's staff. Before writing an op-ed for your paper, learn what topics are of interest to your community.
- Media kits
Prepare a special folder that holds general information about Rotary and your club as well as materials tailored to the event.
- [Fact sheets](#)
Fact sheets provide details about Rotary programs to ensure that journalists have accurate background information.

Working with the media

Just as manufacturers market their products, Rotary club members must sell stories to the media. Understanding the media will help you market Rotary's message successfully.

- Identify your target media.
Consider inviting a local journalist to speak to your club about how to work with the media.
- Develop a media list.
After identifying media targets, put together a contact list for each story that includes the names, phone numbers, fax numbers, and e-mail addresses of journalists, editors, or news directors who might take a special interest in Rotary.
- Contact journalists.
You can take your story to the media in several ways. Whatever approach you choose, be persuasive, persistent, and friendly, but not aggressive. The most effective methods correspond to the journalist's preferences.
- Conduct interviews.
Work with your club to develop informed, articulate spokespeople who are easily accessible and well versed in Rotary's programs.
- Manage crises.
Despite your best efforts, problems of a sensitive nature may develop. Be forthcoming if a reporter calls, but avoid initiating contact with the media about unflattering stories. If a situation arises that you think requires immediate attention, contact Rotary International before you speak with the media (phone: 847-866-3237; e-mail: pr@rotary.org).

Promoting the RI president's visit

Trying to promote the RI president's visit to your area in the local media? Refer to the [president's pages](#) for resources.

[Purchase Effective Public Relations: A Guide for Rotary Clubs](#) for a complete overview of working with the media.

Promoting Rotary

Putting Rotary in the public eye involves more than just writing press releases and maintaining contact with local media. Rotary International provides preproduced public service announcements and encourages all clubs to localize these materials for use in their communities.

Special events and other outlets

Rotarians in France celebrated a national Rotary awareness day by sponsoring a movie premiere that raised money for brain research and promoted Rotary at the same time.

Other promotional outlets include:

- Cable and public-access television
- Billboards, posters, and signs
- Newspaper supplements
- Club brochures
- Presentations and speeches

Beyond traditional media

Promoting Rotary in the 21st century means moving beyond traditional media. New technology hasn't made press releases obsolete, but it has added to the arsenal of media tools.

Blogs and podcasts

Blogs are online journals that can include text, audio, video, and images. When the December 2004 tsunami hit Sri Lanka, the Rotary Club of Colombo Regency used a blog to collect donations and help coordinate relief efforts.

A podcast is a digital audio file distributed over the Internet, usually through a subscription-based service.

Other new media tools include electronic press releases, distributed through e-mail, and uploaded videos. More than 50 video uploading and sharing sites allow you to publicize your Rotary efforts on the Web.

Avenues of Service

For years, Rotary's commitment to Service Above Self has been channeled through the four Avenues of Service, which form the foundation of club activity. To get started on a project, think broadly about how your club and its members could contribute within each avenue.

Club Service

Club Service focuses on strengthening fellowship and ensuring the smooth functioning of Rotary clubs..

Vocational Service

Vocational Service involves club members serving others through their professions and aspiring to high ethical standards. Rotarians, as business leaders, share skills and expertise through their vocations, and they inspire others in the process.

Community Service

Community Service is the opportunity Rotary clubs have to implement club projects and activities that improve life in the local community.

International Service

International Service encompasses efforts to expand Rotary's humanitarian reach around the world and to promote world understanding and peace. It includes everything from contributing to PolioPlus to helping Rotary Youth Exchange students adjust to their host countries.

Council on Legislation

About the Council on Legislation

The Council on Legislation, Rotary's "parliament," meets every three years to deliberate and act upon all proposed enactments and resolutions submitted by clubs, district conferences, the General Council and Conference of Rotary International in Great Britain and Ireland, and the RI Board. The Council itself also makes proposals.

The Council on Legislation is an important part of Rotary's governance process. While the Board of Directors sets policies for Rotary International, the Council is where Rotary clubs have their say in the governance of the association. Every three years, each district sends a representative to the Council, which reviews proposed legislation. Every club and district is entitled to submit legislation to the Council, and some of Rotary's most important work has resulted from Council action. Women were admitted into Rotary because of the action of the 1989 Council on Legislation, and PolioPlus was born as the result of the 1986 Council.

The Council comprises more than 500 representatives from every part of the Rotary world. Voting members include one elected representative of the clubs of each Rotary district. Some nonvoting members include the chair and vice chair of the Council, the RI president, members of the RI Board, and past RI presidents.

2010 Council

The next Council on Legislation is tentatively scheduled for 25-30 April 2010 in Chicago.

Council representatives were selected during the **2007-08 Rotary year**.

The deadline to submit legislation to the 2010 Council on Legislation has passed.

What's new for the 2010 Council?

The 2007 Council made a number of changes to the legislative process for the 2010 Council including changing the deadline to receive legislation (31 December 2008), the deadline for amendments, the definition of defective legislation, and the number of recommended legislative items per district. Contact information:

General Secretary
c/o Council Services Section
Rotary International
1560 Sherman Avenue
Evanston, IL 60201 USA
Fax: 847-556-2123
E-mail: [Council Services](#)

Starting a new club

Requirements for starting a new club

For Rotary International to continue its vital humanitarian work and expand its service to communities at home and abroad, its membership base must continue to increase. In recent years, charter members of new Rotary clubs have been a vital element of Rotary's membership growth.

You might want to consider starting a new club in your district if

- A local community doesn't have a club
- A current Rotary club is facing meeting-space constraints
- Alternative meeting times would benefit the community

District governors are responsible for approving and overseeing the process of starting a new club, including appointing a special representative to guide its organization. Those interested in organizing a new Rotary club should contact their district governor and their [RI Club and District Support representative](#).

New clubs must

- Adopt the Standard Rotary Club Constitution
- Have a minimum of 20 charter members
- Elect officers
- Pay a charter fee
- Hold weekly meetings
- Choose a club name
- Be approved by the RI Board of Directors

Pilot clubs and e-clubs

Pilot clubs: E-clubs and meeting frequency

The RI Board of Directors conducts pilot projects to test new ideas, methods, or organizational frameworks for clubs that may help secure Rotary's future as a premier humanitarian service organization. Pilot clubs are fully functioning Rotary clubs that are exempt from some requirements in the Standard Rotary Club Constitution. Clubs can't join a pilot project after it has started.

Currently, the Board is running two pilot projects for Rotary clubs. The first is the Rotary E-Club pilot project (started 1 July 2004 and ending on 20 June 2010) for holding online meetings. The second is the Meeting Frequency pilot project (started 1 July 2007 and ending on 30 June 2013) that allows participating clubs to meet on any schedule other than a weekly meeting.

E-clubs are more than a quick fix for a missed meeting. Their members pay dues, carry out community service projects, and work much like any other club, except that a Web site serves as their meeting place. During online meetings, e-club members can use Web cameras and microphones, which allow them to see and hear each other. Also, e-clubs can either be fully online or only partial e-clubs. The partial arrangement is a good option for Rotary clubs that still want to meet in person. Often, members participate in local community service projects as part of their club membership requirements.

Of the 200 participating clubs in the Meeting Frequency pilot project, most have elected to meet twice a month, with a few taking off the summer months, and others meeting more than once a week in various locations. The RI Board is interested in how the frequency of a club's meeting affects factors such as membership development and retention, attendance, service projects, participation in The Rotary Foundation, and leadership.

View lists of clubs participating in the [E-Club](#) pilot projects.

