

ROTARY LEADER



Rotary

MEETING PLACE

Ways to promote the Atlanta convention

HOW TO...

Hold a World Polio Day celebration

GRANTS

Rotary Ideas forges global grant partnership

YOUNG LEADERS

Renew ties with alumni during Reconnect Week

Health worker in Za'atari Refugee Camp, Mafraq Governorate, Jordan, administers the polio vaccine to a child. Discover why we need to keep immunizing children.

PRESIDENT'S MESSAGE



JOHN F. GERM

We talk a lot about change in Rotary. Some argue that we need to change dramatically, and others don't feel that any change is needed, while plenty of others are somewhere in between. If you look at our history, Rotary is actually no stranger to transformational change. The most dramatic example happened over 30 years ago when we conceived of a project to immunize the children of the world against polio to create a polio-free world.

Before our PolioPlus program, Rotary focused on smaller club and district efforts. Some of them were terrific projects that improved life in communities throughout the world. But none of them united all of our members, and very few of them received any significant recognition.

PolioPlus changed all that. We were joined in our mission by the World Health Organization, UNICEF, and the U.S. Centers for Disease Control and Prevention, and later by the Bill & Melinda Gates Foundation. Suddenly, we were working with major international players in the world of public health, on a historic effort to eradicate a disease — something that had been done only once before, in 1980, when smallpox was eliminated.

The day when polio has been eradicated will come. Only Afghanistan and Pakistan are on the list of polio-endemic countries. But we're not done yet. That's why I'm asking you and your fellow Rotarians to continue making polio your top priority, until we have finally eradicated this disease. It should be the most important thing on your agenda, something that every Rotary club is talking about and working on. That is how we're going to get to the end of this: together, as a team.

Today, we can easily see how PolioPlus revolutionized Rotary, but I don't think the leaders of 1985 imagined how far this program would bring us.

Transformational change can be a little frightening. But we can't stand still, even if we want to. The world's demands are relentless and the need for our service is growing every day. So we in Rotary must continue to change, to grow, and to use all of our resources and compassion to continue to be part of *Rotary Serving Humanity*.

MEETING PLACE

ATLANTA OFFERS ONCE-IN-A-LIFETIME EXPERIENCE

You may find that five days aren't enough to do everything we have planned for the 2017 Rotary International Convention in Atlanta.

But you can try.

We're celebrating The Rotary Foundation's centennial, hosting our first-ever film festival, and exploring Rotary's impact on peace. The Host Organization Committee is planning activities to help you discover Atlanta. And, of course, the always popular House of Friendship, breakout sessions, speakers, and entertainment are also on the agenda.

The Rotary Foundation's yearlong **centennial celebration** culminates at the 2017 convention. We're commemorating the milestone with the debut of the People of Action Film Festival, 7-9 June. Open to the public, the festival will feature films about people actively tackling the world's

most persistent humanitarian challenges, including preventing disease, safeguarding the health of women and children, supporting education, growing economies, providing clean water, and promoting peace. There'll also be conversations with leading experts and filmmakers.

"I'm excited about our film festival and the chance to celebrate the work our Foundation supports," says 2016-17 RI President John F. Germ.

The **Host Organization Committee** is taking advantage of the convention venue's downtown Atlanta location to organize events within easy walking distance. You'll be able to dine at the World of Coca-Cola and the College Football Hall of Fame; enjoy **bluegrass, barbecue, and socializing** at Centennial Olympic Park; and watch a **special screening of "Gone With the Wind"** a little further away, at the historic Fox Theatre.



Share this promotional video with your members to get them excited about the 2017 Rotary Convention in Atlanta, 10-14 June.

Peace and conflict resolution is the focus of the **presidential peace conference** being held 9-10 June. This special two-day event is open to the public and all pre-convention and convention attendees.

We'll celebrate our successes, exploring the goals of our Peace Centers, and our work on the underlying causes of conflict. And we'll look ahead to what we can accomplish during the next hundred years.



- + Register for the convention
- + Find other host events
- + Use the convention promotion kit to encourage members to attend
- + Sign up for the convention newsletter



HELP US MAKE WORLD POLIO DAY GLOBAL



Minda Dentler shares her story during the 2014 World Polio Day event.

Minda Dentler, a polio ambassador and advocate for childhood immunization, is both an inspiration and a reminder of what polio paralysis means.

As the result of polio contracted when she was an infant in India, Dentler's legs were paralyzed, and she was placed in an orphanage. She was adopted by a family from Spokane, Washington, USA, and, after a series of surgeries, was able

to walk with the aid of leg braces and crutches.

Determined not to be sidelined, Dentler began exploring sports when she was a young woman living in New York City. Eventually, she discovered hand cycling. It's clear that when Dentler is in, she's all in: After a few years, she switched to triathlon training, and she made history in 2013 by completing the Ironman World Championship.

Last November, Dentler returned to India for the first time since she was 11, traveling with a group of Rotarians to advocate for immunization. Her passionate work on behalf of polio eradication has led to her frequent involvement in Rotary's World Polio Day observances.

"Polio has impacted so many people worldwide," says Dentler. "It's very important to ensure that people are getting vaccinated so the disease doesn't spread. There really is a possibility that we could eradicate this disease."

By holding your own World Polio Day event around 24 October, you can help us deliver the message, globally, that we need to continue raising money in order to reach every child with life-saving vaccine, and to maintain the surveillance necessary to finish the job. We need to ensure that no more children have to suffer this completely preventable disease, and to remember that until polio is eradicated everywhere, it remains a threat anywhere.

Download our **event planning guide** to help you organize a fundraiser or community event. **Register your event** at endpolio.org to become part of our World Polio Day 2016 observance, and make history today.



IDEAS FOR OBSERVING WORLD POLIO DAY:



VIEW

- ⊕ Watch Rotary's World Polio Day event on 24 October at endpolio.org, and follow the event on social media.



SHARE

- ⊕ Share our **sample Facebook posts, Instagram images, and tweets**.
- ⊕ Use [#endpolio](https://twitter.com/endpolio) to follow and join the global conversation.



HOST

- ⊕ Host a viewing party for friends and fellow club members to watch the World Polio Day event.
- ⊕ Invite local media, elected officials, and community leaders to your viewing party.
- ⊕ Dedicate a club meeting to World Polio Day and update your website with information about the event.



WRITE

- ⊕ Write a letter to the editor of your local newspaper about the importance of ending polio.
- ⊕ Write your government officials asking for their continued support of polio eradication efforts.

5 TALKING POINTS TO PROMOTE POLIO FUNDRAISING

Afghanistan and Pakistan are the only remaining countries where the transmission of the wild poliovirus has never been stopped. So if we are so close to eradicating polio, why do we still need \$1.5 billion to finish the job?

As a club or district leader, you may have heard some version of this question from members of your club or community. Given Rotary's status as one of the largest private funders of the polio eradication program, our organization's continued leadership is imperative in these final stages. Below are five talking points to use in explaining to members of your club and community why fundraising and advocacy are as important now as they've ever been.

1 REACHING EVERY CHILD

To end polio, we need to focus our efforts on reaching every last child in Afghanistan and Pakistan, the only remaining countries where

transmission of the wild poliovirus has never been stopped. Both countries require the support of the global community to immunize children who have consistently been missed, and to conduct high-quality immunization campaigns. The biggest expense in a vaccination campaign is not the vaccine but its distribution, including transportation and staffing arrangements.

2 PROTECTING OUR GAINS

At the same time, we must continue to keep all other countries polio-free, including up to 60 that remain at high risk either due to conflict, population migration, weak health systems, or other conditions. In August, Nigeria reported two cases of wild poliovirus, the first cases detected since July 2014, and a sobering reminder that countries need to remain vigilant. A rapid response plan has been put into place to counter the outbreak.

3 MAINTAINING SURVEILLANCE

Stepped-up surveillance is vital to ensure that the virus is truly gone from other parts of the world. This means both checking every report of acute flaccid paralysis (the sudden onset of floppy arms and legs) and testing water for the poliovirus. Only one in 200 cases of polio results in paralysis, meaning that for every child with signs of paralysis, a couple of hundred are carrying the disease and may not exhibit symptoms. Because the poliovirus is most easily detected and spread through stool, researchers take samples from sewage systems or from rivers and open gutters in places lacking sewage systems. Rotary and its partners have developed a network of 145 laboratories worldwide that can identify the disease. Detection activities will intensify this year with additional medical officers and environmental surveillance sites.

4 ACHIEVING CERTIFICATION

Even after the final case of polio is recorded, it will take three years to ensure that it is indeed the last case. So even if the last case is seen this year, these programs will continue to need funding and volunteers until 2019, and that carries a price tag of \$1.5 billion.

5 PREVENTING A COMEBACK

Until we ensure eradication, the risk of resurgence remains. A global resurgence of the disease could bring up to 200,000 new cases a year within 10 years.

→ Be an advocate



Impact Begins With You

Give this prospective member brochure to people interested in learning more about Rotary, and what sets us apart from other membership organizations. It comes in packs of five for \$1.25 and is available in 13 regional versions. Buy it on shop.rotary.org.



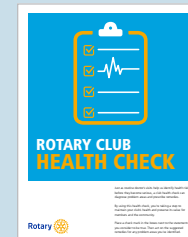
Event Planning Guide

Often, the best way to help people understand Rotary is to give them a chance to experience Rotary. This new guide is packed with tips and resources for holding a successful, informative, and fun event. Get it in the **Brand Center**.



"Doing Good in the World: The Inspiring Story of The Rotary Foundation's First 100 Years"

Commissioned for The Rotary Foundation's centennial, this book tells the fascinating story of the Foundation's first century and the people who made it happen. Buy it on shop.rotary.org.



Rotary Club Health Check

Identify your club's problem areas and make changes to help the club stay relevant for members and the community. Find it on **My Rotary**.

ROTARY IDEAS FORGES GLOBAL GRANT PARTNERSHIP

Suzette Ramdanie-Linton was almost ready to give up on a clean water project that her Rotary club had initiated in St. James, Jamaica, last year, because the funding simply wasn't there.

She and fellow members of the Rotary Club of Montego Bay Sunrise in Jamaica did a community assessment in 2015 and found that 11 schools and one children's home in rural St. James were in desperate need of new bathroom facilities. The club contributed nearly \$4,000 to get a project off the ground.

But that sum was far from enough to address the need, says Ramdanie-Linton, who served as club president in 2014-15. "We needed to find partners to complete the project. Unfortunately, we weren't finding the funding fast enough. I was a little frustrated at the lack of progress we were making," she says.

The district governor at the time, Paul Brown, encouraged her to promote the project on **Rotary Ideas**. Two weeks after she put a project outline and photos on the Rotary crowdsourcing platform, she received an email from Naude Dreyer, a member of the Rotary Club of Central Cayman Islands.

Dreyer was looking specifically for water projects in Jamaica. "It was a perfect find for us," he says. "Rotary Ideas is a really cool site and a great way to fundraise."

The Central Cayman Islands club ended up being the biggest donor, contributing \$8,000 toward the \$40,000 global grant from The Rotary Foundation, Ramdanie-Linton says. "Their generosity and partnership pushed the project forward." The project was expected to have been completed in July.

Rotary Ideas helps clubs seeking volunteers, partnerships, and in-kind donations, as well as funding, connect with one another. More than 1,220 projects have been posted on the platform since it was launched in August 2013. And unlike other crowdfunding sites, Rotary Ideas emphasizes partnerships over dollars. The two clubs already are collaborating on another project, to provide dictionaries to third graders in St. James.

"A lot has come out of a simple post, and the platform was really easy to use," Ramdanie-Linton says. "I think any club faced with insufficient funding should give Rotary Ideas a chance."



HERE ARE A FEW TIPS TO GET THE MOST OUT OF YOUR ROTARY IDEAS POST:

- + Share your project page with as many people as possible through Facebook, Twitter, Instagram.
- + Include as many details about the project as you can. Use photos to illustrate needs.
- + Once donations are committed and project creators have to contact contributors directly, use the Contributors tab to see who has pledged funds.
- + If you have questions, contact the Ideas team at social@rotary.org.
- + **View our tutorials** to learn how to use Rotary Ideas.

SUBMIT

19 September

For **proposals for breakout sessions** at the 2017 Rotary Convention in Atlanta, 10-14 June

1 October

For nominations for the **Rotary Service Above Self Award**

1 November

For nominations for the **Service Award for a Polio-Free World**

For nominations for the **Vocational Service Leadership Award**

ATTEND

30 September

To **apply for a booth** in the House of Friendship at the Atlanta convention

15 December

To **register** for the Atlanta convention at the lowest rate

NOTICES

Rotary has changed its official travel management company to Raptim Humanitarian Travel. **Learn how this will enhance your Rotary travel.**

A **full-length PDF version** of the Official Directory is available with a My Rotary account. Only an abbreviated print version of the directory is now available and can be purchased by contacting rotarysupportcenter@rotary.org.

Plan to celebrate World Interact Week with the **Interact Club** you sponsor, 31 October-6 November.

Mark your calendar for **Rotary's World Polio Day live-streamed event** on 24 October.

RENEW TIES WITH ALUMNI DURING RECONNECT WEEK



Former district Rotaract representatives meet for dinner during Reconnect Week in 2015.

WHAT IS RECONNECT WEEK?

Reconnect Week began in October 2015 to help former youth program participants, Rotary Peace Fellows, Rotary Scholars, and Group Study Exchange participants renew ties with Rotary. Former program participants from over 24 countries reconnected with their local Rotary clubs.

It's important to form and maintain these connections because past program participants may not have an active link to Rotary. By reconnecting with alumni, you not only cultivate membership opportunities and network with proven leaders but you also find new ways to serve others, together through Rotary.

Reconnect Week takes place 9-15 October. We encourage your club and district to plan events with alumni as active participants.

When alumni take part in club meetings and projects, they can learn even more ways that Rotary changes lives locally and globally.

HOW TO GET INVOLVED

Your club can hold a variety of events that are fun, engaging, inexpensive, and easy to plan. One successful event from last year's Reconnect Week was District 3450's Rotaract Leader Reunion Dinner. Thirteen district Rotaract representatives, two of whom are now Rotarians, gathered to talk about Rotaract activities in their district and how to reconnect with ex-Rotaractors, along with discussing what they would like to do for future events.

Other successful events included:

- + An alumni chair presenting service awards to former Youth Exchange members at a district event

- + Peace Fellows speaking at local Rotary clubs about what they are doing professionally

- + A Rotary alumni association holding a Trivia Night to End Polio fundraiser at a local bar

- + An alumni chair sending meeting invitations that allowed all alumni in a district to pick the club and time that was most convenient for them

PLAN AND PROMOTE

Clubs that plan early prepare themselves for success. Once you plan an event, promote the information on your website. Also, share your plans for the week in the My Rotary **alumni discussion group** and on social media. By using the **Program Participants and Alumni Report**, your club can work together with your Interact, Rotaract, RYLA, Youth Exchange,

and Foundation chairs to activate alumni networks.

Reconnect Week doesn't just strengthen ties with program alumni, it also smooths the way for alumni to join Rotary clubs. Their connection to Rotary helps alumni become ideal future Rotarians. Reaching out to them is an important first step.

- [Learn more about Rotary programs alumni](#)
- [Get our toolkit to help plan and promote events around Reconnect Week](#)

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Web
www.rotary.org
Fax
+1-847-866-9732
Phone
+1-847-866-3000

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Submit story suggestions to Rotary Leader at rotary.leader@rotary.org. We accept article ideas about club and district successes, including fundraisers, publicity efforts, service projects, and membership drives. Please include descriptions, high-resolution photos, and contact information in your email. Due to the high volume of submissions, we cannot promise to feature your story.

Managing Editor
Arnold R. Grahl
Graphic Designer
Megan Moulden
Writers
Daniela Garcia
Ryan Hyland
Maureen Vaught
Photographers
Alyce Henson
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Copyeditors
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TAKE A FRESH APPROACH TO CREATING A MEANINGFUL CLUB EXPERIENCE

These resources
can help

MEMBERSHIP ASSESSMENT TOOLS

Take time to
address specific
membership
areas

CONNECT TO MEMBERSHIP LEADS

Contact interested
candidates and
grow your club

ROTARY CLUB HEALTH CHECK

See how your club
is doing and find
remedies for
problem areas

BE A VIBRANT CLUB

Find ideas to
reinvigorate
members

STRENGTHENING YOUR MEMBERSHIP

Create a plan to give
your club a boost

CONNECT FOR GOOD

Inspire members
to explore ways to
get involved

Available for download
www.rotary.org/membership