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Rotary Leader

Helping club and district leaders achieve SUCCESS

July 2022



2022-23 presidential initiatives

RI President Jennifer Jones imagines a Rotary where members act to make their dreams reality and to get the most out of their club experiences. This year, Jones will focus on four presidential initiatives that Imagine Rotary: advancing our [commitment](#) to diversity, equity, and inclusion (DEI); creating a welcoming club experience; empowering girls; and expanding our reach. You can join Jones in building a strong future for Rotary by learning more about each of her initiatives.

- **Imagine DEI** In 2021, Rotary strengthened its commitment to diversity, equity, and inclusion in order to celebrate each person's contributions, advance equity, and create an inclusive culture where every member and participant knows they are valued. [Watch a message from Jones about imagining DEI](#), [find inspiration](#) to ensure that your club or district creates a collaborative,

positive, and inclusive environment for everyone, and take action on DEI issues in your club, district, and community.

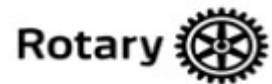
- **Imagine Comfort and Care** Making people feel included and welcomed is the most powerful way we can engage members. Listen to your members to understand why they joined Rotary and what they expect and want from their experience. [Watch a message from Jones about creating a welcoming club experience](#) and take the [Creating an Inclusive Club Culture](#) course in the Learning Center.
- **Imagine Empowering Girls** Jones will continue the initiative of 2021-22 RI President Shekhar Mehta to encourage members to improve the health, well-being, education, and economic security of girls. Share your club's projects on Rotary Showcase.
- **Imagine Expanding Rotary's Reach** Over the coming year, Jones will visit eight service projects, each one representing polio eradication or one of Rotary's areas of focus. The tour will provide examples of how Rotary can make a measurable difference, while also introducing Rotary to new audiences and to potential partners and influencers.

Learn more about Jones' [presidential initiatives](#).

BRAND NEWS

Keep your club's graphics up to date

While many Rotary, Rotaract, and Interact clubs have updated their logos, some have not. This inconsistency hurts Rotary's image. "We need Rotary to speak with one voice," says Rotary brand specialist Liz Thiam. As with major consumer brands, Rotary's uses a standardized and specific font, color, and design that together is legally protected. Promoting your club starts with using the right logo. [Find tips for creating a club logo](#) that you can use on your website and social media accounts and in other marketing materials.



ACTION PLAN

New resources available

Rotary has developed exciting new resources to help you keep members informed about our Action Plan and about what we are doing to increase our impact, expand our reach, enhance participant engagement, and increase our ability to adapt. Learn about these resources and strengthen our mission by sharing them with your members and partners:

- [The Rotary Action Plan Strategic Initiatives](#) is a quick guide to our Action Plan and our four strategic initiatives.
- [The Rotary Action Plan talking points](#) is a progress report on each initiative that includes suggestions about how to talk with members and participants.
- [The Rotary Action Plan presentation](#) captures the talking points in a PowerPoint format that makes it easy for you to share at club and district meetings.
- [The Rotary Action Plan Communication Guide](#) provides tips to help you create powerful and effective communications to promote your club's work, attract participants and partners, inspire donors, and motivate volunteers.

WHAT'S NEW

2021-22 Rotary year in review

Rotary clubs and districts began the 2021-22 year focused on COVID-19, in particular on increasing access to vaccination. Nearly a year later, clubs are still navigating challenges created by the pandemic and continuing to improve their hybrid meetings. We are also responding to humanitarian crises brought on by the war in Ukraine and by environmental disasters around the world. Learn

about what Rotary accomplished last year in General Secretary John Hewko's [2021-22 Report to the Convention](#), and share it with your members.

FOR CLUBS

Updates from the Council on Legislation

In April, representatives to the 2022 Council on Legislation voted overwhelmingly to add “equity and inclusion” to the Rotary International bylaws, affirming our organization’s continuing effort to be inclusive of all cultures, experiences, and identities and to reflect the communities we serve.

The council meets every three years to review and vote on changes to RI’s constitutional documents. At this year’s council, representatives also approved a dues increase and a club administration pilot that will allow Rotary to experiment with different governance structures. A [Report of Action](#) has been sent to clubs, which have until 1 August to submit statements of opposition to adopted measures. [Revised governance documents](#) are available online, and you can also review [voting results](#) and find more information about the [council process](#).

MEMBERSHIP

Create a welcoming experience

August is Membership and New Club Development Month, a time for Rotary leaders to focus on the most important part of our organization, our members. This year, Jennifer Jones is emphasizing comfort and care for our membership as one of her four presidential initiatives. Throughout the month of August, [read inspiring stories](#) of how districts and clubs are creating a nurturing environment and a welcoming culture that embraces diversity, equity, and inclusion. [And find a variety of resources](#) that will help you build and strengthen your membership.

Rotary International

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