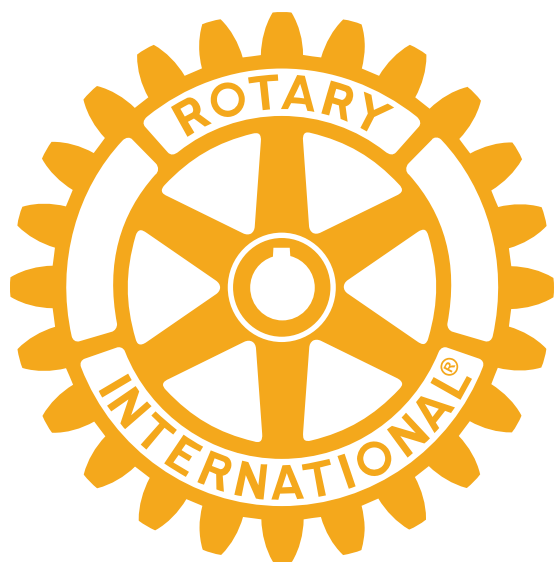


NAME _____

DISTRICT _____



GOVERNOR-ELECT WORKBOOK

2024 INTERNATIONAL ASSEMBLY

INTERNATIONAL ASSEMBLY

January 2024

Dear district governor-elect:

Welcome to the International Assembly! The assembly is designed to prepare you to lead in the year ahead and to provide opportunities for you to build relationships that may result in project partnerships or exchanges. This is a truly international experience: The participants in your breakout sessions and the speakers in our general sessions will be from all over the world.

Use every opportunity to get to know your fellow participants and explore new ideas. We encourage you to introduce yourself and to share your experiences — how you engage members, manage change, and make Rotary irresistible. You can learn a lot from one another! We also encourage you to ask questions during your sessions and to remember that the learning facilitator might not have all the answers but will help you find them.

This workbook is your most important resource for the breakout sessions. Use it in every session to write down the ideas you hear, along with contact information for new friends and potential partners. At the end of each day, reflect on your sessions and continue developing your goals. In your final session, you should be ready to share your plans for 2024-25.

After the assembly, your workbook will continue to be a resource for you, filled with the great ideas and strategies you'll apply in the coming year.

We wish you success during this event and during the exciting year ahead.

Sincerely,



Stephanie A. Urchick
2024-25 President
Rotary International



Valarie Wafer
Moderator
2024 International Assembly

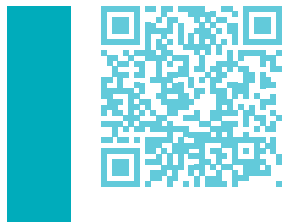
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At the end of each session, you'll be asked to complete a brief evaluation. Use the link below or scan the QR code with the camera on your mobile device to open the evaluation. Your feedback will help us improve future assemblies!

<https://rebrand.ly/IA24DGE>

ADVANCING OUR ACTION PLAN



LEARNING FACILITATOR: _____

LEARNING OBJECTIVES

At the end of the session, you will be able to:

1. Use the 2024-25 presidential theme to inspire members
2. Support clubs in using the priorities of our Action Plan to increase participant satisfaction with the Rotary experience
3. Identify strategies for balancing work, life, and Rotary

GENERAL SESSION NOTES

2024-25 PRESIDENTIAL THEME

How can you use the theme to inspire members in the year ahead?

The ROTARY ACTION PLAN



TOGETHER WE SEE A WORLD
WHERE **PEOPLE** UNITE AND TAKE ACTION
TO **CREATE** LASTING
CHANGE ACROSS THE GLOBE
IN OUR COMMUNITIES AND IN OURSELVES

As we stand on the cusp of eliminating polio, we find ourselves poised for our next challenge. **The time is right to move toward realizing a new vision that brings more people together, increases our impact, and creates lasting change around the world.** To achieve the vision of Rotary International and The Rotary Foundation, we have set four priorities that will direct our work over the coming years.

INCREASE OUR IMPACT

- Eradicate polio and leverage the legacy
- Focus our programs and offerings
- Improve our ability to achieve and measure impact

EXPAND OUR REACH

- Grow and diversify our membership and participation
- Create new channels into Rotary
- Increase Rotary's openness and appeal
- Build awareness of our impact and brand

ENHANCE PARTICIPANT ENGAGEMENT

- Support clubs to better engage their members
- Develop a participant-centered approach to deliver value
- Offer new opportunities for personal and professional connection
- Provide leadership development and skills training

INCREASE OUR ABILITY TO ADAPT

- Build a culture of research, innovation, and willingness to take risks
- Streamline governance, structure, and processes
- Review governance to foster more diverse perspectives in decision-making

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Why is the Action Plan important to Rotary's future and your role as governor?

How will you work with your district leadership team to align your plans for the year with the Action Plan?

ACTION PLAN CASE STUDY

You are meeting with leaders of a club, and they tell you that club meetings and activities don't hold the same excitement for their members that they used to. Their club is struggling with inconsistent attendance at club meetings and low participation in service projects. Members have said that the service projects don't reflect the community's needs because the club repeats the same projects every year. Two members recently resigned because they lost interest in the club and struggled to balance Rotary with their work and home life.

WHAT GUIDANCE CAN YOU GIVE THE CLUB TO:



Enhance participant engagement

Example: Develop a member satisfaction survey to learn what members want from the club.

**Expand the club's reach**

Example: Identify demographics of community members who aren't already a part of the club and consider how to involve them.

**Increase the club's impact**

Example: Conduct a community assessment to learn what service projects would be most meaningful to their community.

**Increase the club's ability to adapt**

Example: Survey current members to learn what club processes can be improved or streamlined.

How will you help clubs apply the Action Plan to their goals for the year and then make progress toward those goals?

MAINTAINING BALANCE

How will you take care of yourself while you're a governor?

What strategies do you have for managing work, life, and Rotary?

PLEASE EVALUATE THIS SESSION.

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THE CLUB EXPERIENCE



LEARNING FACILITATOR: _____

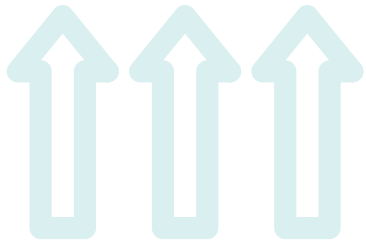
LEARNING OBJECTIVES

At the end of the session, you will be able to:

1. Explain the importance of the club experience as the key driver of member satisfaction
2. Help clubs evaluate and adapt their club culture to attract and engage members
3. Implement plans for supporting new members in your district

GENERAL SESSION NOTES

How can we grow Rotary?



THREE PILLARS OF SUSTAINABLE GROWTH:

DELIVERING VALUE TO EXISTING MEMBERS

BRINGING IN NEW MEMBERS

STARTING AND NURTURING NEW CLUBS

Why do members in your district join Rotary?

Why do members in your district stay in Rotary?

MAKING THE CLUB EXPERIENCE SIMPLY IRRESISTIBLE

Rotary research from the 2021 and 2022 All-Member Surveys provides insight into why Rotary club members join and why they stay.

WHY ROTARIANS JOIN



WHY ROTARIANS STAY



WHY ROTARIANS LEAVE



My key takeaways:

CLUB EXPERIENCE MATTERS THE MOST

The 2022 All-Member Survey confirmed that the single most important factor in member satisfaction is the club experience.

To hear President-elect Stephanie A. Urchick's thoughts on transforming club culture, watch her video [by clicking this link](#) or searching "Urchick" in the Learning Center.

ELEMENT OF CLUB EXPERIENCE	EXAMPLE FROM MY DISTRICT	NEW STRATEGY
Meeting enjoyment: Members have fun, feel that they are being included, and feel that they belong.		
Confidence in club leadership: Members feel that they have input in the club and that club leaders are open to their ideas. They trust that leaders are making good decisions for the club.		
Personal growth opportunities: Members feel that their club and Rotary offer ways for them to develop skills and to grow.		
Connections: Members feel that they have formed valuable relationships through Rotary.		

ELEMENT OF CLUB EXPERIENCE	EXAMPLE FROM MY DISTRICT	NEW STRATEGY
Meaningful service: Members feel that the service their club does makes a difference in the world and in their community		
How can you help club presidents increase the likelihood that members will stay in their clubs?		

SUPPORTING NEW MEMBERS

	How does your district and its clubs welcome and support prospective and new members?
	How will you work with your team to support new members?

PLEASE EVALUATE THIS SESSION.

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SHARING THE VALUE OF ROTARY

OVERVIEW

The format of this session is a workshop. Please choose a table that is identified with your primary language of participation. During the workshop, you will work through the following activities independently and in small groups at your table. A presider will provide instructions, help you manage time, and signal when to move to the next exercise.

LEARNING OBJECTIVES

At the end of the session, you will be able to:

1. Identify the value that Rotary brings to current and potential members in your district
2. Adapt your messaging to meet the needs and interests of your audience

GENERAL SESSION NOTES

IDENTIFYING ROTARY'S VALUE

Identify the three elements of the Rotary experience that members in your district value most. For elements to consider, review the elements listed below.

The list below contains some but not all elements of value that Rotary provides to its members:

ELEMENTS OF VALUE			
• friendship	• leadership	• public speaking	• fun opportunities
• community	development	skills	for the family
connections	• professional	• mentorship	• The Four-Way
• professional	development	• giving back	Test
networking		• creating change	• global
			connections

The three elements of the Rotary experience that members in my district value most are:

1.	
2.	
3.	

CREATING A VALUE STATEMENT

Being able to clearly communicate the value of the Rotary experience of members in your district — not just your own club — is critical to increasing membership. Develop a value statement that describes the value of Rotary in your district.

Example: *Rotary clubs in our community offer an inclusive, meaningful membership experience focused on friendship, fun, and leadership while creating lasting change in the world, in our community, and in ourselves through service.*

CONSIDER THE FOLLOWING PROMPTS:

► One of the most powerful moments I've had with Rotary was when

► This experience showed me

► Rotary has enriched the lives of members in my district in many ways, but this moment stands out:

► Because of their engagement with Rotary, members now

► Our volunteer work with Rotary has changed the world or our local community in these ways:

► Through Rotary, I've seen members learn to

► They've been able to use this in their careers by

My district's value statement:

ADAPTING YOUR MESSAGE

Knowing the people in your audience is a critical component of sharing Rotary's value. What are they interested in? What will resonate with them? Imagine you have been invited to talk about Rotary with a group of potential members you know share a specific interest that aligns with Rotary's but who aren't familiar with our organization. How will you adapt your message above to fit their interests?

NEEDS AND INTERESTS OF THIS GROUP	KEY ELEMENTS OF VALUE FOR THIS GROUP	ADAPTED MESSAGE TO SHARE ROTARY'S VALUE
Make a difference in the local community		
Make social connections or gain a sense of belonging		
Be part of an organization with a global reach		
Be part of an organization with a long history and a positive reputation		
Find leadership development and recognition opportunities		
Be part of an organization guided by strong principles such as The Four-Way Test		

5 STEPS TO STRENGTHENING PUBLIC IMAGE IN YOUR DISTRICT

1

Encourage clubs in your district to appoint a public image chair, and report the role in [My Rotary](#).

2

Encourage clubs to set public image-focused goals in [Rotary Club Central](#).

3

Ask clubs to assess their public-facing communications and, if necessary, update them to reflect Rotary's [brand guidelines](#).

4

Use the tools and templates in the [Brand Center](#) to create your communications.

5

Promote your members as [people of action](#), and communicate to the public about the difference they make.



PLEASE EVALUATE THIS SESSION.

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EVERYONE BELONGS



LEARNING FACILITATOR: _____

LEARNING OBJECTIVES

At the end of the session, you will be able to:

1. Understand how Rotary's commitment to diversity, equity, and inclusion helps us expand our reach
2. Apply your understanding of DEI to support inclusive participant experiences
3. Develop strategies to strengthen DEI efforts in your district

GENERAL SESSION NOTES

ROTARY AND DIVERSITY, EQUITY, AND INCLUSION

DIVERSITY	EQUITY	INCLUSION
DEFINITION: People of all backgrounds, experiences, and identities, regardless of their age, ethnicity, race, color, abilities, religion, socioeconomic status, culture, sex, sexual orientation, or gender identity	DEFINITION: Carefully considering how to provide differing levels of support, opportunities, and resources so participants have a welcoming and productive experience	DEFINITION: Creating experiences in which all people are welcomed, respected, and valued

ROTARY'S COMMITMENT TO DEI

our commitment to diversity, equity, and inclusion



At Rotary, we understand that cultivating a diverse, equitable, and inclusive culture is essential to realizing our vision of a world where people unite and take action to create lasting change.

We value diversity and celebrate the contributions of people of all backgrounds, across age, ethnicity, race, color, disability, learning style, religion, faith, socioeconomic status, culture, marital status, languages spoken, sex, sexual orientation, and gender identity as well as differences in ideas, thoughts, values, and beliefs.

Recognizing that individuals from certain groups have historically experienced barriers to membership, participation, and leadership, we commit to advancing equity in all aspects of Rotary, including in our community partnerships, so that each person has the necessary access to resources, opportunities, networks, and support to thrive.

We believe that all people hold visible and invisible qualities that inherently make them unique, and we strive to create an inclusive culture where each person knows they are valued and belong.

In line with our value of integrity, we are committed to being honest and transparent about where we are in our DEI journey as an organization, and to continuing to learn and do better.

INCREASING INCLUSIVITY

What questions can clubs ask themselves to assess whether they are providing a club experience that is accessible and inclusive to people with a wide variety of needs and identities?

How easily can I access and participate in this event if I use a wheelchair or crutches?

If I am deaf or hard of hearing, how can I follow along with and participate in the program?

If I don't share the primary culture or religion of most members, will anything during the event feel uncomfortable or unwelcoming to me?

HELPING CLUBS EMBRACE DEI

SCENARIO 1

This club has been recognized widely for the service it does and is well known in the community. It has members of a variety of ages and of diverse racial and ethnic backgrounds, along with a good gender balance. The club meets weekly for drinks and dinner in a private room in the basement of a popular local steakhouse.

SCENARIO 2

This club is known for its outstanding fellowship. The members know each other well and enjoy spending time together. Most of them have been in the club for at least 5 years, and they are all of a similar age. They meet weekly on Tuesday afternoons and begin meetings with an invocation that is often religious. The members are mainly of similar races, religions, gender identities, and cultural backgrounds.

SCENARIO 3

This club is in a region where Rotary is regarded as a very prestigious networking organization. Most of its members hold senior roles in their workplaces or are retired from executive positions. Potential members are vetted carefully, mainly on the basis of their professional qualifications. The club meets weekly on Thursday evenings and has a satellite club that meets on Saturdays. The members come from a variety of professions and age ranges, and most of them are of the same gender.

OUR SCENARIO NUMBER: _____

Who is already included in this club?

Who might not feel welcome in this club?

What changes could this club make to be more welcoming to participants from all backgrounds and identities?



HIGHLIGHTS FROM ROTARY'S DIVERSITY, EQUITY, AND INCLUSION CODE OF CONDUCT

- Use respectful language
- Foster a welcoming and inclusive environment
- Be supportive
- Celebrate diversity

This code of conduct reflects our core values and explains the responsibility that comes with being a Rotarian and Rotaractor, which includes members from nearly every country in the world, speaking over 100 different languages. We are committed to upholding and evolving this code as our organization grows.

EXPECTATIONS

All club members and other participants, including Rotary program participants, alumni, project partners, and representatives of Rotary, are expected to comply with this code of conduct, be considerate and contribute to a collaborative, positive, and healthy environment in which all are respected and valued.

Find the full DEI code of conduct on pages 58-59.

How can you use the Diversity, Equity, and Inclusion Code of Conduct to prevent and address problems?

YOU AND DIVERSITY, EQUITY, AND INCLUSION

MY SKILLS AND ABILITIES

MY PERSONAL EXPERIENCES

MY VALUES AND ASPIRATIONS

Sample DEI statements:

“The first Rotary club I wanted to join didn’t include me because they said they had too many lawyers — this made me appreciate what it feels like to not be included. My mission is to make everyone feel welcome and included in Rotary.”

“As a college professor, I help people learn things. I want to help members in my district to learn more about what DEI is and what it means for improving the member experience.”

My personal DEI mission statement is:

I will use this mission statement to:

PLEASE EVALUATE THIS SESSION.

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DOING GOOD IN THE WORLD



LEARNING FACILITATOR: _____

LEARNING OBJECTIVES

At the end of the session, you will be able to:

1. Motivate clubs to continue supporting polio eradication efforts
2. Leverage Rotary grants to help districts and clubs increase impact
3. Identify opportunities and resources to support Foundation fundraising efforts

GENERAL SESSION NOTES

OUR ROLE IN POLIO ERADICATION

Find current information on the state of polio eradication and sign up for the End Polio Now newsletter at endpolio.org.

HOW MANY OF THE CLUBS IN YOUR DISTRICT ...	NONE	SOME	ALL
Observe World Polio Day and register World Polio Day events on EndPolio.org?			
Consistently promote the PolioPlus Fund and fundraise for it?			
Make our polio eradication efforts relevant and engaging for younger members and Rotaractors?			
Promote World Immunization Week?			
Know about the 2-to-1 match of PolioPlus donations by the Bill & Melinda Gates Foundation?			
Know that the Trustees of The Rotary Foundation have asked clubs to contribute at least US\$1,500 to the PolioPlus Fund every year?			
Know that contributions to the PolioPlus Fund qualify for Paul Harris credit?			
DOES YOUR DISTRICT:	YES	NO	
Allocate at least 20% of its District Designated Funds (DDF) to PolioPlus?			
Know that DDF allocations to PolioPlus are matched at 50% by the World Fund?			
Have a PolioPlus Society that recognizes donors who pledge to give a certain amount to the PolioPlus Fund each year?			

World Immunization Week, celebrated 24-30 April, aims to highlight the collective action needed to provide and promote the use of vaccines to protect people of all ages against disease.

How can you help the clubs in your district stay motivated to support End Polio Now as we remain committed to our goal of a polio-free world?

What resources can support for Rotary members' work to help eradicate polio and demonstrate Rotary's lasting impact on the world?

ROTARY GRANTS AND THE AREAS OF FOCUS

ROTARY'S BUILDING BLOCKS TO IMPACT

INPUT

The resources invested in a project

EXAMPLE:

Time, money, training, and materials used for project/program

OUTPUT

The immediate results of a project

EXAMPLE:

People trained, materials delivered, people and institutions engaged

OUTCOME

The short-term or intermediate results of a project

EXAMPLE:

Adoption of systems and/or practices encouraged by project

IMPACT

The positive, long-term changes resulting from our actions

EXAMPLE:

Measurable improvement that otherwise would not have happened

GRANT TYPES AND OUR CAUSES

GLOBAL GRANTS	DISTRICT GRANTS
Support large international activities with sustainable, measurable outcomes in Rotary's areas of focus	Fund small-scale, short-term activities that address needs in a local community or communities abroad
PROGRAMS OF SCALE GRANTS	DISASTER RESPONSE GRANTS
Benefit a large number of people or a broad geographic area and are awarded to one program per year	Support relief and recovery efforts in areas that have been affected by disaster

ALL ROTARY GRANTS SHOULD:

- Address important needs identified by the local community
- Strengthen the community's capacity to address its own needs
- Make a long-term, sustainable impact

OUR AREAS OF FOCUS:

- Peacebuilding and conflict prevention
- Disease prevention and treatment
- Water, sanitation, and hygiene
- Maternal and child health
- Basic education and literacy
- Community economic development
- Environment

What does it mean for a project to be sustainable?

How do our areas of focus strengthen our projects and allow us to increase our impact?

FUNDING OUR SERVICE

CONNECTING A DONOR'S PASSION WITH AN OPPORTUNITY TO GIVE

There are many ways that potential donors can make an impact by giving to The Rotary Foundation.

OPPORTUNITIES TO GIVE

- Endowment
- PolioPlus Fund
- Annual Fund
- World Fund
- Disaster Response Fund
- Rotary Peace Centers
- A specific area of focus
- An approved global grant

How does encouraging donations to our Foundation help us increase our impact?

What messages have you seen inspire the greatest growth in giving?

What resources are available to you as you engage in fundraising efforts?

PLEASE EVALUATE THIS SESSION.

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THE IMPACT OF OUR SERVICE



LEARNING FACILITATOR: _____

LEARNING OBJECTIVES

At the end of the session, you will be able to:

1. Motivate clubs to be engaged in Positive Peace efforts
2. Explain why measuring and sharing impact is critical
3. Help members determine whether a project is ready to be scaled up to increase impact

GENERAL SESSION NOTES

BEING A CHAMPION OF PEACE

How can you motivate clubs in your district to engage in peacebuilding?

How can clubs identify community needs around peacebuilding?

PEACEBUILDER ACTIONS

- ☐ Encourage clubs to enroll in and complete the [Rotary Positive Peace Academy](#), developed with the Institute for Economics and Peace.
- ☐ Use the Positive Peace club presentation and [facilitator's guide](#) to start a conversation about how to promote peace.
- ☐ Help recruit and endorse worthy candidates for the [Rotary Peace Fellowship](#).
- ☐ Invite Rotary Peace Fellows in your district to speak about their work in peacebuilding or to partner on peacebuilding projects. To find Rotary Peace Fellows, contact your district alumni chair or write to alumni@rotary.org.
- ☐ Connect with Rotary Positive Peace Activators, experts who can support peacebuilding activities in your district and build capacity in how Rotarians think about peace and development. Also consider encouraging Rotarians in your district to apply to become peace activators.
- ☐ Encourage your district to become a Global Peacebuilder District to support all of our peace activities, including both the Rotary Peace Fellowship and the area of focus in peacebuilding and conflict prevention. Districts can use District Designated Funds (DDF) or district cash contributions to qualify.
- ☐ Start an [intercountry committee](#) (ICC) to strengthen relationships between Rotary members in two countries, participate in a [Rotary Friendship Exchange](#) with a district in another country, or promote [Rotary Fellowships](#), which have members from around the world. These programs build peace and foster international understanding.
- ☐ Work with young leaders to promote global understanding and peace. Through [Rotary Youth Exchange](#), encourage students to create positive change around the world. Work with an [Interact](#) club to implement a service-learning project that fosters understanding within and across cultures.
- ☐ Work with one of our [peacebuilding partner organizations](#): Mediators Beyond Borders International (MBBI), ShelterBox, the Peace Corps, and Ashoka.

SERVICE AND IMPACT

ROTARY'S BUILDING BLOCKS TO IMPACT

INPUT

The resources invested in a project

EXAMPLE:

Time, money, training, and materials used for project/program

OUTPUT

The immediate results of a project

EXAMPLE:

People trained, materials delivered, people and institutions engaged

OUTCOME

The short-term or intermediate results of a project

EXAMPLE:

Adoption of systems and/or practices encouraged by project

IMPACT

The positive, long-term changes resulting from our actions

EXAMPLE:

Measurable improvement that otherwise would not have happened

EMPHASIZING OUR IMPACT

When we talk about Rotary's impact, we're referring to the positive, long-term change that results from our action. We want people around the world to know about our impact. Use your platform as governor to tell people about the impact of Rotary, which can attract new participants and donors.

The service project described below focused on community economic development. Identify the project's inputs, outputs, outcomes, and impact. Then, outline how you would promote the project to emphasize its impact.

Learn more about service and storytelling by viewing our [Promoting Projects: Tell Your Story](#) webinar, part of [Increasing Our Impact Through Effective Projects: A Webinar Series](#).

Members of Rotary clubs in Bogotá-Santa Barbara, Colombia, and Portland, Oregon, USA, are working together with Compaz, an organization in Colombia, to implement a training program in socioeconomic development. The program aims to strengthen community cohesion and peace through business development in the conflict-affected areas of Colombia. Communities historically affected by armed conflict face serious limitations in terms of access to basic services, the market, and connectivity.

The goals of the project are:

1. Support the development of 10 socially and environmentally conscious businesses in the conflict-affected regions of Huila, Tolima, Caquetá, and Putumayo and the locality of Sumapaz in the city of Bogotá.
2. Transform these businesses into social enterprises for peace through business training on positive environmental impacts, sustainable economic activities, human rights, and building partnerships. This training helps to align business efforts with the implementation of the Colombian peace agreement.
3. Ensure collective community impact by making sure businesses have an interest in developing a civic agenda with social groups, focusing on issues of those affected by the conflict, ex-combatants, and women, as well as ensuring the involvement of minority communities.

These businesses employ approximately 750 people, who receive direct benefits from this investment. The businesses receive direct benefits through better social and environmental outcomes, and the community benefits from overall economic development. In the long term, these businesses strengthen the system of peace within the community, including economic, environmental, and social relationships.

INPUTS	OUTPUTS
OUTCOMES	IMPACT

How would you tell the story of this project in a way that emphasizes its impact?

BUILDING A TEAM

District international service committees help clubs start or expand their involvement in international service. The committees also connect clubs to resources for designing higher-quality projects of greater scale. The committees:

- Motivate clubs to get involved with international service projects
- Leverage local Rotarian, Rotaractor, and Rotary alumni expertise
- Share best practices and sample frameworks for projects
- Establish connections between clubs and host or international partners
- Create a district resource network composed of your region’s experts in project planning, areas of focus, and Rotary grants and then connect members to these experts for assistance with projects and grants

How can your district leadership team collaborate to support clubs’ service efforts and increase our impact?

CULTIVATING PARTNERSHIPS AND SCALING IMPACT

CULTIVATING PARTNERSHIPS

How can you encourage clubs to identify opportunities for effective partnerships?

How can you leverage partnerships to scale up your successful projects?

SCALING IMPACT

Read the description of the first Programs of Scale award recipient's program. As you read, underline the elements of the project that made it an ideal candidate for scaling up its work.

Learn about the projects that have received the Programs of Scale awards on My Rotary.

Partners for a Malaria-Free Zambia is a malaria elimination program that aims to reduce cases of malaria, particularly among pregnant women and children under five, in 10 target areas in Zambia — while positioning local Rotary members for a sustained role in malaria elimination strategies.

Reaching 1.2 million people, this program of integrated community case management directly reflects and contributes to the nationwide strategy of the Zambian National Malaria Elimination Centre. The program trains and equips community health workers to test, treat, refer, and track malaria cases alongside cases of diarrhea and pneumonia. The idea is that if there is one community health worker per 500 people, then malaria, diarrhea, and pneumonia cases are identified quickly, treated near one's home, or referred to a nearby health facility. The intervention is modeled on evidence from a recent, large-scale study in community case management that found that increasing the number of malaria diagnosis and treatment providers per 1,000 people was associated with reduced severe malaria cases and malaria deaths, after accounting for major vector control activities and rainfall. The Ministry of Health in Zambia adopted this model, and the country's National Malaria Elimination Centre developed training and support for community health workers..

A research partner, PATH Malaria Control and Elimination Partnership in Africa, is committed to measuring the effectiveness of the program. Data collected will be used to make decisions about the program and will give local Rotarians a voice to inform future malaria elimination strategies in Zambia. The US\$6 million program received \$2 million each from The Rotary Foundation, World Vision U.S., and the Bill & Melinda Gates Foundation. Rotary clubs in the United States and Zambia have been working together in malaria elimination for more than a decade. They have a strong working relationship and have built trust and respect for Rotary members in both countries.

How will you prepare your team to identify whether a project is ready to be scaled?

PLEASE EVALUATE THIS SESSION.

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REGIONAL SUPPORT FROM CDS

 **CLUB AND DISTRICT SUPPORT (CDS) STAFF MEMBER:** _____

District governors-elect from Rotary International in Great Britain and Ireland, refer to the session materials provided by your learning facilitator.

LEARNING OBJECTIVES

At the end of the session, you will be able to:

1. Understand your governor funding timeline and reporting requirements
2. Address common issues you may face during your governor year

ACTION ITEM

Have you reported your district finance chair yet? If not, email the name of that chair to data@rotary.org. This is a necessary first step in receiving your governor funding.

DISTRICT GOVERNOR FUNDING TIMELINE

Governor funding from Rotary is intended to offset some of the expenses you incur while you prepare for and carry out your duties as governor.

JANUARY 2024	The RI Board approves governor funding for 2024-25.
FEBRUARY 2024	CDS notifies you and your district finance chair of your governor funding amount.
APRIL 2024	Your district finance chair verifies your district's bank account on file or reports a new district bank account where Rotary can send your governor funding. The account needs to be controlled by the district and require two signatories.
JULY-AUGUST 2024	Rotary sends your governor funding to the reported account.
2024-25 ROTARY YEAR	You submit expense reports to your district finance chair or finance committee, as specified by your district bylaws.
31 JULY 2025	Your district finance chair must submit the DG Funding Report, showing either that you used all of your governor funding or that you are returning any unused funds to Rotary.

ANNUAL STATEMENT AND REPORT OF DISTRICT FINANCES

To maintain transparency for its clubs, each district is required to submit an annual statement and report of district finances to Rotary.

2025-26 ROTARY YEAR	Work with your district's finance committee to complete an annual statement, give it to the district's audit committee or an independent auditor for review, and work with the current governor to establish a process for sharing the statement with your district's clubs for their review and approval.
30 JUNE 2026	Submit your Annual Statement and Report of District Finances to annualstatement@rotary.org . Make sure to submit these documents by the due date so you can continue to serve in Rotary roles or assignments and to receive reimbursements and awards from Rotary International and The Rotary Foundation.

THE GOVERNOR'S ROLE AND RESPONSIBILITIES: COMMON ISSUES RESOURCES

As you work through the scenarios below, consider what resources are available to help you implement your approach. These may include the following.

CONSTITUTIONAL DOCUMENTS:

- RI Constitution and RI Bylaws
- Rotary Code of Policies
- Standard Rotary Club Constitution
- Standard Rotaract Club Constitution
- Adopted Rotary club bylaws
- Adopted Rotaract club bylaws
- Manual of Procedure

MY ROTARY TOOLS:

- Reports
- Club & District Administration
- Rotary Club Central
- Learning Center
- District profile

ROTARY STAFF:

- Club and District Support
- Rotary Support Center
- Programs for Young Leaders
- Membership Development
- The Rotary Foundation
- Regional grants officer
- Financial representative

OTHER RESOURCES:

- Other district governors
- Your assistant governors
- District executive secretary
- District committee chairs
- District Rotaract representative and chair
- District bylaws
- Regional leaders and their assistants

SCENARIO 1

Manage resistance to a new club. You want to start a new club. Your district leadership team supports this idea as an opportunity to try a club model that offers more flexibility. The team found an area of the district that has many potential members, but it already has two Rotary clubs that have a traditional format.

Consider these questions:

- What can you learn about the area and its clubs from your assistant governor who works there?
- Are Rotary alumni active in the community? Are they seeking a way to stay connected with Rotary?
- What could you do if the two existing clubs oppose chartering a third club?

How will you and your team support existing clubs while starting the new club?

SCENARIO 2

Support diversity, equity, and inclusion. During an official club visit, you learn that the club wants to become more diverse. In your speech, you ask members to consider whether the club reflects the diversity of their community. The president tells you that although the community is diverse, members don't know how to reflect that in their club.

Consider these questions:

- Do the clubs in your district know about Rotary's commitment to diversity, equity, and inclusion?
- Have you appointed a district diversity, equity, and inclusion chair?
- How can you showcase examples of club diversity in your district?
- What could you do if your own research shows that, although the area is diverse, there is a lack of interest in Rotary?

How will you and your team respond to this club president?

SCENARIO 3

Resolve conflict. A club in your district is struggling with an internal dispute, and the conflict between two groups of members has created an uncomfortable atmosphere. Both groups are making accusations and not behaving in accordance with The Four-Way Test or Rotary's Diversity, Equity, and Inclusion Code of Conduct.

Consider these questions:

- Have both groups had the opportunity to express their concerns?
- Is the club functioning well otherwise, or does it need to address additional issues?
- What can your assistant governor tell you about the dispute?
- What could you do and who should be involved if the club can't resolve the matter and the district is asked to take action?

How will you and your team help the club resolve its dispute?

SCENARIO 4

Support Rotaract. Now that Rotaract is a membership type in Rotary International, Rotaract clubs need to determine how they'll collect and pay their RI dues.

Consider these questions:

- How will your district train Rotaract officers in the payment process?
- How can you collaborate with your district Rotaract representative and district Rotaract chair?
- What could you do when you learn that some Rotarians feel frustrated because Rotaractors pay dues of only US\$5 or US\$8 per member? These Rotarians are even considering changing their membership type.

How can your district be supportive and ensure that their dues are paid on time?

SCENARIO 5

Support and engage existing clubs. Your district team has a strong plan for starting new clubs. You want to maintain this focus, but you also want to support clubs that are one to five years old and have difficulty achieving their annual goals. You know that several of these clubs feel unsupported and wish they were receiving the same attention and enthusiasm as the new clubs.

Consider these questions:

- What information about the clubs do you find in My Rotary? What can you learn from the clubs' bylaws? When were they last updated?
- How engaged are members in setting club goals? Do they follow a formal strategic plan?
- How can you help clubs find out what their members want?
- What do you do when one of the established clubs tells you that the club struggles to stay relevant in the community? The club finds it difficult to change its practices and become more flexible.

How will you and your team help these clubs succeed?

SCENARIO 6

Convert a satellite Rotary club. A satellite club has grown to 20 members and wants to become an independent Rotary club. The satellite club's members ask their sponsor club to help them and contact you for advice on how to get established as a new Rotary club. They need help opening bank accounts, choosing a club name, and becoming independent.

Consider these questions:

- What were the expectations of each group when they established the satellite club?
- How can your assistant governor help the satellite club get established as a new Rotary club?
- What support can your district leadership team provide that will ease the process of establishing this club?
- What do you do when the sponsor club's leaders are upset because their club will lose 20 members, along with the support those members give to its projects and activities?

How will you and your team advise this club?

SCENARIO 7

Build your district team. Your year as governor will start in six months, and you're thinking about how to build your district team. Your district's tradition is to reappoint many of the current leaders each year. You want to change this practice and make sure that everyone who has the skills and interest is considered for a district leadership role.

Consider these questions:

- What skills do you have, and what skills do you lack? Who would be a good leader and has skills that complement yours?
- How can you create opportunities for new members who are interested in district leadership roles?
- What do you do if none of the people you envisioned as district leaders are interested? What is discouraging people from taking these roles?

How will you and your team provide new district leadership opportunities?

SCENARIO 8

Manage election disputes. One of your responsibilities is to conduct district elections in accordance with RI policies. This year's election for governor-nominee-designate has been contentious, with two district factions supporting different candidates. You have received communications that make allegations from both sides.

Consider these questions:

- Do both candidates understand the district's election guidelines correctly?
- Do clubs understand their role and responsibilities in elections?
- When should you ask Rotary's Club and District Support staff for guidance?
- What do you do if the candidates start communicating with you and other district leaders through lawyers? What could be the consequences of this?

How will you and your team respond to and resolve this election issue?

PLEASE EVALUATE THIS SESSION.

<https://rebrand.ly/IA24DGE>



LEADING CHANGE



LEARNING FACILITATOR: _____

LEARNING OBJECTIVES

At the end of the session, you will be able to:

1. Use Rotary's model for leading change to help clubs increase impact and engagement
2. Prepare for and respond to resistance to change
3. Identify resources for managing crises

GENERAL SESSION NOTES

BEING A CHANGE LEADER



PUTTING PEOPLE AT THE CENTER OF YOUR APPROACH TO MANAGING CHANGE MEANS FOCUSING ON THREE COMPONENTS: COMMITMENT, COMMUNICATION, AND COACHING.

COMMITMENT

Work to gain acceptance and then active support for the objective and goals of the change from the different groups who will be affected.

COMMUNICATION

Give information regularly to the people who will be affected by the change and establish ways for them to give feedback to those who are deciding how to implement the change.

COACHING

Help the people who will be affected by the change to overcome any worries about it or feelings of resistance so they can support your objective and goals.

Think of a change in your district. For each component above, list ideas that could help you lead that change in a way that focuses on the people affected by it. Consider things such as who should be involved, how you would approach each component, what tools or resources you need to be successful, and how different groups of people will benefit from the change.

Change: _____

CREATING A CULTURE OF CHANGE

How can you create an environment that is receptive and welcoming to change?

How do member attitudes toward change affect your district's culture and its progress toward its goals?

ROTARY'S APPROACH TO CHANGE

ASSESS

Before any action occurs, the person or group that is leading the change should be able to explain why it's needed and why this particular approach was chosen. **What to ask:** What problem is being solved? **What to do:** Understand what factors are influencing the change and write a statement about the desired outcome.

DESIGN

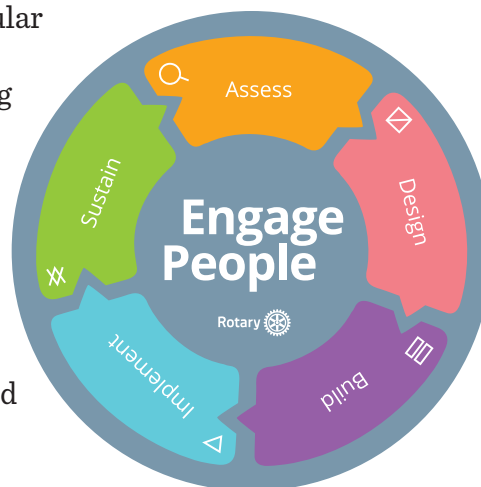
Next, whoever is leading the change designs a strategy to implement it. **What to ask:** What is the new way people will do things? What will we consider success? **What to do:** Write a statement about the idea and how to achieve it. Assemble a team that will help you implement the change, and choose a strategy together.

BUILD

The person leading the change develops the plan to implement it. **What to ask:** Will there be new policies or processes? Who needs training, and when? How should we communicate with the people who will be affected? How often? **What to do:** Define new policies and document new processes. Create a training and communications plan.

IMPLEMENT

The change is put in place. The leader needs to support the people involved, monitor progress and adjust the timeline or goals if necessary, and overcome any resistance. **What to ask:** Is the team ready to lead and implement the change? Are the people who will be affected prepared for it to be implemented? **What to do:** Even at this stage, continue working to secure people's commitment to the change, communicate about it, and coach them through it. Respond thoughtfully to address any resistance.



SUSTAIN

Ensure that the change will last. **What to ask:** Are there practices and policies in place to allow this change to continue? Can people maintain it? **What to do:** Organize policies, process descriptions, and training materials for reference. Make sure future leaders and team members can understand the reasons for the new system and maintain it.

PREPARING FOR AND RESPONDING TO RESISTANCE

SCENARIO 1: SUCCESSION PLANNING

You notice that the same people have held most of the leadership and committee positions in your district over the years. You'd like to give new people — both younger members and longtime members who haven't held a district role — a chance to lead. Your idea is to establish a succession process for your district committees to ensure that more people get to serve on district committees. Your plan includes using a new application process to select committee chairs, which you hope will ensure transparency and support your district's diversity, equity, and inclusion efforts.

Consider how clubs and their members might react to these changes and answer the questions below.

Why might people resist this change?

What form might this resistance take? What actions suggest a resistance to change?

What can you do to reduce resistance and help members embrace change?

SCENARIO 2: CONTINUOUS IMPROVEMENT

Your district has long held a signature event that is well regarded and has good attendance from local communities every year. This year, the chair for the event has a strong vision that should ultimately increase the reach and impact of the event but involves making some significant changes to the format. You can see the benefits to these changes and believe they will improve the outcomes of the event in the long term. Your current leadership team has many members who were directly involved in the creation of the original event and who are content with “the way we’ve always done things.”

Consider how clubs, members, or district leaders might react to these changes and answer the questions below.

Why might people resist this change?

What form might this resistance take? What actions suggest a resistance to change?

What can you do to reduce resistance and help members embrace change?

CRISIS MANAGEMENT

RI CONTACTS FOR CRISIS MANAGEMENT	
TYPE OF CRISIS	CONTACT
• Youth protection	youthprotection@rotary.org
• Diversity, equity, and inclusion	dei.inquiries@rotary.org
• Harassment	Your Club and District Support officer/adviser
• Issues around politics	Your Club and District Support officer/adviser
• Social media	social@rotary.org
If any crisis involves local or national media, please contact pr@rotary.org .	

PLEASE EVALUATE THIS SESSION.

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OUR YEAR AHEAD



LEARNING FACILITATOR: _____

LEARNING OBJECTIVE

At the end of the session, you will be able to:

1. Develop a plan to achieve your goals in the coming year

REFLECTING ON YOUR EXPERIENCE

What are the most important things you learned during the assembly?

LOOKING AHEAD

How will you use the Action Plan to guide your district's work?

How will you help clubs in your district create an irresistible club experience for current and prospective members?

How will you work with the district governor-nominee to ensure continuous improvement after your term?

PLANNING FOR THE YEAR AHEAD

At the end of each session, think about what you've discussed and write at least one goal related to the session topic. You'll have a chance to discuss your goals in a session at the end of the assembly.

Between sessions, work on completing the chart. Think about these questions:

- How will you involve others?
- How will you recognize the work of others?
- How will you monitor progress and measure success?
- What impact will success have in your district?
- Does this goal require a plan to manage change?
- Which of Rotary's strategic priorities does each goal relate to?
- How will this goal add value to the member experience in your district?

EXAMPLE

SESSION 1: ADVANCING OUR ACTION PLAN

GOAL:

Promote the connection between the presidential theme and Rotary's Action Plan during club visits..

PLEASE EVALUATE THIS SESSION.

<https://rebrand.ly/IA24DGE>



SESSION 1: ADVANCING OUR ACTION PLAN

GOAL:

Does this goal involve a new initiative or is it an opportunity for continuous improvement of existing work?

☐ New initiative

☐ Continuous improvement of existing initiative

How will you involve others?

How will you recognize the work of others?

How will you monitor progress and measure success?

What impact will success have in your district?

Does this goal require a plan to manage change?

Which of Rotary's strategic priorities does this goal relate to?

☐ Increase our impact

☐ Expand our reach

☐ Enhance participant engagement

☐ Increase our ability to adapt

How will this goal add value to the member experience in your district?

SESSION 2: THE CLUB EXPERIENCE

GOAL:

Does this goal involve a new initiative or is it an opportunity for continuous improvement of existing work?

☐ New initiative

☐ Continuous improvement of existing initiative

How will you involve others?

How will you recognize the work of others?

How will you monitor progress and measure success?

What impact will success have in your district?

Does this goal require a plan to manage change?

Which of Rotary's strategic priorities does this goal relate to?

☐ Increase our impact

☐ Expand our reach

☐ Enhance participant engagement

☐ Increase our ability to adapt

How will this goal add value to the member experience in your district?

SESSION 3: SHARING THE VALUE OF ROTARY

GOAL:

Does this goal involve a new initiative or is it an opportunity for continuous improvement of existing work?

☐ New initiative

☐ Continuous improvement of existing initiative

How will you involve others?

How will you recognize the work of others?

How will you monitor progress and measure success?

What impact will success have in your district?

Does this goal require a plan to manage change?

Which of Rotary's strategic priorities does this goal relate to?

☐ Increase our impact

☐ Expand our reach

☐ Enhance participant engagement

☐ Increase our ability to adapt

How will this goal add value to the member experience in your district?

SESSION 4: EVERYONE BELONGS

GOAL:

Does this goal involve a new initiative or is it an opportunity for continuous improvement of existing work?

☐ New initiative

☐ Continuous improvement of existing initiative

How will you involve others?

How will you recognize the work of others?

How will you monitor progress and measure success?

What impact will success have in your district?

Does this goal require a plan to manage change?

Which of Rotary's strategic priorities does this goal relate to?

☐ Increase our impact

☐ Expand our reach

☐ Enhance participant engagement

☐ Increase our ability to adapt

How will this goal add value to the member experience in your district?

SESSION 5: DOING GOOD IN THE WORLD

GOAL:

Does this goal involve a new initiative or is it an opportunity for continuous improvement of existing work?

☐ New initiative

☐ Continuous improvement of existing initiative

How will you involve others?

How will you recognize the work of others?

How will you monitor progress and measure success?

What impact will success have in your district?

Does this goal require a plan to manage change?

Which of Rotary's strategic priorities does this goal relate to?

☐ Increase our impact

☐ Expand our reach

☐ Enhance participant engagement

☐ Increase our ability to adapt

How will this goal add value to the member experience in your district?

SESSION 6: THE IMPACT OF OUR SERVICE

GOAL:

Does this goal involve a new initiative or is it an opportunity for continuous improvement of existing work?

☐ New initiative

☐ Continuous improvement of existing initiative

How will you involve others?

How will you recognize the work of others?

How will you monitor progress and measure success?

What impact will success have in your district?

Does this goal require a plan to manage change?

Which of Rotary's strategic priorities does this goal relate to?

☐ Increase our impact

☐ Expand our reach

☐ Enhance participant engagement

☐ Increase our ability to adapt

How will this goal add value to the member experience in your district?

SESSION 7: REGIONAL SUPPORT FROM CDS

GOAL:

Does this goal involve a new initiative or is it an opportunity for continuous improvement of existing work?

☐ New initiative

☐ Continuous improvement of existing initiative

How will you involve others?

How will you recognize the work of others?

How will you monitor progress and measure success?

What impact will success have in your district?

Does this goal require a plan to manage change?

Which of Rotary's strategic priorities does this goal relate to?

☐ Increase our impact

☐ Expand our reach

☐ Enhance participant engagement

☐ Increase our ability to adapt

How will this goal add value to the member experience in your district?

SESSION 8: LEADING CHANGE

GOAL:

Does this goal involve a new initiative or is it an opportunity for continuous improvement of existing work?

☐ New initiative

☐ Continuous improvement of existing initiative

How will you involve others?

How will you recognize the work of others?

How will you monitor progress and measure success?

What impact will success have in your district?

Does this goal require a plan to manage change?

Which of Rotary's strategic priorities does this goal relate to?

☐ Increase our impact

☐ Expand our reach

☐ Enhance participant engagement

☐ Increase our ability to adapt

How will this goal add value to the member experience in your district?



2024 INTERNATIONAL ASSEMBLY RESOURCES

General Reference

[2024-25 theme logos](#)
(coming in January 2024)
[Documenting Expenses](#)
[Rotary's Learning Center](#)
[Regional leaders](#)

Rotary's Action Plan

[Action Plan resources](#)
[What Clubs Can Do flyer](#)
[Strategic Planning Guide](#)
[Communication Guide](#)

Diversity, Equity, and Inclusion

[Diversity, Equity, and Inclusion resources](#)
[Rotary's Diversity, Equity, and Inclusion Code of Conduct](#)
[DEI terms and explanations](#)
[Club diversity assessment](#)

The Rotary Foundation & Grants

[The Rotary Foundation Reference Guide](#)
[Rotary's Endowment](#)
[Giving & Grants newsletter](#)
[Apply for Grants page](#)
[A Guide to Global Grants](#)
[Rotary's Programs of Scale](#)
[Grant Competition Handbook](#)
[Paul Harris Society](#)

PolioPlus

[End Polio Now](#)
[Global Polio Eradication Initiative \(GPEI\)](#)

Membership

[Membership Assessment Tools](#)
[New member interest survey](#)
[Member Satisfaction Survey](#)
[Club Health Check](#)
[Online Membership Leads course](#)
[Prospective member flyer](#)
[What Makes Up the Club Experience?](#)
[Start a Rotary or Rotaract club page](#)
[Starting a Rotary Club Guide](#)
[State of Membership presentation](#)
[Club model ideas and examples](#)

For all membership resources,
visit rotary.org/membership.

Rotary's Public Image

[Brand Center](#)
[Our Brand](#)
[People of Action messaging](#)
[Enhancing Our Public Image](#)
[Messaging Guide](#)

Peacebuilding and Conflict Resolution

[Peace programs brochure and presentation](#)
[Rotary Positive Peace Academy](#)
[Rotary Positive Peace Activator Program](#)
[Peace Fellowships page](#)
[Rotary Peace Fellowships:](#)
[The Role of Rotary Members](#)
[Peacebuilding and Conflict Prevention](#)
[Guidelines for Global Grant Funding](#)

Programs for Young Leaders

[Interact Guide for Rotary Club Sponsors and Advisers](#)
[Rotary Youth Protection Guide](#)
[Young Leaders in Action newsletter](#)

Rotary Partnerships

[Ashoka](#)
[Global Partnership for Education](#)
[Habitat for Humanity International](#)
[Institute for Economics and Peace](#)
[Mediators Beyond Borders International](#)
[Peace Corps](#)
[ShelterBox](#)
[Toastmasters](#)
[USAID](#)

Rotary International Convention

[2024 Rotary International Convention
in Singapore](#)
[2025 Rotary International Convention
in Calgary, Canada](#)

Rotary Service and Engagement

[Resources for cultivating stronger projects](#)
[Vocational Service in Action](#)
[District Committees page](#)
[Rotary Service in Action blog](#)
[Rotary Service newsletter](#)
[Engage With Rotary Beyond Your Club video](#)
[Video on service resources for club- or
district-led projects](#)
[Rotary Action Groups](#)
[Rotary Community Corps](#)
[Rotary Fellowships](#)
[Rotary Friendship Exchange](#)
[Intercountry committees](#)
[Project fairs](#)



DIVERSITY, EQUITY, AND INCLUSION

CODE OF CONDUCT

Rotary core values: fellowship, integrity, diversity, service, and leadership

This code of conduct reflects our core values and explains the responsibility that comes with being a Rotarian and Rotaractor, which includes members from nearly every country in the world, speaking over 100 different languages. We are committed to upholding and evolving this code as our organization grows.

Like our core values, we expect Rotarians and Rotaractors to exemplify this code of conduct as they interact with one another, Rotary program participants, Alumni, project partners, and members of the community. Specifically, the code of conduct applies at all club, district, zone, and Rotary International meetings, trainings, events, and anywhere else a member represents Rotary and on My Rotary and social media.

Expectations

All club members and other participants including Rotary program participants, Alumni, project partners, and representatives of Rotary are expected to comply with this code of conduct, be considerate and contribute to a collaborative, positive, and healthy environment in which all are respected and valued.

USE RESPECTFUL LANGUAGE

- When you first meet someone, introduce yourself and explain how you would like to be addressed, including your preferred pronouns (he/him/his, she/her/hers, they/them/theirs). Call others by their preferred name, rather than using a nickname that is easier to pronounce.
- When addressing larger groups, utilize gender neutral words to avoid gender assumption.
- Use active listening to deepen your understanding of others.
- Be conscious of language use and adapt depending on region. Some wording is acceptable in some cultures but unacceptable in others.
- Avoid slang or idioms that do not translate across cultures or be deliberate in explaining them to share our diverse cultures and languages.
- Speak plainly and avoid acronyms and jargon that not everyone may understand.
- If you are curious about someone's cultural background, faith, sexual orientation, gender, or another characteristic, ask if they are open to sharing more about themselves. Refrain from asking if the topic is not relevant to your conversation.
- Foster an atmosphere of intergenerational dialogue and avoid describing anyone by their age.

BE SUPPORTIVE

- Be an ally and advocate for others and be ready to intervene when you see a need.
- If you see or hear something inappropriate, address the behavior in a way to offer support to those affected.
- As a member of Rotary, uphold the Code of Conduct, build this culture within your club experience, and address any issues as they arise.

FOSTER A WELCOMING AND INCLUSIVE ENVIRONMENT

- Ensure every member and participant can fully engage in any meeting, event, or activity that you organize in person or online by offering an accessible venue, simultaneous interpretation, closed captioning and/or transcripts, and other resources as needed.
- Review any club or program traditions and stop or change activities that may be offensive or alienating to a specific group.
- Create a welcoming environment and include all in conversations, projects, and events.
- As much as possible, pay attention to nonverbal communication such as eye contact, facial expressions, tone of voice, personal space, gestures, and posture, and how it impacts your ability to engage with and relate to others.
- Know the important dates of various religions and schedule events and activities in a way that is inclusive and considerate of people who observe them.
- Be aware of people's dietary and health restrictions.
- Open opportunities for everyone to hold leadership roles in your club and district or engage with your community partners.

CELEBRATE DIVERSITY

- Increase your club's awareness, understanding, and acceptance of people with disabilities.
- Celebrate a variety of cultural events and religious observances, rather than continually conducting service projects or hosting events associated with a single culture or religion.
- Acknowledge and celebrate significant dates relevant to diversity.
- Avoid stereotyping and mocking any specific group.
- Acknowledge and celebrate different genders.

Code of Conduct Questions and Concerns

For questions or concerns regarding the code of conduct or behavior that goes against the code of conduct, email DEI.Inquiries@rotary.org.

Adult Harassment Issues

Per the Rotary Code of Policies, Rotary currently maintains the following to report issues of harassment involving Rotarians or Rotaractors at meetings, events, or activities:

Rotary is committed to maintaining an environment that is free of any form of harassment, broadly defined as any conduct, verbal or physical, that denigrates, insults, or offends a person or group based on any characteristic¹ (age, ethnicity, race, color, disability, religion, socioeconomic status, culture, sex, sexual orientations, or gender identity).

If you are notified of any allegation of harassment involving an adult, or you feel you have been harassed, follow these steps:

1. If anyone's safety is in doubt, contact local law enforcement.
2. Notify a club officer (club president or secretary), district leader (district governor or district governor-elect), or zone leader (RI director).
3. Report the incident to Rotary International's Club and District Support team by contacting cds@rotary.org.
4. Any allegation of harassment or abuse that involves young people must be reported to Rotary International at youthprotection@rotary.org within 72 hours.

¹ Characteristics listed here are from the Rotary Code of Policies, Harassment-free Environment at Meetings, Events, or Activities. As the Rotary Code of Policies is updated, this Code of Conduct section will be updated.

2024-25 ANNUAL JOINT GOALS

ROTARY'S VISION STATEMENT

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



GOALS FOR PRIORITY 1 — INCREASE OUR IMPACT

1. Eradicate polio, highlight Rotary's role, and plan for a polio-free world.
2. Increase the overall giving to The Rotary Foundation and build the Endowment Fund to US\$2.025 billion by 2025.
3. Encourage community assessments and measurement of projects and programs at the club, district, and international levels.

GOALS FOR PRIORITY 2 — EXPAND OUR REACH

1. Advance actions to cultivate diversity, equity, and inclusion in our clubs and the family of Rotary.
2. Strengthen existing relationships and develop new partnerships that align with our Action Plan.
3. Establish and nurture innovative clubs and new participant engagement channels.
4. Increase awareness and understanding of Rotary and our members' impact in communities locally and globally.

GOALS FOR PRIORITY 3 — ENHANCE PARTICIPANT ENGAGEMENT

1. Enhance member engagement tools that support clubs in meeting their members' needs and increasing member retention.
2. Increase collaboration and connection among participants, particularly Rotary and Rotaract clubs.
3. Highlight opportunities offered through Rotary to foster professional connections and build leadership skills.

GOALS FOR PRIORITY 4 — INCREASE OUR ABILITY TO ADAPT

1. Support regional adaptability by testing innovative approaches to foster greater collaboration and operating efficiencies.
2. Support diversity, equity, and inclusion in our leadership and governance.



LEARN and LEAD with the ROTARY LEARNING CENTER



Online courses help build personal and professional skills.
Learn at your own pace and in your own space!

