

FACULTY NOTEBOOK

RLI Graduate Course A

Rotary Leadership Institute



2009-2012



RLI Graduate Course A

THE GRADUATE COURSE

Purpose: The RLI Graduate Course is intended to provide a concentrated, interactive learning experience of Rotary subject matters, supplementing and expanding the participant's knowledge and understanding after completion of the regular course curriculum.

Each session is designed to last approximately 2½ hours to 4 hours and will utilize both teaching and facilitating techniques.

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Public Relations

What are the goals of this session?

Ask them what they would like to take away from this session concerning Public Relations.

1. Understand why PR/media relations is important to Rotary
2. Understand how to work with the media.
3. Enhance club public and media relations efforts.
4. Develop strategies to improve Rotary's public image, marketing and public relations.
5. Learn different techniques to write or produce media releases.

Rotary's Public Image

- a. What do you think the general public's image of Rotary is? Give examples.
- b. What is your image of Rotary? Give examples.
- c. What can we do to improve or disprove those images?

What are the differences between Public Relations, Public Image and Marketing?
Public Relations are the organized activities intended to favorably influence the opinions and behavior of the public. It is interested in developing relationships, reducing conflicts and improving cooperation.

Public Image is the perceptions and feelings the public has for an organization. What does the public think about when they hear, see or read about an organization, its logos or symbols.

Marketing is interested in creating the activities consumers need to become involved or purchase a product or organization. Good public relations and public image will create a healthy environment for marketing. But simply providing technical support for marketing is not the same as good public relations.

All three have similar aspects but are different in their goals.

What do you need to do before planning a public relations campaign?

1. ***Know what the goals of the organization or project are.***
2. ***Identify why you need publicity.***
3. ***Identify what your group is trying to accomplish that would be beneficial from other's awareness.***
4. ***Determine who your audience is.***
5. ***Determine what you want to say to them. What is the message?***
6. ***Decide what the best way to spread your message is.***
7. ***Develop a time schedule for the publicity campaign.***



How should a club PR person be selected?

- 1. They must be willing to do the job.**
- 2. They need to be interested and willing to give the time.**
- 3. They should be knowledgeable about the club or project.**
- 4. They need to know the different "media mix" available to them to get the message out.**
- 5. They need to be a good communicator.**

What are some media formats we can use to get our Rotary message to the public?

- 1. Television**
- 2. Radio**
- 3. Newspapers**
- 4. Magazines**
- 5. Billboards and display ads**
- 6. Internet**
- 7. Direct mail**
- 8. Person to person**
- 9. Mailing lists**
- 10. Newsletters**
- 11. Brochures**
- 12. Audio-visual presentations (CDs, DVDs)**
- 13. Speaker's Bureaus**
- 14. Exhibits (trade or home shows)**
- 15. Special events (balloon festivals, etc.)**
- 16. T-shirts, bumper stickers, decals**

What are the basic elements of effective public relations for clubs and districts?

- 1. Establish a spokesperson for the club or district**
- 2. Establish media contacts**
- 3. Promote Rotary at the local level - have a plan for your activities.**
- 4. Focus on projects or events that have a direct impact on the community or are newsworthy.**
- 5. Utilize RI and/or district news releases to promote rotary.**

What is needed to create a local press database?

- 1. Name, titles and address of media venue**
- 2. telephone number**
- 3. Fax and e-mail numbers and addresses**
- 4. publication schedules**
- 5. Contact person(s)**
- 6. Dates of contact and results of contact**
- 7. Comments and follow-up**

What do you need to do before you contact the media?

- 1. Do your research**
- 2. Prepare a fact sheet**
- 3. Name a spokesperson**
- 4. Write a news release**



What is News?

- 1. Conflict: basic drama - good guys vs. bad guys**
- 2. Prominence: involves well known people/businesses, etc.**
- 3. Impact: How many people does the news effect.**
- 4. Timeliness: The news is happening right now - it's current**
- 5. Surprise: A departure from the norm - something that doesn't happen every day.**
- 6. Interesting People or Events: Unusual or different situations**
- 7. Something New: Firsts, or things that have never happened before.**
- 8. Trends: Surveys, changes, what will be news next week.**
- 9. Something Useful: How will it affect my life things**
- 10. Evidence: Solid facts or prominent research**
- 11. Experts: Doctors, scientists, engineers, etc.**

What should your news article include?

The article should...

- 1. be interesting**
- 2. be relevant to the reader or viewer**
- 3. inform or entertain the public**
- 4. have wide appeal**
- 5. cause a reaction or involvement**
- 6. be beneficial to most that see it.**

How should your news article be structured?

- 1. Who**
- 2. What**
- 3. When**
- 4. Where**
- 5. Why**

Who: *Who is sponsoring the event; who was elected; who is receiving the award; etc.*

What: *What is the event; what is the award; etc.*

When: *Be exact - not Tuesday or next Tuesday but Tuesday, Feb. 12 at 7:30 p.m.*

Where: *Give the precise location*

Why: *Explain why the event or activity is occurring.*

What other items should be included in the article?

- 1. The date you prepared the release**
- 2. The date you ant the release to be presented to the public**
- 3. The Rotary Club name and town**
- 4. The daytime phone number, evening phone number and/or e-mail address of the contact person for the project or event.**

What can be done to make it easier for the media to run our promotion?

- 1. Meet their needs: find out what format the media may want the release in.**
- 2. Be available. If they have a question regarding the event, make sure someone is available to answer the questions.**
- 3. Make your pointes quickly. When preparing the news release, put the MOST important information FIRST and things of lesser importance last.**
- 4. Don't be pushy. The hard sell doesn't work with reporters.**



- 5. Less is more. The press release should NOT be longer than two (2) pages. The best releases fit on one (1) page.**
- 6. Consider the timing. Give the media enough time to consider and react to your requests. Timing is everything.**
- 7. Give them the exclusive. Be careful of submitting the same release to similar media outlets.**
- 8. Don't make mistakes. Make sure the release is "ready to go" in that it doesn't contain spelling or grammatical mistakes.**
- 9. Submit releases to media that only covers your area.**
- 10. Follow up phone calls often help BUT, if the reporter is busy, he doesn't have a lot of time to chat. So, identify yourself, make your point and hang up.**
- 11. Don't become discouraged. It is extremely competitive for space in the media. Keep trying and keep improving and you will get results.**

What are some of the "Don't" when preparing a release?

- 1. Don't assume the reporter knows anything about your article or project.**
- 2. Don't use jargon.**
- 3. Don't repeat negative or use words that are loaded.**
- 4. Don't guess if you don't know the answer - offer to provide it later**
- 5. Don't speculate**
- 6. Don't lie**
- 7. Don't offer confidential information**
- 8. Don't use jokes or flip remarks.**

What are some tips for writing a press release?

- 1. Inverted pyramid style - start with the most important items first - then end with the information that won't hinder the effectiveness if it's not read.**
- 2. Write simply - not simplistically - use straight forward sentences and grammar.**
- 3. Write so that someone with a sixth grade education can understand what you are saying.**
- 4. Revise your release - no one writes perfectly the first time.**
- 5. Avoid extraneous words - don't take 5 words to say what you can in 3.**
- 6. Stick to the point - don't bore the reader with unnecessary details.**
- 7. Avoid jargon, clichés, buzz words**
- 8. Use correct grammar, spelling and punctuation - have someone proofread the copy before sending it.**
- 9. Keep the release short.**

What are some tips about the use of photographs?

- 1. Most newspapers or TV stations have their own photographers.**
- 2. You may request them, but you need to have a really special photo-op for them.**
- 3. Many newspapers do accept photos on-line.**
- 4. Do not write on the back of the photo. Attach a caption describing who, what, where, when.**
- 5. Try to keep the picture to four (4) or less people.**
- 6. A plain background is better than one decorated with flags, curtains or wallpaper.**
- 7. Don't expect the media to return the photo after they are done. Make an extra copy for your records or archives.**
- 8. If you are going to be a club officer/director of DG, be sure to have a professional head shot done.**



What are some Rotary resources?

1. There are dozens of prepared Rotary press releases, PSAs and other media materials that can be downloaded from the RI web site.

This will test the student's knowledge of Rotary and the web site.

Releases include:

- a. District Governor appointments***
 - b. Rotary Club projects***
 - c. Rotaract and Interact***
 - d. Humanitarian grant projects***
 - e. Polio Plus news releases***
 - f. Newspaper opinion pieces***
 - g. Ambassadorial Scholar***
 - h. Youth Exchange***
 - i. Group Study Exchange***
 - j. The Rotary Foundation***
- 2. The RI Public Relations Chair kit**
 - 3. Promoting Rotary on the Web**
 - 4. RI Public Relations Award**

What are some other ways to generate public relations beyond the traditional media?

- 1. On-line publications, electronic bulletin boards, web advertising**
- 2. Trade publications**
- 3. Local access TV stations**
- 4. Radio public affairs shows**
- 5. Corporate newsletters**
- 6. Other community organizations newsletter**
- 7. Student newsletters**
- 8. University alumni publications**
- 9. Highway billboards, bench, bus and airport advertising**
- 10. Community bulletin boards**
- 11. Entertainment guides**
- 12. Tourist information/tourist brochures**

Group Exercise – Press Release:

Part 2: Break class into groups of 3 (or more) and have them write a press release from one of four topics. Allow 15 minutes to prepare and then have someone from the group read the release and allow the class to critique the presentation.

- 1. The appointment of a new District Governor or club president**
- 2. The arrival of a GSE team from India**
- 3. The promotion of an air show fund raiser for the club**
- 4. The completion of a community grant project**

Once completed, the group should discuss and analyze the content and structure of the article and the methods they will use to get the information to the media.



Source Material:

“A Special Presentation for the Rotary Leadership Institute – Graduate Rotarians” Bud Umbaugh, PowerPoint presentation, March 29, 2006

“Rotary’s Public Image” Chuck Graham, District PR/Media Team Chairman, District 5160

“Public Relations” Rotary International Download Center

“10 Networking Tips for Home-based businesses” Yahoo Small Business, Allbusiness.com

“How to get Free Publicity For your Small Business” Yahoo Small business, Allbusiness.com

“Media Interview Do’s and Don’ts” the Construction Specifications Institute, Alexandria, VA

“Tips for Writing A Press Release” The Construction Specifications Institute, Alexandria, VA

“10 Differences between Advertising and Public Relations” from Apryl Duncan, “Your Guide to Advertising”

“Public Relations” Villanova Educational Services

“Non-Profit Volunteers Guide to Marketing and Public Relations” The Right Words, Non-profit Marketing and Public Relations Training Guide – November, 2003

“What This Organization needs is more publicity” Chevron, Profitable Public Relations

“Public Relations Planning” Chevron, Profitable Public Relations

“Contacting the Media” Chevron, Profitable Public Relations

“What Makes News” The Construction Specification Institute, Alexandria, VA

“How to Write an Effective Press Release” Yahoo Small Business, Allbusiness.com

“Public Relations vs. Marketing” Al Czarnecki Communications

“Six Steps to Develop your Public Relations and Media Plan” Laura Lake

“Six Steps to Writing Winning Publicity” Yahoo Small business, Allbusiness.com



Motivating Volunteers

What would you like to get out of this session?

- 1. Ask for a list of different expectations for the course***
- 2. Make sure you address them if possible***

Why are volunteers important to an organization?

- 1. Give their time***
- 2. Help staffing***
- 3. Help financially***

What benefits do volunteers bring to an organization?

- 1. Credibility***
- 2. Valuable public relations asset***
- 3. Refreshed energy – new blood***
- 4. Specialized skills and talents***
- 5. New ideas***
- 6. Focus on a particular task or issue***
- 7. Constructive criticism or feedback***
- 8. Ability to lessen overall workload***
- 9. Capacity to expand service***

Volunteerism can be defined as people reaching out with their individual skills, talents and interest to help organizations or communities meet needs, solve problems and assist others.

Volunteers are individuals with unique feelings, motivations and ambitions.

Why do people volunteer?

- 1. To help others and contribute to the community***
- 2. To use skills and talents in a different setting***
- 3. To find and develop new friends and relationships***
- 4. Develop a sense of accomplishment and self-worth***
- 5. To learn new skills and talents***
- 6. To challenge themselves***
- 7. To work for a cause***
- 8. To gain recognition for their abilities***
- 9. To have fun***
- 10. Meet important people in the community***
- 11. Be part of a prestigious group***
- 12. To give something or pay back to the community***
- 13. To fulfill a moral or religious duty***
- 14. To be useful or get out of the house***
- 15. To be with friends***



What motivates a person to volunteer? There are only five categories.

- 1. Achievement**
- 2. Power**
- 3. Affiliation**
- 4. Recognition**
- 5. Altruism**

How can we recognize what type of volunteer we are dealing with?
Have them give examples of these five within their own club.

What can we do to match the volunteer with the job?

1. Ask them what their interests are
2. Make the job attractive
3. Make the job fun
4. Learn about the volunteer's talents and skills

A volunteer needs:

1. to know what to do
2. to know how to do it
3. to be able to do it
4. to agree to the task

Work given to a volunteer must be work that the volunteer wants to do.

How can we handle the volunteers in these five different categories?

Ask for discussion relating to people they know. There is no right answer after discussion. List what is in the faculty notes.

The achievement-motivated volunteer looks for situations requiring top performance in which they can excel. This person wants to out-perform others attaining unique accomplishments and enjoys striving for lofty goals. They want to do the job better, figure out ways to remove obstacles.

To work with the achiever:

- 1. ask for their help in setting the work pace and methods***
- 2. give challenging tasks that require efficiency***
- 3. allow them to learn new skills or material***
- 4. give them clear feedback on their performance***

The power-motivated volunteer wants to have an impact on the project and influence others with their ideas. They want to win arguments and get others to do things their way. They seek to influence through communication.

To work with the power-motivated volunteer:

- 1. Give them opportunity to direct others***
- 2. Allow them to implement change***
- 3. Have them interact with coworkers/volunteers and with supervisors***
- 4. Let them control their work pace***
- 5. Ask them how the job should be done***
- 6. Give them tasks that need managerial skills***



The affiliation-motivated volunteer likes being around other people. The social aspect of volunteering appeals to them. They want to build friendships and be respected. They like being with others, want to help people and care about other's feelings.

To work with the affiliation-motivated volunteer:

- 1. Let them work with people*
- 2. Find tasks that require cooperation*
- 3. Give them off-task time to interact with their coworkers*
- 4. Allow plenty of relationship building time and activities*

The recognition-motivated volunteer likes prestige and status. They prefer clear endings, short-term tasks. They enjoy public relations and want to be connected with popular projects. They want to advance new tasks and desire timely completion of work.

To work with the recognition-motivated volunteer:

- 1. Give them work that can be completed quickly*
- 2. Let them be in positions of high visibility, on the radio or TV or in the news*
- 3. Award them with plaques, certificates and publicly announce their achievements.*

The altruistic-motivated volunteer pursues attainment for the general good. They have high ideals and values. They are concerned about interests that benefit the public. They care about accountability.

To work with the altruistic-motivated volunteer:

- 1. Include them with others of similar values or goals*
- 2. Have them work with highly committed people*
- 3. Provide volunteer opportunities that revolve around accepted community concerns and the mission of the agency*

The Four Methods of Motivating People

There may be more but these are the major areas:

- 1. Provide a reason for people to participate*
- 2. Provide goals that are clearly defined and communicated*
- 3. Conduct stimulating meetings*
- 4. Provide recognition*



Providing the Reason:

A volunteer chooses an organization based on a preconceived idea of how that organization will fulfill their desires. As they get a clearer picture of the values, constraints and traits of the organization, they change their expectations to reflect the new reality. The effective volunteer-manager builds flexibility into programs to meet these changes, allowing the volunteer to grow, do new tasks and meet their changing needs.

The volunteer needs to know what the organization and/or project is striving to do.

Use this as a discussion of how to do a project. Ask class to describe good and bad projects in their club.

The organization needs to communicate:

- 1. Who they are and what they want to do.**
- 2. Define a short term and long term plan.**
- 3. Describe how they intend to accomplish their plan.**
- 4. What help and resources will they need to accomplish the plan.**
- 5. How they will recognize success or the completion of the plan.**
- 6. How will they tell others about the plan.**

Providing the Goals and Communicating:

People are motivated by goals, ideas, programs and results – not just membership.

The goals need to be:

- 1. Stated in clear terms** – the volunteer needs to understand what the project is
- 2. Believable** – the volunteer needs to “buy into the goal”
- 3. Achievable** – The volunteer needs to know that given the current resources the goal can be accomplished
- 4. Measurable** – there must be ways to assess progress towards the goal
- 5. Desirable** – the goal must be something worth doing
- 6. Timely** – there must be a well-defined target date for the start and finish of the goal

Conduct Stimulating Meetings:

Few things are more discouraging than a poorly organized, rambling, unproductive meeting.

Ask class to give examples of good and poor meetings.

A good meeting needs:

- 1. to be planned in advance**
- 2. time – when most people can attend**
- 3. an agenda, so volunteers know what is to be covered**
- 4. to have specific topics and purpose**
- 5. to have time so volunteers can ask questions or seek clarification**
- 6. to start and finish on time**



Provide Recognition

Give it or else. The need for recognition is very important. If volunteers don't receive it, only bad things can happen.

Ask class how recognition is done in their club.

Give it frequently. The most common complaint from a volunteer is that they receive too little or no recognition.

Give it honestly. Don't praise someone unless you mean it.

Give it to the person, not the work. Everyone likes hearing their name, so make sure you connect the volunteer's name to the project.

Give it appropriately to the achievement. Don't make a big deal out of a small success and a small deal out of a big success.

Give it consistently. If two or more volunteers are doing a project, make sure not to give the impression of favoritism.

Give it on a timely basis. Praise for work should be given as soon as possible after the achievement.

Make it individualized. Some volunteers like public recognition, others do not. In order to provide effective recognition, you need to get to know your volunteers and find out what they will respond to positively.

Give it for what you want more of. Don't ignore sub-par volunteers - just don't forget to make sure your praise the efforts of those who are doing the job.

What are some suggestions to recognize volunteers?

- 1. Say "Thank you" to them**
- 2. Tell them they did a great job**
- 3. Feed them – take them to coffee, etc.**
- 4. Ask their opinions**
- 5. Greet them and be friendly towards them**
- 6. Write "thank you" letters or notes**
- 7. Get the local radio or TV station to mention their names**
- 8. Put them on important task forces or committees**
- 9. Celebrate major accomplishments with a party or special get together**
- 10. Make special caps, t-shirts, lapel badges, etc. to recognize their efforts**
- 11. Put up a banner congratulating them**

What is needed to successfully lead volunteers?

- 1. Find out their needs**
- 2. Give them jobs they enjoy and can do**
- 3. Let them learn new things**
- 4. Involve them in the planning process and decision making whenever possible**
- 5. Show them their experience is valued**
- 6. Reward volunteers from the moment of initial contact**



What do volunteers expect if they volunteer?

- 1. To be treated as a co-worker, not just free help***
- 2. They expect a suitable assignment with consideration for their personal preferences, temperament, education and skills***
- 3. To a well-planned program of training and supervision***
- 4. To sound guidance and direction***
- 5. To consideration, patience, courtesy and cooperation***
- 6. To be heard and be part of the planning process and free to make suggestions***
- 7. Private constructive criticisms***
- 8. Appreciation, sincerity, recognition and a positive work experience***

Remember, job satisfaction is the only pay the volunteer receives.

What are some common obstacles to success with volunteers?

- 1. Neglecting to ask for help from a volunteer***
- 2. Assigning tasks without giving clear directions or training***
- 3. Making the volunteer full unimportant or unnecessary***
- 4. Using volunteers for "busy work"***
- 5. Having low expectations of a volunteer***
- 6. Forgetting to thank a volunteer for their contributions***

Disagreement and conflict can be destructive forces if not dealt with constructively.

- 1. Do not discourage disagreement – it may kill new ideas or rob the group of new vitality***
- 2. Unregulated "free-for-all can split the group.***
- 3. Don't let conflict turn into personal criticisms.***
- 4. Focus on the issues***
- 5. Encourage negotiations and compromise***

What are the responsibilities of the volunteer?

Ask class for examples of what happens when the volunteer doesn't do their job.

- 1. To be sincere in the offer of service and believe in the value and worth of the job to be done.***
- 2. To be loyal to the organization and the others with whom they might work.***
- 3. To maintain the dignity and integrity of the organization with the public.***
- 4. To understand the job that they undertake.***
- 5. To carry out their duties promptly and reliably, to the best of their abilities.***
- 6. To be willing to learn and participate in orientation or training programs, and to continue to learn on the job.***
- 7. To accept guidance and decisions of the coordinator of volunteers.***
- 8. To maintain a smooth working relationship with others and stay within the bounds and description of their job.***
- 9. To contribute to supervision by self-evaluation and willingness to ask.***

What are the responsibilities of the leader?

- 1. Know the mission of the organization.***
- 2. Communicate it to others through words and actions.***
- 3. Use the knowledge of a loyalty to the organization to engender support from others.***



- 4. They can define specific tasks to achieve goals.**
- 5. They can delegate.**
- 6. They are consistent**

What things must a good leader do to attract and keep good volunteers?

- 1. They must be available. Let the volunteers know they can contact you.**
- 2. Never belittle a volunteer.**
- 3. When you need to reprimand, time it carefully:**
 - a. reprimand as soon after the problem as possible**
 - b. choose a neutral location**
 - c. be specific in telling the volunteer what they did wrong**
 - d. shake hands, touch them and tell them how much you value them**
 - e. build back their self-confidence and self-esteem by praising their good qualities**
 - f. realize when the reprimand is over**
- 4. Don't play favorites**
- 5. Be sensitive to people**
- 6. Give honest and sincere praise**
- 7. Delegate – don't dump responsibilities**
- 8. Listen to other's view points and ideas**
- 9. Continually keep your volunteers and yourself growing**

Part two – role playing: Have the group decide on a leader and then have them develop a project that needs volunteers.

Have the class break into two or three groups, four people per group is large enough. Pick one of the five topics on the following pages and have groups develop a plan to motivate the volunteers. Have them employ the knowledge they just learned. Allow 15 minutes to develop the plan and 10 minutes to discuss.



Source Material:

“Motivating Yourself and Your Volunteers” Doris “Katey” Walker, Department of Human Development and Family Studies, Kansas State University.

“Motivating Volunteers” JoAnne Skelly, Carson City/Storey County Extension Educator University of Nevada

“Volunteers: The Heart of Community Organizations” Jane Muegge, Nancy Ross, Ministry of Agriculture – Food and Rural Affairs, The Government of Ontario, Canada

“Retention and Recognition” National CASA Association, Seattle, WA

“Goal Setting” Bretilinks, University of Wisconsin, Whitewater

“Motivation” Bretilinks, University of Wisconsin, Whitewater

“Volunteer Management Theory” The Canadian Volunteer Resource Center, Canada Volunteer Initiative

“Motivating Volunteers” Marilyn Reeder, Society of Women Engineers

“Attracting and Motivating Volunteers” PowerPoint presentation, 9-29-03, author unknown



What Does A Good Leader Do?

**Knows the Mission
of the Organization**

**Communicates through
Words and Actions**

**Defines specific tasks
to Achieve Goals**

Can Delegate

Is Consistent



- I. For the last several years, a club's annual fund raiser has been successful in generating money. However, each year, fewer and fewer Rotarians take part in the project leaving only a handful to do the work. What might be done to motivate more volunteers to take part?**

- II. Each year, a club has had difficulty in getting Rotarians to serve as present and on various committees. What might be done to motivate more volunteers to take part?**

- III. You are interested in doing a project in Africa but your club traditionally does service locally. What can you do to motivate volunteers in helping on your project?**

- IV. You are chair of the membership committee. What can you do to motivate people to join Rotary?**

- V. You are chair of the District Conference committee. What can you do to motivate Rotarians to attend the district conference?**



Attracting Volunteers

Ask Them

Be Open to New People

Make the Task Attractive

Feed Them

Make It Fun

Learn About Their Interests

Match Task to Interests



Key to Motivate Volunteers

Keep The Work Fun

Remove Barriers

Demonstrate Value

Be A Leader

Make It Interesting

Orient and Train

Feed Them



Keys To Having Them Back

Thank Them

Recognize Them

Help Them Achieve Success

“Pay” Them

**Ensure Job is Relevant,
Interesting and Doable**

Feed Them

-



The Council on Legislation

Note to instructor: There are in many cases no right or wrong answers. Some of the areas covered are philosophically or of a theoretical nature and will rely on various interpretations. Participants are encouraged to keep an open mind and think of what's best for Rotary.

1. **What would you change about Rotary?**
 - a. specifics and why
2. **How does Rotary change?**
 - a. Clubs or districts independent actions
 - b. RI Board of Directors
 - c. Council on Legislation
3. **What is the Council on Legislation?**
 - a. Makes or amends the “laws” or Rotary as found in:
 1. The Rotary International Constitution
 2. The By-laws of Rotary International
 3. The Club Constitution
 - b. It CAN NOT change the club by-laws document
 1. Only the Board of Directors can change club by-laws
 - c. It CAN NOT change the “policies” of Rotary International
 1. Only the Board of Directors makes the policies of RI
 2. Council on Legislation can make “suggestions” regarding policy
4. **How does the Council on Legislation differ from a Parliament or Legislature?**
 - a. Clubs can overrule Council on Legislation
 1. They have 2 months to challenge decisions
 2. So far it has never happened
 - b. The COL has no continuing responsibility for its decisions
 - c. It uses NO precedents or considerations, nor is it bound by decisions of previous COL actions
5. **A Quick History of the Council on Legislation** (optional)
 - a. From 1910 to 1930, all legislation and significant issues were decided at the International Conventions. Delegates made motions from the floor and the issues were voted on by the attendees.
 - b. At the 1930 Convention, over 11,000 Rotarians made the process chaotic.
 - c. At the 1932 Convention, A Convention Resolutions Committee tried to screen the number of proposals, but the system didn't work well.
 - d. At the 1933 Convention, a Council on Legislation was proposed where a smaller number of delegates screened and review proposals – with a final vote on the proposals still taken at the International Convention.
 - e. In 1934 – the first Council on Legislation met.



1. Delegates consisted of current out-going DGs or Rotarians appointed in their place.
 2. About 100 people were present – it met for 3 days to deliberate on 26 items
 3. The 2004 COL had 527 voting members and met for 5 days – 476 total proposals consisting of 250 enactments and 226 resolutions were considered.
 - f. The COL met annually for the next 20 years, then every 2 years for the next 20 years. Since 1974, the COL now meets every 3 years.
 - g. To be a “qualified” voting member, Rotarian must have served a full term as an officer of Rotary International (DGs and PDGs are considered officers of RI. Exceptions can be made under certain situations.)
 - h. The COL used to meet at different locations around the world but since 2001 no meets in Chicago.
 - i. Since 1934 to 1970, the COL acted as an “advisory board” to the convention. The convention delegates still had the power to vote on the proposals. In 1970, the COL changed from an advisory role to an actual legislative role. After 1970, the conventions had no role in enacting legislation.
 - j. Today, the COL consists of 1 representative from each district. Most are PDGs. Non-voting members include all past RI Presidents, the General Secretary, any past General Secretary for the last 10 years, the RI Board of Directors, members of the constitution and by-laws committee serving on the Council Operations Committee, one trustee of the RI Foundation, up to 3 members at large, the chairman and vice chairman of the COL. The chairman can only vote in a tie-breaking situation. The Chairman of the COL is appointed by the RI President.
6. **What are the two types of Proposals that can be submitted to the COL?**
- a. Enactments: These change the official documents of Rotary International. They make specific referrals to the articles and sections of the RI Constitution, the RI By-Laws and the Club Constitutions. They CANNOT Change Foundation documents.
 - b. Resolutions: These are specific “recommendations” of policy, direction or content of Rotary programs, to the Board of Directors. Resolutions can also be used to suggest changes regarding the by-laws, constitution, or policies of the RI Foundation, but such suggestions have to be submitted to their Board of Directors, who in turn, make the recommendation to the Board of Trustees of The Foundation.
 - c. Enactments that are passed by the COL become changes to the official documents, unless overridden by the clubs.
 - d. Resolutions that are passed by the COL are forwarded to the Board of Directors. IF the Board of Directors agree with the suggestions, they are incorporated into the “Code of Policies.” If the Board of Directors disagree, then no action is taken. The final decision as to any actions taken on a resolution rests with the Board of Directors.
7. **Who can make a proposal to the Council on Legislation?**
- a. Any club in the world can submit an enactment or resolution.
 1. The proposal must be voted and approved by the club BOD AFTER approval by the general membership.
 2. The club then submits the proposal to the District Conference for endorsement.
 3. No proposals can be submitted to RI without district endorsement.



- b. Districts can make proposals to the COL.
 1. These can be made at District Conferences or by ballot-by-mail procedures.
 2. No district proposals can be forwarded to RI without District endorsement at the district conference.
 - c. The RI Board of Directors can make proposals to the COL.
 1. They can make both enactments and resolutions.
 - d. The Council on Legislation can make proposals.
 - e. The Conference of RIBI (Rotary International-British Isles) can make proposals.
8. **What Happens After a Proposal is Made?**
- a. Cutoff date of June 30th of the year preceding the COL
 1. Has to be in RI hands – not just postmarked
 2. All pieces received after June 30th – not included
 - b. Sent to the Constitution and By-Laws Committee
 1. They review it for completeness
 2. Technical review of the proposal
 3. Importance of purpose
 4. Effect and financial implications of the proposal
 - c. They send back pieces
 1. Defective or not in proper format
 2. Resolutions not within the framework of RI (i.e. declaring a Rotary day)
 - d. Once proposal is approved, it's sent to the Operations Committee for placement on the agenda
 - e. The COL adopts its own Rules of Procedure – normally based on what happened at the previous COL.
 1. Robert's Rules of Order ARE NOT applicable
 - f. Before the COL begins there is a workshop where the rules of procedure are discussed.
 - g. A binder is provided to all participants containing all the pieces of legislation before the Council convenes.
9. **Areas of Interest**
- a. Proposals that deal with clubs, club issues, membership, attendance and territory gather the most interest.
 - b. COL unlikely to debate the same concept more than once.
 1. Normally the best similar proposal is discussed first with the others being withdrawn or rejected quickly.
 2. Most frivolous pieces removed or withdrawn early.
 - c. Tolerance and good will among the participants stressed.
 - d. May differ in opinions but should never take it personally.
 - e. The mover has 3 minutes to make case
 1. Speakers at microphone have 2 minutes to make case
 2. Mover has 2 minutes total rebuttal time after all speakers have spoken
 3. Speaker may only speak once
 4. Chair will try to balance debate between for an against
 - f. Distribution of materials meant to influence, not allowed after voting delegates arrive in Chicago – no campaigning.



Part 2 of this session deals with studying and analyzing actual enactments and resolutions from the 2004 Council on Legislation. Once enactments and resolutions are available for the 2007 session, test studies can be used.

Divide the class into groups of two. Have each group select a topic from “Preliminary Analysis of Legislation to be submitted to the 2007 Council on Legislation”. Allow 15 minutes to prepare a brief that supports the legislation discussed. Ask for volunteers to speak against the proposal then have class vote on legislation. Remember if it is an enactment it only needs a simple majority. If it is a Resolution it needs a two-thirds vote.



Summary – COL Legislation – 2007

07-03 All clubs to meet weekly or once every 2 weeks. Enactment

07-10 Provide clubs with less than 20 members could cancel up to 12 meetings a year. Enactment

07-21 Allowing attendance credit if a Rotarian invites a qualified prospect to a meeting. Enactment

07-26 Religious observances – not partaking of food. Enactment

07-27 Past RI Officers exempt from attendance rules. Enactment

07-35 Terminate clubs with less than 10 members. Enactment

07-43 Allow clubs to incorporate with other organizations. Ask about how many clubs are members of chamber of commerce? Resolution

07-46 Current Club presidents would serve until a suitable replacement is found. Enactment

Compared to

07-47 Allow presidents to serve without attending PETS. Enactment

07-61 (3 pages) Creating a new membership classification – corporate. Enactment

07-71 Clean water as the next program if RI – NOTE – other resolutions calling for poverty, hunger, malaria, literacy. Resolution

07-119 Allow governors to use DDF for club projects. Resolution

07-121 All Foundation money to be used for buildings - NOTE – explanation of Board's position currently in Purpose and Effect section.

07-135 Credit a club's annual contribution to the club, for use only by the club. Resolution

07-200 Allow RI to sell alcoholic beverages under a n RI licensing agreement. Resolution. How about Rotarians who are religiously opposed to alcohol?

07-308 Limit districts to 5 pieces of legislation – Enactment – this is proposed by the Board of Directors pursuant to a request from the 2004 Council on Legislation.

Compared with

07-309 which is a Resolution suggesting the same situation.



Preliminary Indications of Proposed Legislation – 2007

- 1. Allow Clubs to meet either weekly or twice per month.**
- 2. Allow cancellation of up to 7 club meetings per year.**
- 3. Require members to attend 50% of regular meetings in each half of Rotary year.**
- 4. Excuse absences of past RI offers (PDGs etc.)**
- 5. Allow clubs to incorporate with other clubs.**
- 6. Allow President-elects to serve WITHOUT attending PETS, training seminars or district assemblies.**
- 7. Allow Rotary Foundation alumni into active membership (by-passing normal induction rules).**
- 8. Create new category of membership (Associate-Corporate-Friend of Rotary)**
- 9. Request RI to consider clean water and sanitation programs after polio.**
- 10. Allow District Governors to provide financial assistance to clubs from DDF.**
- 11. Allow for district arbitration committees**
- 12. Clarify voting procedures at district conferences**
- 13. Amend the process of appealing RI board decisions.**
- 14. Revise appointment process for RI committees.**
- 15. Provide a standing committee of RI for population concerns.**
- 16. Provide for a realignment of zones and zone boundary reviews.**



- 17. Discontinue the annual presidential themes.**
- 18. Amend qualifications to be RI president (14 or more election proposals)**
- 19. Expand RI president to 2 year term**
- 20. Provide for a new officer of RI – Vice Governor**
- 21. Request establishing dues in local currencies.**
- 22. Increase per capita due.**
- 23. Decrease per capita dues.**
- 24. Suspend a club that fails to pay its financial obligations to either RI or the district.**
- 25. Terminate a club for failure to comply with policies regarding the protection of youth.**
- 26. Provide the Council on Legislation meet every 5 years.**
- 27. Restrict legislation only to enactments.**
- 28. Allow district assemblies to propose and endorse club legislation.**