

# **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.

### Table of Contents

<b>Public Relations</b>	2
An examination of the differences and interconnectedness between Public Relations, Public Image and Marketing and how it relates to the public perception of Rotary.	
<b>Motivating Volunteers</b>	4
A review of the importance of volunteerism, an examination of the different types of volunteers and ways to connect with and motivate each type.	
<b>The Council on Legislation</b>	10
Understanding the structure of Rotary.	



# Public Relations

What are the goals of this session?

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*

*Public Image*

*Marketing*

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

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



How should a club PR person be selected?

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

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

What is needed to create a local press database?

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



What is News?

What should your news article include?

How should your news article be structured?

What other items should be included in the article?

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



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

What are some tips for writing a pres release?

What are some tips about the use of photographs?



What are some Rotary resources?

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

Group Exercise – Press Release:

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



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?

Why are volunteers important to an organization?

What benefits do volunteers bring to an organization?

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?



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

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?

*The achievement-motivated volunteer*

To work with the achiever:

*The power-motivated volunteer*

To work with the power-motivated volunteer:



*The affiliation-motivated volunteer*

To work with the affiliation-motivated volunteer:

*The recognition-motivated volunteer*

To work with the recognition-motivated volunteer:

*The altruistic-motivated volunteer*

To work with the altruistic-motivated volunteer:

The Four Methods of Motivating People



**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:

**Providing the Goals and Communicating:**

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

The goals need to be:

**Conduct Stimulating Meetings:**

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

A good meeting needs:



### **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 you praise the efforts of those who are doing the job.

What are some suggestions to recognize volunteers?

What is needed to successfully lead volunteers?



What do volunteers expect if they volunteer?

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

What are some common obstacles to success with volunteers?

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

What are the responsibilities of the volunteer?

What are the responsibilities of the leader?



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

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



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

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 30<sup>th</sup> of the year preceding the COL
    1. Has to be in RI hands – not just postmarked
    2. All pieces received after June 30<sup>th</sup> – 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.



## **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.**