

Rotaract in Great Britain & Ireland

Extension Manual

Version 3

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2 Abbreviations used

The following abbreviations are used in this Extension Manual:

DC	Rotaract District Chairman (referred to as District Rotaract Representative (DRR) by RI)
DG	Rotary District Governor
GB&I	Great Britain & Ireland
RGBI	Rotaract in Great Britain & Ireland as a collective body
RI	Rotary International
RIBI	Rotary International in Great Britain & Ireland
RO	Rotaract Officer (of a Rotary club or Rotary district)

3 About this manual

The RGBI Extension Manual is designed to be a guide for all those wishing to start a new Rotaract club. It is written for Rotarians with little knowledge of Rotaract through to those with significant experience.

The manual was first created in response to the recommendation of the RIBI Rotaract Working Party Report (October 2002) that a Rotaract Extension Manual would be a valuable resource for the formation of new Rotaract clubs. It is envisaged that this manual will be especially valuable if used in conjunction with a District strategy for starting new Rotaract clubs.

Since the manual's introduction in August 2003, nine new Rotaract clubs were formed throughout GB&I in 2003/04, nine new clubs were formed in 2004/05, and it is hoped that another dozen or so will form in 2005/06. Membership in existing clubs is also on the increase. For the first time in more than 15 years, Rotaract in GB&I is growing.

All the ideas in this manual are tried and tested; but this manual is not a simple recipe for success: starting a new Rotaract club will also require hard work, a strong focus, and investment of time. The Manual is very much a working document, and the continuous development of its contents is intended to increase its lifespan. Most importantly it is a guide and we would like to update it with your experiences, so that others can learn from you.

If you decide to embark on the exciting challenge of starting a new Rotaract Club, please do tell RGBI. We are there for advice, and we can provide you with publicity material and point you in the right direction of useful resources and contacts.

Several people have provided RGBI with or given us permission to use documents included in this manual, so thank you for these. Thank you, too, to the Rotarians and Rotaractors who have reviewed drafts of the manual and provided comments.

Please contact RGBI if we can be of any help with the formation of a new Rotaract club, and please send us your ideas, suggestions and comments on the manual.

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4 Why set up a new Rotaract club?

Why should Rotarians in your Rotary club invest time in sponsoring a Rotaract club when you could be recruiting members for your own club? Well, by sponsoring a Rotaract club, you are developing young adults' leadership skills, enhancing the strength and capability of your Rotary club, and providing dynamic young resources for community and international service. Rotaractors can help extend your reach into the community by increasing the numbers you can call upon for help when running an event, as well as holding their own events.

In addition, you are building your membership of the future: the fifth goal of Rotaract is "To motivate young people for eventual membership in Rotary". Rotaract is a Rotary-sponsored training ground for future Rotarians – if treated correctly. Through Rotaract, young people learn to give service above self, as well as finding new friends, learning new skills that help them in their careers, and having lots of fun. Rotaract clubs are increasingly taking on extremely professional fund raising and community projects that a Rotary club may have second thoughts about holding (e.g. Blackburn Rotaract Club runs its town fireworks display and High Wycombe Rotaract Club is organising its town summer carnival).

This is all very well, but what evidence is there that Rotaractors become Rotarians? Well, in 2004/05 in RIBI:

- Two District Governors were former Rotaractors.
- At least 20 Rotary club presidents were former Rotaractors.
- Ten of the 25 District Rotaract Officers were former Rotaractors.

The theme continues in 2005/06 with:

- One District Governor is a former Rotaractor.
- At least 32 Rotary club presidents are former Rotaractors
- Nine out of the 29 District Rotaract Officers are former Rotaractors

There are also at least seven Rotary clubs that have formed over the past five years whose membership mainly comprises former Rotaractors (Bloxwich Phoenix, Pendle View, Bolton Lever, Dundee Discovery, Eltham Phoenix, Wessex Mead, Oxford Spires).

Many Rotarians will be aware that Rotaract in GB&I is not the size it was in the 80s and early 90s; in fact, between 1995 and 2002, RGBI lost 90% of its members and 70% of its clubs! A comment I often hear from Rotarians is, "We tried Rotaract and it failed. All the members coupled up and left or got other jobs and left at once." Well, yes, this does happen, because Rotaractors do couple up or get new jobs, and leave – sometimes very quickly – so that suddenly a club has few active members. It is the role of a responsible sponsoring Rotary club to help Rotaractors to constantly recruit new members. Clearly, sponsoring a Rotaract club is a long-term commitment and therefore requires the support of the whole Rotary club on an ongoing, year-on-year basis. Without constant and consistent strong Rotary support, a Rotaract club will not survive for long.

Rotaract is enjoyed by 1300 (and growing) Rotaractors in GB&I today. Nine new clubs were formed in 2003/04, nine new clubs were formed in 2004/05 and we are hoping to exceed this in 2005/06. Why not join us? Bring Rotaract to some young people where you live and work, giving them skills and friends that they will have for a lifetime, and extending your reach into the community. And in doing so, you'll hopefully bring yourself some Rotarians of the future.

Lisa Burnett, Rotaract in Great Britain & Ireland Chairman 2005/06

5 Starting a new Rotaract club

Your Rotary club wants to start a new Rotaract club – so what do you need to do?

There are no hard and fast rules for starting a new Rotaract club. The following sections give some strategies that have worked, a summary of the RI guidance concerning the establishment of new Rotaract clubs and some publicity ideas. Sample letters, forms and other materials that may be helpful are given in the Appendix.

5.1 How to start a new Rotaract club – a guide

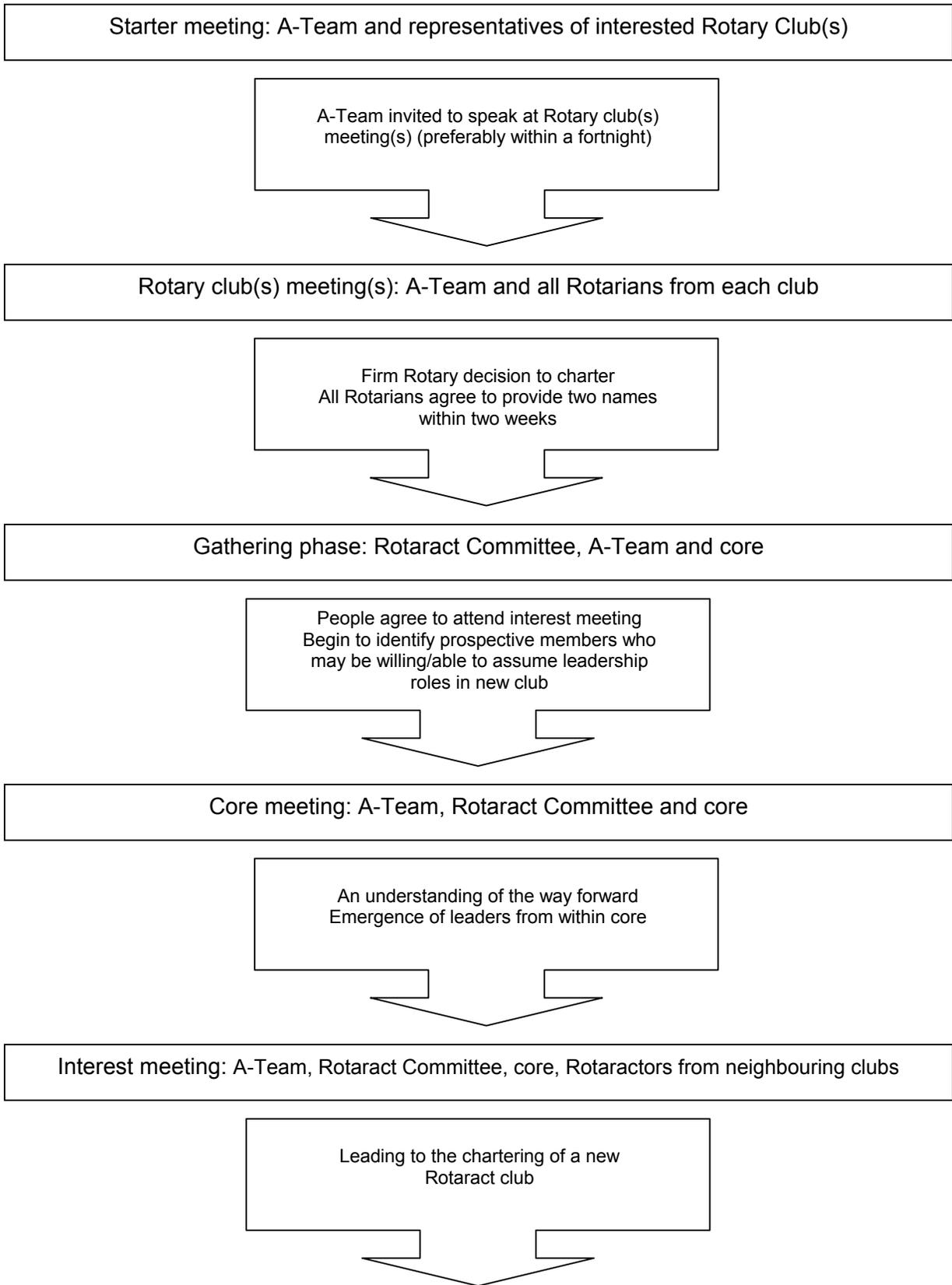
A fast-track approach should be adopted in order to encourage momentum and create a sense of urgency among the people involved. This will also stop Rotarians and potential Rotaractors from becoming disinterested, and will prevent the setting up of a new Rotaract club from 'endlessly' dominating the sponsoring Rotary club(s).

Recent discussions in GB&I indicate that new Rotaract clubs sponsored by more than one Rotary club, or sponsored in name by one Rotary club but in reality having support from several Rotary clubs in the area, have more success. In such cases, the Rotaract Committee established should have representatives from each Rotary club (their Rotaract Officers (ROs) at least).

5.1.1 A basic strategy for starting a new community-based Rotaract club

The plan for starting a new community-based Rotaract club presented on the following pages is modified from 'The Fast Track Plan for Starting a New Rotaract Club' written by Rotaractors Robert Spaul and Jonathan Nish.

We recommend that an "A-Team" be created; this consists of a person/people championing the idea of starting a new Rotaract club in the area (e.g. Rotaract District Chairman, Rotaract District Membership & Publicity Officer, Rotary District Rotaract Officer)



The flow chart on the previous page is expanded below.

1. Starter meeting

- Between A-Team and at least one representative from each interested Rotary club
 - Informal setting
 - Opportunity for A-Team to lay out nuts and bolts of how to start a club
 - RGI have produced a PowerPoint Presentation to help you with this aspect of starting up a new club – every Rotaract District Chairman and District Rotaract Officer has a copy (see section 8.7), or contact the RGI Chairman for more information
- Meeting objectives:
 - Convince the Rotarians that their club(s) should sponsor a Rotaract club
 - Give an understanding of what that commitment will entail
 - Identify chairman and members of the Rotaract Committee (at least one representative from each Rotary club – the club's RO and maybe others)
 - Identify any potential 'core', that is, young people known to the A-Team/Rotarians to be interested. Establishing a core seems to be critical: it is easier to start a club if there are two or more 18–30 year olds interested who can then publicise to friends and colleagues

2. Rotary club(s) meeting(s)

- The A-Team (and any core already identified) and the Rotaract Committee excite the Rotary club(s) about the concept of their OWN Rotaract club
 - A selling opportunity
 - Ideally should occur no more than two weeks after the starter meeting
 - Professional, concise and very much a 'teaser'
 - No need to detail the nuts and bolts – what is needed is to encourage 'buy in'
- Meeting objectives:
 - Convince enough of the club(s) to agree to the idea so that the Rotary Club Council can get approval to go ahead with the organisational plan
 - Undertaking from Rotarians present that they will individually support the fledgling club
- The 'sting in the tail' comes once the Rotarians present indicate their agreement: tell them that every one of them is therefore responsible for providing the Rotaract Committee with the names of at least two people aged 18–30 who will make good Rotaractors (e.g. relatives, friends, colleagues, employees) – and that it becomes their responsibility to ensure that at least one of the people becomes a member or to continue providing names until one does

3. Gathering phase

- Contact prospective members to invite them to an interest meeting (see sample letter in Section 8.4.1)
 - Carried out by Rotaract Committee (with decreasing level of assistance from the A-Team) and core
 - Other sources of potential members are: returned exchange students, former RYLA students, former Interact members, Rotary Ambassadorial Scholars, former Rotary Youth Exchange candidates, friends, family, colleagues, employees, college student bodies, Universities, church groups, etc (use sample letter in Section 8.4.1)
- Create a website for the club (see Section 8.3.1) and inform the RGI Internet Officer who will create a directory entry on the RGI website and set up a generic website link and email address for you to use on all your publicity.
- Display posters about interest meeting in public places e.g. shops, newsagents, take aways, libraries, job centres, driving schools, colleges, universities, doctor surgeries, dentists.

- Place adverts about interest meeting in local media, perhaps adverts running for 6 weeks in the run up to the interest meeting?
- Send press releases about interest meeting to local media (see Section 8.1 for an example)
- If there are Rotaract clubs nearby, the A-Team should visit the club to stress that a new Rotaract club is **not** a threat, and will in fact raise Rotaract's profile and is likely to bring more members into neighbouring clubs. Get them involved, invite them to the interest meeting, ask them to plan joint activities for the new club members to attend after the interest meeting
- Aim to hold the interest meeting no more than two weeks after the Rotary Club Council gives its approval

4. Core meeting

- Opportunity for the A-Team, Rotaract Committee and core to get to know each other and plan logistics of interest meeting and following activities
 - Informal and social; normally held at someone's home
 - Should take place one week prior to the interest meeting
- Meeting objectives
 - Get to know each other better
 - Plan agenda for interest meeting and assign responsibilities for:
 - Setting up the meeting venue
 - Snacks and drinks
 - Welcoming prospective members
 - Reminders to prospective members about the meeting
 - Collecting contact details of those who attend
 - Decide on a regular meeting venue for the club. The venue for meetings must be appropriate for the purpose of meeting (i.e. easy to get to, quiet, parking, etc.) and must also be *attractive* to young people. Remember that first impressions count, if the venue is not appealing it is less likely that potential members will return.

5. Interest meeting

- Gathering of all interested prospective members to learn more about the idea of Rotaract
 - Normally held at a well-known central community location that is *attractive* to young people, maybe the proposed club meeting venue
 - Relaxed and social, with a structured part where the Rotaract Committee, A-Team, current Rotaractors from neighbouring clubs and even members of the core sell the concept of Rotaract
- Meeting objectives:
 - Introduce prospective members to Rotaract and get them excited
 - Obtain 'buy-in' on their part by having them agree to begin sourcing new potential members immediately
- See Section 8.4.5 for a structure of an interest meeting and proposed agenda and games.

6. Further activities

- The core and potential members recruited from the interest evening should now be left to get the club's activities underway
 - The club should be encouraged to have a full programme of activities right from the start:
 - Social and sporting events
 - Involvement with local community events and projects (e.g. through their sponsoring Rotary club(s) with activities such as running BBQs at village fetes)
- Ask neighbouring Rotaract clubs to invite new club to events, socials, etc

- The Rotaract Committee should meet the new Rotaractors as often as is needed to establish their own twice-monthly format immediately and help to organise their club
- The new Rotaractors should be provided with guidance regarding the structure of Rotary and the opportunities afforded by a Rotary connection
- They should be assured that they will have:
 - Support of the sponsoring Rotary club(s) as needed, and in particular the Rotaract Committee
 - Access to ongoing Rotarian guidance to help them focus on the community service and professional development parts of Rotaract as well as to follow Rotary’s organisational rules

The new Rotaractors should be invited to regular Rotary meetings to help them learn about Rotary’s traditions, accomplishments, and role in the community

Checklist

- Starter meeting
- Identify Rotaract Officers (ROs) from each club
- Identify any core
- Rotary club(s) meeting(s)
- All Rotarians give two suitable names to their RO
- Set venue and date for interest meeting
- Create website and notify RGBI to create Interest Group listing on RGBI Website
- Print posters, flyers, leaflets, etc
- Invite names given by Rotarians to interest meeting
- Write to names from other sources (former Interactors, RYLA candidates, Ambassadorial Scholars, Venture Scouts, etc)
- Display posters
- Place adverts in local newspapers, radio, etc
- Send press release to local newspapers, radio, etc
- Get neighbouring Rotaract clubs involved
- Core meeting
- Assign responsibilities for interest meeting
- Decide on regular meeting venue
- Interest meeting
- Plan future activities

5.1.2 *New university-based Rotaract clubs*

There has been a certain degree of success with the formation of university-based Rotaract clubs in GB&I in the past year. Initially the full support of a sponsoring Rotary club(s) must be secured in order to provide a sound base for the nurturing of a new Rotaract club.

The opportunity to have a Rotaract Club in every University in GB&I stems from the idea that there is a special community of thousands of young people of precisely Rotaract age who are drawn together in huge social units for up to three years. Young people are strangers to each other, but want to make friends, mix with others and broaden their experiences. Some will undoubtedly have come from communities or families where Rotary is well known.

Clearly they differ from community-based Rotaract clubs, in that they are all students and therefore not wage earners and the vast majority are living away from home. They are also there for an important period of study. The other difference is term breaks, for example for 3 months in the summer the club will not meet as students go home during this period. This can be a problem and must be addressed to avoid the situation of the club crumbling and not continuing into the new academic year. Two suggestions to avoid this is to make the club a cyber club during this period, where members have online meetings in place of their normal meetings, or make the club a dual community- and university-based club by getting people from the community (not students) to join the club too.

So what will they be looking for? Everyone who works hard needs to relax and refresh, add to that the quest for friendship and helping others. Being at University provides an excellent social life so we need to show that not only is Rotaract good fun and has a great social side but also the charity and community aspects. This will set Rotaract apart from all the other social clubs!

Another aspect to get across is the professional development side of things. Rotaract is a great arena to practice public speaking, learn organisation skills, tact and diplomacy, and these are the qualities employers will look for and can potentially set Rotaractors apart from all other job applicants.

Having attracted these young people into a fun and friendly atmosphere you can introduce them to the more serious side of our caring work, by including them in Rotary work within the town or city where they are based.

5.1.2.1 *Getting Started*

The ***Rotaract Handbook*** (see page 6) provides guidance on setting up university-based Rotaract clubs. Those who wish to organise a university-based Rotaract club need to work closely with the university administration, explaining the purpose and goals of both Rotary and Rotaract. If it is determined by university administrators and the Rotaract club organisers that a university-based club would be mutually beneficial, then the Rotaract club organisers need to find a member of the faculty to serve as an advisor to the club.

An example of setting up a university-based club follows, with the procedures taken in order that the club could progress.

1. Identify Rotarians and any Rotaractors who will work together as a team.
2. Identify and contact University officers who can be used to assist the project and book a stand at the University Fresher's Fair that takes place at the start of the Academic year usually towards the end of September to early October.
3. Work on the creation of a very attractive display board presentation of Rotaract to publicise the new club within the University, usually at the Fresher's Fair.
4. If there are Rotaract clubs in your district, approach them to help man the stand or ensure enthusiastic Rotarians are able to help, perhaps past Rotaractors themselves?
5. Request Rotaract leaflets from RGBI to hand out to interested people. RGBI can also provide you with electronic copies of a leaflet designed specifically for new clubs that you can get printed. Ensure all handouts include the date, time and place of first meeting.
6. Request a copy of the RGBI PowerPoint Presentation to use on the stand as a continuous show – it looks good and shows more pictures of Rotaract in activity.
7. Agree a date of the first interest meeting and book a suitable venue. Do prepare for this meeting, a suggested agenda is in Section 8.4.5
8. After your Fresher's Fair a reminder email or text should be sent to all interested people at least 2 days before the interest meeting reminding them of the date, time and venue to increase the chances of them attending!
9. Hopefully there will be a reasonable turnout at the first meeting, which needs to be run by either by Rotaractors from a local club or an enthusiastic Rotarian (perhaps a past Rotaractor). A couple of representatives from the sponsoring Rotary Club should also be present, but do ensure that Rotarians do not overwhelm the meeting.
10. During the first meeting arrange the second meeting, ensuring that all those present are available. It must be a suitable date for interested members not for Rotarians.
11. At the second meeting, form a steering committee of the very enthusiastic potential members, to include the Rotary Officer(s) from the sponsoring Rotary club(s). The steering committee is responsible for arranging meetings and events in the interim period before club officers are elected and the club is chartered.
12. Once the club is established, the Fresher's Fair needs to be run every year to replace those who have left or the club will not exist for long!

5.1.2.2 *General Advice*

There has been one case in a district where a University has refused to co-operate with the set-up of a new Rotaract club due to the age limits of Rotaract. They were quoted saying that limiting membership of Rotaract to people aged 18 to 30 was age discrimination. If you have the same problem, here are some suggestions:

1. If you have already collected contact information of interested people, drop them an email or call them inviting them to an interest meeting that is being held outside of the University and make the club a community based club that just happens to be made up of University students to start with. This will actually give you a large membership base anyway.
2. Remember, the way to get a University “on side” is to sell to them the personal development opportunities you are providing for their students, a fantastic subject to promote the university with. Another good selling point is that the work Rotaractors do gets very good publicity in local press, by having a club based on campus, they will automatically be included in this publicity, which reflects very nicely on the University.

5.1.2.3 *The Freshers Fair*

This is **the** most important event of the project and usually takes place between 10.00am and 4.00pm. It is clearly important that those manning the stand should make the most of this opportunity. It will be important to show that you are well prepared and organised, as many university societies are not.

As well as explaining the purpose and opportunities of Rotaract, every attempt should be made to secure the names and contact details of all those who show interest, and it is also useful to “star”, those whose interest seems outstanding. Example contact and information sheets are in Section 8.4.6

Ensure that you have enough material to handout to those interested, these should be professionally printed in colour as this is more attractive than black and white.

It is also very important that your stand looks different and has large photos on it; small ones can't be seen and will not attract people to find out more. Avoid using lots of writing, keep text short and make it large enough to be read from a distance.

Use the RGBI PowerPoint Presentation on loop on the stand, it runs to music and will attract people over to find out what the noise is about. It also shows what Rotaract does in practice.

Ensure that helpers are stood in front (but to the side so photos can be seen) of your stand talking to people as they walk past. A gimmick is always a good thing to have at University Fresher's Fairs, why not hand out free sweets to everyone who comes to talk to you?

Ensure that helpers know about Rotaract so when they are asked questions they can be of assistance. The most important quality of a helper is to be passionate and enthusiastic about Rotaract.

Finally, you will need to be memorable, students will be given a lot of information from many societies, and so what makes your information look different?

5.2 RI requirements/guidance

Rotary International's requirements and guidance for setting up a new Rotaract club are given in its publication **Rotaract Handbook** (ref no 562-EN) which may be downloaded from the RI website at www.rotary.org/newsroom/downloadcenter/programs/rotaract.html or obtained as hard copy from the RIBI Secretariat (see Section 8.8). The **Rotaract Handbook** is an excellent resource, but by necessity tries to be all things to all people and therefore its suggestions are not always relevant to the situation in GB&I. The guidance can be summarised as follows.

- There are two types of Rotaract clubs: community-based and university-based.
- The handbook recommends that Rotarians work closely with current and past Rotaractors when setting up a new Rotaract club.
- RGBI suggests that joint sponsorship of new Rotaract clubs by two or more Rotary clubs could be examined as recent success has been seen with this format. Another alternative is to have one Rotary club sponsoring a new Rotaract club, with support from other Rotary clubs in the area. However the **Rotaract Handbook** wording implies that RI isn't so keen ("circumstances must be such that the organisation of separate Rotaract clubs, each sponsored by a single Rotary club, would create an artificial division of what is essentially a single body of young adults"). The important point is that if two or more Rotary clubs sponsor a Rotaract club, a joint Rotaract Committee must be created with representation from each sponsoring Rotary club.
- The **Rotaract Handbook** makes recommendations for sources of new members, ideas for a first 'informational' meeting, and for the first few formal meetings of those interested (all of which are covered in this Extension Manual).
- Article IV of the Standard Rotaract Club Constitution (given in the **Rotaract Handbook** and also separately downloadable from the RI website) says that membership is open to "young men and women of good character and leadership potential between the ages of 18 and 30* (*on 30 June of the Rotaract year in which a member becomes 30 years old his/her Rotaract membership will end)".
- There are no requirements for the number of meetings to be held prior to a Rotaract club's official certification, although clubs will need to identify and elect at least a president, vice-president, treasurer and secretary, discuss and establish club subscriptions, and determine a place and time for twice-monthly club meetings.
- To charter a club, RI and RGBI recommend (but do not require) that there be a minimum of 15 members. (Although, note that the average membership of Rotaract clubs in GB&I is currently estimated to be 12.) The club must adopt the Standard Rotaract Club Constitution as given in the **Rotaract Handbook**. The Rotaract Club Organisation List (in the **Rotaract Handbook**) must be completed with the members' details, signed by the sponsoring Rotary club(s) president(s) and the Rotary District Governor and sent to RIBI Secretariat (see Section 8.8) with a cheque for £35. **This is a very important step**, and should be completed even when a club of the same name has existed before. Until this form is received, RGBI and RIBI do not know that the club exists! On receipt of the completed Organisation List, RIBI will send you a charter certificate, an RGBI Directory and other materials.

- The **Rotaract Handbook** recommends the club has an inaugural ceremony with all the important people invited (any excuse for a party!).

5.3 Cost

Obviously setting up a new Rotaract club costs money! Items that will need to be budgeted for include publicity materials and room hire for an interest meeting or other activity (maybe including a light buffet or snacks, and drinks).

Some money will be needed to cover initial expenses such as meeting venue hire, other administrative costs, regalia and publicity materials. It is impossible to put an accurate figure on start-up costs, it has been known to cost as little as £200. When professional publicity material is produced, costs have risen to £800.

Once the club has begun to meet regularly, and the number of members increases, the club must be self-funded through subscriptions. **There are no ongoing financial commitments required of the sponsoring Rotary club(s).**

5.4 Re-launching existing Rotaract clubs

Existing Rotaract clubs which are struggling are recommended to read the RGI guide 'Kickstart Your Rotaract Club' for ideas and suggestions on getting going again. This guide is available on the RGI website.

5.5 Ideas for publicising new clubs

The ideas listed below have been compiled from Rotaractors and Rotarians in GB&I. The list is not exhaustive and is intended to show how many ways there are to publicise a new Rotaract club. If you come up with more ideas, please tell us so they can be added to the list!

Word of mouth

Despite all of the poster campaigns, leaflet drops, advertisements, local media presentations, etc, the most successful way of attracting members to Rotaract is by telling them about it. Forget the notion that Rotaract is a club of 'sad' people who do not have lives, and show everyone the good that can come from being a member of this international organisation. Tell people about the activities and pursuits they can enjoy through Rotaract, the help they can give to their local and international community, the monies that they can raise, the fact that by being in Rotaract/Rotary **you** truly have made a difference, and most of all the fun that we all have doing it!

Talk to everyone you know, ask them if they have children, grandchildren, friends, neighbours, work colleagues/employees etc. who are of the age 18–30. Make certain that they are passing on word of Rotaract and furthermore ensure that they are aware of Rotaract and its many qualities. RIBI sells credit card-sized "What is Rotaract?" cards that can easily be carried in wallets and given out to back the message up and provide contact details for the Rotaract club.

Don't forget all those young people whose lives have been "touched by Rotary" – RYLA candidates, Ambassadorial Scholars (incoming and outgoing), past GSE Team members, anyone your Rotary clubs has given money to, schools/colleges that have taken part in any of

your youth activities programmes (target the school leavers who are coming up to 18, and remember that they have older brothers and sisters).

Local employers

Letters/approach to local employers (see sample letter in Section 8.4.2) may bring members. Obtain possible names from directories such as yellow pages, Thomson, or via chambers of commerce/business clubs. Try banks, schools, supermarkets, larger shops, council offices, insurance companies and hospitals or any other large employer.

Posters in public places

Posters work, they can catch the eye of so many people. There are however certain things to remember such as current contact names and numbers on posters. There is little worse than losing a potential member because the contact has changed their phone number or the website has been changed.

Consider placing posters in the following areas:

- Leisure centres and gyms
- Dentists/doctors/medical centres
- Libraries
- Community centres and village halls
- Universities
- Takeaways
- Sixth forms and Colleges
- Shops and supermarkets
- Adult education centres
- News Agents
- Cinemas/Theatres
- Job Centres
- Driving Schools
- Volunteer Bureaus
- Places of worship
- Rotaractors', members of Inner Wheel and Rotarians' workplaces
- Hair Dressers
- Youth Group notice boards

Websites

The internet is now a major source of communication world wide. Any Rotaract club that strives to be successful must have a website of some sort, be it a one-page poster, or a full blown interactive service! All Rotaract clubs and districts are eligible for a redirection URL of www.rotaract.org.uk/club_name and redirection e-mail address of club_name@rotaract.org.uk. These addresses redirect to your website/e-mail address. The advantage of using these on publicity material, is that if your web host or e-mail address changes, you simply need to ask the RGBI Internet Officer to redirect the Rotaract URL/e-mail and your publicity material does not need to be changed.

Ask for links to your club's website from other useful/relevant/interesting websites e.g. town council's website, local what's on guide's etc, and use keywords that will direct surfing traffic to the website.

(For guidance on websites see Section 8.3)

Flyers/leaflets

These can work, when used in the correct environment, but the rate of return is usually low.

- Delivering door-to-door will probably result in a lot of wastage, as it is always hit and miss as to whether or not the area selected is of appropriate age range. Though maybe consider targeting new estates for those people new to the area. To give an idea of the rate of return, a door-to-door delivery of 10,000 leaflets in Chippenham in October 2004 has had a response rate of four.

- Pay for insertion in local free paper
- Hand out at rush hour in commuter town rail/bus stations
- Leave in various waiting rooms (doctors/dentists etc)
- Use in direct targeting campaigns as mentioned above (writing to individuals)

Local newspapers and radio

A tremendous source of free advertising for your new Rotaract club. Hopefully the local press and radio stations will willingly run a piece about the formation of a new club as it is good, interesting news. For advice on writing press releases, see Section 8.1. Local press could also be invited along to the interest meeting to find out more. One of the members recently recruited to a new Rotaract club was the local newspaper reporter who came along to cover the club's interest evening!

Get your club listed in as many free publications as possible, they are out there and people do read them e.g. What's on Guide.

You can also pay to advertise, but try for reduced rates by highlighting the various causes that the club stands for. It is usually more cost effective in terms of return when you run an advert for 6 consecutive weeks or 6 adverts in a 12-week period.

Phone numbers

Many clubs these days have purchased 'club mobile phones' that are looked after by the membership officer. This means that all publicity materials contain one number and do not become outdated every year as the phone can be forwarded to the next membership officer at the start of the new year.

Write to individuals

Write directly to local individuals within the Rotaract age range. Use the electoral role as a source (although recent legislation changes means people may now elect not to appear on the electoral role that is available to the public, so is not longer a full listing of people), or alternatively many web-based market research companies will sell lists of people within an area that meet certain criteria, thus enabling targeted mailing.

(A sample letter is shown in Section 8.4.1)

Other ideas

There are so many good ideas out there, here are some of the others that have been suggested:

- Link with like-minded organisations to position Rotaract in the minds of their members (e.g. scouts, guides, cadets, Timebank, etc)
- Business cards – easy to hand out, leave on shop counters
- Coasters – as beer mats in pubs or coffee mats in the office
- PowerPoint presentations or screensavers that run continuously in the window of a shop selling PCs (RGBI has a general freestanding presentation that can be adapted for club and district use)
- Postcards:
 - Send to groups/individuals
 - Use to advertise in shop windows
- Display boards in:
 - Leisure centres

- Libraries
- Empty shop windows
- Sixth forms, colleges and universities
- Bookmarks – ask libraries and book shops to distribute
- Presentations to interested groups:
 - Venture scouts
 - Ranger guides
 - Students
 - Junior chambers of commerce
- Intranet/message boards at Rotaractors' and Rotarians' work places
- 'Welcome packs' to the area to be given out by employers and estate/letting agents
- Adverts on buses
- Sponsor a roundabout
- Rotaract leaflets specifically tailored to youths involved in Rotary projects:
 - RYLA
 - GSE
 - Youth Exchange
 - Interact
 - Youth Speaks/Makes Music/Chef
- Banners

6 Use of Service Projects to launch a new club

Rotaract often sells the social side of the organisation before even mentioning the service side. We need to promote the service aspect of Rotaract too as often people are looking for something different and not a social life (they may already have this). Think of ways in which you can do this - what kind of projects, where to advertise these projects and what you can do during the projects to get people to come back and join the club?

The initial 5 members of Bournemouth Rotaract Club decided to organise a project before they were chartered. It was simple project, organising a promotional event for a group called Vita Nova. Vita Nova performed plays about addiction to local schools and youth groups but were looking for additional funding to allow them to continue this project. Bournemouth Rotaract Club arranged a performance of their first play at a local hotel and invited the Mayors of Bournemouth, Poole and Christchurch, as well as other councillors, local businesses, doctors etc to the event.

A staggering number of people turned up, some of which were between the ages of 18 and 30, and were all handed information about Vita Nova and Rotaract. As a result Vita Nova gained new sponsorship and Bournemouth Rotaract got some great publicity in the local press and gained 10 members from the project. This was enough to get the club chartered.

The RGBI website contains a project library which is a good source of ideas for potential projects. Remember for this to work the project has to be relatively simple to organise, have a good impact on the local community and gain great publicity.

7 Establishing the club

So you have some people interested...what next?

7.1 Jargon (what does it all mean?)

Club meetings

Meetings vary from club to club, but most meetings take the following form: in the first half the president asks for reports from each club council member to establish the club's future activities. This will include future social, community and professional development events and any other business. The second half may be a speaker, project planning, a team building challenge or simply a drink at the bar.

Club council

These are members of the club who have volunteered to be responsible for co-ordinating a certain element of Rotaract (e.g. social, community, professional development). They are voted in by the club in March/April each year for the year 1 July to 30 June. The council may meet prior to each club meeting or at other times to discuss the club activity in detail. This is not a closed shop, but enables the club meetings to remain as brief as possible. (See later descriptions of each position on club council.)

Sub-Committees

Some clubs have sub-committees, made up of the remaining members of the club to give support to the club council members. This provides everyone with the opportunity to be involved.

Subscriptions

These are paid by each member of the club on an annual basis to cover the administration of operating the club. In GB&I, subscriptions tend to be £15–30 a year.

District

This is a designated area that includes several clubs. Rotaract in Great Britain & Ireland (RGBI) is made up of 29 districts.

District executive

This is made up of Rotaractors who fulfil the same role as the club council but at a district level. It is chaired by the Rotaract District Chairman.

District meetings

Most districts hold a quarterly meeting. This is similar to a club meeting but for all members of the district, and a chance for everyone to meet.

Conferences (district or RGBI)

An opportunity to pull everything about Rotaract together. Usually takes the form of a long weekend. A fantastic opportunity to find out all about Rotaract in one weekend, with a selection of speakers, business sessions, professional development activities, entertainment, discos and gala dinner. A weekend not to be missed.

Rotary family

This is a term used to unite all the organisations involved within Rotary International. They include Rotaract, Rotary, Interact (14–18 years), and Inner Wheel (female relatives of Rotarians and ex-Rotaractors).

Sergeant at arms

Some clubs have a sergeant at arms: a designated member of the club who fines people for their loose change. The fines can be anything from a slip of the tongue to dish the dirt.

Club regalia (gongs!)

A piece of jewellery that is worn by the President/Vice President and usually includes the Rotaract logo. The President's regalia will include name bars of all the past club presidents, and thus regalia are the history of each club.

Trust/trustees

Sometimes reference is made to the above if the club has registered as a charity.

Club charter

This is awarded to each new club and is confirmation that the club is part of the Rotary International organisation.

'Sponsoring' Rotary club(s)

This is the Rotary club or clubs that have helped to form the charter of the Rotaract club and are responsible for overseeing the Rotaract club's activities.

Club council positions – what are they and what do they do?

President

Runs the club for a period of a year from 1 July to 30 June and ensures that the club council members are working to achieve their aims for the benefit of the club and its members. They co-ordinate the club's activity. The President should stimulate teamwork, good communication, enthusiasm and motivation, to encourage members to participate and further their own personal development, help the local and international community, and have FUN!

Vice President

Plays a supportive role to the President. This position is generally regarded as a valuable opportunity for someone to 'learn the ropes', prior to becoming President the following year.

Treasurer

Keeps a close check on the club accounts and ensures accounting practices are adhered to. Account balances are provided on a regular basis. They will also look after the income and expenditure that relate to any event, and will probably be responsible for getting floats. Each year the club accounts must be audited by a chartered accountant. (Tip – ask within your Rotaract and sponsoring Rotary club(s) if they have a chartered accountant amongst their members.)

Secretary

Plays a fundamental role in recording the club's activity and all decisions made in order to create minutes of each meeting. A copy of the minutes must go to the sponsoring Rotary club(s).

Community Officer

This club member organises the club's involvement with the community and is often responsible for the club's fund raising activities. This may involve organising the club to do some gardening, attendance at a car boot sale, organising an OAPs Christmas dinner or motivating the club to do

a sponsored walk. Basically they co-ordinate the wishes of club members when they relate to helping the local community or raising funds for charity.

Sports & Social Officer

Co-ordinator of the club's entertainment diary, whether this is within the club or across the district. The list of social events is endless and varied: from gala dinners and discos to quiz nights and barn dances, not to mention mountaineering and walking, to cinema trips and theatre visits. Not forgetting pub nights and day trips, scuba diving and go karting.

Professional Development/Vocational Officer

Principally the role focuses on our individual development and provides plenty of scope for interesting and thought provoking events to be arranged. They are also responsible for finding speakers for club meetings on subjects of interest to club members.

International Officer

As an international organisation it is essential that someone provides the club with a broader look at our environment and the world in which we live. Whilst we strive to establish links abroad, this role provides the opportunity to co-ordinate the club's involvement with international projects.

Membership & Publicity Officer

Responsibilities involve the way in which the club communicates with you, or a target audience, and how effective the club is at attracting new members to join. This has become one of the most important roles in a Rotaract club. The role may include responsibility for producing various promotional literature, maintaining the club website or making a display board. They may also be responsible for getting the club local media publicity.

Rotaract Officer

Rotarians from our sponsoring Rotary club(s). Rotaract Officers are the main point of liaison between the Rotaract club and sponsoring Rotary club(s) and attend Rotaract meetings. RI requirements are one meeting per month but RGBI considers it good practice to have one or more Rotarians present at every meeting; this doesn't have to be the Rotaract Officer(s) as it could be done on a rota, allowing all Rotarians in the club to have the opportunity to visit Rotaract. It is essential to establish close links between Rotaract and Rotary clubs.

7.2 Charter night

A new Rotaract Club can be chartered once there are enough potential members (15 is the recommended minimum, although note that the average size of clubs in RGBI is estimated to be only 12 members, but there is an increasing number of clubs with 20+ members).

The charter night should be a formal function and is normally but not necessarily held at the regular meeting venue. All members should be present, together with Rotarians and their partners from the sponsoring Rotary club(s). The Rotary DG, the Rotaract DC and Rotaractors from neighbouring clubs could also be invited and you could consider inviting members of the media. The meeting could include a speech by the DG; formal induction of members and presentation of their Rotaract pins; "official" handover of the Charter from the DG/Rotary President(s) to the Rotaract Committee and new members; and group photographs.

7.3 Membership ceremonies

Most Rotaract clubs have a requirement to be fulfilled before a visitor can become a member. For some it is attendance at a couple of meetings, a social event and a community event. Others ask visitors to apply for membership and it is discussed and approved or rejected by the club council.

Whatever a club decides, it is nice to make a 'ceremony' of making a new member, rather than just saying 'you're in'. A new club's first members are inducted at the charter night – a special occasion in itself. But for subsequent new members you could, for example, present them with a certificate (see example in Section 8.4.8) and a Rotaract pin.

Asking new members to complete an application form (see example in Section 8.4.7) is a good idea. This helps the club to collect data on how the person heard about Rotaract, and can also be used to help track down former members for the club's future big anniversaries.

Each time a new member joins; the club members should be issued with an updated member list containing members' addresses, telephone numbers, e-mail addresses and birthdays.

6.4 Data protection

The Data Protection Act 1998 and the Data Protection Acts 1998 and 2003 set out data protection responsibilities in the UK and Ireland, respectively. Under these Acts, organisations that process personal data (i.e. obtain, record, hold or carry out operations upon data which relate to a living individual who can be identified by that data) must comply with certain provisions, including registering as a Data Controller with the Information Commissioner (UK) or Data Protection Commissioner (Ireland) in certain cases.

7.3.1 Data Protection and Rotaract in the United Kingdom

RGBI has established that it does not need to notify [register] as a Data Controller with the Information Commissioner in the UK under the provisions of the Data Protection Act 1998 as it is exempt as a not-for-profit organisation. This exemption applies if:

Your processing is only:

- For the purposes of establishing or maintaining membership or support for a body or association not established or conducted for profit, or providing or administering activities for individuals who are either members of the body or association or have regular contact with it.

Your data subjects are restricted to:

- Any person the processing of whose personal data is necessary for this exempt purpose (examples are: past, existing or prospective members or those who have regular contact with the organisation).

Your data classes are restricted to:

- Data which are necessary for this exempt purpose (examples are: names, addresses, identifiers or eligibility for membership).

Your disclosures other than those made with the consent of the data subjects are restricted to:

- Those third parties which are necessary for this exempt purpose

Retention of the data:

- The personal data is not kept after the relationship between you and the data subject ends, unless and for so long as it is necessary to do so for the exempt purpose

All Rotaract districts in GB&I and all Rotaract clubs in the UK are legal entities and therefore must establish for themselves if they need to register as a Data Controller under the Act. A self-assessment guide is available in the Data Protection section at www.informationcommissioner.gov.uk.

Even if districts and clubs in the UK do not need to notify as a Data Controller, they, along with RGBI, still need to comply with the eight data protection principles:

Data must be:

1. Fairly and lawfully processed
2. Processed for limited purposes
3. Adequate, relevant and not excessive
4. Accurate
5. Not kept for longer than is necessary
6. Processed in line with your rights
7. Secure; and,
8. Not transferred to countries without adequate protection.

7.3.2 *Data Protection and Rotaract in the Republic of Ireland*

RGBI has established that it does not need to register as a Data Controller with the Data Protection Commissioner in Ireland under the provisions of the Data Protection Acts 1998 and 2003.

District 1160 and Rotaract clubs in D1160 are legal entities and therefore must establish for themselves if they need to register as a Data Controller under the Acts. Looking at the provisions this is unlikely, but the district and clubs should confirm this for themselves (go to www.dataprivacy.ie for more details).

However, RGBI, District 1160 and Rotaract clubs in the Republic of Ireland still have eight legal responsibilities under the Acts, as follows:

You must:

1. Obtain and process the information fairly.
2. Keep it only for one or more specified and lawful purposes.
3. Process it only in ways compatible with the purposes for which it was given to you initially.
4. Keep it safe and secure.
5. Keep it accurate and up-to-date.
6. Ensure that it is adequate, relevant and not excessive.
7. Retain it no longer than is necessary for the specified purpose or purposes.
8. Give a copy of his/her personal data to any individual, on request.

7.4 Insurance

RIBI arranges a public liability insurance policy each year to indemnify Rotary, Rotaract and Interact clubs, their members and helpers in respect of their legal liability for claims made against them for injury to persons or damage to property arising out of their activities. More details of this are available in a booklet called *Insurance and the Rotary Club*, which may be obtained from the RIBI Secretariat for a small charge. There is also a policy covering loss, damage or theft of regalia. Note that there is no personal accident cover. If you require a copy of the insurance document please contact the RGBI Treasurer

7.5 Protection of children & vulnerable adults

Legislation and regulations require organisations working with children and vulnerable adults to have a formal protection policy. RGBI is currently (November 2005) working on a policy that will be suitable for Rotaract clubs to adopt. It is hoped this will be completed by February 2006. It is recommended that you approach the Rotary District Protection Officer for advice if your new Rotaract club will be working with children and/or vulnerable adults in service projects. Contact details for Rotary District Protection Officers are available from the RIBI Secretariat (see Section 8.8).

7.6 Being part of RGI

All Rotaract clubs are part of their district, and each of the 29 districts in GB&I is part of the “Multi-District Information Organisation” Rotaract in Great Britain & Ireland. The RGI Council comprises the District Chairman of the 29 districts together with RGI Officers (RGI Chairman, Vice Chairman, Treasurer, Secretary, etc). The Council meets five times a year and is in regular contact by e-mail so that information is communicated throughout the organisation to benefit all members. The RGI Guidelines [Constitution] are available via the RGI website (www.rotaract.org.uk).

RGI produces a Rotaract Directory of all clubs, which is sent to all Rotaract clubs, District Chairmen, District Rotaract Officers and Rotary District Governors each year. It is very important that clubs return their details each year when asked so that the Directory is up to date. A complete list of all Rotaract clubs is also kept on the RGI website (www.rotaract.org.uk).

The RGI website contains a directory of all clubs, news and events, a library of publicly materials, ideas for club projects (new for November 2005) and many other features.

RGI also has a mobile enquiry line (07780 840686/+44 7780 840686 in IRE) which you can put on publicity material for people who want to know about Rotaract outside your area. Enquiries to this number are forwarded on to clubs.

RGI mailing list

The RGI mailing list is used for distributing information of interest to Rotaractors across GB&I. Your e-mail address is not revealed to any of the other members of the list unless you send a message, and you are not made susceptible to spam or junk mail by joining the list. Applications to join and messages posted are moderated, and attachments are not allowed to avoid the spread of viruses. You can join this mailing list via the RGI website.

Acceptable use of the RGI mailing list

The following terms and conditions of use of the mailing list apply:

1. The list is intended for communication of events, announcements and ideas relating to Rotaract in Great Britain and Ireland. It is legitimate for subscribers to post questions on Rotaract to the list, but responses from other subscribers should be made offline, directly to the person who submitted the question.
2. The list is not to be used for personal campaigns, nor for circulation of jokes, and subscribers are reminded not to submit any abusive emails.
3. The list is open to all Rotaractors in GB&I. Abusers will be removed by the list owner, the RGI Internet Officer or other nominated persons.
4. All subscribers can change their preferences to Daily Digest or Web Only if they so choose.

Rotaractnet mailing list

Rotaractors interested in international Rotaract matters might be interested in joining the rotaractnet mailing list. This mailing list has over 1500 members in over 100 countries. The list receives an average of 5-6 e-mails a day, so members may prefer to subscribe to the Daily Digest option (sends all messages for that day in a single e-mail). To join this list, go to: <http://groups.yahoo.com/group/rotaractnet/>

Other mailing lists in RGBI

Please note that there are three other mailing lists in RGBI:

- RGBI Exec for the RGBI exec team
- RGBI Council for the RGBI exec team and the District Chairmen (or district contacts)
- RGBI-Rotary for the RGBI exec team and the District Rotaract Officers (Rotarians)
- RGBI Clubs, a special mailing list used when it is important to communicate information directly to clubs rather than the usual method through DC's

All RGBI exec members, District Chairmen and District Rotaract Officers and clubs are automatically joined to their respective list at the start of the year. Please contact the RGBI Internet Officer if you:

- Are a District Chairman/district contact and are not subscribed;
- Want to send a message to the Exec, Council or District Rotaract Officers;
- Have any other questions about the mailing lists.

8 Appendix

8.1 How to write a press release

For any publicity campaign, the media – in all its forms – is your biggest target. It can be your biggest ally but journalists can't make news where no news exists. Nor can you prevent them from covering unwelcome stories or writing negative pieces, although considering Rotaract's public profile we can rarely say that there is such a thing as bad publicity.

Before you write a press release (or telephone a journalist) ask yourself the following questions:

- Is this news?
- Is this a story?
- Why would a journalist be interested?
- Is this a news story in the sense that it says something new, different or controversial?
- Is it an informational piece and of interest as background?
- Is it a feature?
- Is there a famous or infamous person or group involved?
- Is it about children, animals or the elderly?
- Is it about a general mainstream issue or is it about a minority issue which will have popular appeal?

Once you are clear about these questions, you are ready to compose your press release.

Writing a press release

1. When outlining your press release bear the following points in mind:
 - Keep to less than two pages.
 - Keep paragraphs together on the same sheet.
 - Use punchy titles which describe what's in the press release.
 - Always date the press release.
 - Use quotes to give opinions and impressions and always attribute them to a specific person.
 - Only use adjectives such as 'marvellous', 'exciting' and 'fantastic' within a quote.
 - Do not overuse the word 'exclusive' and remember that things are rarely unique.
2. A press release should be:
 - Typed.
 - On Rotaract headed paper.
 - On a single side (unless absolutely necessary).
 - In a 'sensible' font, such as Arial, Times New Roman or Courier.
 - Set with wide margins and large white space between paragraphs.
3. Should you need to use a second page ensure you put:
 - "...more" at the bottom of the first page.
 - "– Ends –" at the end of the release.
 - Page numbers on each sheet.
4. Press releases should:
 - Give details of the 5 Ws: **Who, What, Where, When, Why.**

- Be clearly written using short sentences and paragraphs.
- Use easy language.
- Be concise, specific and factual.
- Be checked for grammar and spelling mistakes especially any names.

It is not advisable to use jargon or abbreviations in the press release. Should you have no alternative, ensure that the terms are explained to the reader at their first occurrence.

5. Whilst the main body of the press release will tell the story, the provision of additional information can be very helpful to the receiving journalist. Such additional information could include:
 - Details about each subject (position, age).
 - Background information on each subject (telephone number, occupation).
 - Outline address (i.e. regional area where events took place).
 - Rotaract club name.

Caution:

- Check with your subjects to see if they mind their details being divulged, especially their telephone number.
 - Remind your subjects that there may be a possibility for the press to want an interview.
6. If you are supplying photos in electronic format, check with the newspaper for the requirements e.g. format of files, resolution (usually at least 300 dpi). Avoid photos of cheque presentations; try action shots that show the money being raised rather than simply handed over.
 7. If your press release is inviting the media to an event, ensure that the following details are supplied:
 - The location of the event.
 - The date and time of the event.
 - Whether or not photograph or interview opportunities will be available.
 - Contact number (especially a mobile phone number) by which they could confirm details nearer the time.

Hints and Tips

1. It is advisable to research the following points before inundating the local papers with press releases:
 - The name of the person you need to contact at your local paper (e.g. features editor, community events editor, etc).
 - The type of articles (content, length and layout) that would interest the particular newspaper.
 - The deadlines (dates) by which articles must be received to ensure consideration/publication.
2. If possible, make personal contact with the papers by visiting their offices and introducing yourself and your club.
3. Invite the editor or a representative of the paper to speak at your club.

4. Send an events list press release regularly to your contact at the papers. On a slow news day, they might call you and ask for more information.
5. Always follow up the press release with a courtesy telephone call to the paper.
6. Take your own photographs of the event – especially if a newspaper photographer doesn't show up.
7. Remember, if an article is sent in, it might get printed but if it isn't sent, it definitely won't be!

Lack of news

What should you do if your club has nothing it considers newsworthy?

Remind yourself that simply being in Rotaract is important.

1. Write an article about the club
 - Where you meet.
 - When you meet.
 - What goes on at meetings.
 - Details about speakers or post-meeting events.
2. Improvise with an article about an event in the past with an updated flavour.
3. Write articles on the activities of each section of the club, e.g. community, social, fundraising, professional development, etc.

If you follow these guidelines, you should be able to compose a press release at least once a fortnight. If you get into a routine, it may only take 5–10 minutes each time.

Examples

On the following pages are two examples of press releases. The first is publicising a forthcoming interest meeting and the second an article about a club's 20th anniversary celebrations.

ANYTOWN ROTARACT CLUB

PRESS RELEASE (Immediate – date)

Subject: Anytown Rotaract Club Launch

A new Rotaract Club is coming to Anytown, and a meeting for those interested in becoming part of this worldwide organisation will take place at 8pm in The New Trendy Pub on Tuesday, April 10.

Rotaract is an opportunity to be part of a fun, dynamic and unique international organisation for people aged 18–30, offering a wide range of activities that will enable members to try something new, whilst having a great time and meeting others. Rotaract offers a wide choice of social activities, actively supports the local community, raises money for charity and gives members the opportunity to develop personal skills and gain new life experiences in Great Britain & Ireland, and abroad.

A Rotaract club’s activities are decided by its own members. Anytown Rotaract Club is ideal both for people who have just moved to Anytown and are looking to make new friends and for those who have lived in the area a while and are looking to expand the group of people they know.

Anytown Rotaract Club is sponsored by the Rotary Club of Anytown. There are six other Rotaract clubs in the county, Uptown and Downtown clubs being the nearest.

“People will be surprised when they come along,” said Peter Parker, the area Chairman. “Most Rotaractors are looking for something a little different to do in their spare time, often trying things they have always wanted to do. In the last few months, Rotaract clubs nearby have organised themed parties, murder mystery nights, weekends away, sports, taking part in a town carnival, you name it and Rotaract have either done it, are doing it or are organising to do it again!”

Rotaract is open to all people aged 18–30. For further information or maybe just a chat about Anytown Rotaract Club contact Jane on 01234 567891, or visit the club’s website: www.anytown-rotaract.org.uk

Notes

Rotaract was formed in 1968 by Rotary in the USA and has now spread worldwide and is still growing rapidly with approximately 125,000 members in 5,000 clubs in over 100 countries. The UK has around 130 clubs.

The organisation is based on small clubs which can vary in size from 10–30 members. The clubs revolve around four main areas of activity: social, community, international and developing new skills.

– Ends –

ANYTOWN ROTARACT CLUB
Sponsored by the Rotary Club of Anytown

PRESS RELEASE

26 September 2002

Subject: Anytown Rotaract Club celebrates 20th Anniversary

On Saturday 23 September, members of Anytown Rotaract Club past and present gathered at the Classy Hotel in Anytown to celebrate the club's 20th anniversary.

Pictured are 12 of the past Presidents of the club, including the inaugural leader Biker Boy* together with the current President (centre), Glamour Girl*, wearing the unique ceremonial chain of office hand-crafted by Rotarian Main Man*.

Also attending the event were all current members of the club together with many members of Anytown Rotary Club – including several who were responsible for the creation of the Rotaract club back in 1982.

Founded on the 26 September 1982, Anytown Rotaract Club was set up to appeal to active people aged 18–30 who wanted to make a difference in their local communities. The club has performed a wide range of activities for and with the local community, raised many thousands of pounds for local and international causes and formed many new and lasting friendships by providing a mix of community work and social and sporting events. This tradition continues today: in the last year alone, the club has raised over £1000 for local charities and has been involved in a variety of community projects including wheelchair training for children and decorating the East Side Community Centre. But it's not all work, work, work: the club is socially active too, with regular pub nights, cinema trips, meals out and parties – sometimes with other clubs in the area. The variety of events is only limited by the imagination and enthusiasm of the members.

Anytown Rotaract Club meets on the second and fourth Tuesdays of each month at the West Side Centre, Kings Road, Anytown. If you're aged 18–30 and enjoy attending social and sports events – as well as helping the local community – then this club is ideal for you. For more information call Chris on 01234 567891 or e-mail chris@anytown-rotaract.org.uk.

***Notes**

Biker Boy lived in Green Way, North Town, Anytown until the mid-eighties and now lives in Ambridge, Borssetshire with his wife Chick – who was also a founder member of the club.

Glamour Girl (28) lives in East Street, Anytown and has been a member for four years.

Main Man is a member of Anytown Rotary Club and also the founder of Man's Jewellers on Victoria Road, Anytown.

For more information, contact

Chris Archer
 Publicity Officer
 Anytown Rotaract Club
 4 East Way
 Anytown
 Tel (day): 01234 987654
 Tel (eve): 01234 567891

– Ends –

8.2 Brand statement and uses

Rotaract is an opportunity to...

...be part of a fun, dynamic and unique international organisation for people aged 18–30, offering a wide range of activities that will enable you to try something new, whilst having a great time and meeting others.

Rotaract offers a wide choice of social activities, actively supports your local community, raises money for charity and gives you the opportunity to develop your personal skills and gain new life experiences in Great Britain & Ireland, and abroad.

The above brand statement was developed by RGBI in 2001. There are many misconceptions of Rotaract both internally and externally. It is the aim of the statement to create a vision that can be aimed for and achieved by members; a statement to which personal experiences can be added. It is hoped that use of the statement will aid in establishing a common understanding amongst Rotaractors, and will help to improve awareness and understanding by the public. RGBI asks all members to use this statement as a consistent message of what Rotaract represents for its members and the communities it supports.

Why use this brand statement?

- Provides consistency across RGBI in terms of what Rotaract offers and delivers.
- Provides a clear sense of who/what Rotaract is, what Rotaract does and how Rotaractors go about doing it.
- Builds a greater awareness of Rotaract, that makes it a choice out of other organisations for membership and as a community partner.
- Reinforces the sense of added value from being a member – both emotional (feel good factor) and tangible (physical, skill/life development) benefits.
- Creates positive associations with the organisation without knowing too much.
- Nurtures loyalty, so relationships in our communities flourish.
- Encourages members to think of the bigger picture and drives innovative improvements that meet the changing demands/needs of our communities.
- As RGBI (districts or clubs) has limited resources, marketing and expenditure should be focused on effectiveness in terms of cost and consistency. A repeated message in neighbouring towns is far better than individual non-associated mixed messages.

The brand identity is the way in which an organisation is presented. This means having a clear logo, meaningful strap line, a package and a promotional activity that identifies a strong brand. Rotaract has an effective logo and using an overall message in the form of the brand statement 'Rotaract is an opportunity to...' (whether continued with the rest of the statement or on its own) ensures that people know what we represent.

Emblem/logo

Over the past few years, a few non-standard logos have appeared. The preferred formats are:



Flat logo (preferably in red)
– for all printed literature



Red 3D logo
– IT promotions e.g. websites, screensavers

Further specifications of the Rotaract emblem can be found in the **Rotaract** Handbook or downloaded from Rotary International website, see the link below: (www.rotary.org/newsroom/downloadcenter/programs/rotaract.html).

The licensed suppliers of Rotaract emblem merchandise are AW Matthews and Toye, Kenning & Spencer Ltd.

AW Matthews Limited
54 High Street
Gillingham
Kent
ME7 1BA
Tel: 01634 853020

Toye, Kenning & Spencer Limited
Regalia House
Newtown Road
Bedworth, Warwickshire
CV12 8QR
Tel: 024 7684 8890
Fax: 024 7664 3018
www.toyekenningandspencer.com

Promotional material

All promotional material should demonstrate our professionalism and deliver good quality. The recommendation is to use a professional printer or good quality PC printer. If a club decides to photocopy any material, then it should ensure that the quality of these photocopies is good and clear to promote our professionalism.

8.3 Website and e-mailing list guidance

For more information, contact the RGBI Internet Officer (internet@rotaract.org.uk)

8.3.1 Guidelines for club websites

Why have a club website?

- Membership, membership, membership!
- Promotion of club activities
- Source of information for club members
- A way for people to contact the club
- A way to share photos or activities and press releases

Register a web domain

- Register a web domain for your club. This can cost as little as £5 per year, a small price to pay for a great PR tool (e.g. see www.web-hosting.uk.com or www.supanames.co.uk (for web domain and hosting space))
- UK domains are cheapest, we would advise www.clubname-rotaract.org.uk (e.g. www.leeds-rotaract.org.uk)

- This will also give you personalised e-mail addresses. Therefore you can use an address such as info@clubname-rotaract.org.uk, and display it on your website and membership posters
- If you really can't afford to register a domain, another option is to register a club e-mail address on a web account, e.g. clubname-rotaract@yahoo.com. This is still preferable to fred.bloggs@bloggs36.fsnet.co.uk which is not easy to remember

Where to host the site

There are many options available, but dictated largely by cost. Here's some links for providers ranging from free to paid for hosting.

- **FREE HOSTING**
 Lycos Tripod - <http://www.tripod.lycos.co.uk/>
 FRandT - <http://www.frandt.com/content/>
 List of free UK hosts - <http://www.absolutely-free-hosting.com/no-forced-ads.php>
- **CHEAP HOSTING**
 Easily ME - <http://easily.co.uk/index.php3?exe=basichosting>
 Streamline - <http://www.streamlinenet.co.uk/>
- **MORE ADVANCED HOSTING**
 Easily Virtual - <http://easily.co.uk/index.php3?exe=virtualhosting>
 Fortitude Seven - <http://www.fortitudeseven.com/hosting.php>
 Webtapestry - <http://www.webtapestry.net/hosting.html>
 UK Webhosting – <http://www.web-hosting.uk.com>

Essential content for your website!

- A brief paragraph or two saying what Rotaract is (use the RGBI Branding Statement)
- An obvious title at the top of the page giving the name of the club
- Club meeting details
- A method of contacting the club, either e-mail, or via a feedback form
- Links to the following:
 - The district website, if there is one
 - All other Rotaract club sites in the same district
 - The RGBI website at <http://www.rotaract.org.uk/>
 - Links to local town information websites, as this makes it more likely they'll link back
 - Links to your sponsoring Rotary Clubs website (if they have one) or your District Rotary Website or indeed the RIBI website (www.ribi.org)
- Make sure your club website is linked from as many local sites as possible, e.g. council sites, other town sites. Type your town name into Google and get listed on the sites which are in the top 10
- Register your website with other volunteer websites e.g. the Volunteers bureaux

Other recommended website content

- Photos of club events, preferably with write-ups
- Information on the type of events Rotaract does. This can be as a static list, rather than a calendar which can date quickly
- A pleasing appearance: make a good impression on the casual surfer

- Use fonts other than Times New Roman, but stick to true type fonts as standard so everyone can view the text.

Do not!

- Don't have content on your website which can date (e.g. diary) unless you update it regularly
- Don't steal content, graphics or photos from other sites without asking
- Don't post photos of your members on the web without their permission
- Avoid mug shots of your members – do you want to put people off?
- Don't list your members' names – it invades privacy and if your club is small it gives the wrong impression
- Don't publish personal information or e-mail addresses of your members
- Don't say things like "Rotaract is losing members". Only say good things!

8.3.2 Guidelines for Rotaract mailing lists (RGBI, district, club)

Why have a mailing list?

- To improve communication between your members
- To improve and aid the publicity of forthcoming events
- So that only those people who want to be included are included, i.e. if someone leaves Rotaract, they can leave the list and not get unwanted e-mail messages
- Good for when a new member joins (if a list of addresses is relied upon, these people will typically be left out)

What mailing lists should be used for

- Publicising forthcoming events and meetings
- News announcements from the exec/council
- Requesting information from members
- Keep your list membership restricted to your district (for a district mailing list) or your club (for a club mailing list)
- Place instructions to join on your website. Set the list properties so that you approve all applications

What mailing lists should not be used for

- Junk mail, jokes
- Virus warnings
- Debate or opinions
- Profanity, slander or obscenities

Generally, you should ensure that messages sent to your mailing list are relevant, and that the quantity is no higher than 1–2 messages per day, otherwise people will start resigning from the list due to the amount of 'junk' being sent to it.

Mailing list providers

Yahoo Groups – <http://groups.yahoo.com/>

8.4 Letters and forms

The following pages include letters and forms that might be useful in recruiting new Rotaractors, and for use in membership activities.

8.4.1 *Sample letter to potential member about a new Rotaract club*

Contact address
Date

Recipient's address

Dear

The New Rotaract Club of *Anytown*

An exciting new Rotaract club for men and woman aged 18 to 30 is about to be launched in *Anytown*.

Rotaract is an opportunity to be part of a fun, dynamic and unique international organisation for people aged 18–30, offering a wide range of activities that will enable you to try something new, whilst having a great time and meeting others. Rotaract offers a wide choice of social activities, actively supports your local community, raises money for charity and gives you the opportunity to develop your personal skills and gain new life experiences in Great Britain & Ireland, and abroad.

Would you like to be part of this? If so, why not come along to our interest meeting on *day date month* at the *Anytown Hotel*. This event is organised for people wanting to find out more about *Anytown Rotaract*. A light buffet and drinks will be provided at this informal meeting.

For further information about the new Rotaract club in *Anytown*, please give me a call on *01234 567890*, e-mail me at *name@anytown-rotaract.org.uk* or visit our website at *www.anytown-rotaract.org.uk*.

We hope to see you on the *date*.

Contact name
Rotaract Club of *Anytown*

Enc: leaflet etc

8.4.2 *Sample letter to employer about a new Rotaract club*

Contact address
Date

Director/Manager
Keep it Cheap Superstore
Fairyland Road
Anytown

Dear Sir/Madam

The New Rotaract Club of *Anytown*

As a well known and caring employer, I am sure that you are interested in the well being of your staff and welcome them showing a responsible attitude to their own self-development and in community affairs, whilst enjoying themselves with an active social life. It is for this reason that I am suggesting that members of your staff between 18 and 30 years may be interested in joining the new Rotaract Club of *Anytown*.

What is Rotaract and what does it offer?

Rotaract is an opportunity to be part of a fun, dynamic and unique international organisation for people aged 18–30, offering a wide range of activities that will enable members to try something new, whilst having a great time and meeting others. Rotaract offers a wide choice of social activities, actively supports the local community, raises money for charity and gives members the opportunity to develop personal skills and gain new life experiences in Great Britain & Ireland, and abroad.

The membership of Rotaract is made up of young people from all walks of life and offers your employees the opportunity to make a difference. It is especially useful to be a member of such an organisation if employees have just moved to the area and are looking to make new friends. Rotaract is a leadership programme of Rotary International for the development of young people and the new Rotaract club is fully supported by its local Rotary club.

We would appreciate your support by displaying the enclosed posters in your staff room and by bringing Rotaract to the attention of your appropriate employees.

If you would like any further details, please give me a call on *01234 567890* or e-mail me at *name@anytown-rotaract.org.uk*. For further information about Rotaract your employees can visit the club's website at *www.anytown-rotaract.org.uk*.

Finally, as the Director/Manager of your own business, you may be interested to learn more about Rotary itself and the possibilities for joining your local club. If so, please do not hesitate to contact me.

Thank you in advance for your support.

Yours faithfully

AN Other
Rotaract Officer
Rotary Club of Anytown
Enc: poster, coasters, leaflets, etc

8.4.3 Rotaract new members form



Rotaract New Members

Rotaract clubs are always on the look out for new members and Rotary and Inner Wheel can help.

If you have a son or daughter, niece or nephew, business colleague, friend, acquaintance, neighbour, customer or lodger who is aged between 18 and 30 and is suitable for Rotaract please let us know.

We will send them information about Rotaract and contact details for their local clubs.

Name

Address

Telephone (if known)

Age (if known)

Once we have made contact we will endeavour to inform you whether they join a Rotaract club.

Your Name

Your Address

Telephone

E-mail

Thank you for your support

Please return form to:

8.4.4 Rotaract friendship form



Rotaract Friendship Project

Full Name: _____

Called _____ **M / F**

Home Address: _____

_____ **Postcode:** _____

Tel: Landline UK/IRE (_____) _____

Tel: Mobile UK/IRE (_____) _____

Email address: _____

Place to be visited: _____ **Arrival Date** _____

College/Employer _____

Contact Address (if known) _____

_____ **Postcode:** _____

Contact Tel UK/IRE (_____) _____

Interests/Hobbies:



Previous Contact/Knowledge of Rotaract and/or Rotary: Y/N

Please provide details of how you heard about this scheme.

I agree to this form being copied and my details being passed to appropriate individuals within Rotaract in Great Britain & Ireland and Rotary in Great Britain & Ireland). I understand that I will be contacted by local Rotaractors and Rotarians.

_____ (signature) _____ (date)

_____ (print name)

This introduction has been provided by:

Name: _____ ROTARIAN/ROTARACTOR

Club: _____

District: _____

Completed forms should be returned to either the Rotarian District Rotaract Officer or Rotaractor District Chairman.

All information provided will be treated with the utmost confidentiality

8.4.5 *Rotaract interest night agenda*

Anytown Rotaract Club Interest Night

Agenda

1. Introductions – Rotary & Rotaract
2. Ice Breaker 2 – Strike the Funny Bone & Pass the Clap
3. RGBI PowerPoint Presentation
4. Talk about Rotaract from District Chairman and Rotarians
5. Break
6. Q&A – with DC, Rotarians and Rotaractors
7. Ice Breaker – Rainbow Breaker
8. Thank You's, Goodbyes and the next step

Collateral

1. Potential Members Contact Detail Form – to be handed in
2. 1 page handout about Rotaract & contact details
3. Leaflets & Posters (if potential members want to hand some out they can take them!)

Rainbow Breaker:

The object of this small group exercise is to get the group to quickly meet the other members. The facilitator calls out a colour of the rainbow: - for example RED:

Red typically is the stop/turn- off colour - so each member of the group quickly tells what is the one thing (that they can disclose in public) that is really a turn off to them.

Orange: is the motivation colour - what motivates them

Yellow: is the inspiration or creativity colour - what was the best idea they've had

Green: is the money colour - what they plan to do for money, or the dumbest thing they ever did for money.

Blue: is the sky's the limit colour - what is your favourite fantasy about your future

Indigo: is an odd, or different colour - what is the most daring thing they ever did.

Purple: is the colour of royalty - if you were ruler of the universe for a day - what is the first thing you would do?

Strike the Funny Bone:

Have the group sit in a circle and tell them this exercise is to be done without laughing. Person #1 says, "Ha." The person to his right repeats his "Ha" and adds a new "Ha." Person #3 repeats the two "Ha's" and adds another. The exercise ends when all participants, trying not to laugh (which is nearly impossible), have repeated and added the "Ha's".

8.4.6 Rotaract new member interest form and information sheet



Rotaract Is Coming to **Anytown** New Member Form

Do you want to meet new people and make new friends?

Do you want to help your local community and raise money for good causes?

Do you want to be given the opportunity to... to do whatever you want to do?

Are you between the ages of 18 and 30 and living in the **anytown area?**

Then look no further we are starting a new Rotaract Club near YOU!

A fun and dynamic international organisation called Rotaract provides an opportunity for men and women aged 18/30 to have fun, meet new friends, and get involved with the community and it's coming to **anytown**.

Anyone interested in finding out more about the new Rotaract club should visit www.rotaract.org.uk/anytown or call **anyone** on 8888888888.

If you would like to be a member or want more information please complete the form below and send it to **anyone, anyone road, anywhere, postcode** (Rotaract contact)

Name _____

Address _____

Telephone _____

Email _____

Age _____

How did you hear about us? _____

Find out more about Rotaract visit www.rotaract.org.uk

www.rotaract.org.uk



Rotaract is an opportunity to...

... be part of a fun, dynamic and unique International organisation for people aged 18-30, offering a wide range of activities that will enable you to try something new, whilst having a great time and meeting others.

Rotaract offers a wide choice of social activities, actively supports your local community, raises money for charity and gives you the opportunity to develop your personal skills and gain new life experiences in the UK and abroad.

There are currently about 1300 Rotaractors in Great Britain and Ireland, giving you the opportunity to meet lots of new people. There are over 100 clubs in Great Britain and Ireland, and more than 6,000 in the whole world.

Rotaract helps you, helps others, enhances your social circle and is fun!

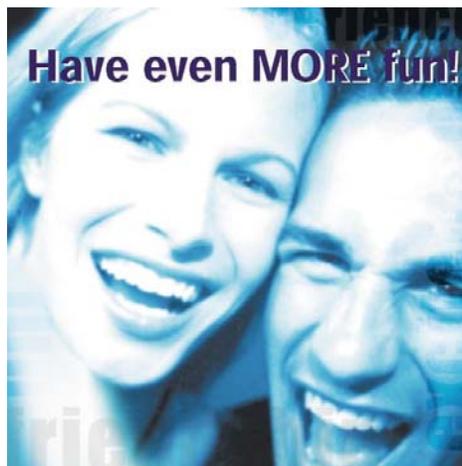
Rotaract in District 1110

District 1110 covers Hampshire, East Dorset, and South East Wiltshire and even spreads as far as the Channel Isles. Currently there are 8 clubs in the district and approximately 130 members.

Each club has a variety of different events that take place throughout the year. We also have regular district sports challenges, pop quizzes, and car treasure hunts to encompass the social side of Rotaract.

District 1110 has annual balls in the summer, which are very popular, as well as annual conferences.

Rotaract is all about helping others, and having fun at the same time!



Activities Undertaken by Rotaract:

- Pub Visits
- Weekends Away
- Ten Pin Bowling
- Walking
- Cinema Trips
- Black Tie Dinners
- Wine Tasting
- Go-Karting
- Plaint Balling
- Fundraising & Community Projects
- And a whole lot more...

www.rotaract.org.uk

8.4.8 Example membership certificate



Anytown Rotaract Club Certificate of Membership

.....

We have great pleasure in welcoming you as a member of Anytown Rotaract Club. We hope that you get as much enjoyment from being a member of our organisation as the other members of the club have done.

We ask you to remember that it is the community aspect of Rotaract that makes us different from other social clubs. Only through participating in all aspects of Rotaract life will you gain the maximum benefit of your membership.

We hope that you have a long and happy time as a member of Rotaract.

Dated:

.....
President

8.5 Downloads available on RI and RGBI websites

Rotary International website

(www.rotary.org/newsroom/downloadcenter/programs/rotaract.html)

- Guide for District Rotaract Leaders
- Rotaract Presidential Citation
- *Rotaract Handbook*
- Rotaract Statement of Policy (contained in *Rotaract Handbook*)
- Rotaract Constitution and Byelaws (contained in *Rotaract Handbook*)
- Rotaract Brochure (a three-fold leaflet about Rotaract)
- Rotaract Club Organisation List (contained in *Rotaract Handbook*)
- Rotaract Outstanding Projects Recognition Form
- World Rotaract Week Celebration Recognition Entry Form
- Rotaract contact information update form
- District Rotaract Representative Form
- Rotaract Public Relations Kit
- Rotaract Advert Kit
- Rotaract Sample Flyer (a two-sided information sheet about Rotaract)
- Rotaract PowerPoint Presentation
- Photos of various Rotaract activities
- Cyber Rotaract clubs pilot project – various forms/plans
- International club twinning guidelines

Rotaract and Rotary graphics in various formats are available for download from www.rotary.org/newsroom/downloadcenter/graphics/index.html

Rotaract in Great Britain & Ireland website (www.rotaract.org.uk)

This website has an area for downloadable materials. This is regularly updated and includes:

- Publicity materials
- PowerPoint presentation examples
- Extension Manual
- Sample letters and forms
- Kickstart your Rotaract Club guide.
- RGBI Constitution
- RGBI conference procedures.
- A club/district Treasurers Guide
- Rotaract District Development Plan
- Monthly RGBI Newsletters
- Rotaract Overseas Project details
- Rotaract is on the Move – Handouts for Rotary Presentations
- Project Library

8.6 Other useful materials available

There are also other useful materials which can be supplied by RGBI, usually for the cost of just postage and packing. These include posters, leaflets and pens with the Rotaract name and contact details printed, and PowerPoint presentations

To obtain these, please contact the RGBI Chairman (details at front of this manual), providing details such as how you intend to use the material. It would also be beneficial to the purposes of future allocation if you could report back afterwards as to the success or not of your distribution method.

8.7 RGBI CD-ROM

Created in 2005, this CD contains a wealth of invaluable information for a new or existing Rotaract club, such as all PR materials, helpful guides, PowerPoint Presentations. Every Club, District Chairman and District Rotaract Officer would have received it.

If you would like a copy please contact the RGBI Chairman (details at front of this manual).

8.8 Contact details for the RIBI Secretariat

Rotary International in Great Britain and Ireland
 Kinwarton Road
 Alcester
 Warks B49 6PB
 Tel: 01789 765411
 E-mail: secretary@ribi.org
 Website: www.rotary-ribi.org