

**Trilogy Continuum Activities  
Zone 25B  
Rotary Year 2019– 2020**

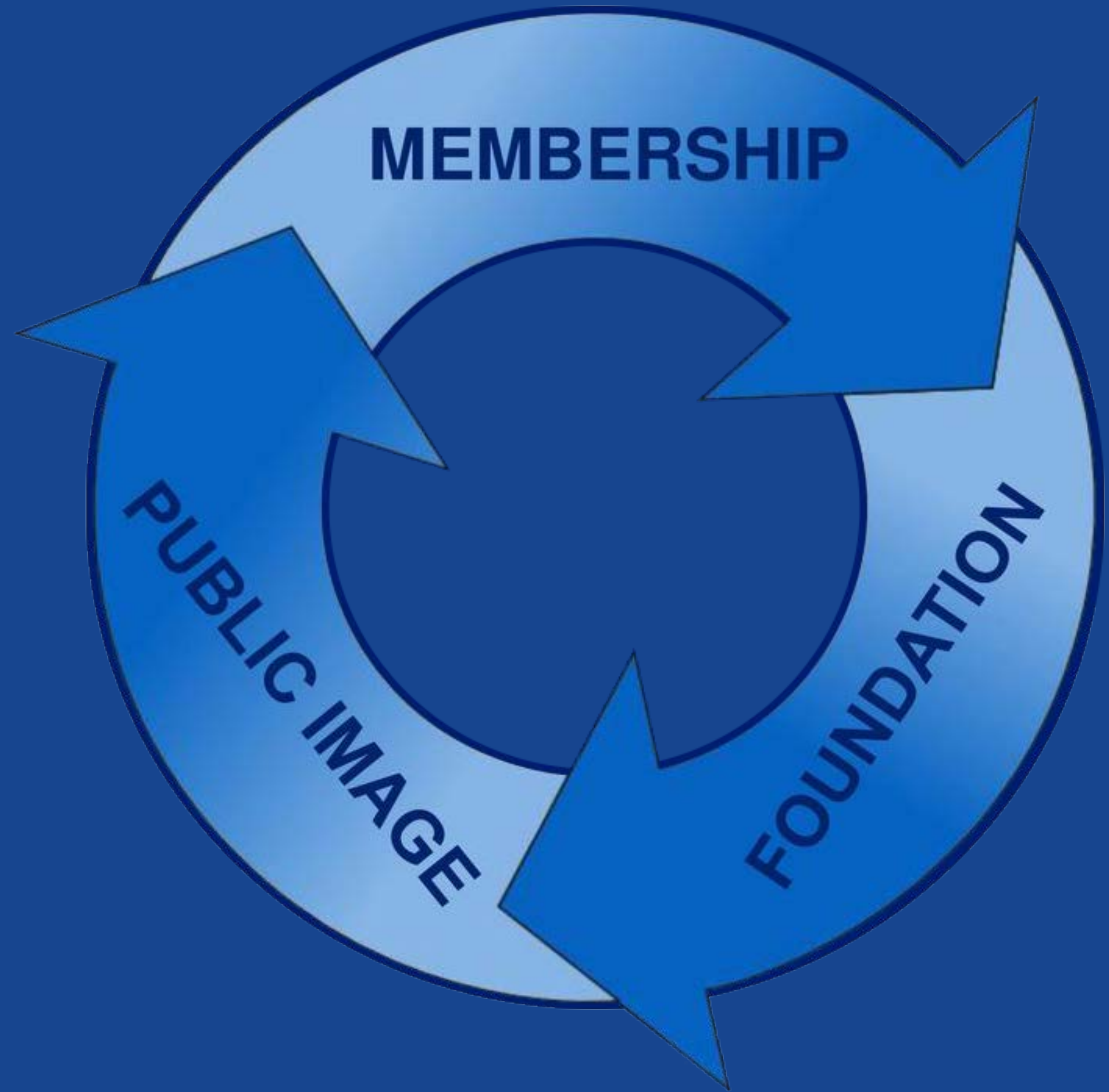
**Debbie High, Rotary Coordinator  
Eric Liu, Regional Public Image Coordinator  
Art Zeitler, Regional Rotary Foundation Coordinator**

# TRILOGY CONTINUUM

RC Debbie High

RPIC Eric Liu

RRFC Art Zeitler





*ROTARY / ROTARACT / INTERACT CLUBS / DISTRICTS HOST A WORLD POLIO DAY EVENT*



# One Day. One Focus: Ending Polio

## 24 October

Rotary's sixth annual World Polio Day livestream event brought together more than 186,000 viewers around the world. Watch the video above, which features global health experts and celebrities discussing our progress on the road to polio eradication.

[Find an Event](#)[Promote Your Event](#)

<https://www.endpolio.org/world-polio-day>



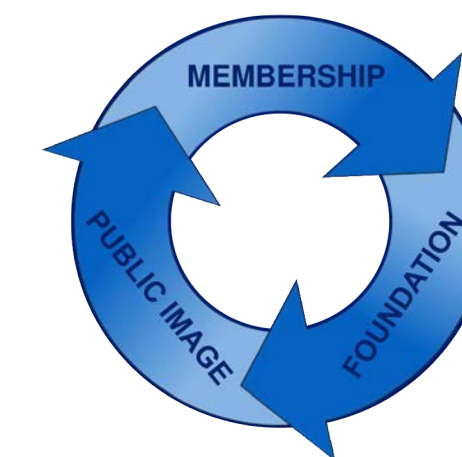
October 24, 2019

# WORLD POLIO DAY

END  
POLIO  
NOW

ONE DAY | ONE FOCUS: ENDING POLIO

ROTARY | ROTARACT | INTERACT CLUBS | DISTRICTS  
HOST A WORLD POLIO DAY EVENT



- 💧 Determine the type of event you want to hold
- 💧 Promote your event - including globally, at End Polio
  - 💧 <https://www.endpolio.org/promote-your-event>
- 💧 Assess your resources
- 💧 Host a successful event – tell us how it went on
  - 💧 Facebook: **Rotary International Zone 25b And 29**

#endpolio  
#peopleofaction  
#rotaryshowcase  
#rotaryconnectstheworld  
[www.endpolio.org](http://www.endpolio.org)  
<http://www.zones25b-29.org>



BILL & MELINDA GATES FOUNDATION MATCH

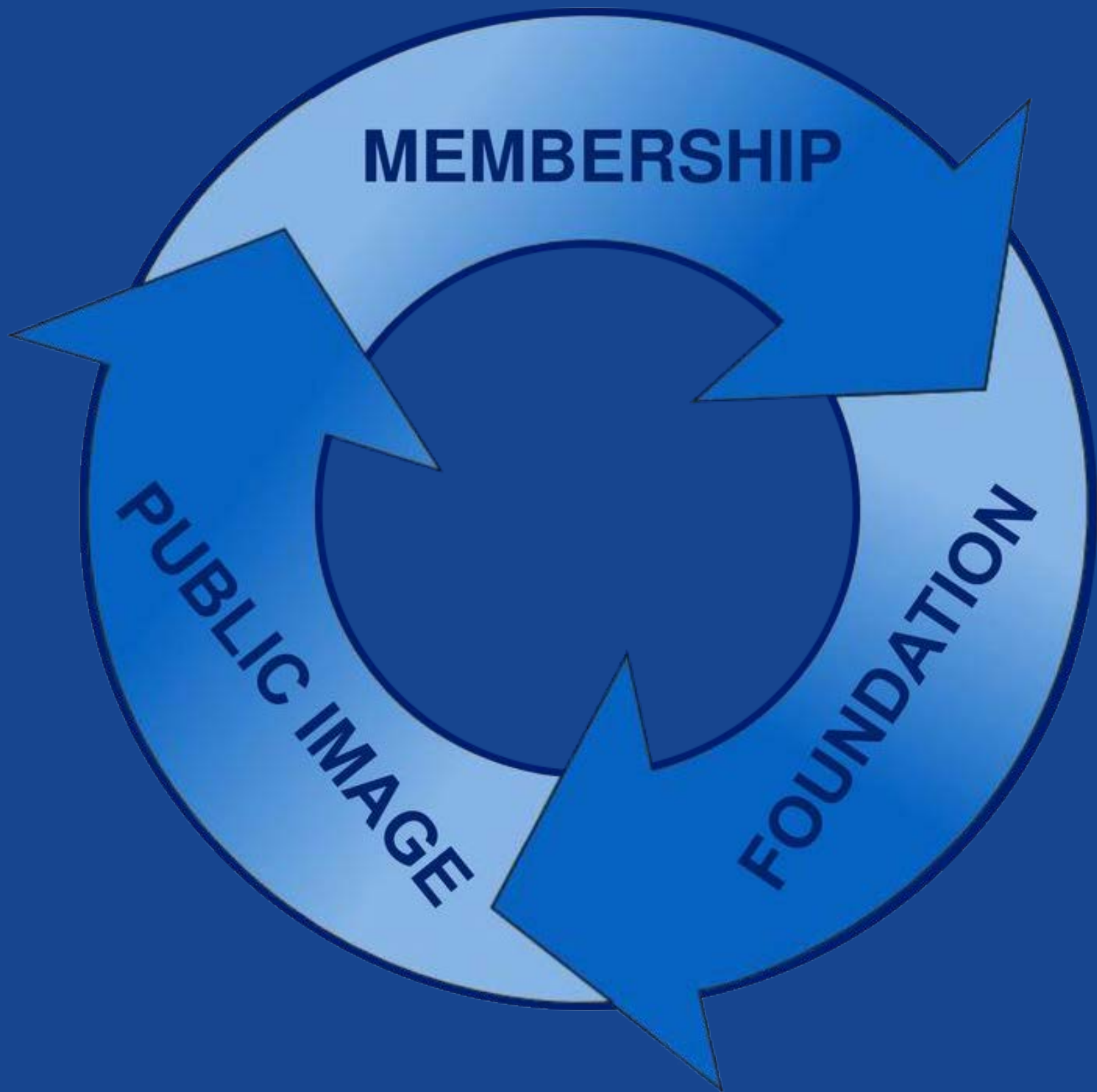


PEOPLE OF ACTION PLANNING TOOL FOR ROTARY CLUBS (or DISTRICTS)

Club name (Or District)	Who are the champions and leaders?	From whom do we need buy-in?	Who needs regular updates?
<b>Describe:</b> <ul style="list-style-type: none"><li>• Concept</li><li>• Idea</li><li>• Project</li><li>• Event</li><li>• Challenge</li></ul>	<b>How will you include Rotary Brand focus:</b> <ul style="list-style-type: none"><li>• Express clear Rotary club identification</li><li>• Build pride for members</li><li>• Inform the public &amp; community about the project/event</li><li>• Inform public &amp; community about the club (District)</li></ul>	<b>How will you include Rotary Membership focus:</b> <ul style="list-style-type: none"><li>• Attract prospective members</li><li>• Engage current members</li><li>• Build connections &amp; friendships</li></ul>	<b>How will you include Rotary Foundation focus:</b> <ul style="list-style-type: none"><li>• Increase participation in projects</li><li>• Share impact</li><li>• Encourage giving</li><li>• Provide recognition</li><li>• Celebrate!</li><li>• Attract future partners &amp; donors</li></ul>







## PEOPLE OF ACTION PLANNING TOOL FOR ROTARY CLUBS

Club name	Who are the champions and leaders?	From whom do we need buy-in?	Who needs regular updates?
Rotary Club of XYZ	Co-chairs: Mary Smith and Paul Harris	Club Board, Club Members, Park Governing Body, Neighbors	Club Board and Members, Park Governing Body, Neighbors
Describe- <ul style="list-style-type: none"> <li>• Concept</li> <li>• Idea</li> <li>• Project</li> <li>• Event</li> <li>• Challenge</li> </ul>	How will you include Rotary Brand focus: <ul style="list-style-type: none"> <li>• Express clear Rotary club identification</li> <li>• Build pride for members</li> <li>• Inform the public &amp; community about the project/event</li> <li>• Inform public &amp; community about the club</li> </ul>	How will you include Membership focus: <ul style="list-style-type: none"> <li>• Attract prospective members</li> <li>• Engage current members</li> <li>• Build connections &amp; friendships</li> </ul>	How will you include Foundation focus: <ul style="list-style-type: none"> <li>• Increase participation in projects</li> <li>• Share impact</li> <li>• Encourage giving</li> <li>• Provide recognition</li> <li>• Celebrate!</li> <li>• Attract future partners &amp; donors</li> </ul>
<p>Rotarian at Work Day</p> <p>April 27, 2019</p> <p>Local park for rehab &amp; clean up</p>	<ul style="list-style-type: none"> <li>• Promote to City Public works as Rotary service project</li> <li>• Share widely on social media and other media in advance</li> <li>• Create signage using your club Rotary logo</li> <li>• Wear Rotary apparel or create "community" awareness of Rotarians with special T shirt</li> <li>• Create short video to share of project results—or use Facebook Live</li> <li>• Provide Rotary club brochures at event—list of those who want more information</li> <li>• People of Action photo of event posted on social media and your website to tell the story of the day</li> </ul>	<ul style="list-style-type: none"> <li>• Get all members excited &amp; on board!</li> <li>• Members invite families and friends</li> <li>• Invite other clubs to participate</li> <li>• Invite Interact/Rotaract/Alumni</li> <li>• Invite other community volunteers</li> <li>• Invite/ include city officials &amp; neighbors to participate</li> <li>• Promote event well in advance</li> <li>• Include &amp; thank everyone in celebration picnic at end of the day</li> <li>• Keep a log of participants for follow-up and invite them to a club meeting</li> </ul>	<ul style="list-style-type: none"> <li>• Use district grant funds &amp; promote as Foundation funded project</li> <li>• Ask for corporate sponsors for financial match/support</li> <li>• Have sponsors attend event</li> <li>• Share Foundation info at celebration picnic at the end of the day</li> <li>• Share total giving of the club thru FB</li> <li>• Share impact of project via social media and other media</li> <li>• Provide for community donations for playground equipment-- Foundation project in the future</li> </ul>



## ROTARY CONNECTS THE WORLD

Rotary is built on connection. When Paul Harris came to Chicago as a young lawyer, he formed Rotary for one compelling reason: to help him connect to others in a new city. More than a century later, we have at our disposal countless ways to form friendships and networks, most of which Paul Harris never dreamed. Yet Rotary’s ability to connect us remains unique — and unrivaled.

Through its distinct mission and structure, Rotary International provides a way to connect to our communities, to network professionally, and to build strong and lasting relationships. Our membership connects us to a global community through our countless projects and programs, our leadership in polio eradication, and our work with and through the United Nations. Our service connects us to people who share our values, who want to take action for a better world; it connects us to people we would never otherwise meet, who are more like us than we could have imagined; and it connects us to people who need our help, allowing us to change lives in communities around the world.

As a new decade begins, we are shaping Rotary’s future. In 2019-2020, Rotary will implement its new strategic plan, respond to the innovation of the Council on Legislation, and serve in our revitalized areas of focus. But the real work of shaping Rotary’s future lies in our clubs, where our organization must do the most to adapt to today’s changing realities.

While the club remains the core of the Rotary experience, we are now far more creative and flexible in deciding what a club can be, how it can meet, and even what can be considered a Rotary meeting. We need to be organized, strategic, and innovative in how we approach membership, forging wider and deeper connections to our communities and forming new club models to attract and engage more — and more diverse — members.

Rotary is indeed a family. Yet too often, the structure of membership or the demands of leadership seem to place Rotary out of reach for today’s younger professionals. Rotary can and should be an experience that complements our families instead of competing with them. When our Rotary clubs are warm, welcoming places where service and family go hand in hand, we give family-oriented young professionals the opportunity to embrace Rotary service and model positive civic engagement. And when we make the expectations of Rotary offices realistic and manageable for busy professionals, we develop the skills and networks of a new generation of Rotarians — who will become Rotary leaders.

In 2019-2020, it will be our challenge to strengthen the many ways that *Rotary Connects the World*, building the connections that allow talented, thoughtful, and generous people to unite and take meaningful action through Rotary service.

Mark Daniel Maloney  
President, Rotary International, 2019-2020

## PRESIDENTIAL THEME AND ROTARY CITATION

**MARK DANIEL  
MALONEY**

2019-20 President  
Rotary International

### ROTARY’S VISION:

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



**ROTARY  
CONNECTS  
THE WORLD**



One Rotary Center  
1560 Sherman Avenue  
Evanston, IL 60201-3698 USA  
Rotary.org



900-19EN—(1118)







## 2019-2020 ROTARY CITATION FOR ROTARY CLUBS

The **Rotary Citation** recognizes Rotary clubs that support our strategic priorities by completing certain activities. Clubs have the entire Rotary year to achieve the citation's goals.

Rotary can automatically verify many of your club's achievements as long as you keep your club and member information up-to-date in My Rotary. To be eligible for the Rotary Citation, clubs need to begin the year as active clubs that are in good standing and remain so throughout the year. Achievements will be compared with membership figures from 1 July 2019 and will be recognized after the 1 July 2020 numbers are final, on 15 August 2020.

### UNITE PEOPLE

Achieve at least 5 of the following goals:

- Appoint an active club membership committee comprised of no less than five members and report the chair to Rotary International
- Achieve a net gain in membership
- Maintain or improve your club's retention of current and new members:
  - Improve your club's retention rate by 1 percentage point *or*
  - If your club's retention rate was 90 percent or more in 2018-2019, maintain it
- Achieve a net gain in female members or members under the age of 40
- Conduct a study of your members' occupations, and work to align your membership with the mix of businesses and professions in your community
- Sponsor or co-sponsor a new Rotary club or Rotary Community Corps
- Sponsor or co-sponsor an Interact or Rotaract club
- Host an event for Rotary alumni, and highlight Rotary's networking opportunities
- Sponsor a Youth Exchange student or RYLA participant

### TAKE ACTION

Achieve at least 5 of the following goals:

- Appoint an active club Foundation committee comprised of no less than five members and report the chair to Rotary International
- Increase the number of members involved in service projects
- Contribute at least \$100 per capita to the Annual Fund of The Rotary Foundation
- Hold an event to raise funds for, or to increase awareness of, Rotary's work toward polio eradication
- Conduct a significant local or international service project in one of Rotary's six areas of focus
- Post successful club projects, with details about activities, volunteer hours, and funds raised, on Rotary.org
- Continue or establish a partnership with a corporate, governmental, or nongovernmental entity and work on a project together
- Use Rotary's brand guidelines, templates, People of Action campaign materials, and related resources
- Arrange for the club's members to talk with the media to tell your club's and Rotary's story

## 2019-2020 ROTARY CITATION FOR ROTARACT CLUBS

The **Rotary Citation for Rotaract Clubs** recognizes clubs that support our strategic priorities by completing certain activities. Clubs have the entire Rotary year to achieve the citation's goals.

To be eligible for the Rotary Citation, Rotaract clubs need to be certified by Rotary International and endorsed by the district governor before 1 July 2019. Clubs will report their achievements by submitting a nomination form by 15 August 2020.

### UNITE PEOPLE

Achieve at least 3 of the following goals:

- Achieve a net gain of one member
- Have at least 50 percent of members add their skills and interests in their profiles on My Rotary
- Establish or maintain a twin club relationship
- Host an activity or event during World Rotaract Week (the anniversary of Rotaract); invite the media and tell your club's, and Rotary's, story
- Participate in a networking event or social activity with your sponsor Rotary club

### TAKE ACTION

Achieve at least 3 of the following goals:

- Achieve an average minimum PolioPlus contribution of \$25 per member
- Hold an event to raise funds for, or to increase awareness of, Rotary's work toward polio eradication
- Partner with your sponsor Rotary club on a significant local or international service project in one of Rotary's six areas of focus
- Post successful club projects, with details about activities, volunteer hours, and funds raised, on Rotary.org
- Use Rotary's brand guidelines, templates, People of Action campaign materials, and related resources

## 2019-2020 ROTARY CITATION FOR INTERACT CLUBS

The **Rotary Citation for Interact Clubs** recognizes clubs that support each of our strategic priorities by completing certain activities. Clubs have the entire Rotary year to achieve the citation's goals.

To be eligible for the Rotary Citation, Interact clubs need to be certified by Rotary International and endorsed by the district governor before 1 July 2019. Also before 1 July, an adult adviser to the club needs to provide his or her name and contact information to Rotary. Sponsor Rotary club officers or Interact club advisers will report the achievements by submitting a nomination form by 15 August 2020.

### UNITE PEOPLE

Achieve at least 2 of the following goals:

- Hold a meeting that introduces members to Rotary programs for young leaders, such as RYLA and Rotary Youth Exchange
- Collaborate with your sponsor Rotary club or adviser to develop and participate in a career day or mentoring activity
- Engage with your sponsor Rotary club or adviser to connect graduating Interactors with university- or community-based Rotaract clubs
- Hold an activity during World Interact Week (the anniversary of Interact); invite the media and tell your club's, and Rotary's, story

### TAKE ACTION

Achieve at least 3 of the following goals:

- Plan and carry out a project for Global Youth Service Day
- Hold an event to raise funds for, or to increase awareness of, Rotary's work toward polio eradication
- Partner with your sponsor Rotary club or adviser on a significant local or international service project in one of Rotary's six areas of focus
- Ask your sponsor club or adviser to post successful club projects, with details about activities, volunteer hours, and funds raised, on Rotary.org
- Use Rotary's brand guidelines, templates, People of Action campaign materials, and related resources

## 2019-2020 ROTARY CITATION WITH PRESIDENTIAL DISTINCTION

This year, clubs can receive the **Rotary Citation with Presidential Distinction** when they achieve the Rotary Citation plus one to three additional goals.

### FOR ROTARY CLUBS

Achieve these goals **in addition to** earning the Rotary Citation to receive SILVER (1 goal), GOLD (2 goals), or PLATINUM (3 goals) distinction

- **Connect leaders.** Achieve a net gain of five or more members
- **Connect families.** Organize a family-oriented service project that connects families of your members, youth program participants, and others
- **Connect professionally.** Initiate or continue a leadership, personal, or professional development program to enhance members' skills
- **Connect community.** Show how your club's members are People of Action by promoting your club and its service activities on social media at least four times per month

### FOR ROTARACT CLUBS

Achieve these goals **in addition to** earning the Rotary Citation to receive SILVER (1 goal), GOLD (2 goals), or PLATINUM (3 goals) distinction

- **Connect leaders.** Achieve a net gain of five or more members
- **Connect families.** Organize a family-oriented service project that connects families and friends of your members, youth program participants, and others
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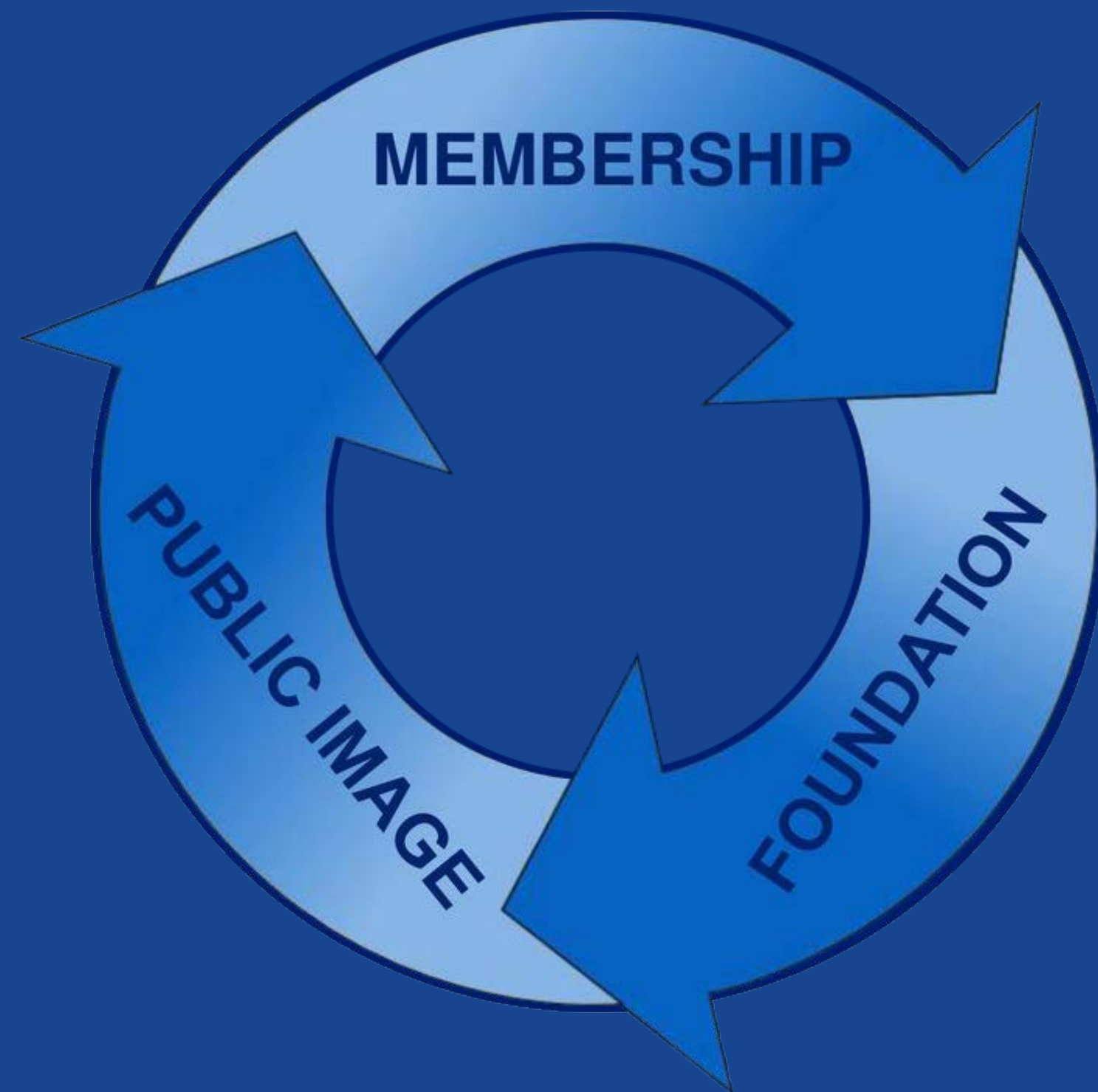
### FOR INTERACT CLUBS

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- **Connect academically.** Work with your sponsor Rotary club or adviser to explore local Rotary club and other scholarship opportunities that are available to your club's members, and present these opportunities to the club
- **Connect community.** Show how your club's members are People of Action by submitting a video that promotes your club and its service activities to the annual Interact Video Awards



# The Winning Combination





# [YOUR CLUB NAME] ROTARY SHOWCASE WEEK

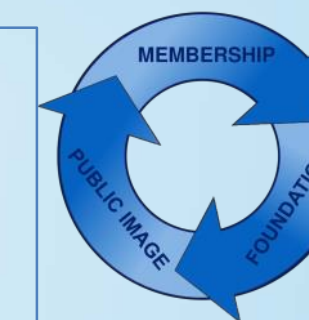


February 16 – 22, 2020



- One Week. One Focus: Rotary Showcase Week
- Showcase your Rotary Club's projects to your members & news media
- For District & Global Grant projects provide the amount of The Rotary Foundation Grant(s)

#peopleofaction  
#rotaryshowcase  
#rotaryconnectstheworld  
FB: Rotary International  
Zone 25b And 29  
<http://www.zones25b-29.org>



## MAKING A DIFFERENCE

Rotarians are improving lives in communities around the world every day through thousands of service projects.

Do your members know what you do and why you do it?

Rotary Showcase Week – share your projects and good work that your Rotary club is doing locally and globally. Share your projects with your members, community and your Facebook friends.

Tell your Rotary Club's Story during Rotary Showcase Week (and beyond).



ROTARY SHOWCASE: [www.rotaryclub.org](http://www.rotaryclub.org)

[https://map.rotary.org/en/project/pages/project\\_showcase.aspx/](https://map.rotary.org/en/project/pages/project_showcase.aspx/)

SOCIAL MEDIA





Rotary

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### UNITE PEOPLE

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- Appoint an active club membership committee comprised of no less than five members and report the chair to Rotary International
- Achieve a net gain in membership
- Maintain or improve your club's retention of current and new members:
  - Improve your club's retention rate by 1 percentage point *or*
  - If your club's retention rate was 90 percent or more in 2018-2019, maintain it
- Achieve a net gain in female members or members under the age of 40
- Conduct a study of your members' occupations, and work to align your membership with the mix of businesses and professions in your community
- Sponsor or co-sponsor a new Rotary club or Rotary Community Corps
- Sponsor or co-sponsor an Interact or Rotaract club
- Host an event for Rotary alumni, and highlight Rotary's networking opportunities
- Sponsor a Youth Exchange student or RYLA participant

### TAKE ACTION

Achieve at least 5 of the following goals:

- Appoint an active club Foundation committee comprised of no less than five members and report the chair to Rotary International
- Increase the number of members involved in service projects
- Contribute at least \$100 per capita to the Annual Fund of The Rotary Foundation
- Hold an event to raise funds for, or to increase awareness of, Rotary's work toward polio eradication
- Conduct a significant local or international service project in one of Rotary's six areas of focus
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To be eligible for the Rotary Citation, Rotaract clubs need to be certified by Rotary International and endorsed by the district governor before 1 July 2019. Clubs will report their achievements by submitting a nomination form by 15 August 2020.

### UNITE PEOPLE

Achieve at least 3 of the following goals:

- Achieve a net gain of one member
- Have at least 50 percent of members add their skills and interests in their profiles on My Rotary
- Establish or maintain a twin club relationship
- Host an activity or event during World Rotaract Week (the anniversary of Rotaract); invite the media and tell your club's, and Rotary's, story
- Participate in a networking event or social activity with your sponsor Rotary club

### TAKE ACTION

Achieve at least 3 of the following goals:

- Achieve an average minimum PolioPlus contribution of \$25 per member
- Hold an event to raise funds for, or to increase awareness of, Rotary's work toward polio eradication
- Partner with your sponsor Rotary club on a significant local or international service project in one of Rotary's six areas of focus
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To be eligible for the Rotary Citation, Interact clubs need to be certified by Rotary International and endorsed by the district governor before 1 July 2019. Also before 1 July, an adult adviser to the club needs to provide his or her name and contact information to Rotary. Sponsor Rotary club officers or Interact club advisers will report the achievements by submitting a nomination form by 15 August 2020.

### UNITE PEOPLE

Achieve at least 2 of the following goals:

- Hold a meeting that introduces members to Rotary programs for young leaders, such as RYLA and Rotary Youth Exchange
- Collaborate with your sponsor Rotary club or adviser to develop and participate in a career day or mentoring activity
- Engage with your sponsor Rotary club or adviser to connect graduating Interactors with university- or community-based Rotaract clubs
- Hold an activity during World Interact Week (the anniversary of Interact); invite the media and tell your club's, and Rotary's, story

### TAKE ACTION

Achieve at least 3 of the following goals:

- Plan and carry out a project for Global Youth Service Day
- Hold an event to raise funds for, or to increase awareness of, Rotary's work toward polio eradication
- Partner with your sponsor Rotary club or adviser on a significant local or international service project in one of Rotary's six areas of focus
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- **Connect leaders.** Achieve a net gain of five or more members
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- **Connect professionally.** Initiate or continue a leadership, personal, or professional development program to enhance members' skills
- **Connect community.** Show how your club's members are People of Action by promoting your club and its service activities on social media at least four times per month

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# VIBRANT CLUB WORKSHOP

## Comments on the District 6910 Membership, Foundation, and Public Image Seminar

- *"Excellent seminar! I really enjoyed the media panel."*
- *"Exceptional training!"*
- *"I like the 3 topics together. Keep this format."*
- *This was extremely helpful and I look forward to using the online resources."*
- *"Panel discussion was terrific!"*
- *"I loved the mix of breakout sessions and general sessions."*

**August 2018 Rotarians District 6910**

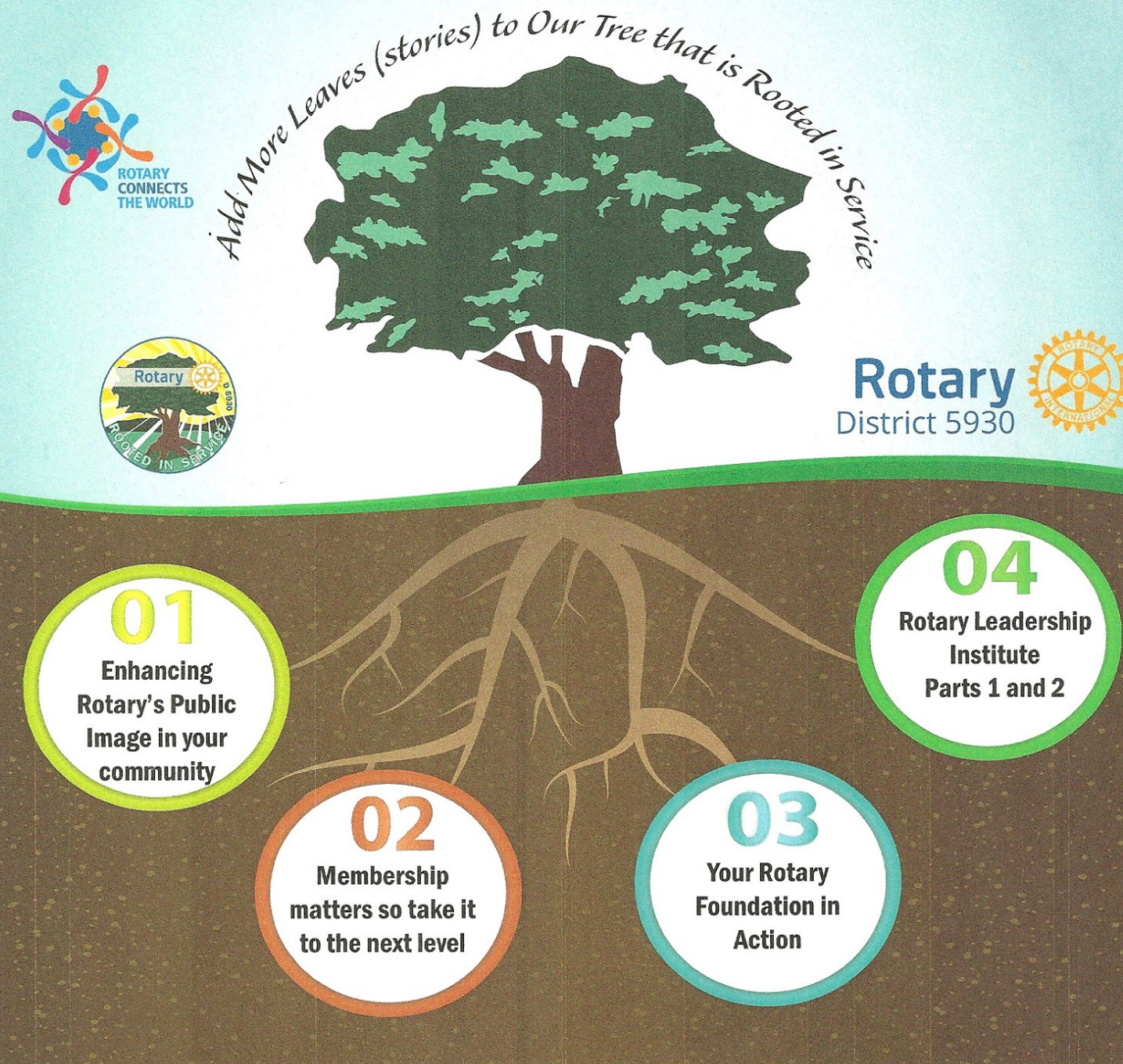




# THE WINNING COMBINATION

**Join us for 4:1 Seminar in September 21, 2019.**

This annual event is a way for District 5930 Rotarians to network with other Rotarians and discuss the relationship between Membership, Public Image and Humanitarian Service.



**Discover the Rotary connection between membership, public image, and humanitarian service and how leveraging that connection can make a difference for your club.**

# October 24, 2019

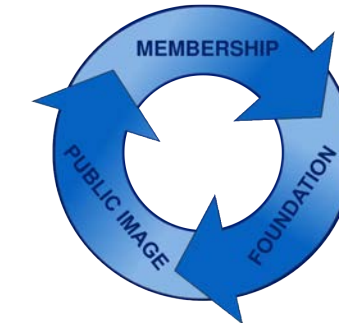


WORLD POLIO DAY

END POLIO NOW

**ONE DAY | ONE FOCUS: ENDING POLIO**

**ROTARY | ROTARACT | INTERACT CLUBS | DISTRICTS**  
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- 💧 Assess your resources
- 💧 Host a successful event – tell us how it went on
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**[YOUR CLUB NAME]  
ROTARY SHOWCASE WEEK**

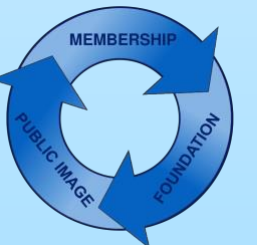


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**SOCIAL MEDIA**





# WEBSITE FOR DOWNLOADS (BY 1 SEPT)

[www.zones25b-29.org](http://www.zones25b-29.org)

