



# Phoenix 223 Rotaract Starter Kit

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Prepared 2020



**Prepared by Clare Richards, Rotaract District Chair, District 5950**

The statements within this resource reflect Clare's experience of Rotaract. They do not reflect Rotary International, or describe a universal approach to Rotaract. Rotaract means something different based on where you're at in the world. This is just one perspective. *Questions? Email: [district5950rotaract@gmail.com](mailto:district5950rotaract@gmail.com)*



# PURPOSE

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The purpose of this Rotaract starter kit is to gather important resources to help guide the formation of a new Rotaract club through the Phoenix 223 initiative. In this kit and folder, you will find:

**1**

Guidance on early stage club structure and activities.

**2**

Rotary International resources, such as bylaws, certification forms, etc.

**3**

Guidance on marketing and recommendations and templates.

**Ready to start a club? Check out the checklist at the end of this kit!**

Reach out to your District Rotaract Chair for more information and assistance.

# INTRODUCTION

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# CHALLENGES & OPPORTUNITIES

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## Challenges

- Rotary needs a pipeline young people to survive long term
- Rotary clubs have a reputation for skewing towards older generations and being dull, which makes it hard to recruit young people
- Rotaract is not well-known within Rotary clubs - especially within the United States

## Opportunities

- The value of supporting a Rotaract club is to create a dependable, larger pool of prospective future Rotarian members
- Strengthening the transition from Rotaract to Rotary will ensure that pipeline
- Engaging young leaders in the Rotary mission will introduce them to opportunities within their personal and professional lives and help build a strong foundation for a lifelong mission of service above self

# OVERVIEW OF DIFFERENTIATORS

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## Rotarians

Established members in a community and within their careers who want to give back and make professional connections.

## Rotaractors

Emerging leaders who are somewhat new to their careers and are looking to grow leadership skills, give back, and make professional connections.

## Shared DNA

Both follow the Rotary mission and share Rotary focus areas. Neither is biased towards religious or political views. Both unite passionate people to make a difference in communities and grow leaders.

# TARGET AUDIENCE

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## Membership Audience

- Target Audience:
  - In the first 5-10 years of their career
- Membership goals:
  - Develop leadership skills through community service and professional development
  - Introduce young individuals to the Rotary mission
- Differentiation from Rotary Membership
  - Requires a self-sustaining group of young individuals (10 people or more)
  - Minimal dues set by individual clubs
    - Starting in 2022, RI will require a nominal per member fee (around \$5)
  - Flexible membership structure/ manageable membership requirements



**1**

## **CLUB STRUCTURE RECOMMENDATIONS**

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# VISION STATEMENT EXAMPLE

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[Certain elements should be universal](#), such as: 7 Areas of Focus, the 4-Way Test, the Rotary Mission.

There is a global Rotary/Rotaract Vision. In addition, clubs are able to outline their own purpose or vision to help further express why they exist and what differentiates them from other organizations.

## **Global Rotary/Rotaract Vision Statement**

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

## **Club-Level Vision Statement Example**

Saint Cloud Rotaract aims to improve the lives of those in the Central Minnesota area through service, while developing leadership skills and making professional connections and friendships.

# CLUB STRUCTURE RECOMMENDATIONS

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**Rotaract clubs should have the autonomy to customize their structure to best fit their member needs. This recommended structure is just a foundation to help clubs start.**

## Two meetings monthly:

- First meeting focus: Professional Development
- Second meeting focus: Community Service, Club Activity, or Operations

## Club Organizational Chart

- Board of Directors:
  - President, VP, Secretary, Treasurer
- Committees
  - Professional Development, Community Service, Club Activities, Fundraising, International Service (optional), Marketing, Membership

## Member Engagement

- Set expectations for member involvement
  - There must be a level of flexibility with this age group, but it's recommended that members attend at least one meeting a month
- Ask each member to serve on a committee or special planning group
- Engage Rotaractors and Rotarians in a mentorship program
- Explore both in-person and virtual opportunities
- Maintain a balance of professional development, club activities, and community service opportunities

# CLUB STRUCTURE RECOMMENDATIONS

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## Club Organizational Chart

- Required positions to fill before certification
  - President
  - Vice President
  - Secretary
  - Treasurer
- Recommended positions to fill in the first year
  - Community Service Chair
  - Professional Development Chair
  - Club Activities Chair
  - International Services Chair (Optional)
  - Fundraising Chair
  - Membership Chair
  - Marketing Chair

## File Storage Structure

- Files should be housed in a cloud-based environment that allows all club members to access files as needed
- This could be done through:
  - Google Drive
  - Club Runner
  - Microsoft Teams
  - Or whatever cloud-based solution makes sense
- [Google Drive File Structure Template](#)
  - How to use: If you decide to use Google Drive as a home base for file storage, our suggestion is to:
    - Go to "My Drive"
    - Create a primary folder "XYZ Rotaract"
    - Create new folders within the main folder that mirror the ones listed in the link above
    - Share the main folder with members, giving edit access as needed

# CLUB STRUCTURE RECOMMENDATIONS

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## Operations Start Up Checklist

- ❑ Create a Google email address
  - ❑ Example: [saintcloudrotaract@gmail.com](mailto:saintcloudrotaract@gmail.com)
- ❑ Create cloud file structure
  - ❑ [Google template here](#)
- ❑ Create email service account for club-wide communication
  - ❑ Recommendation: [Mail Chimp](#)
  - ❑ Organize contact lists, such as: *Current Members, Prospective Members, etc*
- ❑ Create social media channels (within 3 months)
  - ❑ Recommended minimum of Facebook and Instagram

- ❑ Create website (within 12 months)
- ❑ Identify a pool of local professional development speakers to feature within meetings

## Helpful Resources

- [Rotaract Financial Statement Template](#)
- [Rotaract Event Management Guide/Template](#)
- [Rotaract Annual Calendar Example](#)
- [Agenda Template](#)
- [Professional Development Speaker Template](#)
  - If using Google Drive, simply go to File > Make a copy, and ensure that you are making a copy to your primary Rotaract Google Drive account
  - If not using Google Drive, go to File > Download, and download as a file type that your device supports





## **ROTARY INTERNATIONAL RESOURCES**

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# ROTARY INTERNATIONAL RESOURCES

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## Helpful Links & Resources

- [Rotaract Handbook](#)
  - Any individual invested in starting a Rotaract club should first read this ebook
- [Information on the Rotary website](#)
- [Rotary learning courses and resources](#)
  - Requires login
  - Consider starting here: [How to Start a Community-Based Rotaract Club Webinar](#)
- [How to update club and member details on the Rotary International website](#)
- [Changes to the Rotary Code of Policies - Rotaract](#)  
(updated July 2020)

## Required Paperwork

- [Club Certification](#)
  - All clubs must certify to be official
  - Before certifications, clubs must build out bylaws and adopt the Rotaract Constitution
  - President, Vice President, Secretary, and Treasurer positions must be filled before certification
  - It is recommended to have
- [Club Bylaws](#)
  - Club bylaws can be adjusted as needed, keeping within general Rotary direction/structure
- [Rotaract Constitution](#)



# ONGOING ACTION FOR UPDATED CLUB INFO

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Ensure that Rotaract information is up to date on the Rotary International database and external facing platforms.

- Update member and location information on the Rotary International website
- Add information about Rotaract to Rotary sponsor club website and District website
- Ensure that club member + location + meeting time information is available on:
  - Rotaract website
  - Rotaract social media pages







## **MARKETING RESOURCES**

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# MARKETING RESOURCES

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## Rotary International Resources

- [Rotary International Brand Center](#)
  - Requires login
  - Logos
  - Brand/Marketing templates and premade materials
  - Brand Standards
- [Rotaract logos](#)
- [A guide to starting social media channels](#)
- [Rotaract Zoom Background](#)
- [Images and Videos](#)

## Templates

- [Powerpoint Template](#)
- [Google Slides Template](#)
- If using Google Drive, simply go to File > Make a copy, and ensure that you are making a copy to your primary Rotaract Google Drive account
- If not using Google Drive, go to File > Download, and download as a file type that your device supports

## Marketing Material Design

- If you don't have anyone in the club who can create marketing materials:
  - Consider using a free tool like [Canva](#) to create graphics
  - Consider supporting a Rotarian/Rotaractor within your District to do this work

# WEBSITE & SOCIAL MEDIA RECOMMENDATIONS

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## Creating Social Media Channels

- It's recommended to create club social media channels within the first 3 months as an active club
- Identify a club member (ideally the Marketing Chair) to manage the channels
- Channels chosen are optional, but likely include at a minimum:
  - Facebook
  - Instagram
- It's recommended that all activities be promoted ahead of time on these channels
- It's recommended to share photos and posts about activities after they have occurred

## Creating a Website

- It's recommended to create a club website within the first 1 year as an active club
- Identify a club member (ideally the Marketing Chair) to manage the website
- Find a local website designer/developer to create website
  - This could be done using Club Runner, or outside of Club Runner
  - Consider supporting a Rotarian/Rotaractor within your District to do this work

# **START A ROTARACT CLUB CHECKLIST**

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# START A ROTARACT CLUB CHECKLIST

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- ☐ Identify a sponsor Rotaract or Rotary club
- ☐ Identify 1-2 motivated individuals who will start and lead the club
- ☐ Meeting between District Rotaract Chair, Sponsor Rotary club evangelist, and potential Rotaract club leaders
- ☐ Host an informational meeting to generate interest from potential members
  - ☐ Be sure to collect contact information
- ☐ Organize the first Rotaract meeting
  - ☐ First meeting include activities like ice breakers, Rotary/Rotaract speakers, etc.  
Paint the picture of what this club could be.
- ☐ Identify a regular meeting time (Recommended at least 2X monthly)
- ☐ Establish communication tools (Email, Social media, etc)
- ☐ Complete the "Operations Start Up" checklist
- ☐ Identify first community service project (often done with sponsor Rotary club)
- ☐ Identify first professional development engagement/speaker
- ☐ Elect Officers
- ☐ Fulfill [club certification](#)
  - ☐ Ensure that officer positions are filled
  - ☐ Recommended to have at least 10 members
  - ☐ Including signed [bylaws](#)
  - ☐ Included signed [constitution](#)
  - ☐ Contact [district financial rep](#) to pay organization fee
  - ☐ Scan paperwork and send to [rotaract@rotary.org](mailto:rotaract@rotary.org)
  - ☐ Certify as a non-profit

# START A ROTARACT CLUB CHECKLIST

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- ❑ [Add member and club details](#) on the Rotary International website
- ❑ Rotaract club leadership to establish and communicate club vision
- ❑ Rotaract club leadership to establish a calendar of engagements
  - ❑ Professional Development
  - ❑ Community Service
  - ❑ Club Activities
- ❑ Establish Rotaract & Rotary mentorship program
- ❑ Establish website (if not already completed)
- ❑ Set up annual planning meeting between incoming Rotaract President + VP and incoming sponsor Rotary club President and VP
- ❑ Establish and collect annual dues from members









**Ready to start a club?**

Contact the your District Rotaract Chair for more information and assistance.