

Find Your Passion in Rotary



Lone Star Division RLI

A Joint Project of over 400 Rotary Districts worldwide

2026-2027 Participant Materials

LSRLI PD Hours: 5.5 or 0.6 CEUs

PARTICIPANT-PART I



Lone Star Division Rotary
Leadership Institute (RLI)



Lone Star Division RLI Co-Chairs Letter

Greetings RLI Participants!

Welcome to your opportunity to **“Find Your Passion in Rotary”** and hone your leadership skills in your club and in your career. Rotary Leadership Institute International is a grassroots, multidistrict program whose mission is to strengthen Rotary clubs through quality leadership education.

What is RLI International?

Established in **1992**, RLI International has become a **worldwide organization** with divisions in every continent of the Rotary world. While it is an unofficial program of Rotary International, the RI Board has adopted a resolution recommending RLI International or similar programs to the districts, and the Council on Legislation has twice recommended RLI International to the Board. These endorsements highlight the value and recognition RLI International has garnered within the Rotary community.

Why Participate in RLI International?

- Gain valuable **leadership skills** for both your club and career.
- Develop **Rotary knowledge** to strengthen your club.
- Build **lasting relationships** with fellow Rotarians.
- Engage in **fun, interactive sessions** that inspire and educate.

Looking Ahead

We look forward to **“seeing”** you all as together we travel **“the road ahead”**!

Best regards,

Debbie G. High
Co-Chair
Lone Star Division RLI

Sherri C. Muniz
Co-Chair
Lone Star Division RLI





Lone Star Division RLI

Continuing Education Recognition

LSRLI Courses have been designed as leadership development experiences grounded in facilitated discussion, applied learning, and practical implementation. In recognition of the depth and instructional rigor of these programs, LSRLI Courses may offer Professional Development Hours (PDHs) and/or Continuing Education Units (CEUs).

Credit Designation

- 1 Professional Development Hour (PDH) is awarded for each hour of instructional time.
- 1 Continuing Education Unit (CEU) equals 10 instructional hours.
- Instructional time includes facilitated discussion, structured activities, case studies, and guided reflection. Breaks, meals, and informal networking time are not included.

The number of PDHs or CEUs available for a specific course will be clearly stated in the course description.

Requirements for Receiving Credit

To receive Professional Development Hours or Continuing Education Units for a course, participants must:

- Attend at least 90% of total instructional time
- Engage actively in course discussions and learning activities
- Comply with any attendance verification procedures

Because LSRLI courses rely on interactive adult learning methods, meaningful participation is expected.

Certificate of Completion

Participants who meet the requirements will receive a Certificate of Completion documenting:

- Course title
- Date(s) completed
- Total instructional hours
- PDHs or CEUs awarded

Certificates are issued by the Lone Star Division of the Rotary Leadership Institute.

Important Information

Professional Development Hours and Continuing Education Units issued for LSRLI Courses are intended for leadership and professional development purposes.

Acceptance of these hours is determined by the participant's employer, organization, or certifying body. These credits do not represent state licensure approval or professional board certification.

Participants are encouraged to retain their certificates for their professional records.

LSRLI Part I

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The Rotary Leadership Institute International (RLI) is a multi-district leadership and Rotary development program using facilitation in small groups to engage Rotarians and strengthen clubs.

RLI International is a recommended program of Rotary International but is not an official program of Rotary International.

Our Mission: The Rotary Leadership Institute International is a grassroots, multi-district leadership development program whose mission is to strengthen Rotary clubs through quality leadership education.

COURSE MATERIALS



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As a Rotarian, I am, by definition, a leader. Join us as we explore the characteristics of leadership, motivational techniques, and leadership styles. How do I best lead?



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I am ethical, recognize and promote ethics in others, and seek opportunities to serve through my vocation. You can see that I am a Rotarian.



Foundation I: Our Foundation 64

I am “doing good” in my local community and around the world. Learn about the basic goals and programs of our Foundation. I am a force for good in the world!



Engaging Members 82

I make my club and Rotary stronger by my active participation. Engaged club members have fun, make friends, and effectively serve. This is why I joined Rotary!



Creating Service Projects 112

I am a vital part of a worldwide service organization of business, professional and community leaders meeting needs in communities. I can build, run and promote service.

How to Use This Workbook

This workbook is your personal guide for RLI Part I. It is designed to help you follow the session, capture important ideas, reflect on your Rotary experience, and identify practical actions you can take back to your club.

Use the workbook actively. Write in it, mark ideas that matter to you, complete the reflection prompts, and use the note spaces to capture questions, insights, and next steps. Some pages are provided simply for your notes because your own thoughts, examples, and commitments are an important part of the learning experience.

As you move through each session, look for three things:

What do I want to remember?

Record key ideas, useful Rotary resources, and comments from other participants that help you think differently.

How does this apply to my club?

Connect each topic to real situations in your Rotary club, committee work, leadership role, or community service.

What will I do next?

Use the reflection and action prompts to identify one practical step you can take after RLI.

RLI works best when everyone participates. Listen, share, ask questions, and learn from the experience of others. You do not need to have all the answers. The goal is to leave with stronger Rotary knowledge, greater confidence, and a clearer sense of how you can serve and lead more effectively.

Please complete the required reflections, worksheets, action steps, and session evaluation materials. These items support your learning and may also be used to document participation for CE/PD credit when applicable.

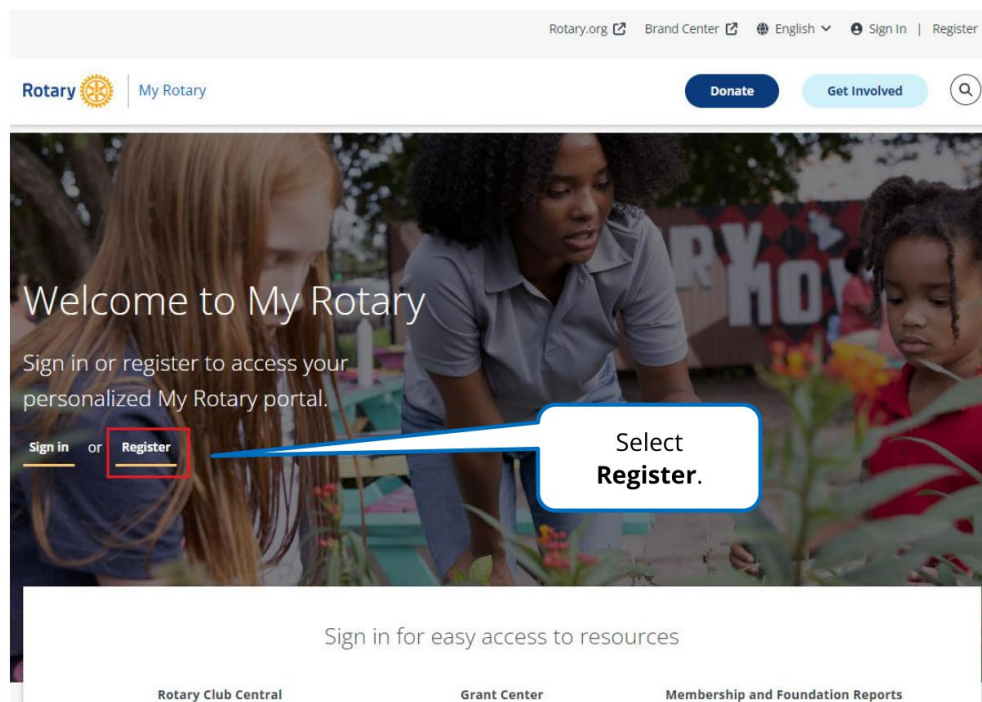
General Part I Resource: How to Create a My Rotary Account

HOW TO CREATE A MY ROTARY ACCOUNT



CREATE AN ACCOUNT

Go to **my.rotary.org**.



Create an Account

Already have a My Rotary Account? [SIGN IN >](#)

First name*

Last name*

Email*

Are you 18 years or older?*

☒ Yes

☐ No

By creating an account, you agree to the Terms of Use and acknowledge our Privacy Policy.

☒ I'm not a robot


reCAPTCHA
[Privacy](#) - [Terms](#)

CONTINUE

Complete the fields under
Create an Account.

Check the box next to **I'm not
a robot**, and then select
CONTINUE. You'll receive an
email with a link that you can
use to activate your account.



ACTIVATE YOUR ACCOUNT

Activate Account

To activate your account, please add a password and security question.

Your password:

- Must be at least 8 characters
- Must contain 1 lowercase letter
- Must contain 1 uppercase letter
- Must contain 1 number
- May not include any part of your email address

The answer to your security question:

- Must be at least 4 characters
- May not include your full password
- May not include any part of the security question
- May not include your full email address

Password*

Confirm Password*

Security Question*

Answer*

By creating an account, you agree to the Terms of Use and acknowledge our Privacy Policy.

CONTINUE

The link in the email leads to this page. Complete the fields and select **CONTINUE**.



Sign in

Login email address

Password

☐ Remember me

Sign in

Need help signing in?

To sign in, enter your email address and the password you just created. Then select **Sign In**.

Next, you'll customize your account based on your membership.

Welcome to My Rotary! Answer the following questions to finish setting up your account

Your Member Status

Tell us your member status.

What is your member status?*

- ☐ I'm a current or former member of a Rotary Club
- ☐ I'm a current or former member of a Rotaract Club
- ☐ I have never been a member of any Rotary Club or Rotaract Club

Note: If you belong to both a Rotary Club and a Rotaract Club, you can choose either option.

CONTINUE

Choose your member status and select **CONTINUE**.



My Leadership in Rotary



Session Purpose

As a Rotarian, I am, by definition, a leader. Join us as we explore the characteristics of leadership, motivational techniques, and leadership styles. How do I best lead?

Session Goals

- Identify characteristics of effective Rotary leadership.
- Recognize leadership styles and their effect on motivation and teamwork.
- Reflect on your leadership style in relation to your club's needs.
- Apply leadership awareness to strengthen club leadership and participation.

Core Resources

- Leadership Style Self-Assessment
- Rotary Leadership Scenarios
- Scenario Analysis Worksheet
- Leadership Style Action Commitment

Resources from either this Part I Workbook or on the website, <https://lonestarrli.org/page/part-i-participant-workbook-amp-resources>



If You Think It, *Ink It*





Notes



Opening Reflection

Think about your Rotary experience.

Have you ever worked with a leader who motivated you — and one who didn't?

Write one word or phrase for each:

A leader who motivated me made me feel:

A leader who did not motivate me made me feel:

Pair-share:

Turn to one person near you and briefly discuss:

1. What did the motivating leader do?
2. What did the demotivating leader do?
3. What does this teach us about leadership in Rotary?

Leadership in Rotary

RLI Summary: Leadership Characteristics in Rotary

Rotary leadership begins with service and example. The strongest leaders have a mission that matters, act ethically, communicate clearly, listen carefully, and follow through. In a volunteer club, leadership is not mainly about authority; it is about earning trust, helping members feel part of the work, and using influence wisely. Effective Rotary leaders invite participation, respect different viewpoints, build teams, and help others grow into leadership. They also take responsibility for problems instead of blaming circumstances or waiting for someone else to act. A Rotary leader who is prepared, fair, flexible, courageous, and committed shapes the culture of the club. Members are more likely to serve when they see leaders who model Rotary values and connect people to meaningful service.

Reflection: Which leadership characteristic do I already use well, and which one do I want to strengthen?

RLI Summary: Adaptive Leadership Styles in Rotary

No single leadership style fits every Rotary situation. A directive approach may help when expectations are unclear, time is short, safety matters, or a decision must be made. A collaborative approach may help when members need voice, ownership, and shared commitment. A delegative approach may help when an experienced volunteer or committee is ready to lead with trust and appropriate follow-up. Each approach has strengths and risks. Too much direction can discourage volunteers. Too much discussion can slow action. Too little guidance can leave people unsupported. Adaptive Rotary leaders consider the task, the timeline, the experience and motivation of the volunteers, and the club's needs. They adjust their approach as people gain confidence and capacity.

Reflection: What does this situation need from me as a leader?

RLI Summary: Motivating Volunteers and Building Trust

Rotary leaders motivate volunteers by connecting people to purpose. Members are more likely to engage when they understand the mission, feel useful, know their role, and

believe their contribution matters. Motivation also grows through belonging, recognition, learning, appropriate challenges, and opportunities to lead. Trust is built when leaders listen, communicate accurately, make decisions fairly, prepare well, and do what they say they will do. In Rotary, people usually cannot be ordered into commitment. They are invited into service, encouraged through relationships, and strengthened by shared responsibility. A good leader helps members see the vision, join the problem-solving process, and take ownership for action.

Reflection: How can I help another Rotarian feel trusted, useful, and connected?

RLI Summary: Choosing the Right Leadership Approach

Good Rotary leadership requires judgment, not just preference. The same leader may need to use different approaches as a situation changes. An urgent event deadline may require clear direction at first, followed by appreciation and debrief. Choosing a new service project may require collaboration so members and community partners have ownership. An experienced committee chair may need a delegative approach with agreed check-ins. A new member leading the first project may need coaching, structure, encouragement, and then more independence over time. The key question is not “What is my usual style?” The better question is “What level of direction and support will help this person or group succeed right now?”

Reflection: What leadership approach would help this person or group succeed right now?

LONE STAR DIVISION RLI • PART I: MY LEADERSHIP IN ROTARY

Activity 1: Characteristics of Leadership

Participant Activity — Discussion & Application

Individually, write three characteristics of an effective Rotary leader.

As a group, sort the characteristics into categories.

Possible categories:

- Character and ethics
- Communication
- Vision
- Follow-through
- Inclusion and respect
- Decision-making
- Motivation
- Flexibility
- Service focus
- Ability to develop others

Discussion questions:

1. Which characteristics are most important in a Rotary club?
2. Which characteristics help motivate volunteers?
3. Which characteristics are sometimes missing when club work becomes difficult?



If You Think It, *Ink* It



Three Core Leadership Styles

People often have a preferred or default way of leading. In this session, we will use three simple leadership-style categories.

Style	Also Called	Strengths	Risks
Directive	Autocratic	Clear direction, speed, decision-making in urgent situations	Can reduce ownership or discourage volunteers if overused
Collaborative	Democratic	Engagement, buy-in, shared ownership, member involvement	Can slow progress when a decision is urgent
Delegative	Laissez-faire	Empowerment, autonomy, trust in capable people	Can become neglectful if expectations and follow-up are unclear

No single style works in all situations.

Effective leaders are adaptive, not fixed.

Leadership Style Self-Assessment

Rate each statement from 1 to 5.

1 = Rarely 2 = Occasionally 3 = Sometimes 4 = Often 5 = Almost Always

Section A: Directive Tendencies

Statement	Score
I prefer to make decisions quickly rather than seek group input.	
I give clear instructions and expect them to be followed.	
I step in when things are not done correctly.	

Score A: _____

Section B: Collaborative Tendencies

Statement	Score
I ask for input before making decisions.	
I encourage discussion and shared ownership.	
I value consensus in group decisions.	

Score B: _____

Section C: Delegative Tendencies

Statement	Score
I trust others to decide how to complete tasks.	
I avoid closely supervising volunteers.	
I step back once responsibilities are assigned.	

Score C: _____

Scoring Interpretation:

Highest score = likely dominant leadership tendency

Close scores = blended or flexible style

Lowest score = style you may use less often or less comfortably

My highest score is: _____

My lowest score is: _____

My first reaction to this result is:

Small-Group Reflection

In groups of 3–4, discuss:

Does your result feel accurate? Why or why not?

When is your style most effective?

When does your style create challenges in a volunteer setting?

How might your style affect other leaders in your club?

What might your club need from you that is different from your default style?

Use the space below for notes.

LONE STAR DIVISION RLI • PART I: MY LEADERSHIP IN ROTARY

Activity 2: Rotary Leadership Scenario

Participant Activity — Scenario Analysis & Discussion

Choose one scenario. Discuss which leadership style would be most effective and why.

Scenario A: Event Deadline Crisis

Your club's annual fundraiser is 3 days away. Key logistics are incomplete, and volunteers are waiting for direction.

Questions:

Which leadership style might be most useful immediately?

What are the risks if that style is overused?

How could the leader preserve volunteer goodwill while still moving quickly?

Scenario B: Choosing a New Service Project

The club wants to launch a new community initiative but has multiple competing ideas.

Questions:

Which leadership style might build the strongest ownership?

What are the risks if the group talks too long?

How could the leader help the club move from input to decision?

Scenario C: Experienced Committee Chair

A long-time member with a strong track record is leading the scholarship committee.

Questions:

When is stepping back empowering?

When can stepping back become neglectful?

What kind of check-in would support the chair without micromanaging?

Scenario D: New Member Leading First Project

A new Rotary member volunteers to lead a small community outreach project but lacks experience.

Questions:

Which leadership style is most appropriate at the beginning?

How might the leader adjust over time?

What support would help the new member succeed and stay engaged?

Scenario Analysis Worksheet

Question	Notes
Which scenario did your group discuss?	
What does the situation need most: speed, input, ownership, structure, trust, or support?	
Which leadership style fits best at the beginning?	
What is one risk of that style?	
How could the leader adapt as the situation changes?	
What would motivate the volunteers involved?	
What should the leader say or do next?	

Individual Reflection

Complete the following:

My dominant leadership style or tendency is:

One strength of this style is:

One risk I need to manage is:

One situation in Rotary where I may need to adjust my style is:

A different style or behavior I will try is:

Leadership Style Action Commitment

Before leaving this session, identify one specific leadership behavior you will practice.

Situation:

What I normally tend to do:

What I will try instead:

Specific behavior change:

Who might notice or benefit from this change?

When I will try it:

If You Think It, Ink It!

Summary / Key Takeaways

As a Rotarian, I am, by definition, a leader.

Leadership can be developed through self-awareness, reflection, practice, and feedback.

Rotary leaders work in a volunteer environment where influence, trust, clarity, and motivation matter.

Every leadership style has strengths and risks.

Directive leadership can provide clarity and speed.

Collaborative leadership can build engagement and ownership.

Delegative leadership can empower capable people.

No single style works in all situations.

Effective leaders are adaptive, not fixed.

The best question is not “What is my favorite style?” but “What does this situation, this team, and this club need from me?”



If You Think It, *Ink It*



My Rotary World



Session Purpose

As a Rotarian, I am part of a worldwide organization of like-minded people. Take some time to truly understand the purpose and structure of Rotary. Can these resources help me?

Session Goals

- Explain Rotary's purpose and how it connects Rotarians worldwide.
- Identify Rotary's basic organizational structure and support resources.
- Connect Rotary's Vision and Strategic Priorities to club and member action.

Core Resources

Pre-Session Expectation: My Rotary Account

Participants should create or log in to My Rotary before attending Part I. Participants who have not done so should complete this as a required follow-up after the course.

General Part I Resource: How to Create a My Rotary Account is included near the beginning of this workbook.

- Rotary Action Plan / Strategic Priorities reference
- Action Plan Flyer
- Rotary Basics
- Rotary organizational structure reference
- Help at Every Level handout
- My Rotary / Rotary Learning Center reference

Resources from either this Part I Workbook or on the website, <https://lonestarrli.org/page/part-i-participant-workbook-amp-resources>

Rotary Action Plan Flyer

The **ROTARY ACTION PLAN**



TOGETHER WE SEE A WORLD
WHERE **PEOPLE** UNITE AND TAKE ACTION
TO **CREATE** LASTING
CHANGE ACROSS THE GLOBE
IN OUR COMMUNITIES AND IN OURSELVES

As we work together to build a stronger world, **Rotary's Action Plan — our strategic plan — is leading our organization to form more meaningful connections and make a more sustainable difference through service.** Using the plan's four priorities as a guide, we're fulfilling the vision of Rotary International and The Rotary Foundation: creating healthy clubs, providing engaging experiences for all, and uniting people to take action with us to create lasting change.

INCREASE OUR IMPACT

- Eradicate polio and leverage the legacy
- Focus our programs and offerings
- Improve our ability to achieve and measure impact

EXPAND OUR REACH

- Grow and diversify our membership and participation
- Create new ways for participants to experience Rotary
- Increase club flexibility and appeal
- Build understanding of our impact and brand

ENHANCE PARTICIPANT ENGAGEMENT

- Support clubs to better engage their members
- Improve understanding and support for individual participants
- Offer new opportunities for personal and professional connection
- Provide learning opportunities for leadership development and skill building

INCREASE OUR ABILITY TO ADAPT

- Build a culture of research, innovation, and willingness to take risks
- Streamline governance, structure, and processes
- Foster more diverse perspectives in decision making

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If You Think It, *Ink It*



[illegible]

Opening Reflection

Why did I join Rotary, and what part of Rotary do I want to understand better?

Write a brief response:

Pair-share:

Turn to one person near you and share one reason you joined Rotary or stayed in Rotary.

As you listen, note whether your partner's reason connects to:

- Service
- Fellowship
- Leadership
- Professional connection
- Community impact
- International understanding
- Personal growth
- Something else

Rotary Is Larger Than One Club

Most Rotarians experience Rotary first through their club. The club is where members meet, build friendships, serve, lead, learn, and invite others. But each club is also part of a much larger Rotary network.

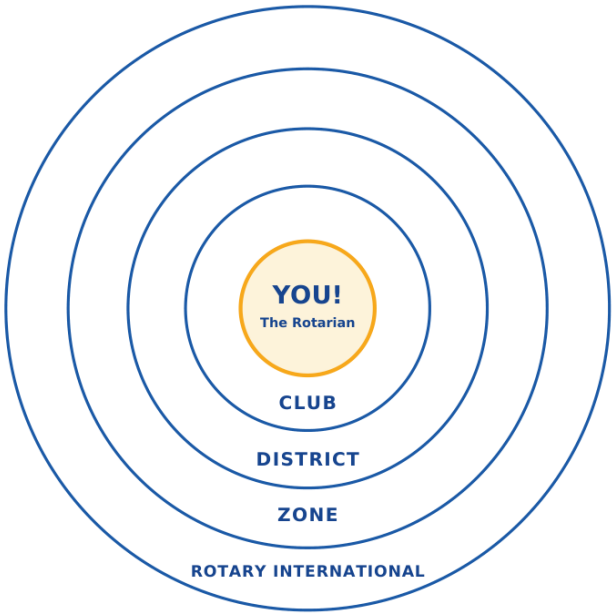
Rotary includes:

- Local Rotary and Rotaract clubs
- Districts that support clubs
- Zones that support districts and connect leaders
- Rotary International
- The Rotary Foundation
- Rotary programs, learning tools, fellowships, action groups, and service resources

The purpose of understanding this structure is not to memorize titles or charts. The purpose is to know where to go when your club needs help, ideas, support, training, tools, or partners.

MY ROTARY WORLD

Rotary Organizational Structure



TWO SEPARATE ENTITIES

Rotary International

Rotary International is the global association of Rotary clubs and districts, governed by a Board of Directors. It supports clubs worldwide and advances Rotary's programs and avenues of service — the outermost ring of your Rotary world.

RI runs the organization · **The Foundation** funds the mission

The Rotary Foundation

The Rotary Foundation is organized as a public charity operated exclusively for charitable purposes and governed by a Board of Trustees.

ORGANIZATIONAL LEVELS

- You — The Rotarian**
Where Rotary service begins
- Club**
Your Rotary home base
- District**
Clubs grouped by region, led by a governor
- Zone**
Districts grouped to elect RI leadership
- Rotary International**
The global organization of all clubs

Rotary Purpose, Vision, and Priorities

Rotary's purpose is reflected in its mission, values, service, fellowship, and global network. Rotary members unite and take action through local and global service.

Rotary's 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."

Rotary's current Action Plan priorities are:

Increase our impact

Expand our reach

Enhance participant engagement

Increase our ability to adapt

Participant reflection:

Which part of Rotary's Vision Statement connects most closely to why you joined Rotary?

People unite

Take action

Create lasting change

Across the globe

In our communities

In ourselves

My answer:



If You Think It, *Ink* It



LONE STAR DIVISION RLI • PART I: MY ROTARY WORLD

Activity 1: How Rotary Works — Knowledge Check

Participant Activity — Checklist & Application

Work in teams. For each statement, mark True, False, or Not Sure. Be prepared to explain your reasoning.

Statement	True / False / Not Sure	Why do you think so?
My Rotary club is part of a district.		
The district exists to support clubs.		
Every question about Rotary must go directly to Rotary International.		
The Rotary Foundation is connected to Rotary service and grants.		
Rotary's structure can help clubs find training, resources, and partners.		
Rotary's Action Plan priorities can help clubs think about their own goals.		
My Rotary and the Learning Center can help individual Rotarians continue learning.		
Brand and public image resources are only for district leaders.		

LONE STAR DIVISION RLI • PART I: MY ROTARY WORLD

Activity 2: Help at Every Level*Participant Activity — Discussion & Application***Standardized Help at Every Level Handout**

Question or Need	Club	District	Zone	RI / My Rotary	The Rotary Foundation
Club operations, meeting experience, committee work	First stop for club-specific action				
Membership, public image, training, youth program, or Foundation guidance		Common first stop for district support			
Leadership development, regional resources, broader Rotary connections			Support for districts and regional leaders		
Learning Center, Brand Center, Rotary Club Central, Rotary resources				Member tools and resources	
Foundation giving, grants, stewardship, PolioPlus, Areas of Focus		District Foundation team often helps first			Foundation resources and guidance

For each situation, identify the best first place to seek help. Some situations may have more than one helpful resource.

Club Situation	Club	District	Zone	RI / My Rotary	The Rotary Foundation	Notes / First Step
A club wants help understanding a grant.						
A new member wants to understand Rotary beyond the club.						
A club needs public image resources or correct Rotary logos.						
A club wants leadership training for members.						
A club wants to find Rotary learning resources.						
A club wants help with membership or engagement.						
A member wants to connect with Rotarians who share a hobby, vocation, or service interest.						
A club wants ideas for a future service project.						



If You Think It, *Ink It*



LONE STAR DIVISION RLI • PART I: MY ROTARY WORLD

Activity 3: My Rotary Resource Map

Participant Activity — Resource Mapping

Think of one real question, challenge, or opportunity in your club. Use the worksheet to identify where you might go for help.

Examples:

- Membership decline
- Confusion about grants
- Public image help
- Leadership training
- Youth program questions
- Club bylaws or procedures
- Finding Rotary learning resources
- Finding project partners
- Helping a new member understand Rotary

My club question or opportunity	Rotary purpose / value it connects to	Who can help? Club / District / Zone / RI / TRF	Specific resource, person, or website	My next step

Debrief Questions

Use these questions after the activities:

What resource or level of Rotary support did you already know about?

What resource or level of Rotary support was new to you?

Which club questions are best handled inside the club?

Which club questions need district or Rotary support?

How could you help a newer member understand Rotary without overwhelming them?

What is one Rotary resource you would like to explore after today?

If You Think It, Ink It!

One idea I want to remember from this session is:

One way this connects to my Rotary club is:

One action I can take or conversation I can start is:

I will keep this reflection for my own Rotary learning and follow-up.

Summary / Key Takeaways

Rotary is larger than one club, but the club remains the heart of the member experience.

Rotary's structure exists to support clubs, members, service, learning, and impact.

The district, zone, Rotary International, and The Rotary Foundation each provide different kinds of support.

Rotary's Vision and Action Plan help connect local club work to Rotary's global direction.

Rotarians do not need to know everything; they need to know where to go for help.

Understanding "My Rotary World" helps members become more confident, connected, and effective.

Closing Reflection

Complete before leaving:

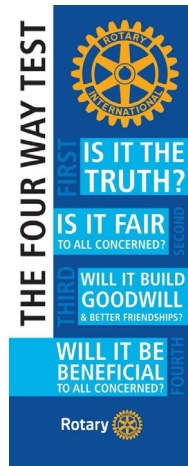
One Rotary resource I did not know about before this session is:

One question I now know where to take for help is:

One way I can help another member understand Rotary is:

One action I will take within 30 days is:

Ethics and Vocational Service



Session Purpose

I am ethical. I recognize and promote ethics in others and seek opportunities to serve through my vocation.

Session Goals

- Explain Vocational Service and its importance to Rotary clubs
- Reflect on how Rotarians can influence ethical conduct in business and community life
- Apply Rotary's Guiding Principles to club decisions, vocational service, and daily life

Core Resources

- The Four-Way Test Means Business
- Introduction to Vocational Service
- Engagement and Belonging Essentials 1 at RI Learning Center

Resources from either this Part I Workbook or on the website, <https://lonestarli.org/page/part-i-participant-workbook-amp-resources>



If You Think It, *Ink It*



Opening Affirmation

Read the affirmation silently, then aloud with the group:

I am ethical. I recognize and promote ethics in others and seek opportunities to serve through my vocation.

Reflection:

What word or phrase in this affirmation stands out to me today?

Why?

LONE STAR DIVISION RLI • PART I: ETHICS AND VOCATIONAL SERVICE

Opening Activity: Ethics in Real Life

Participant Activity — Discussion & Application

Ethics is not only about rules. Ethics shows up in decisions, relationships, business practices, professional standards, community trust, and the way Rotarians represent Rotary.

Pair-share:

Think about a time when you saw ethics handled well in a workplace, business, profession, club, or community setting.

- What happened?
- What made the action ethical?
- What impact did it have on trust?

Notes:

Vocational Service in Rotary

Vocational Service asks Rotarians to connect their work, skills, professions, and ethical commitments to service.

Vocational Service includes:

- Acting with integrity in personal and professional life
- Respecting all useful occupations
- Using vocational skills to serve society
- Mentoring others
- Helping young people or emerging professionals
- Applying the ideal of service in business, professional, and community life
- Encouraging high ethical standards in the workplace and community
- Helping clubs use the talents and expertise of members

Discussion:

1. Why is Vocational Service important? Or is it?
2. What role did Vocational Service play in the founding of Rotary?
3. How do ethics apply to our vocations?
4. What kind of Vocational Service does your club do?
5. What vocational skills in your club are underused?

Discussion Question Menu

The following questions are a menu, not a script. The facilitator will select questions based on the group and the session goals.

1. Why is Vocational Service important? Or is it?
2. What role did Vocational Service play in the founding of Rotary?
3. Why may some clubs still have classifications?
4. What are the advantages and disadvantages of classifications?
5. If your club has classifications, how does your club approach the classification program?
6. How do ethics apply to our vocations?
7. How does Rotary define ethics? Review the Guiding Principles of Rotary.
8. Why are ethics important? Or are they?
9. How does being a Rotarian affect your business practices? Or does it?
10. How do ethics impact diversity, equity, inclusion, belonging, engagement, or accessibility?
11. Can Rotarians impact the ethics of their community? How?
12. What kind of Vocational Service does your club do?

My notes:

Rotary Guiding Principles

CONSTITUTION OF ROTARY INTERNATIONAL — ARTICLE 3

OBJECT OF ROTARY

The object of Rotary is to encourage and foster the *ideal of service* as a basis of worthy enterprise and, in particular, to encourage and foster:

I The Development of Acquaintance
as an opportunity for service;

II High Ethical Standards in Business and Professions
the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society;

III The Application of the Ideal of Service
in each Rotarian's personal, business, and community life;

IV The Advancement of International Understanding, Goodwill, and Peace
through a world fellowship of business and professional persons united in the ideal of service.

Member Code of Conduct

All members (Rotarians and Rotaractors) are expected to:

1. Act with integrity and high ethical standards in their personal and professional lives.
2. Treat others fairly by using respectful language, being supportive, fostering a welcoming environment, and honoring all individual member characteristics
3. Use their professional skills through Rotary to improve people's quality of life in their own communities and elsewhere in the world
4. Avoid behavior that reflects adversely on Rotary or other Rotary members
5. Follow all codes of conduct for any Rotary-related event.

The Four-Way Test

Of the things we think, say or do:

Is it the TRUTH?

Is it FAIR to all concerned?

Will it build GOODWILL and BETTER FRIENDSHIPS?

Will it be BENEFICIAL to all concerned?

Five Avenues of Service — Club Service, Vocational Service, Community Service, International Service, and Youth Service.

Rotary's Guiding Principles help Rotarians connect ethics, service, vocation, and community life.

The Object of Rotary

The Object of Rotary encourages and fosters the ideal of service as a basis of worthy enterprise.

Key ideas include:

Acquaintance as an opportunity for service

High ethical standards in business and professions

Recognition of the worthiness of all useful occupations

Application of the ideal of service in personal, business, and community life

International understanding, goodwill, and peace

Rotary Code of Conduct

As Rotarians, we are expected to act with integrity, deal fairly with others, use professional skills through Rotary, avoid behavior that reflects adversely on Rotary, and help maintain a respectful environment in Rotary meetings, events, and activities.

The Four-Way Test

Rotarians use The Four-Way Test as a practical ethical guide for what we think, say, or do.

Ask:

1. Is it the truth?
2. Is it fair to all concerned?
3. Will it build goodwill and better friendships?
4. Will it be beneficial to all concerned?

Five Avenues of Service

The Five Avenues of Service help Rotarians understand how service is expressed through club life, vocation, community, international work, and youth service.

Vocational Service calls on every Rotarian to work with integrity and contribute expertise to the needs of society.

LONE STAR DIVISION RLI • PART I: ETHICS AND VOCATIONAL SERVICE

Activity: Four-Way Test in the Real World

Participant Activity — Scenario Analysis & Discussion

Work in small groups. Select one scenario and apply Rotary's ethical principles.

Scenario A — The Referral

A fellow Rotarian asks you to refer business to a friend. You know another provider may be more qualified, but the Rotarian says, "We should support each other."

Questions:

What is the ethical issue?

How would the Four-Way Test apply?

What Rotary principle is involved?

What should you say or do?

How could you preserve goodwill while acting ethically?

Scenario B — The Shortcut

Your club is planning an event. A member suggests skipping a required approval because "we have done this before and no one will care."

Questions:

What is the ethical issue?

How would the Four-Way Test apply?

What could go wrong?

Who might be affected?

What should the club do?

Scenario C — The Quiet Policy

A club tradition unintentionally discourages newer members, younger members, working members, or members with accessibility needs from participating fully. Some members say, “That is just how our club works.”

Questions:

What is the ethical issue?

How does fairness apply?

How does this affect belonging and engagement?

What Rotary principle is involved?

What could the club change?

Scenario D — The Community Vendor

A club needs to select a vendor for a public project. One member has a personal relationship with a vendor and strongly pushes that choice without a transparent process.

Questions:

What is the ethical issue?

What information should be disclosed?

How does fairness apply?

What process would protect the club and the member?

What should the club do next?

Scenario Breakout Worksheet

Question	Notes
Which scenario did your group discuss?	
What is the ethical issue?	
Which Rotary Guiding Principle applies?	
How does the Four-Way Test apply?	
Who is affected?	
What are the possible choices?	
What choice best reflects Rotary values?	
What should be said or done next?	

Rotary Ripple: How Rotarians Affect Ethics

Rotarians may influence ethics in several overlapping circles.

Circle	Example
Personal life	Making decisions with integrity
Vocation	Applying ethical standards at work
Club life	Modeling fairness, respect, and accountability
Community	Encouraging trust and responsible service
Youth and mentoring	Modeling safe, respectful, ethical leadership
Partnerships	Being transparent, reliable, and fair

Reflection:

Where do I have the greatest opportunity to influence ethics?

What could I do in that circle?

Vocational Service Ideas

Rotary clubs can encourage Vocational Service in many ways.

Examples:

- Invite members to give vocational talks
- Use member skills in service projects
- Mentor young people or emerging professionals
- Sponsor career days
- Support professional development
- Encourage ethical leadership in business and professional associations
- Hold professional networking events that introduce people to Rotary
- Connect vocational skills to local or international service
- Use Rotary Action Groups or project resources to find service opportunities requiring specialized expertise
- Recognize and respect the worthiness of all useful occupations

Participant reflection:

Which idea could work in my club?

Who should be involved?

What first step could we take?

Personal Commitment Close

Complete the following:

One ethical principle I want to live more intentionally is:

One way my vocation, profession, skills, or experience can serve others is:

One situation where I can use the Four-Way Test more intentionally is:

One action I will take within 30 days is:

If You Think It, Ink It!

Summary / Key Takeaways

Vocational Service is one of the major motivations for the founding of Rotary: to use vocational and professional skills to benefit society.

Clubs should make a point of utilizing the individual skills of members in planning and executing projects.

Rotarians should be proactive in promoting and exercising the principles of the Object of Rotary and Rotary's guiding principles.

Ethics is not only about avoiding wrongdoing; it is about building trust, fairness, goodwill, and service.

The Four-Way Test gives Rotarians a practical tool for everyday decisions.

Vocational Service helps Rotarians connect who they are, what they know, and what they do with Service Above Self.



If You Think It, *Ink It*



Appendix: The Four Way Test Means Business

The Four-Way Test means business

By Nancy Shepherdson
The Rotarian

At any Walgreens drugstore in the United States, you're likely to see The Four-Way Test hanging on the wall in the manager's office and in the pharmacy. These plaques are tangible evidence of a philosophy that has guided the company's corporate culture for decades, championed by Rotarian Charles R. Walgreen Jr., the son of its founder.

A member of the Rotary Club of Chicago, Walgreen, who died in February at age 100, informally used the test as early as 1947 while serving as president of the drugstore chain. Dick Schneider, who started working there that year, recalls getting a copy of the test and being told by Walgreen that "we use it as a compass around here." In speeches, Walgreen often referred to it as "a prescription for living, a new version of the golden rule." The company formally adopted the test in 1955.

Walgreen first heard of The Four-Way Test from fellow club member Herbert J. Taylor. Taylor came up with the four simple precepts in 1932, when Club Aluminum Company, where he was president, was facing almost certain bankruptcy. In the depths of the Depression, no one was buying much aluminum. But Taylor thought that if he could convince his employees to do the right thing in every situation, they might at least win sales from their competitors. "So one morning," he would often recount, "I leaned over my desk, rested my head in my hands. In a few moments, I reached for a white paper card and wrote down what had come to me – in 24 words."

Five years later, Club Aluminum was back in the black. Taylor always credited The Four-Way Test with its resurgence. Rotary International adopted the test in 1943, and Taylor became RI president in 1954. At one point, our organization assumed the copyright on his test. Now in the public domain, it has been adopted by scores of

companies in the 75 years since he thought up its four principles, which remain relevant today.”

The Four-Way Test was ahead of its time as a model of business ethics,” notes Paul Bube, a professor of religion at Lyon College in Batesville, Ark., USA. Several years ago, Bube spoke at the Rotary Club of Salina, Kan., about business ethics and The Four-Way Test. “Taylor developed it during a time when scandalous business practices contributed to the Great Depression,” he says.

“The kind of corporate scandals we are seeing today are reminiscent of the scandals Taylor witnessed. I believe The Four-Way Test is a vision which, if followed, can be a powerful force for good in the world.”

Is it the TRUTH?

“You could call it the sleep-at-night test,” says Allan Resnick, vice president of the Walgreens legal division. “I always tell people that at Walgreens, you don’t need to ask permission to do the right thing. You just do it.” For Resnick, though, and many of the people who use it in their daily business dealings, The Four-Way Test is much more than a guide to personal behavior. It’s a compelling business model that’s actually a powerful workforce management tool. Perhaps the most useful aspect of the test, Resnick says, is its ability to bring ethically minded people together. “People see my plaque as soon as they enter my office. When I interview people and talk about the culture of the company, I’m gauging their reaction. Are they indifferent to it? Excited? You get a feeling about whether people want to work in an ethical culture.” Walgreens expends a fair amount of effort to expose as many of its 200,000 employees as possible to The Four-Way Test. And, especially at Walgreens headquarters outside of Chicago, even non-Rotarians such as Resnick apply it routinely to ethical dilemmas. He recalls how, after the sale of some property several years ago, the company’s real estate division received a “fairly large sum of money” that should have gone to the buyers instead. “[The buyers] wouldn’t have even known we had it,” he says. “Many companies would have just cashed the check. They were fairly astonished to receive the money from us.”

Is it FAIR to all concerned?

In Texas, USA, Realtor and Rotarian Tony Weissgarber adopted The Four-Way Test and says he greatly prefers it to the National Association of Realtors' nine-page "fine-print ethics statement." Weissgarber even touted the test in a letter that was printed in the association's magazine. The gist of his message was, "If Realtors need that many words to say what we believe in, how can we really know what we believe?" He adds: "I told them that if you use The Four-Way Test faithfully, you never need anything more. When I'm in front of a prospect, I just think, is this fair? That helps in all kinds of situations." Weissgarber believes so strongly in the test that he's urged all his fellow members in the Rotary Club of San Antonio at the Dominion to adopt it in their businesses and post it on their Web sites. At least one member took him up on the challenge: Jim Landers, a photographer with 14 people working for him, who says the test "reinforced what I believed in all along, but it's like a very fine paintbrush you use to paint in the details. It's a philosophy I have in the background of my business all the time, helping me to provide a good role model."

Will it build GOODWILL and BETTER FRIENDSHIPS?

Kit Lindsay, owner of Lindsay Transmission in Warrensburg, Mo., USA, was 24 years old when he received the Rotary Club of Warrensburg's first Four-Way Test Award, which is given to non-Rotarians. He was nominated after a Rotary officer visiting town needed to have his motor home repaired when it broke down. Another local shop had proposed a transmission replacement, but Lindsay fixed the problem for \$200. "We have a saying at my business: We do what's right." That was 20 years ago. Now a Rotarian and chair of his club's Four-Way Test Award committee, Lindsay has introduced a great many local people to the test.

Will it be BENEFICIAL to all concerned?

RI Director-elect Lars-Olof Fredriksson encourages the use of The Four-Way Test around the world. A member of the Rotary Club of Äänekoski, Finland, Fredriksson has tried to apply the test throughout his careers in public relations and the Finnish air force

because, he says, it always works. "Making profit is right, but doing it without ethical consciousness, moderation, and without responsibility for the consequences is indefensible," he explains. "The tenets of truth, honesty, decency, and morality are now more complicated than before and create the often-used explanation, It all depends. But The Four-Way Test gives a bright, clear answer in any situation."

Foundation I: Our Foundation



Session Purpose / Affirmation

I am Doing Good in my local community and around the world.

Session Goals

- Explain the basic purpose and goals of The Rotary Foundation.
- Describe the importance and value of The Rotary Foundation to Rotary service.
- Identify Rotary's Areas of Focus and connect them to sample service projects.
- Reflect on ways Rotarians can work with and support The Rotary Foundation.

Core Resources

- The Rotary Foundation Reference Guide
- Areas of Focus
- Rotary.org

Resources from either this Part I Workbook or on the website, <https://lonestarli.org/page/part-i-participant-workbook-amp-resources>

Opening Reflection

I am Doing Good in my local community and around the world.

Write a brief response:

When I hear “Doing Good in the World,” I think of:

One question I have about The Rotary Foundation is:

Pair-share:

Turn to one person near you and discuss:

1. What do you already know about The Rotary Foundation?
2. What have you heard about Foundation projects, grants, PolioPlus, giving, or recognition?
3. What would you like to understand better?



If You Think It, *Ink It*





Notes



[illegible]

The Rotary Foundation: What Do We Know?

The Rotary Foundation is connected to Rotary International, but it is a separate organization that supports Rotary's charitable work.

What I already know about The Rotary Foundation:

What I want to understand better:

Why Do We Have a Rotary Foundation?

Rotary clubs and Rotarians care about service. The Rotary Foundation helps turn that service into larger, stronger, and more sustainable action.

The Rotary Foundation helps Rotary members advance world understanding, goodwill, and peace by improving health, providing quality education, improving the environment, and alleviating poverty.

The Foundation achieves its mission by supporting Rotary club and district projects, PolioPlus, disaster response, scholarships, peacebuilding, and work connected to Rotary's Areas of Focus.

Discussion:

Why does Rotary need a Foundation?

What can a Foundation do that an individual club may not be able to do alone?

How might a Foundation help Rotary build trust with donors, partners, and communities?

What value does The Rotary Foundation add to local and global service?

My notes:

The Foundation in Action

The Rotary Foundation supports work in local communities and around the world.

Examples may include:

- Local service projects supported through district grants
- Larger international projects supported through global grants
- Polio eradication through PolioPlus
- Disaster response
- Scholarships
- Rotary Peace Fellowships
- Projects connected to Rotary's Areas of Focus

Participant discussion:

Think about your own club or district.

What kind of projects have received Rotary Foundation funding in your club or district?

Who decides what kind of projects are done?

How does a club's service idea become stronger when it connects to Foundation resources?

How can Rotarians help identify needs, partners, resources, and support?

Notes:

The Rotary Foundation Areas of Focus

Lone Star Division RLI

The Rotary Foundation Areas of Focus

We have identified specific causes to target to maximize our local and global impact. At the same time, we understand that each community has its own unique needs and concerns.

Through global grants and other resources, we help clubs focus their service efforts in the following areas.



Peacebuilding and Conflict Prevention

More than 79.5 million people fled war, persecution, and conflict in 2019 according to the United Nations. Through our partnerships with several leading universities, Rotary Peace Fellows develop the skills to strengthen peace efforts, train local leaders to prevent and mediate conflict, and support long-term peace building in areas affected by conflict. We provide up to 130 peace fellowships per year at Rotary Peace Centers.



Disease Prevention & Treatment

WHO reports over 15 million, aged 30 to 69, die prematurely because of noncommunicable diseases; 85% of those deaths occur in low to middle-income countries. We aim to improve access to low-cost / free health care in underdeveloped areas. Members educate and mobilize communities to help prevent the spread of diseases such as polio, HIV/AIDS, and malaria. Many projects ensure medical training facilities are where the workforce lives.



Water, Sanitation & Hygiene

More than 2.5 billion people lack access to adequate sanitation facilities. Yearly 297,000 children under the age of five die from preventable water and sanitation-related diarrheal diseases. Our projects give communities the ability to develop and maintain sustainable water and sanitation systems and support studies related to water and sanitation.



Maternal & Child Health

In 2019 WHO reported 5.2 million children under age five died mostly from preventable and treatable causes. To help reduce this rate, we provide immunizations and antibiotics to babies, improve access to essential medical services, and support trained health care providers for mothers and their children. Our projects ensure sustainability by empowering the local community to take ownership of health care training programs.



Basic Education & Literacy

Sixty-seven million children worldwide have no access to education and more than 775 million people over the age of 15 are illiterate. Our goal is to strengthen the capacity of communities to support basic education and literacy, reduce gender disparity in education, and increase adult literacy.



Community & Economic Development

Nearly 1.4 billion employed people live on less than \$1.25 a day. We carry out service projects that enhance economic and community development and develop opportunities for decent and productive work for young and old. We also help strengthen local entrepreneurs and community leaders, particularly women, in impoverished communities.



Environment

Global environmental issues represent some of the defining challenges facing humanity, and solutions account for our relationship with nature and natural resources connect us both locally and globally.

LSRLI v 072026

These categories help Rotarians think about service needs, project planning, partnerships, and impact.

Work in pairs or small groups. For each sample project, identify the Area of Focus that seems to fit best. Some projects may connect to more than one Area of Focus.

Sample Project	Possible Area of Focus	Why?
A club helps install handwashing stations at a rural school.		
A district supports training for midwives and maternal health workers.		
A club partners with a community college for adult literacy tutoring.		
A Rotary project supports microenterprise training for women.		
A club plants trees and restores a damaged watershed.		
A club provides equipment for a disease-screening clinic.		
A club supports conflict-resolution training for youth leaders.		

How Rotarians Support The Rotary Foundation

The Rotary Foundation is supported by voluntary contributions from Rotary members and friends of the Foundation who share its vision of a better world.

Rotarians may support the Foundation by:

- Learning how the Foundation works
- Giving to the Annual Fund
- Supporting PolioPlus
- Supporting the Endowment Fund
- Participating in Foundation-supported projects
- Helping identify community needs
- Serving on club or district Foundation committees
- Sharing Foundation stories
- Thanking donors and participants
- Encouraging responsible stewardship
- Helping club members understand how Foundation giving becomes service

Recognition and Giving Overview

Foundation Recognition Categories

Recognition term	Verified participant-facing description
Rotary Foundation Sustaining Member	Individual recognition for personally contributing US\$100 or more each Rotary year to the Annual Fund.
Paul Harris Fellow	Individual recognition for US\$1,000 or more in cumulative eligible giving to the Annual Fund, PolioPlus Fund, Disaster Response Fund, or an approved global grant, or through Foundation recognition points.
Certificate of Appreciation	Recognition that may honor a business or organization; Paul Harris Fellow recognition is for individuals.
Multiple Paul Harris Fellow	Recognition at additional US\$1,000 levels after initial Paul Harris Fellow recognition.
Paul Harris Society	Individual recognition for notifying Rotary of an intent to contribute US\$1,000 or more each Rotary year to eligible Foundation funds or approved grants.
Major Donor	Individual or couple recognition beginning at US\$10,000 in cumulative personal contributions, regardless of gift designation.
Arch Klumph Society	Individual or couple recognition beginning at US\$250,000 in cumulative personal contributions.
Benefactor	Individual recognition for notifying The Rotary Foundation of a future gift commitment of US\$1,000 or more to the Endowment, or making an outright gift of US\$1,000 or more to the Endowment.

Bequest Society	Recognition for individuals or couples who notify The Rotary Foundation of an estate-plan commitment of US\$10,000 or more.
Legacy Society	Recognition for individuals or couples who document future gifts to the Endowment of US\$1 million or more.
100% Foundation Giving Club	Club recognition for clubs that achieve an average of US\$100 in per capita giving and 100% participation, with every dues-paying member contributing at least US\$25 to eligible Foundation funds or approved grants during the Rotary year.
100% Paul Harris Fellow Club	Club recognition for clubs in which every dues-paying member is a Paul Harris Fellow at the time recognition is requested.
Every Rotarian, Every Year Club	Club recognition for clubs that achieve a minimum Annual Fund contribution of US\$100 per capita and every dues-paying member personally contributes at least US\$25 to the Annual Fund during the Rotary year.
Rotary's Promise Club	Club recognition for clubs with 100% of members supporting the Endowment through a qualifying outright gift or future gift commitment of US\$1,000 or more.
Top Three Per Capita in Annual Fund Giving	District-level club recognition for the three clubs that give the most per capita to the Annual Fund; clubs need at least US\$50 per capita annual giving to be eligible.
100% Paul Harris Society Club	Club recognition for clubs in which every dues-paying member contributes at least US\$1,000 during the Rotary year to eligible Foundation funds or approved grants.
End Polio Now: Countdown to History Campaign Certificate of Appreciation	Club certificate for annual contributions of US\$1,500 or more to Rotary's PolioPlus Fund.
Rotaract Giving Certificate	Digital certificate awarded annually to Rotaract clubs that contribute a total of at least US\$100 during the Rotary year.
Foundation recognition points	Recognition points are awarded for eligible gifts and may be transferred to help name others as Paul Harris Fellows or multiple Paul Harris Fellows.
PolioPlus Society	District-led giving society that participants may hear about locally. It is not listed in the Rotary Foundation Reference Guide as an official Foundation recognition category, and not every district participates.



If You Think It, *Ink It*



LONE STAR DIVISION RLI • PART I: FOUNDATION I: OUR FOUNDATION

Activity: Foundation I — My Foundation Connection

Participant Activity — Personal Application

Use this worksheet to connect The Rotary Foundation to your own Rotary experience.

Prompt	My Response
One thing I learned or clarified about The Rotary Foundation is:	
One Foundation-supported project or program I want to know more about is:	
One Area of Focus that connects to my club's service is:	
One reason The Rotary Foundation matters to Rotary is:	
One way I can work with or support the Foundation is:	
One question I still have is:	
One person or resource I should consult after this session is:	



If You Think It, *Ink It*



Summary / Key Takeaways

The Rotary Foundation helps Rotarians do good in local communities and around the world.

The Foundation is a separate organization related to Rotary International.

The Foundation helps Rotary members advance world understanding, goodwill, and peace through service.

Rotary clubs and districts identify needs, develop projects, and use Foundation support to increase impact.

Rotary's Areas of Focus help organize service around major humanitarian needs.

The Foundation is supported by voluntary contributions from Rotarians and friends of the Foundation.

Giving, service, stewardship, and storytelling are all ways Rotarians can work with the Foundation.

Foundation I introduces the Foundation. Later sessions will explore targeted service, grants, sustainability, community assessment, international service, and Global Grants in more depth.

Closing Reflection

Complete before leaving:

One thing I now understand about The Rotary Foundation is:

One Area of Focus that connects to my club or community is:

One Foundation question I will take back to my club is:

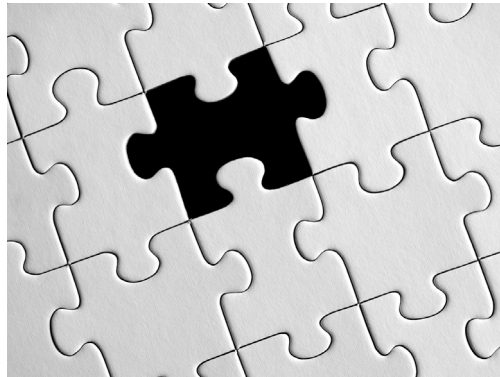
One action I will take within 30 days is:



If You Think It, *Ink It*



Engaging Members



Session Purpose

I make my club and Rotary stronger by my active participation. Engaged club members have fun, make friends, and effectively serve. This is why I joined Rotary!

Session Goals

- Identify the reasons people are drawn to Rotary and what motivates them to join.
- Examine the factors that keep members engaged and committed over time.
- Explain why active participation strengthens both the member experience and club effectiveness.

Core Resources

- Designing Your Rotary Experience
- Rotary Learning Center
- Rotary Magazine

Resources from either this Part I Workbook or on the website, <https://lonestarrli.org/page/part-i-participant-workbook-amp-resources>

Club Experience Matters Most

CLUB EXPERIENCE MATTERS THE MOST

Recent Rotary research confirms that the single most important factor in member satisfaction is the club experience.



Using our Membership Assessment Tools guide, which includes the Membership Satisfaction Survey, can help you craft an experience that reflects your members' interests and needs.





If You Think It, *Ink It*



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Participant Opening Reflection

Why did I join Rotary?

What was my orientation like?

When did I first feel like I really belonged?

What helped me feel connected?

What might help another member feel that same sense of connection?

Historical Background: Siegel + Gale — Why Join / Why Stay in Rotary?

siegel + gale – Why Join Rotary?



siegel + gale – Why Stay in Rotary?



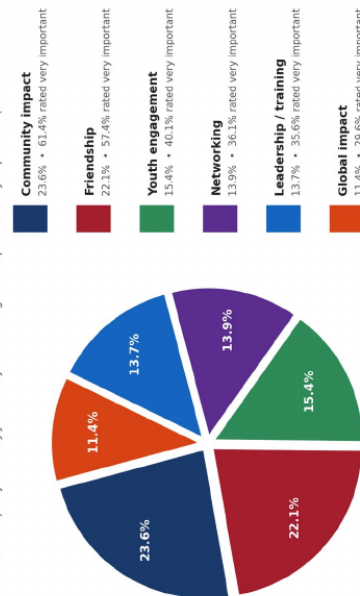
Current Comparison: Rotary Membership Motivations 2025 vs. 2014

Rotary Membership Motivations: 2025 vs. 2014 Research Comparison

Rotary International 2024–2025 Club Experience Survey (September 2025) • Siegel + Gale 2014 benchmark reference

Rotary International — What Rotarians Value Most

Closest 2025 proxy for "Why Join Rotary?" - % rating each aspect as "Very Important" (normalized to 100%)

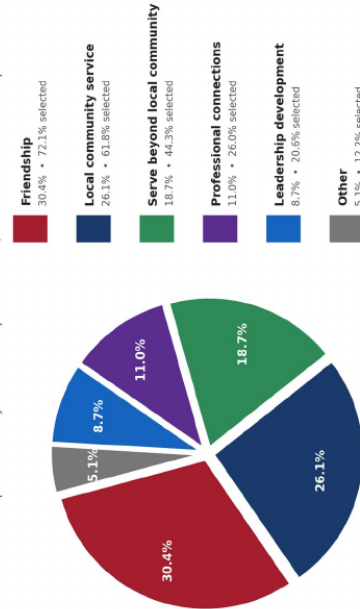


Source: Rotary International 2024–2025 Club Experience Survey (September 2025) • N = 9,500 respondents

Figure 1: What Rotarians Value Most — proxy for "Why Join?" (2025 survey does not ask joining motivation directly)

Rotary International — Why Rotarians Stay

2025 Club Experience Survey • Multi-select question results, normalized to 100% for comparison



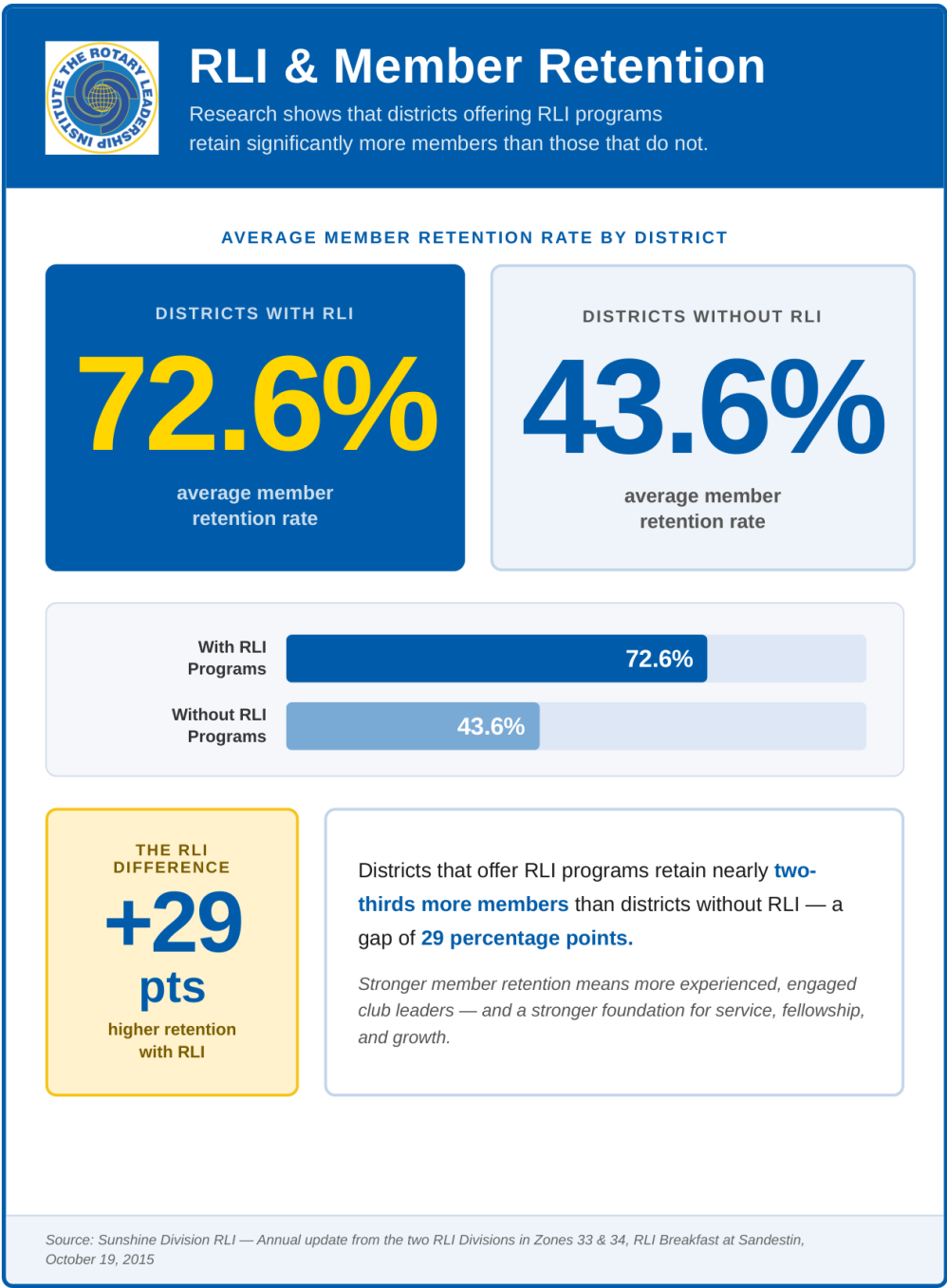
Source: Rotary International 2024–2025 Club Experience Survey (September 2025) • N = 9,500 respondents

Figure 2: Why Rotarians Stay — multi-select question, normalized to 100%

Key Findings from the 2025 RI Survey

- Friendship and community service remain the top reasons to stay — consistent with previous research. Rotary International hired Siegel + Gale to complete in 2014, 72.1% of respondents selected friendship and 61.8% selected local community service in the multi-select question. The most common combination selected was "To serve in my local community" AND "For friendship."
- The 2025 survey does not include a direct "Why did you join?" question (it surveys current members only). Figure 1 uses the "Very Important" ratings for each membership aspect as the closest available proxy for joining motivation.
- Siegel + Gale 2014 comparison — Why Stay: Friendship rose from 30% (join) to 38% (stay) in 2014; in 2025 it leads reasons for staying at 30.4% (normalized). Global impact has grown: 15% in S+G 2014 vs. 18.7% (normalized) in 2025.
- Professional networking dropped sharply as a stay reason: ~19% (S+G 2014) vs. 11.0% (normalized 2025), though the raw 2025 selection rate was 26.0% — still meaningful for younger members (41% of under-50s selected it).
- Cost is a growing concern: 39% cited cost as a reason to consider leaving in 2024–2025, up from 32% in 2023. This was a more significant issue than time commitment (85% agreed time investment was worth it).

RLI & Member Retention — Sunshine Division Reference



People join Rotary for many reasons. Some are invited by a friend. Some want to serve. Some want to meet people. Some want to be part of something larger than themselves. Some are looking for connection, leadership, professional relationships, or a meaningful way to give back.

In many clubs, the answers often come down to:

Friendship

Community Service

Networking

Members stay when the club experience continues to deliver value, belonging, purpose, and opportunities for meaningful participation.

From Joining to Belonging

Joining Rotary is an event. Belonging develops through experience.

Think about the moment when Rotary began to feel personal to you. Maybe you felt you belonged when:

- You worked on a project with your club
- You attended your first social
- You were invited to help with something meaningful
- Someone remembered your name
- Someone followed up when you were absent
- You got a referral or professional connection from a fellow member
- You were trusted with a role
- You learned something new about Rotary
- You saw Rotary make a difference

A club strengthens engagement when members move from simply attending to participating, contributing, learning, leading, serving, and connecting.

LONE STAR DIVISION RLI • PART I: ENGAGING MEMBERS

Activity 1: What Is Member Engagement?

Participant Activity — Discussion & Application

Answer individually first, then discuss in pairs.

What does member engagement look like in a Rotary club?

Why does engagement matter to me as a member?

How can we tell when members are engaged?

How can we tell when members may be drifting away?

What helps members move from attendance to participation?



If You Think It, *Ink It*



Why Do People Stay in Rotary?

People often stay in Rotary because the club continues to deliver what they value.

That may include:

- Meaningful fellowship
- Service that matters
- Networking and professional connection
- Friendship
- Personal growth
- Leadership opportunities
- A sense of purpose
- Learning
- Belonging
- A chance to make a difference
- A club culture that notices and includes them

The club experience matters. Members are more likely to remain engaged when they know what is happening, understand how to participate, feel welcome, and see that their time and talents matter.

LONE STAR DIVISION RLI • PART I: ENGAGING MEMBERS

Activity 2: Why Members Stay

Participant Activity — Discussion & Application

Why do people stay in Rotary?

What does my club deliver well?

What does my club promise, directly or indirectly, to members?

What might cause members to disengage?

What should my club ask members more often?

Friendship / Community Service / Networking Reflection

What Members May Want	What This Looks Like in a Club	How It Can Increase Engagement
Friendship	Fellowship, socials, caring for one another, recognition, informal connection	Members feel known, noticed, and missed.
Community Service	Meaningful projects, different ways to serve, hands-on work, community impact	Members see purpose and value in participation.
Networking	Professional connection, mentoring, business relationships, vocation-based learning	Members build relationships that support personal and professional growth.
Learning / Growth	Rotary Learning Center, district learning, RLI, club programs, mentoring, Rotary resources	Members understand Rotary more deeply and find new ways to contribute.

Activity 3: Small-Group Engagement Lab

Participant Worksheet — Group Discussion & Report-Out

My group's focus is: ☐ Friendship ☐ Community Service ☐ Networking

Resource Guide: Designing Your Rotary Experience

Use this RI guide for specific engagement ideas that connect to your group's topic. Find your section below and draw on it as you discuss questions 1–8.

- ☒ Friendship → Make Connections
- ☒ Community Service → Participate in Meaningful Service
- ☒ Networking → Become a Leader

GROUP DISCUSSION QUESTIONS — 10 MINUTES

1. What does this need mean to members?
2. What can a club do to meet this need?
3. How does this create a sense of belonging?
4. How does this increase participation?
5. What could make this more accessible or inclusive?
6. What is one simple first step a club could take?
7. What barrier might get in the way?
8. How would we know this helped members engage?

▶ REPORT-OUT SUMMARY — BE READY TO SHARE WITH THE FULL GROUP

- Our topic was:
- One thing members need is:
- One thing a club can do is:
- One barrier is:
- Our recommended first step:

Appendix Handout: Designing Your Rotary Experience

DESIGNING YOUR ROTARY EXPERIENCE

GET INVOLVED IN WAYS THAT MATTER TO YOU

Rotary offers benefits for people of all ages and backgrounds. From learning more about the world to learning more about yourself, you can grow by engaging with Rotary's global network and the array of activities, programs, and interest groups that Rotary offers.

When you get involved in Rotary, whether as a Rotarian, Rotaractor, or program participant, you expand your perspective by honing your skills, learning from professionals, making new connections, and making a difference in your community and around the world.

We know that each member has a unique combination of interests, skills, and talents, and so each member will be attracted to different activities. This guide describes the options you can choose from to personalize your Rotary experience and get involved in ways that matter to you.



MAKE CONNECTIONS

Rotary is a global community with 1.4 million Rotarians and Rotaractors from clubs in nearly every country. This means you can connect with others near home or across the globe. Here are some ways you can make connections through Rotary.



- + ATTEND CLUB MEETINGS AND EVENTS.**
Introduce yourself to members in your club to get to know them better. Being genuinely interested in others shows people you value them, and these small interactions can lead to lasting friendships.
- + CREATE A MY ROTARY ACCOUNT.**
When you register for a [My Rotary account](#) and create a profile, you can access Rotary's online tools and locate and connect with members near and far using the [Find a Member](#) tool.
- + ATTEND DISTRICT MEETINGS AND EVENTS.**
Clubs are grouped into more than 500 districts worldwide. By connecting with other clubs and leaders in your district, you can learn how to get involved in Rotary beyond your club and make a greater impact.
- + GET INVOLVED WITH CLUB INITIATIVES.**
Volunteering to take part in a project, attend a meeting, or serve in a club role, such as being on a [committee](#), will let you work with others in meaningful ways and contribute to your club's impact. You can also suggest speakers from [service and project partners](#) or from other organizations that share Rotary's values. Ask your club how you can help.
- + VISIT ANOTHER CLUB.**
You can locate Rotary and Rotaract club meetings to attend using the [Find a Club](#) tool. You might think of ways to collaborate on club activities or hear of an idea you want to try with your club. Visiting other clubs fosters new connections and inspiration.
- + JOIN A ROTARY FELLOWSHIP.**
Meet others with similar interests by joining a [Rotary Fellowship](#), an international group of people with a common hobby, identity, culture, or vocation. This is a fun way to make friends and explore a pastime or profession.
- + JOIN A ROTARY ACTION GROUP.**
These include people around the world who have expertise and passion in a particular area, such as economic development, education, the environment, or safe water. Join a [Rotary Action Group](#) to share your knowledge, develop your skills, and make professional and personal connections.
- + PARTICIPATE IN A ROTARY FRIENDSHIP EXCHANGE.**
Experience different cultures and build international understanding and friendships. This program for Rotary members and friends prioritizes cultural immersion, international service, or vocational exchanges. [Friendship Exchange](#) participants take turns hosting one another in their homes and clubs.
- + ATTEND A PROJECT FAIR.**
Meet people with whom you can collaborate on international projects. [Project fairs](#) typically last two or three days and can include visits to project sites as well as opportunities to experience the local culture. These activities let visitors learn about the community and build long-lasting relationships with their hosts.
- + ATTEND THE CONVENTION.**
The [Rotary International Convention](#) is held in a different international city each year. You'll meet members from around the world, learn how to expand our impact, and enjoy inspiring talks from global leaders, celebrities, and activists.

PARTICIPATE IN MEANINGFUL SERVICE

Making a difference in the community is one of the top reasons people get involved in Rotary. We channel this commitment through five Avenues of Service — Club Service, Vocational Service, Community Service, International Service, and Youth Service. Here are some ways you can take part in meaningful service through Rotary.



+ SUPPORT YOUR CLUB.

You can help your club thrive by offering your expertise and skills through serving as a club officer, as a committee member, or in another role.

+ PARTICIPATE IN LOCAL SERVICE ACTIVITIES.

Find out what projects your club, neighboring clubs, and your district are working on and volunteer for one or more. Work with partners or conduct a community assessment to identify projects that would benefit your local area.

+ PARTICIPATE IN INTERNATIONAL PROJECTS.

Many clubs partner with clubs in other parts of the world to address a need in one of their communities. Together, they have more time and funding, as well as the expertise of members, partners, and Rotary program alumni to bring about sustainable, positive change. Find a project and get involved.

+ USE YOUR PROFESSIONAL EXPERTISE.

Many districts have a district resource network of local experts who can use their experience, technical knowledge, and project-planning skills to assist clubs in the design and implementation of meaningful projects. Contact your district international service chair to offer your skills to mentor clubs and improve communities.

+ SUPPORT AN INTERACT CLUB.

Interact clubs bring together people ages 12-18 to develop leadership skills while participating in service. If your club sponsors or co-sponsors an Interact club, you can help empower Interactors to make a difference in their communities and globally by supporting their service-learning projects.

+ PARTICIPATE IN ROTARY YOUTH LEADERSHIP AWARDS.

RYLA events provide opportunities to build leadership, communication, and problem-solving skills, while having fun and forming lasting friendships. Talk to your club and district leaders about getting involved by nominating participants or assisting event organizers.

+ WORK WITH A ROTARY COMMUNITY CORPS.

These groups of nonmembers partner with local Rotary and Rotaract clubs on service projects. By working with a Rotary Community Corps, you can build engagement in the area and make your projects more sustainable by positioning local leaders to pioneer change.

+ USE YOUR SKILLS WITH A ROTARY ACTION GROUP.

Use your professional skills to make a sustainable impact locally and globally through one of Rotary's more than 25 action groups. By leveraging people's expertise and our global network, Rotary Action Groups help clubs and districts plan and implement meaningful, large-scale humanitarian service projects.

+ APPLY FOR A GRANT.

If your project meets certain requirements, it might be eligible for funding from The Rotary Foundation. Explore the grant types and find one that's right for your project.

+ JOIN THE EFFORT TO ERADICATE POLIO.

Raise awareness about Rotary's work to end polio, donate to the PolioPlus Fund, or volunteer for a National Immunization Day. Post about polio on social media or include a link to endpolio.org in your email signature. Write to us to learn about upcoming trips for NIDs.

+ SUPPORT ROTARY'S CURRENT WORK.

You can do this by giving to The Rotary Foundation, which sustains thousands of projects in your community and around the world. The Foundation supports projects and programs that transform lives by addressing poverty, disease, conflict, and lack of education and water.

BECOME A LEADER

Rotary offers many opportunities to develop your leadership capabilities. Whether you're interested in a club or district role or in building new skills, leadership can be a cornerstone of your Rotary experience. Here are ways you can become a leader through Rotary.



+ SHARE YOUR IDEAS WITH YOUR CLUB.

You can help your club achieve its goals, improve its projects, and enhance the member experience. Clubs can evolve by being receptive to new and diverse perspectives, and your suggestion could become the next big initiative in your club or community.

+ EXPLORE LEADERSHIP COURSES.

Use Rotary's Learning Center to improve and practice your skills. Rotary's [professional development courses](#) include topics such as resolving conflict, public speaking, and networking. You need to have a My Rotary account, so be sure to [register](#) if you haven't already.

+ GIVE A SPEECH AT A CLUB MEETING.

Introduce yourself or discuss an area of expertise in order to practice your presentation skills. If your club meetings don't offer this opportunity, suggest it to your club leaders or contact [your local Toastmasters club](#) and ask to be a guest speaker.

+ BECOME A MENTOR.

Share your professional expertise, community knowledge, or Rotary information as a mentor. Ask if your club has a mentoring program, and if not, propose starting one. Take the [Mentoring Basics course](#) and learn to use your experience to help others grow.

+ LEAD YOUR CLUB.

Find out what committees and other leadership opportunities your club has, and volunteer for one that interests you. You'll learn more about your club and Rotary and gain skills in the process. Explore the [Club Leadership catalog](#) to find out about these roles.

+ ORGANIZE A CLUB EVENT.

Volunteer to coordinate a social gathering or service project, and gain skills including collaboration, public speaking, or managing other volunteers.

+ LEAD YOUR DISTRICT.

If you've served as a club leader and want to get more involved, find out how to do so at the district level. Learn about district roles with the [District Leadership catalog](#) and talk to your club and district leaders about available opportunities.

+ BUILD PEACE.

Join the [Rotary Positive Peace Academy](#), created with Rotary's partner, the Institute for Economics and Peace, to learn about building and sustaining peace and the Positive Peace framework. Learn about the [Rotary Peace Centers program](#), which trains leaders from communities around the world to address peace and development issues.

+ SERVE IN INTERNATIONAL LEADERSHIP ROLES.

Lead global groups of communities of people with similar interests, hobbies, professions, and passions by serving in a leadership role in a [Rotary Fellowship](#) or [Rotary Action Group](#).

EXPAND YOUR PERSPECTIVE

When you make connections, participate in meaningful service, and take leadership roles, you'll inevitably develop and expand your perspective. Here are more ways you can experience personal growth and expand your perspective through Rotary.



PERFORM ACTS OF KINDNESS.

Being gracious and caring empowers all parties involved and contributes to people's mental well-being. In Rotary, you have many opportunities to make a positive impact on someone's life by expressing kindness.



TAKE COURSES IN THE LEARNING CENTER.

Beyond the courses mentioned elsewhere in this guide, you can find online courses about specific Rotary programs, policies, and leadership roles, as well as more general skill development. Courses are available in more than 20 languages.



CONNECT WITH TOASTMASTERS.

Rotary's alliance with Toastmasters International means you can take [leadership courses](#) to develop and practice your skills. You can also [visit](#) a meeting or work with a Toastmasters club on joint initiatives.



ATTEND LEARNING EVENTS.

Connect with other members in your area by taking part in one of these informational events offered by your district. You'll learn more about Rotary and other clubs in your community. Visit your district's website or contact your club leaders to find out when your district's next event will occur.



WELCOME A YOUTH EXCHANGE STUDENT.

If your district is certified to participate in [Rotary Youth Exchange](#), you can offer to host or help welcome a student from another country, learn about their culture, share your culture with them, and create a memorable learning experience.



EXPLORE OTHER CULTURES.

Because Rotary and Rotaract clubs are all over the world, you can [visit clubs](#) when you travel and experience how diverse clubs in other towns or countries are. In addition to programs like Friendship Exchange or Youth Exchange, this is a way to broaden your intercultural understanding, build friendships, and learn about a region's history and customs.

HOW WILL YOU GET INVOLVED?

With so many ways to get involved, you can design the Rotary experience that suits you best. Talk to your fellow club members and leaders and share your interests and ideas. Take an active role in shaping your club. All of this will allow you to get the most out of your Rotary experience!



If You Think It, *Ink It*



What About Learning and Education?

Rotary engagement also grows when members learn more about Rotary and discover new ways to participate.

Learning opportunities may include:

- Club programs
- District learning events
- District conference
- Rotary Learning Center
- Rotary newsletters
- Rotary Magazine
- **RLI**
- Mentoring
- Club committee work
- District service or membership resources

As members learn more, they often find new ways to contribute.

Other Engagement Levers Quick Check

Use the checklist below to think about other factors that may affect participation.

Engagement Lever	How Could This Affect Participation?	One Improvement Idea
Meeting time		
Meeting format		
Technology		
Orientation / onboarding		
Accessibility		
Belonging		
Member communication		
Rotary learning opportunities		

Belonging, Engagement, and Accessibility

How does your club encourage a culture of belonging, engagement, and accessibility?

Does your club reflect your community?

What is one practical way your club could make participation easier or more welcoming?

At Rotary, creating a culture of belonging is essential to who we are. Our strength comes from the connections we build, the respect we show, and the opportunities we create so that everyone can thrive. Belonging, engagement, and accessibility are at the heart of how we grow together and create lasting change.

Where Can We Go for Help?

Need	Possible Resource
Membership ideas	District Membership Committee
Member engagement tools	Membership Assessment Tools
Club experience feedback	Enhancing the Club Experience
Rotary knowledge / online learning	Rotary Learning Center
Account access	My Rotary account resource
District support	District leadership
Broader Rotary learning	RLI, district learning events, Rotary Learning Center
Club-specific support	Club membership chair, sponsor, mentor, board

Closing Reflection

Complete before leaving.

One idea I will take back to my club is:

One thing my club could do to help members feel they belong is:

One sign that a member may be disengaging is:

One action I will take within 30 days is:

Who else should know or help?

If You Think It, Ink It!

Summary / Key Takeaways

People are attracted to Rotary for many reasons, but the answers often come down to Friendship, Community Service, and Networking.

Members stay when the club experience continues to deliver what they value.

Engagement is more than attendance. It includes participation, connection, contribution, learning, service, and belonging.

Clubs strengthen engagement when members are noticed, invited, included, and given meaningful ways to participate.

Meeting time, technology, accessibility, orientation, and communication can all affect participation.

Every member has a role in creating a club culture where people feel they belong.

The more your members know and get involved, the stronger your club will be.



If You Think It, *Ink It*



Creating Service Projects



Session Purpose

I am a vital part of a worldwide service organization of business, professional and community leaders meeting needs in communities. I can build, run and promote service.

Session Goals

- Identify the qualities of a good service project.
- Relate the culture of your club to meeting the needs of your community.
- Identify effective strategies and best practices for creating and leading successful service projects in your club.

Core Resources

- Rotary Service Project Center
- Rotary Learning Center Course: Club Service Project Essentials

Resources from either this Part I Workbook or on the website, <https://lonestarrli.org/page/part-i-participant-workbook-amp-resources>



If You Think It, Ink It





[illegible]

Participant Opening Reflection

Think of a Rotary service project you have seen or participated in.

What made it successful?

What made it difficult?

What did the club learn from the experience?

What Makes a Good Rotary Service Project?

A good Rotary service project begins with good intentions, but good intentions are not enough.

A strong Rotary service project is:

- Based on a real community need
- Appropriate for the club's culture and capacity
- Meaningful to members
- Respectful of the people being served
- Well planned with clear roles
- Safe and realistic
- Visible enough to strengthen Rotary's public image
- Evaluated after completion
- Capable of being repeated, expanded, handed off, or intentionally ended

Rotary service is strongest when clubs combine community need, member commitment, practical planning, ethical service, and follow-through.

LONE STAR DIVISION RLI • PART I: CREATING SERVICE PROJECTS

Activity 1: Good Service Project Checklist*Participant Activity — Checklist & Application*

Think of a service project your club has done or could do. Use the checklist below.

Good Service Project Question	Yes / No / Not Sure	Notes
Is it based on a real community need?		
Do we know who benefits?		
Have we asked or consulted people affected by the need?		
Does it fit our club's culture and capacity?		
Will members find it meaningful?		
Are roles and responsibilities clear?		
Is it safe and realistic?		
Are partners or community organizations needed?		
Do we know what resources are needed?		
Is there a plan to communicate or promote it appropriately?		
Do we know how we will evaluate whether it worked?		
Is there a follow-up plan?		

Reflection:

Which question is your club most likely to answer well?

Which question is your club most likely to skip?

Community Need vs. Club Idea

A club idea begins with what the club wants to do.

A community need begins with what people, partners, or available information show is needed.

Both matter. Clubs bring energy, resources, and skills. Communities bring lived experience, local knowledge, and priorities.

The best Rotary projects happen when club ideas are tested against real community needs.

LONE STAR DIVISION RLI • PART I: CREATING SERVICE PROJECTS

Activity 2: Community Need vs. Club Idea Reflection

Participant Activity — Individual Reflection

Answer individually first, then discuss in pairs or small groups.

What is the difference between a community need and a club idea?

Who should be asked before the club decides what project to do?

What information would help the club know whether the project is needed?

What assumptions should the club test before beginning?

Club Culture and Capacity

Every Rotary club has a culture. Club culture affects which projects succeed.

Club culture may include:

- Club size
- Member age, availability, and interests
- Meeting style
- Traditions
- Energy level
- Skills and vocations
- Financial resources
- Community relationships
- Partner relationships
- Appetite for new ideas
- Willingness to change
- Ability to follow through

A project that works well in one club may not work in another. A strong project should match both community need and club capacity.

LONE STAR DIVISION RLI • PART I: CREATING SERVICE PROJECTS

Activity 3: Club Culture and Capacity Check

Participant Activity — Checklist & Application

Choose a real or possible project. Answer the questions below.

Club Capacity Question	Notes
How many members could realistically help?	
What skills or vocations in our club could support this project?	
What community relationships could help?	
What traditions or habits might support the project?	
What traditions or habits might get in the way?	
What budget, supplies, or facilities would be needed?	
What partner could strengthen the project?	
Is this a one-time project, recurring project, or project that should eventually be handed off?	
What would make this project meaningful to members?	

Service Project Design Canvas

Work in small groups. Choose one real or sample project idea and use the canvas to design or improve it.

Sample project ideas:

- A club wants to provide school supplies for children.
- A club wants to organize a community cleanup.
- A club wants to support a food pantry.
- A club wants to create a senior outreach project.
- A club wants to partner with a local school.
- A club wants to provide literacy support.
- A club wants to support a community health event.
- A club wants to improve participation in an existing annual project.

You may also use a real project from your club.

Service Project Design Canvas

Design Question	Group Response
What community need are we addressing?	
How do we know this is a real need?	
Who have we asked or consulted?	
Who benefits from this project?	
How does this fit our club's culture, size, skills, and capacity?	
Which members or partners should be involved?	
What resources are needed: time, money, supplies, skills, facilities, transportation, publicity?	
What are the major steps?	
Who is responsible for each step?	
What could go wrong?	
How will we communicate or promote the project appropriately?	
How will we know the project made a difference?	
What follow-up is needed after the project?	

Group Report-Out

Each group should be ready to share:

- The community need
- The project idea
- One reason the project fits the club
- One risk or challenge
- One way to measure success



If You Think It, Ink It



Promote and Evaluate

Rotary service should not be hidden, but promotion should be respectful and appropriate.

Promotion is not only publicity. It helps:

- Invite volunteers
- Thank partners
- Build community awareness
- Strengthen Rotary's public image
- Help members understand impact
- Attract future support
- Tell the story of service responsibly

Evaluation helps the club learn.

After a project, the club should ask:

- Did we meet the need?
- How do we know?
- Who benefited?
- What did participants and partners say?
- What worked well?
- What should change next time?
- Should this project be repeated, expanded, handed off, or ended?
- What story should be shared?
- Who should be thanked?



If You Think It, *Ink It*



Service Project Evaluation Snapshot

Use after a project.

Evaluation Question	Notes
What did we set out to do?	
What actually happened?	
Who benefited?	
How do we know the project made a difference?	
What feedback did we receive from participants, partners, or community members?	
What worked well?	
What should change next time?	
Should the project be repeated, expanded, handed off, or ended?	
What story should be shared, and with whom?	
Who should be thanked?	

Closing Reflection

Complete before leaving.

One idea I will take back to my club is:

One question my club should ask before starting its next service project is:

One way we can measure whether a project made a difference is:

One action I will take within 30 days is:

I will keep this reflection for my own Rotary learning and follow-up.

Summary / Key Takeaways

Rotary service projects should meet real community needs and use the strengths of Rotarians and clubs.

A good project begins by listening, not assuming.

A club idea becomes stronger when it is tested against real community need.

Club culture and capacity matter. A project should fit the club's people, skills, time, energy, resources, and relationships.

Clear roles and realistic planning help prevent volunteer fatigue and confusion.

Community partners can help clubs understand needs and strengthen results.

Promotion should be appropriate, respectful, and connected to impact.

Evaluation helps the club learn whether the project worked and what should happen next.

Good service-project design prepares Rotarians for targeted service, stronger teams, public image, strategic planning, international service, and long-term impact.



If You Think It, *Ink It*





Lone Star Division RLI



Register NOW for
Part II!!