

2015 ROTARY INTENATIONAL CONVENTION SUMMARY REPORT

While the 2015 Rotary International Convention had many takeaways, there are three that stood out consistently:

1. Focus on membership growth worldwide
2. Project engagement
3. Enhanced leadership at the local level

President Gary Huang stressed over and over along with others that membership growth is crucial to Rotary over the long term. Organizing Rotary day's celebrations, weekend gatherings, chili cook offs, and whatever else we can think of at the local level to expose Rotary to others; and use these events to recruit new members (especially younger prospects). Engage Rotaracts more. It was discovered that the reason most Rotaracts did not go on to become Rotarians is because no one asked them to join. Less than 5% of Rotaracts go on to become Rotarians. Seek out other communities where there are no rotary clubs and engage the community to assist them in starting new clubs. Use images on your Facebook page that make your club look great. Raise awareness any way we can about who we are and what we do. They made a point of highlighting the fact that there were more than 500 Rotaract members attending the convention.

We were asked to engage our clubs in projects that are not only relevant to our areas of interest, but to areas that are international in scope. Clean water projects, Polio eradication, disaster relief and cleanup among others. Check among your club members to see if there is any interest by anyone in becoming a Rotary Peace Fellow. Peace fellows engage in and lead many projects worldwide. We can also engage in other projects through Rotarian action Groups (RAGS). Engage in projects that involves kids. Kids matter and we should listen to them.

Club Presidents, President Elects, President Nominees and board members should lead by example. Do not delegate actionable items that you can do yourself. Do your clubs Presidents stand at the door before all meetings begin to greet every member as they enter by name? If they don't they should. Empower others with authority to perform the tasks they have been given. Presidents should always keep the following thought in the back of their minds.' I want to leave the club in better shape than it was when I took over.'" Come up with ideas to enhance funding

of the Rotary Foundation. For example one dollar from lunch proceeds goes towards the foundation. Club Presidents should collaborate with other clubs to work jointly on mutual projects of interests. Meet with every potential new member personally to heighten their interest in joining.

There were more than 14,000 Rotary members in attendance at the convention. Of course Polio was a huge topic of discussion with confidence building that the disease will be eradicated by 2018. Peace and living in a peaceful society was another area of discussion. It was said that Peace is a prerequisite for solving the world's problems. There was much discussion surrounding the Foundation. It was revealed that the Rotary Foundation is now endowed with One Billions Dollars. That is in the top 3% of Charities worldwide. We were asked to ensure that our club has a strategic plan in place to grow the Foundation. Finally, there was a lot of discussion around Rotary's attendance policies. The general consensus was that we should put less emphasis on attendance and more on engagement.

Submitted by:

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