

**Presidential  
Leadership**

**Concepts**

**Rotary**

District 5180



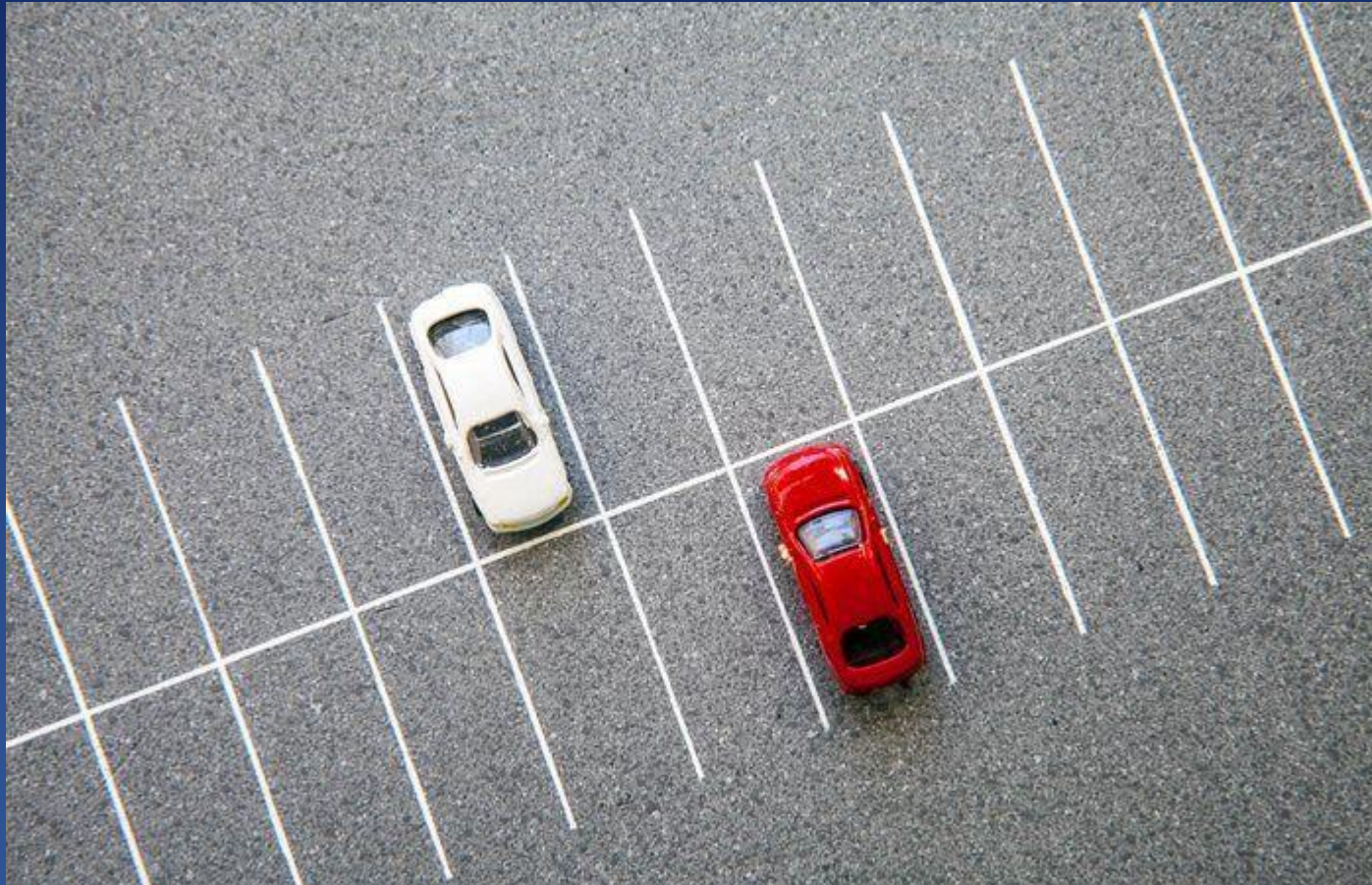
# Welcome





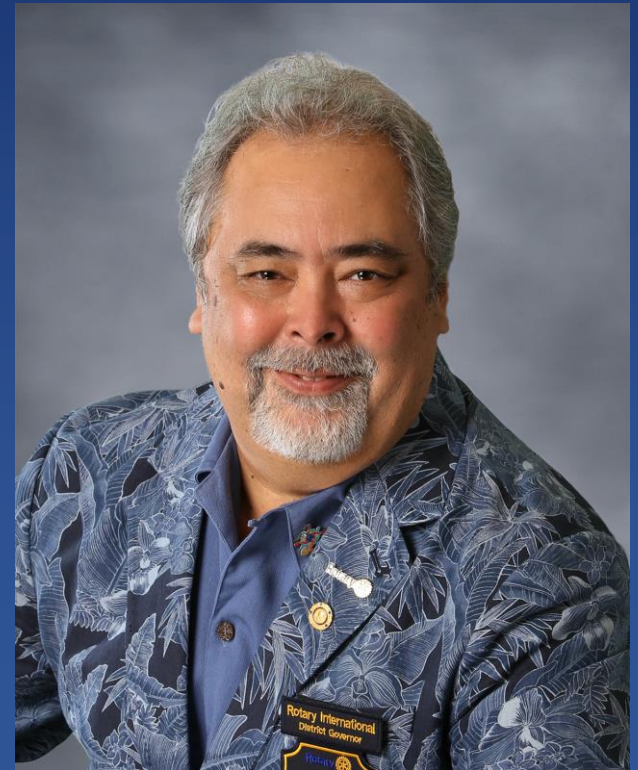


# Parking Lot





# Communication



# Leaders Communicate

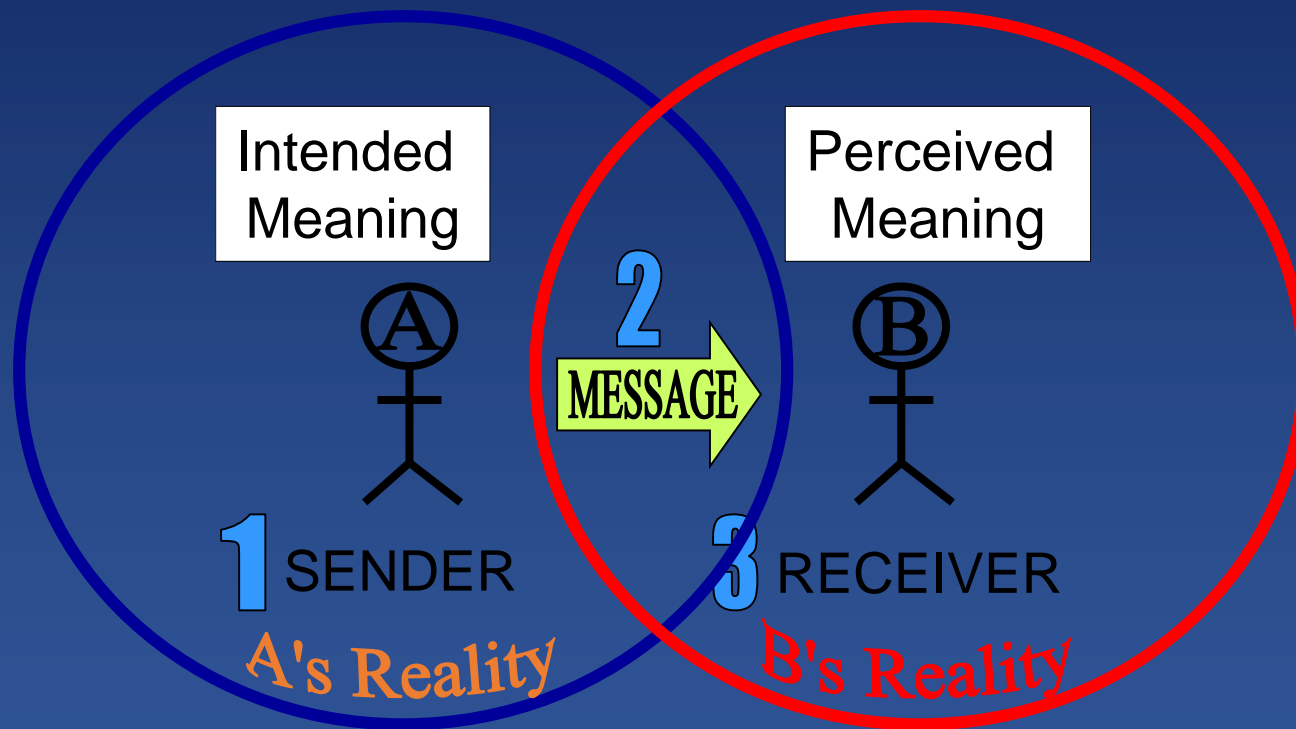




# Objectives

- Understand the traits and benefits of being an effective sender/receiver
- Identify barriers to communication
- Explore ways to enhance a message
- Learn strategies for minimizing difficult communication experiences

# The Communication Picture

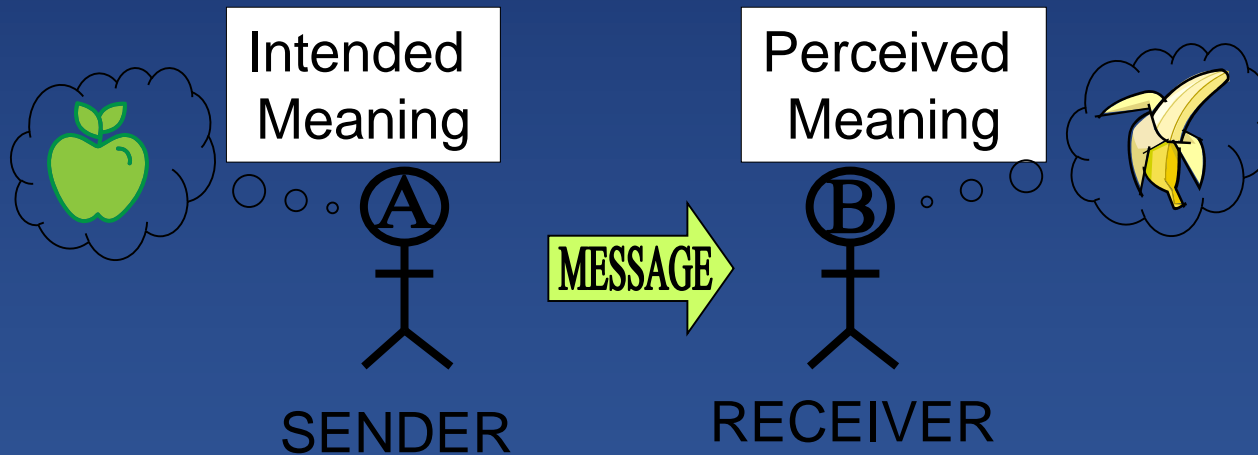




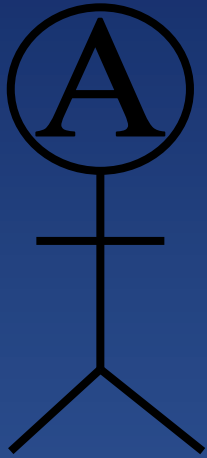
# Process Difficulties

What do we do when the perceived message doesn't match the intended message?

We may need to RECODE or RESEND the message.



# The Sender

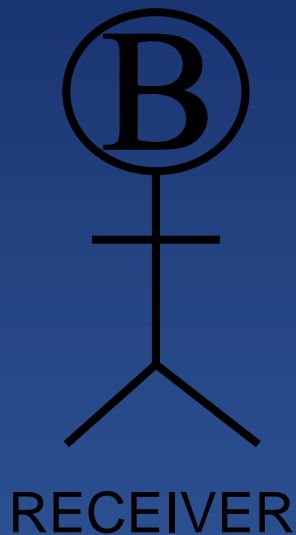


SENDER

- A. Knows the audience
- B. Develops a communication plan
- C. Enhances the message

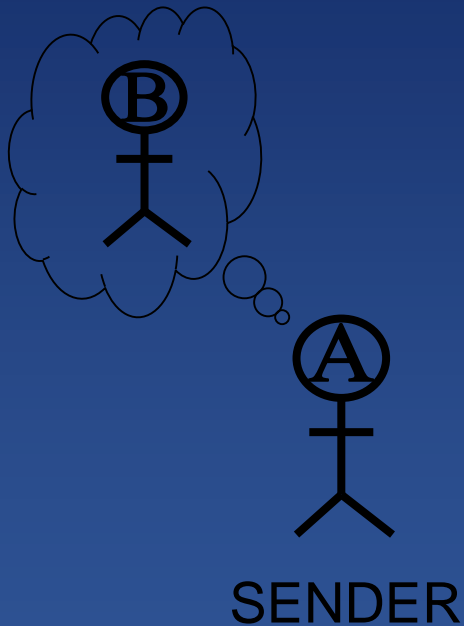


# The Receiver



- Listens
- Acknowledges
- Invites
- Summarizes
- Asks

# Know The Audience



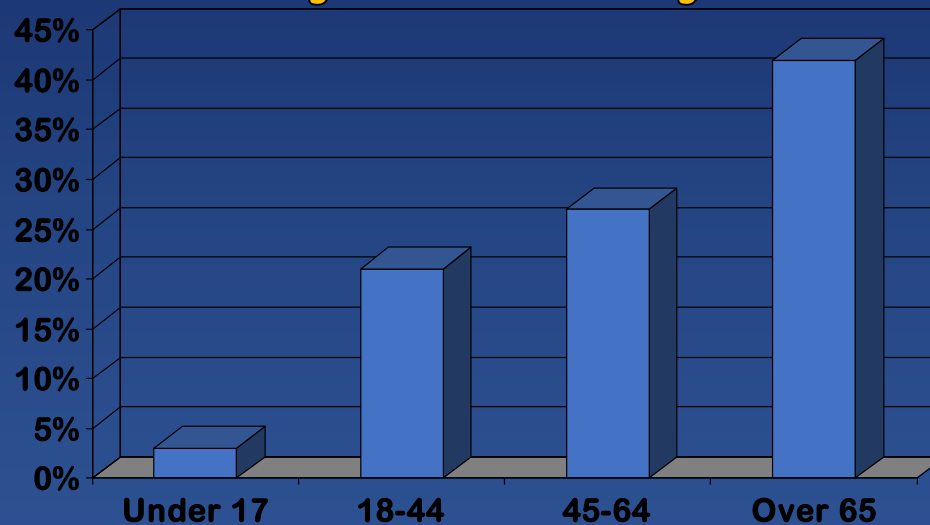
- Start with the end in mind
- Be aware of potential barriers to communication

# Communication Barriers

## 1) Physical

Average Rotary audience has 40% hearing loss

Hearing Loss Of Average Audience



# Communication Barriers

- 1) Physical
- 2) Perceptual

**Is this an Eskimo  
or a  
Native American?**





# Communication Barriers

- 1) Physical
- 2) Perceptual
- 3) Generational



# Communication Barriers

- 1) Physical
- 2) Perceptual
- 3) Generational
- 4) Cultural



# Communication Barriers

- 1) Physical
- 2) Perceptual
- 3) Generational
- 4) Cultural
- 5) Emotional
- 6) Gender
- 7) Language



# Enhance The Message:

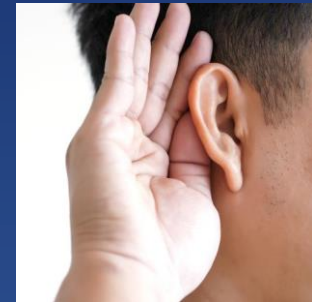


1. Provide structure
2. Use visuals
3. Use Audio Cues
4. Use emotion
5. Use Entertainment
6. Be Enthusiastic



# Learner Types

- Visual Learning  
Learn Through Seeing - 29%
- Auditory Learning  
Learn Through Hearing - 34%
- Kinesthetic Learning  
Learn Through Moving - 37%



# Develop A Communication Plan

To Effectively Communicate Today

You Can Not Communicate The Way You Like To  
Communicate

You Must Communicate The Way The Listener Wants  
To Be Communicate To!

Ray Ward

# Communication Methods

- Person to person      1:1, Meetings, Presentations, Phone
- Written      Books, Reports, Notes, Journal, Newsletters, Articles, Letters
- Internet      E-Mail, Websites, Video Conferencing, Blogs, Posts, IM's, Social Networking, Texting, Video Sharing
- Mass Media      Ads, Billboards, TV/Radio

# Communication - Ask

## Working Together Communication Method



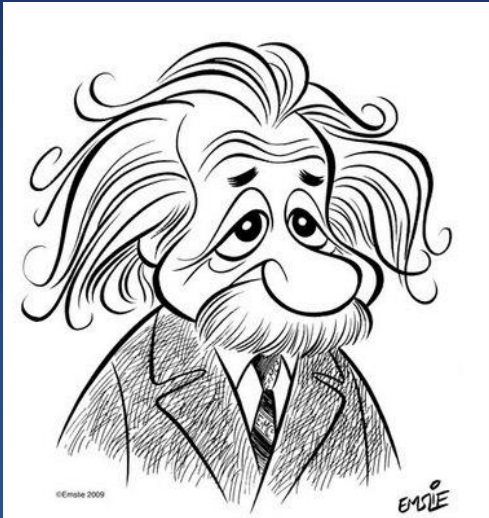
Person to Person

- Praise
- Describe Need
- Purpose
- Ask for Commitment



# Dealing With Difficulties

## Recognize, Stop & Shift



- Alter your style
- Focus on a new aspect
- Breathe and center
- Change posture
- Open or close in on space
- Lower or slow down voice

# Dealing With Difficulties

## Avoid Trigger Words

- You
- Why
- Have To
- Can't
- Try
- But
- Sorry
- Always/Never
- "I..."
- "Tell me more..."
- "Willing to..."
- "Unable to..."
- "This is what I can do..."
- "...and..."
- "...apologize..."
- "Sometimes it seems..."

# Dealing With Difficulties

## Anger

### Remember “Q.-T.I.P.”



- Q – uit
- T – aking
- I – t
- P – ersonally

# Dealing With Difficulties

## Handling A Complaint? Remember “L.A.S.T.”



- L – isten
- A – cknowledge
- S – uggest
- T - hank

# Rotary's Communication Barrier Strategy

## **The 4 Way Test**

*Of the things that 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?

# Let's Review

- Understand the traits of being an effective sender/receiver
- Identify barriers to communication
- Explore ways to enhance a message
- Learn strategies for minimizing difficult communication experiences



# Developing a Plan



# Developing a Plan



# Developing a Plan

- Understand Your Market
- Develop A Strategy



# Developing a Plan

## Setting A Membership Goal

### Membership Goal

Goal		<u>2</u>
Annual Loss	<u>7</u>	<u>5</u>
New Member Needed		<u>7</u>
Prospects Needed (3X)		<u>21</u>
Potential Prospects (5X)		<u>105</u>

**Plan:**

# Developing a Plan

- Understand Your Market
- Develop A Strategy
- Implement
- Revise







# Marketing



# Marketing Your Club



# Why Marketing?

- Public Relations/Image

- Branding

- Marketing



# Why Marketing?



# What Do We Need to Do?

- Plan
- Reach
- Act
- Convert
- Engage



# Use the Brand



## Our Town Big Event



Date

Time

Location

Address

City, State

\$\$\$\$\$

**Rotary Club of Our Town**



# Use the Brand



# Use the Brand



# Use the Brand



# Rotary

## D5180



# Use the Brand





# Marketing Your Club

Where?

- Community Events
- Fundraisers
- Service Projects



# What Actions Do You Expect?

- Come to an Event
- Buy Tickets/Contributions
- Join the Club



# Process

## Goal Increase Membership

- First Action Sponsor Community Event
- Have a Booth at the Event/Signage
- Have Flyers for the Club
- Wait?



# Process

## Raffle

- Working the Crowd
- Follow-up

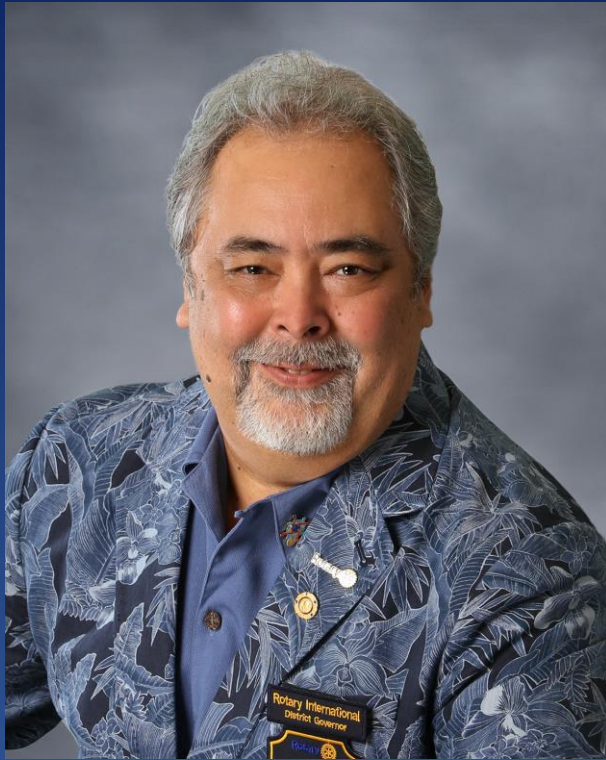






# INSIDE THE FREEMASONS

# Technology





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My Rotary Club Finder



JOIN

DONATE

About Rotary

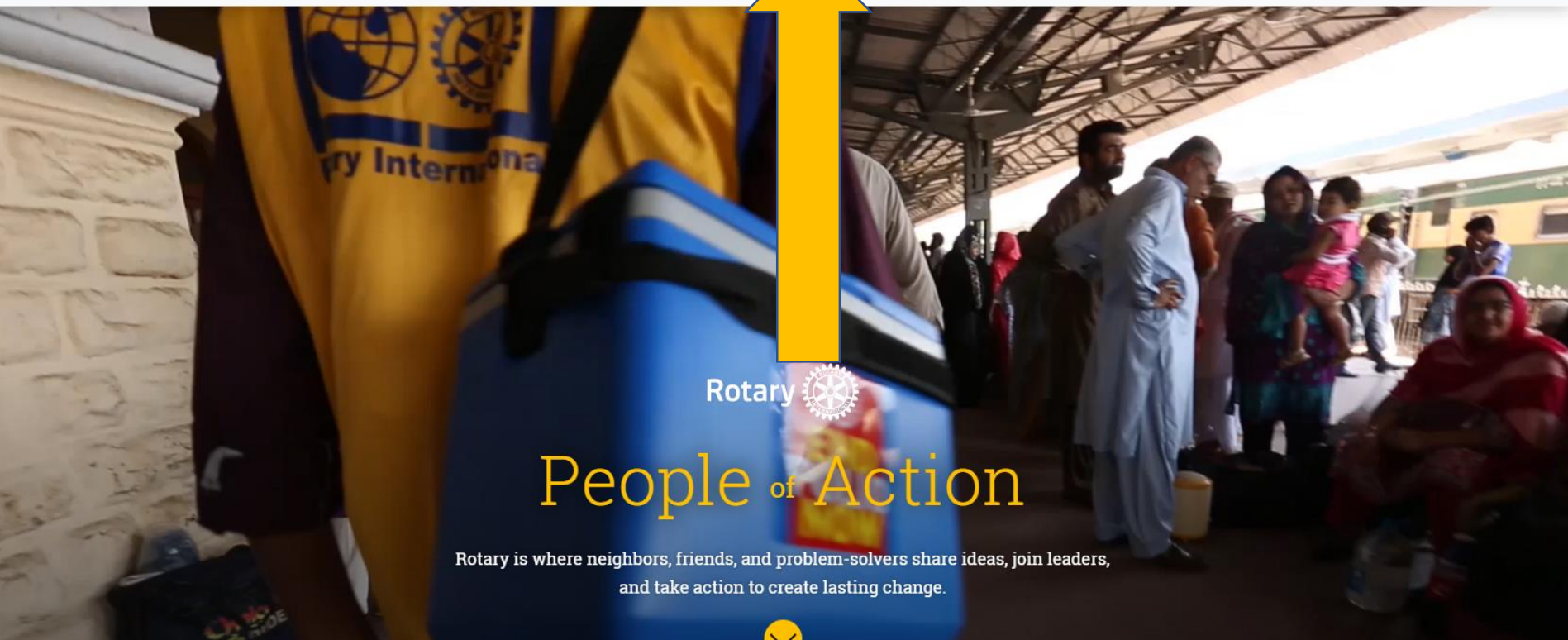
Get Involved

Our Causes

Programs

News & Features

For Members



# People of Action

Rotary is where neighbors, friends, and problem-solvers share ideas, join leaders, and take action to create lasting change.

Forms & applications - Producer...Social media usage in the U.S. i...Home Page | District 5180My Rotary | My Rotary

my.rotary.org/en

Appsatt.net – Email, New...Imported From IEMail - Ray Ward - O...Files - OneDriveNew TabSign in to your acco...Suggested SitesImported From IEYour eGift CardHomeOther bookmark

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Sign InRegister

Rotary.orgClub Finder

JOINDONATE

Exchange IdeasTake ActionLearning & ReferenceManageThe Rotary FoundationNews & MediaMember Center


# My Rotary Member Dashboard

Welcome to My Rotary, a place for members of Rotary to access tools and information to manage your membership

If you are not a member of Rotary, please visit our home page at [Rotary.org](#).


SIGN IN TO MY ROTARY

REGISTER FOR AN ACCOUNT



World Polio Day cheers major achievements toward global polio eradication

Rotary Spotlight



Together, we see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves. [Read more on our strategic plan >](#)

2019 SM Usage b...png2019 SM Usage b...png2019 SM Usage.png73290152\_268898...jpg73341383\_268898...jpg74164978\_268898...jpg

Show all

2:53 PM11/3/20

# Account Registration

\*Required

First Name \*

Last Name \*

Sign-in Email \*

Are you 18 years old or older? \*

☐ Yes

☐ No

CONTINUE

By creating an account, you are agreeing to Rotary's [Privacy Policy](#) and [Terms of Use](#). Your privacy is important to Rotary and the personal data you share with Rotary will only be used for essential activities or legitimate interests that do not unduly interfere with your privacy rights. These uses include financial processing, supporting The Rotary Foundation, facilitating event planning, communicating key organizational messages and responding to your inquiries. Rotary's privacy policy can be found at <https://my.rotary.org/privacy-policy>.

Please help us improve. Was this page helpful?

YES NO

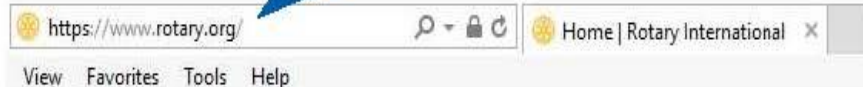


# Creating a My Rotary Account

## HOW TO CREATE A MY ROTARY ACCOUNT



First go to [www.rotary.org/](https://www.rotary.org/).



My Rotary

Club Finder



JOIN

Get Involved

Our Causes

Our Programs

News & Features

For Members

1

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[Rotary.org](#) [Club Finder](#)



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[Exchange Ideas](#)

[Take Action](#)

[Learning & Reference](#)

[Manage](#)

[The Rotary Foundation](#)

[News & Media](#)

[Member Center](#)



## World Polio Day cheers major achievements toward global polio eradication

Health officials announce type 3 of the wild poliovirus has been completely eradicated, a major step toward a polio-free world. [Read more >](#)

### Rotary Spotlight



Together, we see a world where people unite and take action to create lasting change - across the globe, in our communities, and in ourselves. [Read more on our strategic plan >](#)



### My Club Snapshot

### What's new

2019 SM Usage b...png ^

2019 SM Usage b...png ^

2019 SM Usage.png ^

73290152\_268898...jpg ^

73341383\_268898...jpg ^

74164978\_268898...jpg ^

Show all X





# Club Admin

My Rotary | My Rotary

my.rotary.org/en

Profile Delegation Account Settings Sign Out(wardu@pacbell.net)

Rotary.org Club Finder

JOIN DONATE

Exchange Ideas Take Action Learning & Reference **Manage** The Rotary Foundation News & Media Member Center

**Club & District Administration**

- Club Administration
- District Administration
- Contributions
- Reports
- Rotary Club Central

**Community**

- Official Rotary Apps
- Club Management Systems & Website Providers
- Marketplace Resources

**Brand Center**

- Our Story
- Guidelines
- Logos
- Materials
- Ads
- Images & Video
- Strengthening Rotary Resources

**Products & Services**

- Shop.rotary.org
- Licensed Vendors
- Special Offers
- Rotary Global Rewards

**Travel & Expenses**

Together, we see a world where people unite and take action to create lasting

https://my.rotary.org/en/manage

Type here to search

6:35 PM 11/3/2019

# Add an Officer

## HOW TO ADD AN OFFICER

A screenshot of the Rotary.org website interface. The top navigation bar includes links for "ROTARY.ORG > MY ROTARY | Sign in/Register", "Club Finder", and "Location/Language". Below this is a secondary navigation bar with links: "Rotary" (with logo), "My Rotary", "Exchange Ideas", "Take Action", "Learning & Reference", "Manage" (highlighted with a blue box), "The Rotary Foundation", and "Member News". A large blue circle with the number "1" is positioned to the right of the "Manage" link. Below the navigation bar, the main content area is divided into three columns. The left column, titled "CLUB & DISTRICT ADMINISTRATION", contains links: "Club Administration" (highlighted with a blue box), "District Administration", "Contributions", "Reports", and "Club Invoice". The middle column, titled "TOOLS", contains links: "Community Marketplace", "RSS Feeds", "Mobile Apps", and "Member Data Interface". The right column contains "PRODUCTS & SERVICES" (with sub-links "Shop", "Licensed Vendors", "Special Offers") and "TRAVEL & EXPENSES". A blue callout box with a white border and a blue arrow pointing to the "Club Administration" link contains the text: "Go to rotary.org and sign in to MyRotary. Then go to **Manage**, then **Club Administration**." At the bottom of the screenshot, there is a link for "Images & Video".

Adding a club officer in Rotary's database gives that officer access to resources needed to

# Add an Officer

- Add for 2020-2021
  - President (YOU)
  - Treasurer
  - Secretary
  - The Rotary Foundation Chair
  - Membership

# Rotary Club Central - RCC

My Rotary | My Rotary

my.rotary.org/en

Profile Delegation Account Settings Sign Out(wardu@pacbell.net)

Rotary.org Club Finder

JOIN DONATE

Exchange Ideas Take Action Learning & Reference Manage The Rotary Foundation News & Media Member Center

**Club & District Administration**

- Club Administration
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**Travel & Expenses**

Together, we see a world where people unite and take action to create lasting

https://my.rotary.org/en/manage

Type here to search

6:35 PM 11/3/2019

# Rotary Club Central - RCC

## HOW TO SET A GOAL For club officers



1

NAVIGATE  
TO GOALS

The screenshot shows the Rotary Club Central dashboard. On the left is a dark navigation sidebar with the following items: Dashboard, Goal Center (highlighted with a red circle), Global View, Service Activities, Resources, and Reports. The main content area has a blue header with the text "Welcome to Rotary Club Central. Explore data and trends related to your goals and tracking progress. Please note: data reported in other Rotary systems and third party vendor systems will be delayed for at least 24 hours." Below the header are tabs for "Global", "My", "My District", "All Club Groups", and "All Clubs". The "Global" tab is selected, showing a "Global" section with a "Membership Trends" chart.

Dashboard

Goal Center

Global View

Service Activities

Resources

Reports

Welcome to Rotary Club Central. Explore data and trends related to your goals and tracking progress. Please note: data reported in other Rotary systems and third party vendor systems will be delayed for at least 24 hours.

Global My My District All Club Groups All Clubs

Global

Membership Trends

Select **Goal Center**  
from the navigation

# Required Goals

## At or before PETS

- Membership
- Foundation Annual Fund Goal
- End Polio Now Goal

# Club Fundraising Analysis



## Club Fundraising Analysis Interim Results For July through November (2019 - 2020)

### District 5180

#### Annual Fund Goal

2019 - 2020	\$10,500
<b>2018 - 2019</b>	<b>\$10,900</b>
2017 - 2018	\$7,600
2016 - 2017	\$5,800
2015 - 2016	\$5,100

#### Annual Fund Contributions

2019 - 2020	\$3,167
<b>2018 - 2019</b>	<b>\$11,437</b>
2017 - 2018	\$9,982
2016 - 2017	\$6,895
2015 - 2016	\$10,193

#### Total Contributions

2019 - 2020	\$3,407
2018 - 2019	\$12,922
2017 - 2018	\$11,162
2016 - 2017	\$7,945
<b>2015 - 2016</b>	<b>\$18,233</b>



#### AF Per Capita Club District

2019 - 2020	\$122	\$48
<b>2018 - 2019</b>	<b>\$347</b>	<b>\$206</b>
2017 - 2018	\$285	\$172
2016 - 2017	\$197	\$164
2015 - 2016	\$261	\$173

#### Membership

2019 - 2020	26
2018 - 2019	33
2017 - 2018	35
2016 - 2017	35
<b>2015 - 2016</b>	<b>39</b>

	EREY Members	Sustaining Members	PHS Eligible
2019 - 2020	37	8	0
2018 - 2019	48	43	0
2017 - 2018	49	46	1
2016 - 2017	44	19	0
2015 - 2016	52	49	1

Annual Fund Report Range Comparison is the Annual Fund giving from 1 July to 30 November for current and previous years

The prior four-year average in Annual Fund giving from July through 30 November is \$3,490. This figure can be used to compare Annual Fund giving for the current Rotary year.

Total Contributions include Annual Fund, PolioPlus, approved Foundation Grants, Other Giving, and Endowment Fund (Permanent Fund) contributions for the reporting period.

For questions and additional club reports please use Member Access at [www.rotary.org](http://www.rotary.org) or call our Contact Center toll free at (+1-866-976-8279) or by email at [contact.center@rotary.org](mailto:contact.center@rotary.org).

Note: 'EREY Members' reflect the number of donors who contributed some amount to the Annual Fund during the Rotary Year. 'Sustaining Members' reflect the number of donors who contributed US\$100 or more to the Annual Fund. 'PHS Eligible' reflect the number of donors who contributed US\$1,000 or more to the Annual Fund, Polio Plus or approved Foundation Grant.



# Club Reports Contribution & Recognition Reports



## CLUB RECOGNITION SUMMARY

AS OF 3 NOVEMBER 2019

Fair Oaks, CA, United States

District:	5180	Paul Harris Fellows:	62	Bequest Society:	6	Rotarian Donors:	73	Rotary Direct Donors:	27	All-Time Giving:	\$483,120
Club:	525	Benefactors:	14	Major Donors:	7	Rotarian Non-Donors:	16	Non-Rotarian Donors:	0		

Rotary ID	Name	Club Member	Recognition Amount	Current PHF Level	PHF Date	Foundation Recognition Ptr Available	— Last Contribution —		Benefactor	Rotary Direct
525	R/C of Fair Oaks					23,268.59	Oct-2019	POLIO PLUS		
01	Harris, Paul	Y	2,702.50	PHF +1	Mar-2016	852.50	Oct-2019	POLIO PLUS	N	Y
		Y							N	
		Y							N	
		Y	1,591.00	PHF	Oct-2019	1,591.00	Oct-2019	AF-SHARE	N	
		Y	1,352.00	PHF	Oct-2019	252.00	Jul-2017	AF-SHARE	N	
		Y	1,500.00	PHF	Aug-2015	562.00	Oct-2019	AF-SHARE	N	
		Y	2,000.00	PHF +1	Sep-2019	1,000.00	Sep-2019	AF-SHARE	N	
		Y	1,536.00	PHF	Jun-2019	461.00	May-2017	AF-SHARE	N	
		Y	2,756.00	PHF +1	Oct-2013	656.00	Oct-2019	POLIO PLUS	N	Y
		Y	2,150.00	PHF +1	Mar-2008	1,150.00	Oct-2019	AF-SHARE	N	
		Y	3,893.00	PHF +2	Dec-1989	400.45	Mar-2018	AF-SHARE	N	
		Y	2,552.61	PHF +1	Jul-1997	552.61	Oct-2019	POLIO PLUS	N	
		Y	4,200.00	PHF +3	Feb-1996	200.00	Oct-2019	POLIO PLUS	N	
		Y	3,625.00	PHF +2	Jun-1990	525.00	Jun-2017	AF-SHARE	Y	
		Y	25.00			25.00	Oct-2019	POLIO PLUS	N	
		Y	1,199.00	PHF	Jan-2018	499.00	Aug-2018	AOFWTRSAN	N	
		Y	1,695.00	PHF	Nov-2012	595.00	Oct-2019	POLIO PLUS	N	Y
		Y	5,600.00	PHF +4	Apr-2010	2,250.00	Oct-2019	AF-SHARE	Y	Y
		Y	3,500.55	PHF +2	Jan-2006	450.55	Apr-2017	AF-SHARE	N	
		Y	1,420.00	PHF	Dec-1989	400.00	May-2016	AF-SHARE	N	
		Y	3,022.50	PHF +2	Dec-2017	822.50	Oct-2019	AF-SHARE	N	Y
		Y	1,135.00	PHF	Jan-2019	135.00	Oct-2019	AF-SHARE	N	Y
		Y	100.00			100.00	Oct-2019	POLIO PLUS	N	
		Y							N	
		Y	3,564.50	PHF +2	Jan-1993	864.50	Sep-2019	AF-SHARE	N	Y

Personal data on this report should be used for authorized Rotary purposes only. By accessing this data, you agree to abide by [Rotary's Data Use Policy](#).



# Membership Trending

DISTRICT 5180 MEMBERSHIP NUMBERS	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	2019-20	31-Aug-19	30-Sep-19	17-Oct-19			Vs Goal	Diff from 18 SAR	Diff from SAR Peak
Arden-Arcade (Sacramento)	47	51	50	49	44	45	44	50	53	51	55	47	50	51	48	50	49	49			-1	1	-6
Carmichael	28	29	28	28	28	27	31	30	30	28	33	33	35	33	32	32	33	33			-4	1	-2
Citrus Heights	35	28	29	27	28	35	36	42	45	48	40	35	35	33	26	27	27	27			-8	1	-21
Clarksburg													30	33	16	17	17	17			17	1	-16
East Sacramento	52	51	49	47	39	37	38	38	44	39	44	42	40	41	48	47	47	47			-1	-1	-5
El Dorado Hills	62	67	52	48	45	42	37	36	29	28	30	29	25	34	39	39	39	39			-2	0	-28
Elk Grove	81	86	87	88	87	74	69	68	65	60	61	62	60	61	60	61	61	61			61	1	-27
Fair Oaks	48	46	44	48	45	46	49	53	60	64	79	74	80	82	85	86	87	86			-4	1	1
Folsom	74	75	78	85	89	82	70	72	72	73	74	80	85	93	94	96	96	97			2	3	3
Folsom Lake (Folsom)						24	28	25	19	20	21	17	18	21	18	18	17	17			-2	-1	-11
Foothill Highlands	27	27	27	24	26	24	26	24	22	21	21	19	19	13	13	13	13	13			-1	0	-14
Gold River			7	7	5																		
Granite Bay	35	37	43	42	35	43	39	40	39	36	37	37	34	32	29	29	29	29			29	0	-14
Great Sac Passport One											51	82	67	54	44	48	49	50			-10	6	-32
Gridley	45	44	44	46	38	41	41	41	36	37	39	40	41	38	38	38	38	35			35	-3	-8
Historic Folsom	27	34	38	39	33	32	29	26	26	17	24	23	22	23	17	11	12	12			-18	-5	-27
Laguna Sunrise (Elk Grove)	14	15	11	24	34	42	42	38	46	40	44	45	44	38	40	43	43	45			5	5	-1
Lincoln	40	50	52	54	52	57	48	51	55	52	51	50	48	47	50	56	54	53			-3	3	-4
Loomis Sunset								25	25	22	19	14	12	8									
Marysville	42	44	48	47	46	44	41	41	43	42	39	43	45	43	41	41	41	43			43	2	-5
Midtown-Sacramento	14	10	9	7	8	8	7	8	5	5	9	8	7	8	5	6	6	6			-2	1	-8
Natomas (Sacramento)	13	14	20	21	23	20	16	13	12	11	11	11	8	7	7	7	7	7			-3	0	-16
North Sacramento	34	30	28	31	30	29	28	27	25	22	18	16	14	18	22	23	24	24			1	2	-10
Orangevale	41	47	48	51	46	38	34	30	32	34	34	32	33	30	31	31	31	33			0	2	-18
Oroville	47	51	57	56	57	62	58	62	39	40	47	46	46	45	50	49	49	49			-3	-1	-13
Oroville-Sacramento	44	47	48	48	47	44	45	42	38	37	33	34	33	33	37	35	35	35			5	-1	-20

# Rotary Club Central - RCC

## HOW TO REPORT PROGRESS ON GOALS For club officers



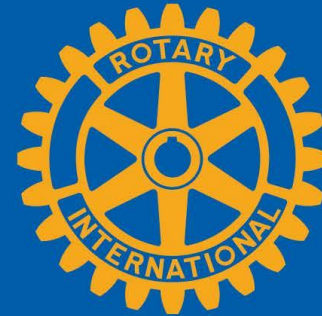
**1** NAVIGATE TO GOALS

The screenshot shows the Rotary Club Central dashboard. On the left is a dark navigation menu with the following items: Dashboard, Goal Center (highlighted with a red circle), Global View, Service Activities, Resources, Reports, and Contact Us. The main content area has a blue header with the text "Welcome to Rotary Club C" and "Explore data and trends re...". Below this is a "Please note: data reported in... be delayed for at least 24 hours." message. The dashboard is divided into sections for "Global", "My Zone", and "My Dis...". The "Global" section is active, showing "Membership Trends" and "Gender Tre...".

Select **Goal Center** from navigation menu on the left

# Rotary Club Central - RCC

## HOW TO RECORD SERVICE ACTIVITIES



The screenshot shows the RCC dashboard interface. On the left is a dark sidebar with navigation links: Dashboard, Goal Center, Global View, Service Activities (circled in red), Resources, Reports, and Contact Us. Below these is a "SETTINGS" section. The main content area has a blue header with the title "Dashboard" and a welcome message. Below the header is a navigation bar with tabs: Global, My Zone (with a dropdown arrow), My District, My Club Group, and My Club. The main content area displays two charts: "Membership Trends" and "Gender Trends".

**1** NAVIGATE TO SERVICE ACTIVITIES

Select **Service Activities**

# Brand Central

My Rotary | My Rotary

my.rotary.org/en

Apps att.net – Email, New... Imported From IE Mail - Ray Ward - O... Files - OneDrive New Tab Sign in to your acco... Suggested Sites » Other bookmarks

Profile Delegation Account Settings Sign Out(wardu@pacbell.net)

Rotary.org Club Finder

JOIN DONATE

Exchange Ideas Take Action Learning & Reference **Manage** The Rotary Foundation News & Media Member Center

**Club & District Administration**

- Club Administration
- District Administration
- Contributions
- Reports
- Rotary Club Central

**Com Marketplace**

- Official Rotary Apps
- Club Management Systems & Website Providers
- Marketplace Resources

**Brand Center**

- Our Story
- Guidelines
- Logos
- Materials
- Ads
- Images & Video
- Strengthening Rotary Resources

**Products & Services**

- Shop.rotary.org
- Licensed Vendors
- Special Offers
- Rotary Global Rewards

**Travel & Expenses**

Together, we see a world where people unite and take action to create lasting

https://my.rotary.org/en/manage


Type here to search

6:35 PM 11/3/2019

# Brand Central

ry.org/en-GB

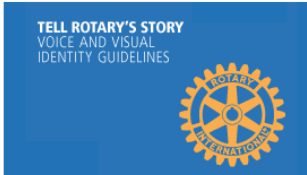
Imported From IE Mail - Ray Ward - O... Files - OneDrive New Tab Sign in to your acco... Suggested Sites Imported From IE Your eGift Card Home



### PEOPLE OF ACTION

Get everything you need from Rotary's latest public image campaign.


[LEARN MORE](#)



### GUIDELINES

Apply our messaging and visual guidelines to your communications to tell Rotary's story in a consistent and engaging way.


[LEARN MORE](#)



### LOGOS

Download high-resolution logos and Rotary graphics.


[LEARN MORE](#)



### MATERIALS

Use our customizable materials to promote your club, projects, and programs.


[LEARN MORE](#)



### ADS

Download online, print, outdoor, and radio ads to promote Rotary in your community.

[LEARN MORE](#)



### IMAGES & VIDEO

Select images or videos that capture Rotary's essence and reflect our work and our members.

[LEARN MORE](#)

### WHAT'S NEW?

Just Released - New People of Action videos!

### WE CAN HELP

Need additional resources or wish to contact us?



# Brand Central



## IDENTITY AT A GLANCE

### Overview

Our identity at a glance contains the basic elements in our visual system: our logos, color palette, typography, iconography, and information graphic styles, along with photography style and suggested subject matter and merchandise ideas. Each element is designed to work in harmony with the others, while providing flexibility within a framework. When combined, they clearly convey our active leadership, our persevering spirit, and our compassion. Please use this condensed guide in conjunction with the full guidelines available at [www.rotary.org](http://www.rotary.org).

What logo format do I use for:

Print	.eps	spot or cmyk
Embroidery	.eps	spot or cmyk
Silkscreen	.eps	spot or cmyk
Word Doc (Print)	.png	rgb
PowerPoint	.png	rgb
Digital: Web/Email Tablet/Mobile	.png	rgb

### Logos

Masterbrand Signature



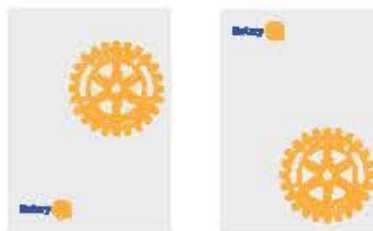
RotaryMBS.P, RMS Cond

Mark of Excellence



RotaryMOE.P, RMS Cond

Single Page Logo Usage Example



### Typography

Licensed Option —  
fonts for purchase

Primary

**FRUTIGER BLACK CONDENSED**  
**ALL CAPS FOR HEADLINES**

Frutiger for subheads,  
secondary nav,  
info graphics, and lockups

# Rotary Showcase


The screenshot displays the Rotary.org website interface. At the top, a navigation bar includes the Rotary logo, 'My Rotary', and links for 'Rotary.org', 'Club Finder', 'JOIN', and 'DONATE'. Below this is a horizontal menu with categories like 'Exchange Ideas', 'Take Action', 'Learning & Reference', 'Manage', 'The Rotary Foundation', 'News & Media', and 'Member Center'. The main content area is divided into four columns. The first column, 'Join Us!', contains links for 'Refer a new member', 'Rejoin or change clubs', 'International Convention', and 'Register'. The second column, 'Rotary Global Rewards', includes 'Offers', 'Online tools' (with a blue arrow pointing to 'Rotary Showcase'), 'Rotary Club Central', 'Brand Center', 'Rotary Ideas', 'Learning Center', and 'Discussion Groups'. The third column, 'Awards & Recognition', lists 'Awards', 'Donor Recognition', 'Products & Services' (with links to 'Shop.rotary.org', 'Licensed Vendors', 'Community Marketplace', and 'Official Rotary Apps'), and 'The Rotarian'. The fourth column, 'The Rotarian', includes 'Regional Magazines', 'Resources & reference' (with links to 'Profile/Account Settings', 'Membership Materials', 'Club & District Administration', 'Calendar', and 'Official Directory'), and 'Brand Center'. A large banner at the bottom left features a photo of people holding a 'World Polio Day' sign and text announcing the eradication of type 3 wild poliovirus. To the right of the banner is a text block about global unity and a link to 'Read more on our strategic plan'. At the bottom right is a photo of cyclists and a link to 'Support Miles to End Polio'.

rg/en

Imported From IE Mail - Ray Ward - O... Files - OneDrive New Tab Sign in to your acco... Suggested Sites Imported From IE Your eGift Card Home

This website uses cookies, by continuing you are agreeing to our [privacy policy](#). close X

Profile Delegation Account Settings Sign Out(wardu@pacbell.net)

Rotary  My Rotary

Rotary.org Club Finder  JOIN DONATE

Exchange Ideas Take Action Learning & Reference Manage The Rotary Foundation News & Media Member Center

**Join Us!**

- Refer a new member
- Rejoin or change clubs
- International Convention
- Register

**Rotary Global Rewards**

- Offers
- Online tools**
  - Rotary Club Central
  - Brand Center
  - Rotary Showcase**
  - Rotary Ideas
  - Learning Center
  - Discussion Groups

**Awards & Recognition**

- Awards
- Donor Recognition
- Products & Services**
  - Shop.rotary.org
  - Licensed Vendors
  - Community Marketplace
  - Official Rotary Apps

**The Rotarian**

- Regional Magazines
- Resources & reference**
  - Profile/Account Settings
  - Membership Materials
  - Club & District Administration
  - Calendar
  - Official Directory
- Brand Center**

**World Polio Day cheers major achievements toward global polio eradication**

Health officials announce type 3 of the wild poliovirus has been completely eradicated, a major step toward a polio-free world. [Read more >](#)

Together, we see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves. [Read more on our strategic plan >](#)

**My Club Snapshot**

Club Name


**What's new**

Do you know a Rotarian who has

[Support Miles to End Polio. Learn how](#)

# Rotary Showcase


[Donate](#) [Club Locator](#) [Language Selector](#) ▼

**Rotary**  **Showcase**

Welcome **Raymond Ward** [+ Share](#)

## Making a difference

Rotarians are improving lives in communities around the world every day through thousands of service projects. Browse projects to explore the good work that Rotary clubs are doing locally and globally. Share your own with the Rotary community and your Facebook friends.



[Add a new project](#)

**SHOWCASE HIGHLIGHTS**

**Search**

Search for projects by selecting criteria from the drop down list.

Search project(s) by:

Keyword ▼

[Search](#) [Browse Latest Projects](#)

[Rotary Showcase](#) [My Club Showcase](#)

Rotarians at Work - A Triple Treat

Rotary Scholar completes studies.

Fair Oaks Rotary Sings, "Tis the Season..."

Kids are Smiling in San Antonio, Baja, Mexico





# Welcome to ClubRunner

An Official Rotary International Licensee

# Clubrunner

- Full Version
  - Club Website
  - Communication tool
  - Membership Add/Term
  - RI Integration
  - Attendance



# Clubrunner

- Full Version
- Lite Version
  - Club Website
  - Communication tool
  - Membership Add/Term
  - RI Integration



# Clubrunner

- Full Version
- Lite Version
- Admin
  - Communication tool
  - Membership Add/Term
  - RI Integration
  - Attendance



# Clubrunner

- Full Version
- Lite Version
- Admin
- Use of District Site
  - Membership Add/Term
  - RI Integration
  - Attendance



# Websites

- Why?
  - Presence
  - Browse
  - Credibility



# Clubrunner

## Other Important Elements (internal)

- Your Staff
  - President (You)
  - President-Elect
  - Treasurer
  - Secretary
  - Membership
  - Marketing
  - Community Service
  - International Service





# Clubrunner

## Other Important Elements (internal)

- Your Staff
- Member Info/Stats
- Communication



# District5180.org


Rotary5180.org

Apps att.net - Email, New... Imported From IE Mail - Ray Ward - O... Files - OneDrive New Tab Sign in to your acco... Suggested Sites Imported From IE Your eGift Card Home Other bookmarks

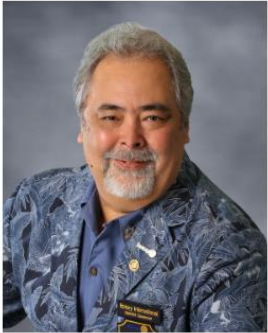
Ray Ward Member Area Logout

Search

Home News About Us - Calendar/Events - For Rotarians - Contact Us



THE WORLD NEEDS MORE  
#ROTARIANS



Welcome to the Rotary District 5180 website.

During the 2019-20 Rotary year, our district goal is to help strengthen our clubs by connecting our members and their communities so that we are all inspired to do better things in our communities both locally and internationally.

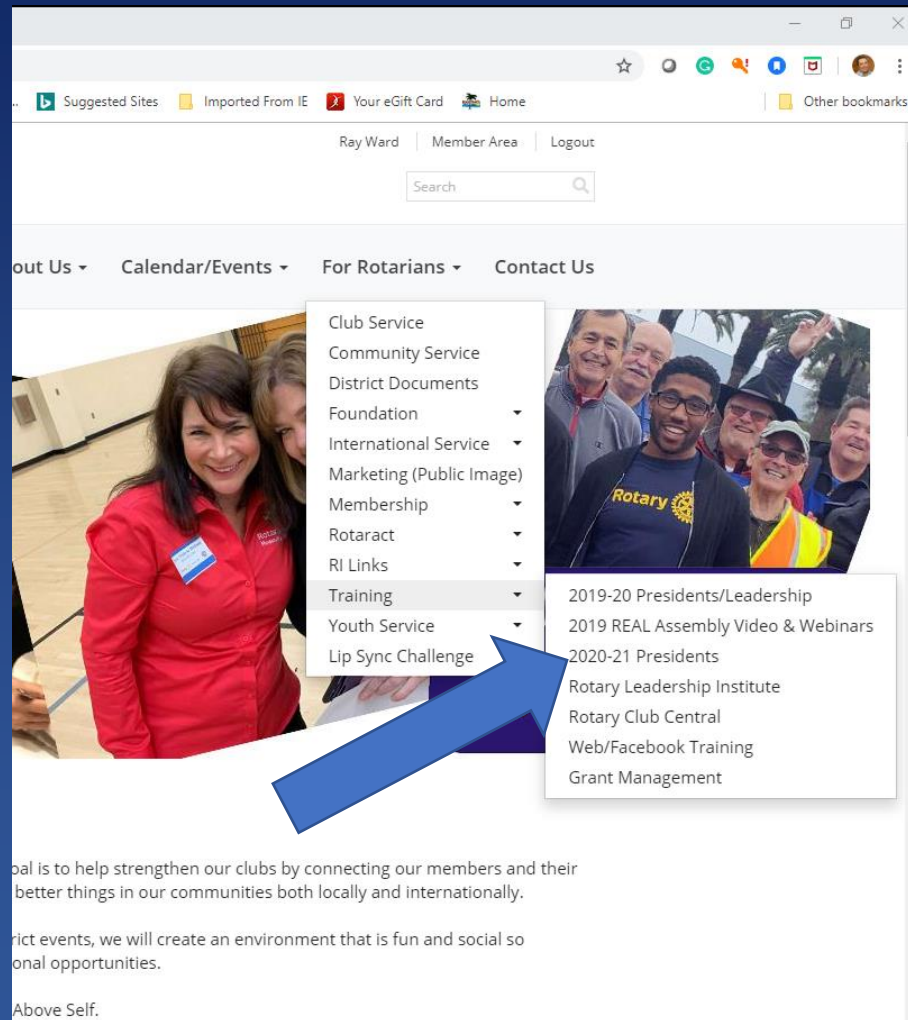
In addition, through education and other district events, we will create an environment that is fun and social so members can increase friendships and vocational opportunities.

Please join us for a wonderful year of Service Above Self.

Ray Ward  
2019-20 Rotary 5180 District Governor

11:10 AM

# Rotary5180.org



# 2020-21 Presidents Page

2020-21 Presidents | District 5180


rotary5180.org/page/2020-21-presidents

Member Login

Search

Home News About Us Calendar/Events For Rotarians Contact Us

## 2020-21 Presidents




2020-21 Presidents

**Important Documents**


[Presidential Leadership Concepts](#)

*FFF n Amazing*



**Rotary**  
District 5180

### 2020-21 Presidential Information



**District Governor 2020-2021**



# Membership Trending

DISTRICT 5180 MEMBERSHIP NUMBERS	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	2019-20	31-Aug-19	30-Sep-19	17-Oct-19			Vs Goal	Diff from 18 SAR	Diff from SAR Peak
Arden-Arcade (Sacramento)	47	51	50	49	44	45	44	50	53	51	55	47	50	51	48	50	49	49			-1	1	-6
Carmichael	28	29	28	28	28	27	31	30	30	28	33	33	35	33	32	32	33	33			-4	1	-2
Citrus Heights	35	28	29	27	28	35	36	42	45	48	40	35	35	33	26	27	27	27			-8	1	-21
Clarksburg													30	33	16	17	17	17			17	1	-16
East Sacramento	52	51	49	47	39	37	38	38	44	39	44	42	40	41	48	47	47	47			-1	-1	-5
El Dorado Hills	62	67	52	48	45	42	37	36	29	28	30	29	25	34	39	39	39	39			-2	0	-28
Elk Grove	81	86	87	88	87	74	69	68	65	60	61	62	60	61	60	61	61	61			61	1	-27
Fair Oaks	48	46	44	48	45	46	49	53	60	64	79	74	80	82	85	86	87	86			-4	1	1
Folsom	74	75	78	85	89	82	70	72	72	73	74	80	85	93	94	96	96	97			2	3	3
Folsom Lake (Folsom)						24	28	25	19	20	21	17	18	21	18	18	17	17			-2	-1	-11
Foothill Highlands	27	27	27	24	26	24	26	24	22	21	21	19	19	13	13	13	13	13			-1	0	-14
Gold River			7	7	5																		
Granite Bay	35	37	43	42	35	43	39	40	39	36	37	37	34	32	29	29	29	29			29	0	-14
Great Sac Passport One											51	82	67	54	44	48	49	50			-10	6	-32
Gridley	45	44	44	46	38	41	41	41	36	37	39	40	41	38	38	38	38	35			35	-3	-8
Historic Folsom	27	34	38	39	33	32	29	26	26	17	24	23	22	23	17	11	12	12			-18	-5	-27
Laguna Sunrise (Elk Grove)	14	15	11	24	34	42	42	38	46	40	44	45	44	38	40	43	43	45			5	5	-1
Lincoln	40	50	52	54	52	57	48	51	55	52	51	50	48	47	50	56	54	53			-3	3	-4
Loomis Sunset								25	25	22	19	14	12	8									
Marysville	42	44	48	47	46	44	41	41	43	42	39	43	45	43	41	41	41	43			43	2	-5
Midtown-Sacramento	14	10	9	7	8	8	7	8	5	5	9	8	7	8	5	6	6	6			-2	1	-8
Natomas (Sacramento)	13	14	20	21	23	20	16	13	12	11	11	11	8	7	7	7	7	7			-3	0	-16
North Sacramento	34	30	28	31	30	29	28	27	25	22	18	16	14	18	22	23	24	24			1	2	-10
Orangevale	41	47	48	51	46	38	34	30	32	34	34	32	33	30	31	31	31	33			0	2	-18
Oroville	47	51	57	56	57	62	58	62	39	40	47	46	46	45	50	49	49	49			-3	-1	-13
Oroville-Sacramento	44	47	48	48	47	44	45	42	38	37	33	34	33	33	37	35	35	35			5	-1	-20

# Membership Avg Add/Term

DISTRICT 5180 MEMBERSHIP NUMBERS	Start	Add	Term	Start	Add	Term	Start	Add	Term	Start	Add	Term	Start	Add	Term	Start	Total		Avg		
	14-15	14-15	14-15	15-16	15-16	15-16	16-17	16-17	16-17	17-18	17-18	17-18	18-19	18-19	18-19	19-20	Add	Term	Add	Term	Diff
Arden-Arcade (Sacramento)	51	12	8	55	6	14	47	3	0	50	5	4	51	4	7	48	30	33	5	6.6	-1.6
Carmichael	28	3	0	31	8	6	33	5	3	35	3	5	33	1	2	32	20	16	4	3.2	0.8
Citrus Heights	48	4	13	39	6	10	35	9	9	35	5	7	33	3	10	26	27	49	5.4	9.8	-4.4
Clarksburg								34	4	30	23	20	33	1	18	16	58	42	29	21	8
East Sacramento	39	6	1	44	1	3	42	4	6	40	2	1	41	8	3	46	21	14	4.2	2.8	1.4
El Dorado Hills	28	5	3	30	6	7	29	4	8	25	16	7	34	8	3	39	39	28	7.8	5.6	2.2
Elk Grove	60	5	5	60	7	5	62	5	7	60	6	5	61	9	10	60	32	32	6.4	6.4	0
Fair Oaks	64	18	3	79	8	13	74	13	7	80	13	11	82	10	7	85	62	41	12.4	8.2	4.2
Folsom	73	7	7	73	15	9	79	9	3	85	14	6	93	15	13	95	60	38	12	7.6	4.4
Folsom Lake (Folsom)	20	6	5	21	1	5	17	4	3	18	6	3	21	2	5	18	19	21	3.8	4.2	-0.4
Foothill Highlands	21	2	2	21	1	4	18	2	1	19	1	7	13	1	1	13	7	15	1.4	3	-1.6
Granite Bay	36	4	3	37	8	7	38	6	10	34	5	7	32	2	3	31	25	30	5	6	-1
Great Sac Passport One		46	3	43	55	16	82	14	29	67	28	41	54	15	27	42	158	116	31.6	23.2	8.4
Gridley	37	6	4	39	6	5	40	5	4	41	0	3	38	0	0	38	17	16	3.4	3.2	0.2
Historic Folsom	17	9	2	24	3	4	23	5	6	22	3	2	23	6	12	17	26	26	5.2	5.2	0
Laguna Sunrise (Elk Grove)	40	9	7	42	13	10	45	12	13	44	4	10	38	9	7	40	47	47	9.4	9.4	0
Lincoln	52	10	11	51	4	5	50	6	8	48	9	10	47	10	7	50	39	41	7.8	8.2	-0.4
Loomis Sunset	22	4	8	18	4	8	14	1	3	12	2	6	8	0	8	0	11	33	2.2	6.6	-4.4
Marysville	42	3	6	39	9	5	43	8	6	45	4	6	43	4	6	41	28	29	5.6	5.8	-0.2
Midtown-Sacramento	5	4	0	9	1	2	8	2	3	7	1	0	8	0	3	5	8	8	1.6	1.6	0
Natomas (Sacramento)	11	1	1	11	0	0	11	0	3	8	1	2	7	0	0	7	2	6	0.4	1.2	-0.8
North Sacramento	22	1	5	18	1	3	16	1	3	14	5	1	18	4	1	21	12	13	2.4	2.6	-0.2
Orangevale	34	3	3	34	3	5	32	3	2	33	2	5	30	3	2	31	14	17	2.8	3.4	-0.6
Oroville	40	8	1	47	7	8	46	4	4	46	4	5	45	5	0	50	28	18	5.6	3.6	2
Oroville Sunrise	27	4	2	29	6	4	31	4	6	29	4	5	28	0	1	27	18	18	3.6	3.6	0
Pocket/Greenhaven	13	2	2	13	4	2	15	3	2	16	5	3	18	1	6	13	15	15	3	3	0
Point West-Sacramento	153	8	9	152	4	15	141	10	20	131	13	16	128	7	16	119	42	76	8.4	15.2	-6.8
Rancho Cordova	33	4	3	34	1	8	27	0	2	25	4	3	26	1	3	24	10	19	2	3.8	-1.8
Rancho Cordova Sunrise		0	5	21	3	1		1	2	22	4	7	19	0	19	0	8	34	1.6	6.8	-5.2
Rancho Murieta	9	0	1	8	0	8	0										0	9	0	4.5	-4.5



# Social Media

- Why?
  - Presence
  - Browse
  - Credibility



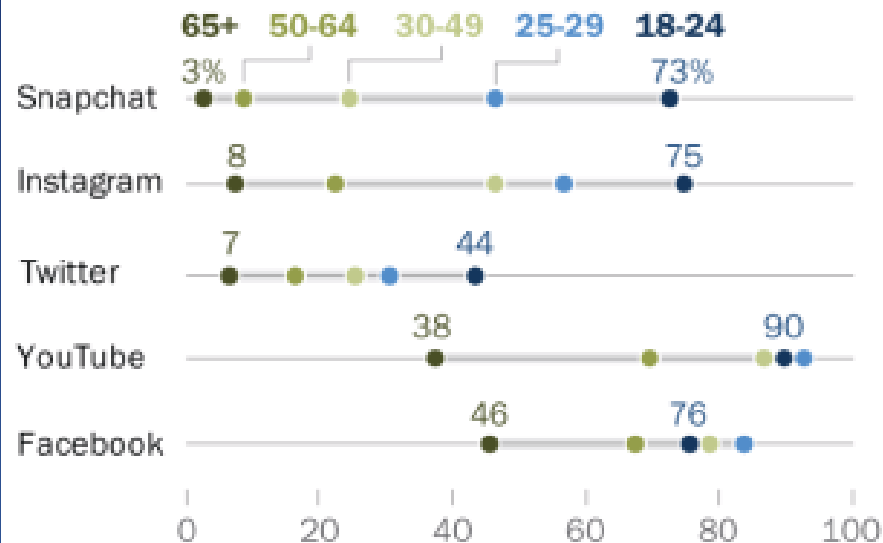
# Social Media

Where?

- YouTube
- Facebook

## Snapchat and Instagram are especially popular among 18- to 24-year-olds

*% of U.S. adults in each age group who say they ever use ...*



Note: Respondents who did not give an answer are not shown.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

# Social Media

Where?

- YouTube

- Facebook

## Use of different online platforms by demographic groups

*% of U.S. adults who say they ever use the following online platforms or messaging apps*

	YouTube	Facebook	Instagram	Pinterest	LinkedIn	Snapchat	Twitter	WhatsApp	Reddit
U.S. adults	73%	69%	37%	28%	27%	24%	22%	20%	11%
Men	78	63	31	15	29	24	24	21	15
Women	68	75	43	42	24	24	21	19	8
White	71	70	33	33	28	22	21	13	12
Black	77	70	40	27	24	28	24	24	4
Hispanic	78	69	51	22	16	29	25	42	14
Ages 18-29	91	79	67	34	28	62	38	23	22
18-24	90	76	75	38	17	73	44	20	21
25-29	93	84	57	28	44	47	31	28	23
30-49	87	79	47	35	37	25	26	31	14
50-64	70	68	23	27	24	9	17	16	6
65+	38	46	8	15	11	3	7	3	1
<\$30,000	68	69	35	18	10	27	20	19	9
\$30,000-\$74,999	75	72	39	27	26	26	20	16	10
\$75,000+	83	74	42	41	49	22	31	25	15
High school or less	64	61	33	19	9	22	13	18	6
Some college	79	75	37	32	26	29	24	14	14
College+	80	74	43	38	51	20	32	28	15
Urban	77	73	46	30	33	29	26	24	11
Suburban	74	69	35	30	30	20	22	19	13
Rural	64	66	21	26	10	20	13	10	8

Note: Respondents who did not give an answer are not shown. Whites and blacks include only non-Hispanics. Hispanics are of any race.  
Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

# Posting

Ray
Home
Create

Page
Inbox
Notifications
Insights
Publishing Tools
Ad Center
Settings
Help

# Rotary Club of Fair Oaks

@fairoaksrotary

- Home
- About
- Events
- Photos
- Videos
- Community
- Groups
- Reviews
- Jobs
- Posts
- Info and Ads
- Auction List
- Promote
- Manage Promotions

Change Cover

Liked
Following
Share
...

[Donate](#)

Create Post
Live
Event
Offer
Job

Write a post...

Photo/Video
Feeling/Activity...
Check In
...

Continually Reach More People
Set more clicks each month with an ongoing promotion

Reach People Nearby
Set your location and reach customers in your area

4.8
4.8 out of 5 - Based on the opinion of 15 people

Our Story
We are a group of local leaders, professionals, and community members who gather for friendship and ...
+ Finish your story to tell people more about your business.

# Posting

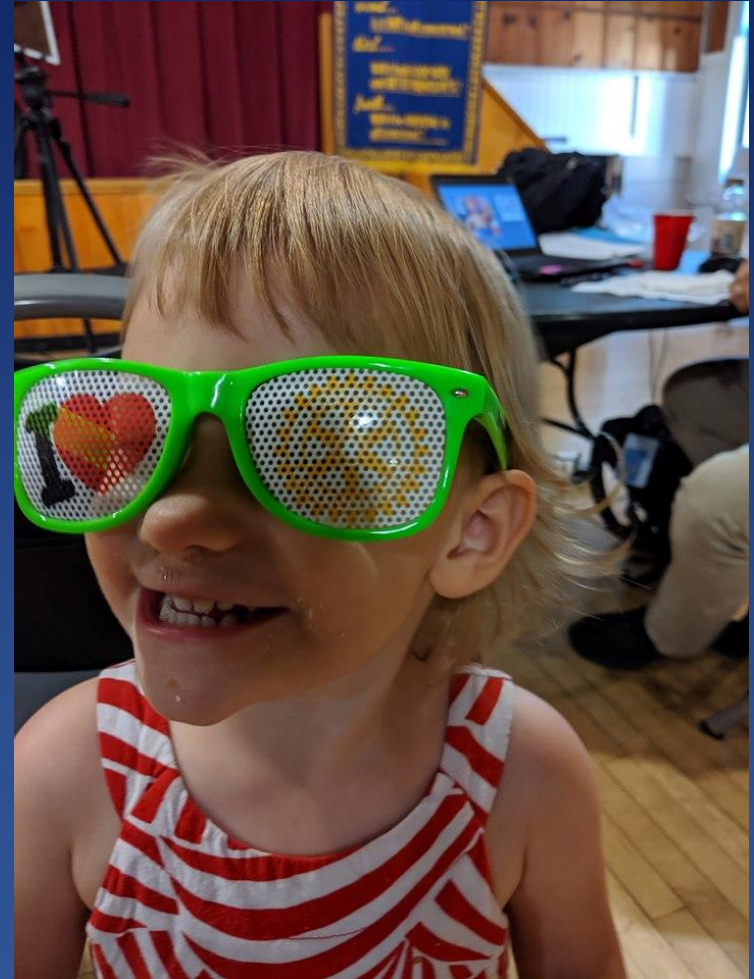
- Good Pictures?





# Posting

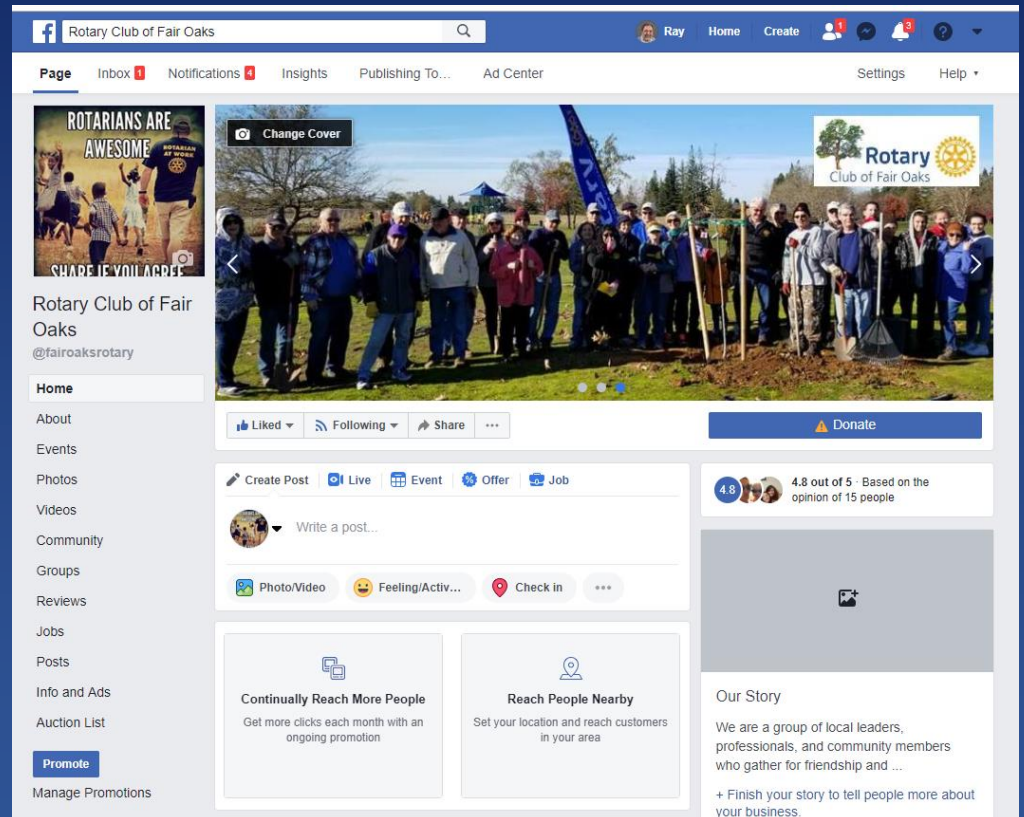
- Good Pictures, Yes





# Posting

- Good Pictures
- Limited Text
- Videos
- Facebook Live
- Articles



# Other



# Club Technology

## COMMON

- Website - Clubrunner
- Facebook – Social Media
- Email
- Laptop - Computer
- Projector/Screen
- Or Larger Screen Monitor
- Power Point
- Microphone
- Speaker System

## ADVANCE

- **Video**
- **Rotary Club App/Messaging**
- **Online Meetings**
- **Confidence Monitor**
- **Easy Scheduling**
- **Point of Sale (P.O.S)**
- **Online Ticket Sales**
- **Online Banking**
- **Cloud**

# Scheduling



2020-21 Presidents | District 510 | Doodle


doodle.com/create/options

Apps att.net - Email, New... Imported From IE Mail - Ray Ward - O... Files - OneDrive New Tab Sign in to your acco... Suggested Sites Imported From IE Your eGift Card Home Other bookmarks

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STEP 2 OF 4

What are the options?

Month Week Text


Nov 3 – 9, 2019

	Nov 3 SUN	Nov 4 MON	Nov 5 TUE	Nov 6 WED	Nov 7 THU	Nov 8 FRI	Nov 9 SAT
All-day							
8:00 AM							
9:00 AM							
10:00 AM							
11:00 AM							
12:00 PM							
1:00 PM							
2:00 PM							

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club5180@outlook.com

Password

.....

community5180

Sign In

2/19/2017

## All files and folders - Box

All Files ▾

Upload

New

### Club 5180 Folder

Updated Feb 6, 2017 by District 5180 479

### Rotary Year 2014-2015

Created Feb 20, 2016 by Club 5180 0

### Rotary Year 2015-2016

Updated May 24, 2016 by Club 5180 1246

### Rotary Year 2016-2017

Updated Feb 10, 2017 by Club 5180 152

### Rotary Year 2017-2018

Created Feb 20, 2016 by Club 5180 0

### Rotary Year 2018-2019

Created Feb 20, 2016 by Club 5180 0

### Rotary Year 2019-2020

Updated Feb 20, 2016 by Club 5180 0

All Files ▾ Club 5180 Folder

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New

### Arden-Arcade

Updated Feb 4, 2015 by Club 5180 0

### Carmichael

Created Feb 3, 2015 by District 5180 0

### Citrus Heights

Updated Aug 16, 2015 by District 5180 0

### East Sacramento

Created Feb 3, 2015 by District 5180 0

### El Dorado Hills

Updated Jan 28, 2016 by District 5180 14

### Elk Grove

Created Feb 3, 2015 by District 5180 0

### Fair Oaks

Created Feb 3, 2015 by District 5180 0

### Folsom

Created Feb 3, 2015 by District 5180 0

### Folsom Lake

Created Feb 3, 2015 by District 5180 0

### Foothill Highlands

Updated Jan 4, 2017 by Club 5180 457

### Granite Bay

Created Feb 3, 2015 by District 5180 0

### Gridley

Created Feb 3, 2015 by District 5180 0

### Historic Folsom

Created Feb 3, 2015 by District 5180 0

### Laguna Sunrise

Updated Mar 15, 2016 by Club 5180 1

### Lincoln

Updated Jun 15, 2016 by Club 5180 3

### Loomis Sunset

Created Feb 3, 2015 by District 5180 0

### Marysville

Created Feb 3, 2015 by District 5180 0

### Midtown-Sacramento

Updated Mar 28, 2015 by Club 5180 2

### Natomas

Created Feb 3, 2015 by District 5180 0

### North Sacramento

Created Feb 3, 2015 by District 5180 0

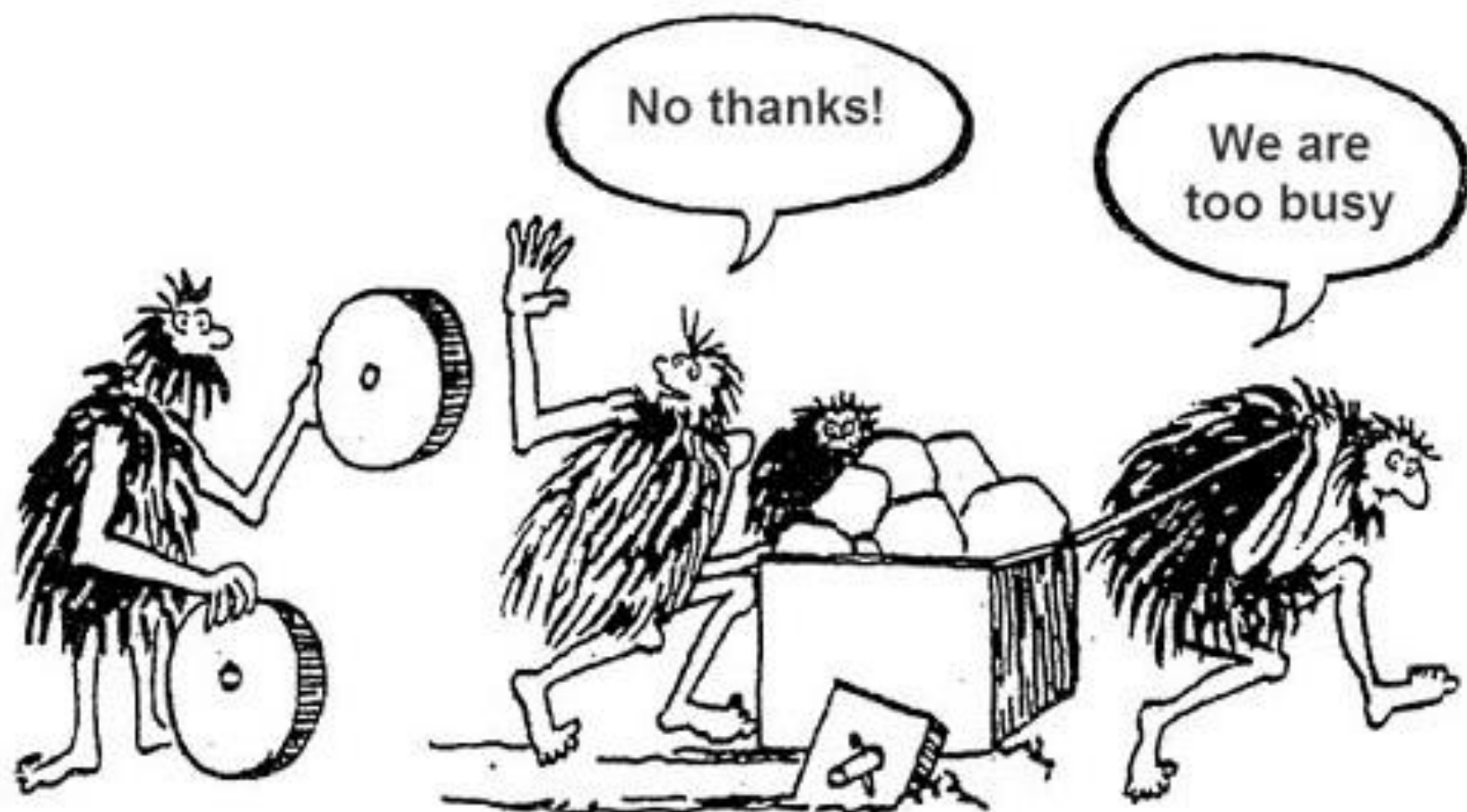
### Orangevale

Created Feb 3, 2015 by District 5180 0

### Oroville

Club 5180





# Closing Comments

