

ROTARY DISTRICT 9212 | OPEN SESSION

BUILT TO SERVE

The Architecture of Effective Rotary Club leadership

ROTARY CLUB TRAINING

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A guide for aspiring Rotary leaders and anyone who wants to understand how a vibrant Rotary club works from the inside.



DISTRICT
9212

SERVICE ABOVE SELF



Who This Session Is For

- Existing Rotary members
- Aspiring club leaders
- New & prospective members
- Non-Rotarians curious about joining

01

What is Rotary?

Values, mission and the global movement

02

The Anatomy of a Rotary Club

How a vibrant club is structured

03

Leadership Roles & Responsibilities

President to Committee Chairs — who does what

04

What It Takes to Lead in Rotary

Qualities, competencies and the leadership mindset

05

The Rotary Leadership Pathway

How to grow from member to club leader

06

Making Your Club Vibrant & Impactful

Engagement, retention, service and visibility

07

Your Next Step

How to get involved — today

What is Rotary?

A Global Movement of Service, Fellowship & Leadership



Founded 1905
Chicago, USA

1.4 Million Members
46,000+ Clubs
200+ Countries



Global Network

Rotary is one of the world's largest humanitarian organisations, uniting leaders committed to making a difference locally and globally.



Service Above Self

Rotary's motto guides everything — members use their skills, networks and resources to tackle the world's most pressing challenges.



Fellowship First

At its core, Rotary is about meaningful relationships — professionals, community leaders and change-makers from all walks of life.

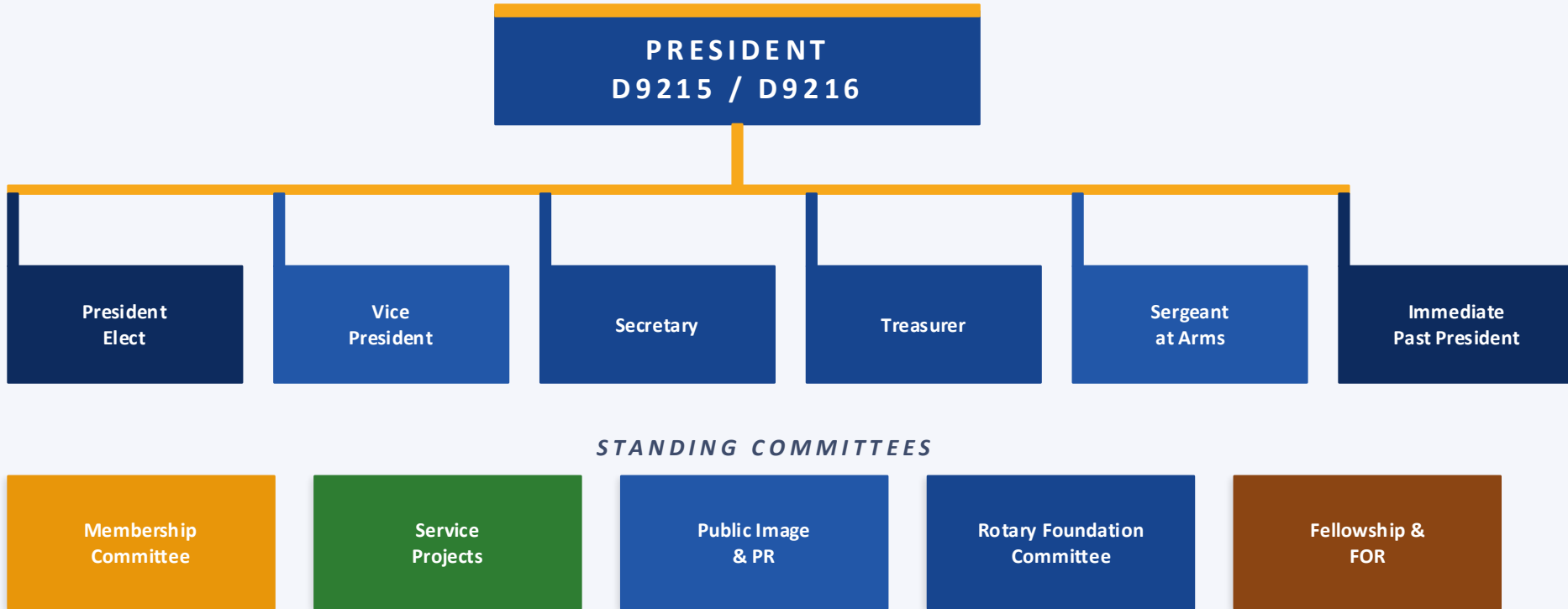


Leadership Academy

Rotary is widely regarded as one of the finest leadership development schools in the world — practical, purposeful and proven.

The Anatomy of a Vibrant Rotary Club

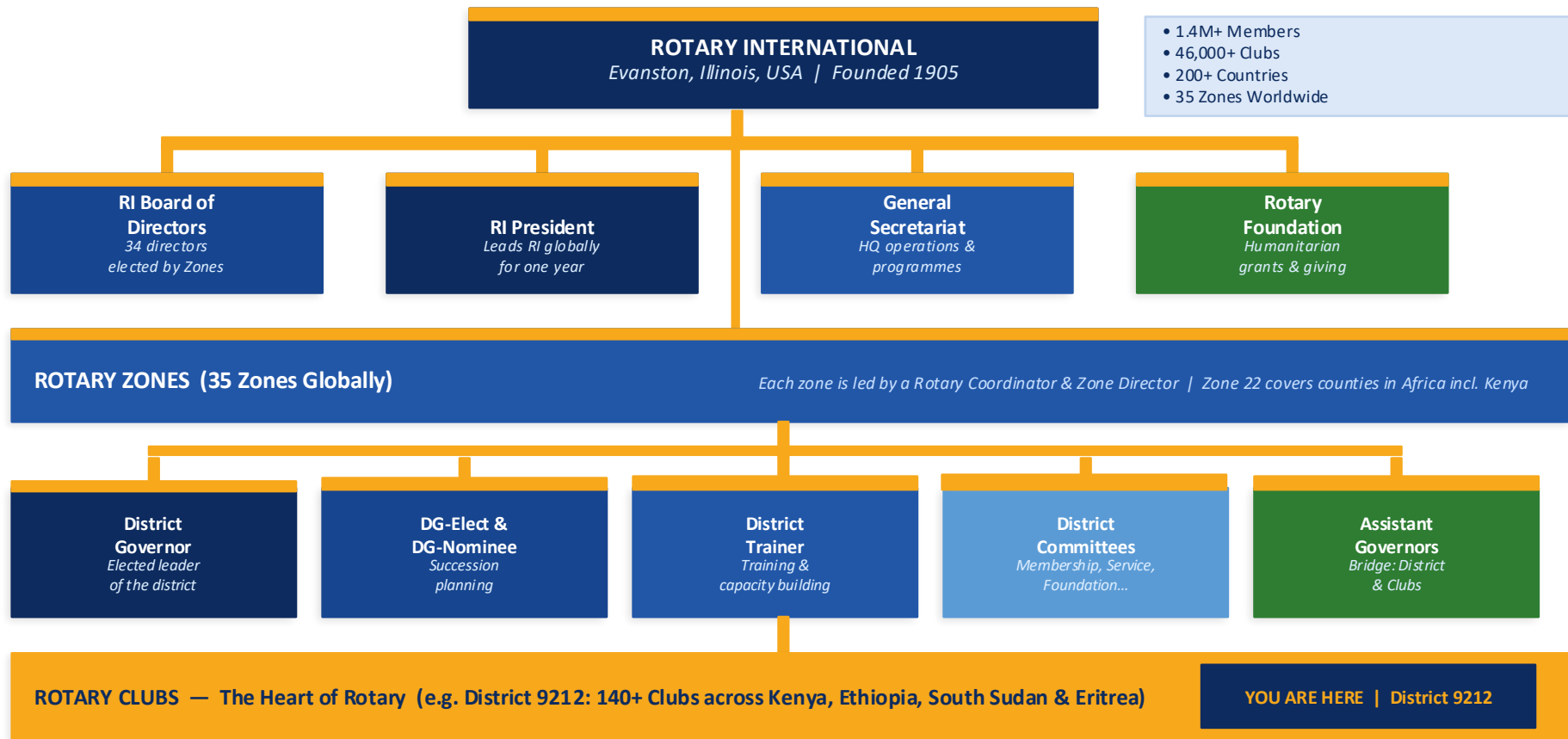
Understanding the structure, committees and how everything connects



Every role exists to serve the club's mission: creating meaningful impact in the community and the world.

Rotary International — Global Structure

How RI, Zones, Districts and Clubs connect worldwide



Leadership Roles — The Executive Board

Who leads, what they own, and why it matters

Club President



Sets the vision and tone for the year. Chairs all Board and club meetings, represents the club at District level, and is accountable for the overall achievement of the club's goals.

President-Elect



Shadows and supports the President while preparing to lead. Attends President-Elect Learning Seminar (PELS) and leads planning for the upcoming Rotary year.

Vice President



Deputises for the President in their absence. Supports leadership across all club functions and helps maintain governance and club culture.

Club Secretary



The operational backbone of the club. Manages correspondence, meeting minutes, member records and all communication with Rotary International and the District.

Club Treasurer



Manages the club's finances — budgeting, financial reporting, dues collection and ensuring fiscal accountability and transparency to all members.

Immediate Past President



Serves as adviser and institutional memory on the Board. Ensures continuity of purpose, mentors the current President, and upholds the club's legacy.

Leadership Roles — Committee Chairs

Where strategy meets action — the engine room of the club

Membership Chair



Drives membership growth, onboarding and retention. Champions a welcoming culture, manages the membership pipeline and tracks member satisfaction.

Service Projects Chair



Leads the club's service agenda — planning, executing and reporting on community impact projects aligned with the club's annual theme and RI priorities.

Public Image Chair



Manages the club's brand, social media, website and PR. Ensures the club's work is visible, celebrated and respected in the wider community.

Rotary Foundation Chair



Champions The Rotary Foundation — educates members, manages grants, coordinates fundraising and connects the club to global humanitarian projects.

Fellowship & FOR Chair



Leads the Family of Rotary (FOR) committee. Creates bonding experiences, ensures families are included, and maintains a vibrant, joyful club culture.

Youth Services Chair



Oversees Rotaract, Interact, RYLA and other youth programmes. Identifies and nurtures the next generation of Rotary leaders.

What It Takes to Lead in Rotary

The qualities, character and competencies of an effective Rotary leader



A Heart for Service

Rotary leadership is not a title — it is a calling. Leaders are driven by genuine desire to serve others above self.



Integrity & Ethics

The foundation of Rotary leadership. The Four-Way Test guides every decision: Is it true? Is it fair? Will it build goodwill? Is it beneficial to all?



Collaborative Spirit

Great Rotary leaders do not work alone — they inspire committees, engage members and build teams that deliver collective impact.



Strategic Thinking

Leaders connect the dots between the club's goals, district priorities and RI's Action Plan — keeping the big picture in focus.



Communication Skills

Whether speaking at a meeting, writing a report or motivating members, effective communication is non-negotiable for club leadership.



Commitment to Learning

The best Rotary leaders are lifelong learners — attending PELS, District Training and continuously upgrading their leadership toolkit.

The Rotary Four-Way Test

The ethical compass every Rotary leader lives by

1

Is it the TRUTH?

3

Will it build GOODWILL and better friendships?

2

Is it FAIR to all concerned?

4

Will it be BENEFICIAL to all concerned?

"Of the things we think, say or do"

The Rotary Leadership Pathway

A clear, purposeful journey from new member to club President

1

Join & Attend

Show up consistently. Attend meetings, events, and service projects. Understand the club's culture.

2

Get on a Committee

Volunteer for a standing committee. Learn how the club works from the inside. Contribute your skills.

3

Lead a Project

Take ownership of a service project or club event. Demonstrate initiative, accountability and team leadership.

4

Chair a Committee

Step up as a Committee Chair. Own a strategic area of the club — membership, service, PR or foundation.

5

Join the Board

Serve as an elected Board Director. Engage in governance, policy and strategic planning at the highest club level.

6

President-Elect & PELS

Attend the President-Elect Learning Seminar. Plan your presidential year, build your team and set your vision.

7

Club President

Lead the club with vision, integrity and energy. Make your mark on the community and on the lives of your members.

Every great Rotary President was once a new member who simply chose to get involved.

Rotary's Leadership Training Ecosystem

How Rotary invests in developing its leaders at every stage

Club Induction & Orientation

New Members



Every new member completes a structured induction covering Rotary's history, values, programmes and how the club operates.

Committee Member Training

Committee Members



Targeted training for committee members on their specific areas — service projects, membership, PI, foundation giving and more.

Rotary Leadership Institute (RLI)

Aspiring Leaders



A multi-part leadership development programme open to all Rotarians. Covers governance, strategy, project management and club health.

PELS – President-Elect Training

Presidents-Elect



Mandatory training for incoming Presidents. Covers vision-setting, board governance, RI policies, district relationships and year planning.

District Training Assembly (DTA)

All Incoming Officers



Annual training for all incoming club officers — every committee chair and board member attends before the new Rotary year begins.

International Conventions & Institutes

Senior Leaders



Global learning events that expose leaders to best practices, humanitarian projects and Rotary leadership from across the world.

Making Your Club Vibrant & Impactful

The five pillars every leader must drive simultaneously



Membership

- Active recruitment strategy
- Structured onboarding for new members
- Regular satisfaction surveys
- Retain members through meaningful roles



Service

- Annual service calendar with clear deliverables
- Monthly themed service activities
- Long-term flagship community projects
- Partner with local organisations



Public Image

- Active social media presence
- Rotary-branded club merchandise
- Media coverage of major projects
- Celebrate and recognise members publicly



Foundation

- Educate members on Foundation giving
- Every member contributes annually
- Apply for matching grants
- Participate in global causes



Fellowship & FOR

- Regular family-inclusive events
- Family of Rotary (FOR) committee activation
- Mentorship & buddy systems
- Annual recognition gala

A vibrant club fires on all five pillars — simultaneously, intentionally and consistently.

Responsibilities at a Glance

Quick reference — who owns what in a Rotary club

Role	Key Ownership	Accountable To	Primary Focus
President	Vision & overall results	District Governor	Leadership & governance
President-Elect	Year planning & readiness	President	Transition & PETS training
Secretary	Records & communications	President & Board	Operations & compliance
Treasurer	Financial management	President & Board	Fiscal accountability
Membership Chair	Member growth & retention	President & Board	Club health & culture
Service Projects Chair	Service delivery & impact	President & Board	Community transformation
Public Image Chair	Brand & media visibility	President & Board	Club reputation & outreach
Foundation Chair	Giving & grants	President & Board	Humanitarian funding
Fellowship/FOR Chair	Bonding & family events	President & Board	Culture & belonging

Your Next Step

You don't need a title to start leading in Rotary. You just need to show up.



If you are **NOT** yet a Rotarian:

- Attend a club visit as a guest
- Speak to a member about the induction process
- Join as a member and start your journey today



If you are a **NEW** member:

- Introduce yourself to a Committee Chair
- Volunteer for one project this month
- Attend every meeting for the next 90 days



If you are an **EXISTING** member:

- Put your hand up for a committee leadership role
- Enrol in the Rotary Leadership Institute (RLI)
- Mentor a newer member — pass on what you know



If you **ASPIRE** to the Presidency:

- Talk to your current President about the pathway
- Chair a committee this year
- Attend PELS when your time comes — be ready

THANK YOU

"Every great Rotary President was once a new member who chose to get involved."

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