



Mission Statement

The Rotary Leadership Institute is a grassroots, multi-district leadership development program whose mission is to strengthen Rotary Clubs through quality leadership education.

Dear Rotarians:

The Rotary Leadership Institute was founded to assist in improving the Rotary knowledge and leadership skills of the future leaders of our Rotary clubs. We believe that excellent leadership is the key to successful service to our communities and the world. Rotary is blessed with members of high quality, but all Rotary clubs depend on outstanding leadership to harness the talents and skills of our membership in order to reach high levels of accomplishment.

The rapid turnover of leadership positions in Rotary caused by annual elections requires constant effort to prepare more and more Rotarians to prepare for the responsibilities of leadership. Through the dedicated efforts of our Officers, Executive Committee and Faculty, the Rotarians of our member districts have a unique opportunity for quality education.

We invite all of the clubs of our member districts to join with us to build a better and greater Rotary.

PRID David Linett, Founder, RLI International

COURSE CONTENT

1. ROTARY

Purpose and Structure of Rotary

- Global Network Groups
- Rotary International and its structure

Making a Difference

- Improve your Rotary experience
- Use RLI Ideas
- Analyze RLI Programs

2. MEMBERSHIP

Engaging Members

- Encourage active participation
- Explore engagement options

Attracting Members

- Targeting Key Audiences
- Rotary Fellowship Groups
- Add value to Membership

3. THE ROTARY FOUNDATION (TRF)

TRF Goals & Programs

Targeted Service

- Grant Model
- Seven Areas of Focus

International Service

- Community assessment and involvement
- Build connections; meet needs
- Rotary Action Groups

4. VOCATIONAL EDUCATION AND ETHICS

- Use your vocation to benefit Rotarians/ your community
- Promote the 4-Way Test
- Apply ethics in your club and in your everyday life

5. SERVICE PROJECTS

Project Implementation

- Plan, lead, accomplish and evaluate your projects
- Insure creativity and sustainability

6. COMMUNICATIONS

Effective Communications

- Internal and External Communication
- Using Social Media

Public Image and Public Relations

- Public Image Strategy

7. STRATEGIC PLANNING AND ANALYSIS

Insightful Planning at the Club Level

(Double session)

- Club review and analysis
- Areas of improvement