



ROTARY LEADERSHIP INSTITUTE (RLI) Southeast Region of the Heart of America RLI Division

RLI Part III

RLI is an excellent opportunity for all Rotarians, new and experienced, to learn about leadership, service to others, and Rotary, locally and around the world. This is primarily done in a fast-paced, interactive, facilitated, small group setting with Rotarians and experienced Rotarian Facilitators from other clubs and districts.

RLI is offered in three Parts (I, II, and III), taken in sequence, with each Part being about six hours of live, small group time (either in-person on one day or virtually over two half days). Each RLI participant is asked to do about two - three hours of online, self-paced, read-ahead activities prior to each Part to increase their baseline knowledge of the topics covered. Participants who do this preparation are better equipped for involvement in the group discussions and find the overall RLI experience more rewarding.

This locally revised curriculum for RLI Part III consists of these four topics:

- Promoting Rotary
- Going Global with Foundation Programs
- Visioning & Action Planning
- Rotary Leadership in Action

This curriculum is online based because Rotary International has evolved to providing its learning resources online instead of by printed materials. It incorporates the relevant content and goals from the most recent standard RLI curriculum and modernizes it to reflect current Rotary guidance, priorities, and resources. It makes extensive use of the [Rotary website](#), the [Rotary Learning Center](#), and related online resources to help ensure the information covered is current. Merging the content into four topics makes both virtual and in-person RLI participation more efficient and effective.

Upon completion of all three RLI Parts, participants are considered "RLI Graduates" and are empowered for greater success in their personal, professional, and Rotary life.

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

JOIN LEADERS

EXCHANGE IDEAS

TAKE ACTION

RLI Part III

Promoting Rotary

This topic explores how all Rotarians can consistently and effectively Promote Rotary to build awareness and understanding of Rotary's positive impact on its members and in communities around the world.

Topic Goals:

- Discuss the importance of consistently & properly promoting a strong Rotary Brand.
- Explore various strategies and resources to promote your club and Rotary's Brand.
- Discuss how good club communications, internally & externally, will help strengthen and grow your club.
- Discuss ways every member can help strengthen Rotary's brand.

Read Ahead Materials or Courses (please read or do this prior to the live session):

“The Rotary Brand” course in the Rotary Learning Center (15 min)

“Building Rotary’s Public Image” course in the Rotary Learning Center (15 min)

Rotary Action Plan Communication Guide

Other References or Resources of Interest:

The Rotary Brand Center (*recently rebuilt*)

Voice and Visual Identity Guidelines

“Our Logo: Representing Rotary” course in the Rotary Learning Center (30 min)

“Promoting Your Club as People of Action” course in the Rotary Learning Center (15 min)

Visit: <https://my.rotary.org/en/learning-reference/learn-topic/public-relations>

Note: You will need a logon to “My Rotary” on the <https://www.rotary.org/en> website to access the Rotary Learning Center and other “member only” portions of this website.

To create your “My Rotary” account, go to: <https://my.rotary.org/en/signup>

Create your account using the same email address that Rotary International has on file for you.

If needed, the Forgot Password link is: <https://rotary.okta.com/signin/forgot-password>

The Rotary Learning Center: <https://my.rotary.org/learn>

If you are not familiar with The Rotary Learning Center, or if you haven’t used it lately, recommend you also do the “**Getting Started with the Learning Center**” course in the Rotary Learning Center (about 15 min duration). The Rotary Learning Center is updated often as this is becoming a primary method of training and a source of references about Rotary.

RLI Part III

Going Global with Rotary Foundation Programs

This topic explores opportunities for International Service. This Avenue of Service supports Rotary's strategic priorities and promotes international understanding, goodwill, and peace. This often involves a Service Project funded by a District or Global Grant. It may also involve Promoting Peace, or a Vocational, Humanitarian, Fellowship or Scholarship purpose with or without funding from The Rotary Foundation.

Topic Goals:

- Discuss the impact and opportunities of the PolioPlus Program.
- Identify Opportunities for International Service, Projects, and Programs.
- Explore how Foundation Giving and various types of Grants and other Foundation funding may support International Service, Projects, and Programs.
- Explore ways to use Vocational skills during International Service.

Read Ahead Materials or Courses (please read or do this prior to the live session):

Visit: <https://www.endpolio.org/> and <https://polioeradication.org/>

Visit: Rotary Showcase: https://map.rotary.org/en/project/pages/project_showcase.aspx

Visit: Vocational Service webpage - a pillar of Service Above Self:

<https://rotaryserviceblog.org/2021/01/04/vocational-service-a-pillar-of-service-above-self/>

Other References or Resources of Interest:

Visit: <https://my.rotary.org/en/take-action/empower-leaders/rotary-action-groups>

Visit: <https://www.rotary.org/en/our-programs/more-fellowships>

Visit: <https://my.rotary.org/en/take-action/apply-grants/global-grants>

Visit: <https://www.rotary.org/en/about-rotary/rotary-foundation>

The Rotary Foundation Reference Guide

RLI Part III

Visioning & Action Planning

This topic covers how Rotary's Vision Statement and Action Plan can help clubs increase their impact, expand their reach, better engage their members, and adapt to a changing world.

Topic Goals:

- Understand the Rotary International Vision and Action Plan and how Clubs can find meaningful ways to bring Rotary's Action Plan to life.

Accomplished by completing the "Rotary's Action Plan and You" course in The Learning Center as pre-work and then discussing this topic during the RLI session.

- Explore ways of determining your club's aspirations, strengths, weaknesses, and concerns to be addressed in the Visioning and Action Planning process.

Accomplished by discussing various ways of assessing how your club is doing to include use of an assessment tool such as the Rotary Club Health Check. This is Phase 1 of the planning process.

- Understand the process suggested by the Rotary Strategic Planning Guide to set Your Club's long-term priorities & annual goals to support your club's vision.

Accomplished by reviewing the Rotary Strategic Planning Guide for Clubs as pre-work and then discussing this topic during the RLI session. This Guide is part of the "Rotary's Action Plan and You" course.

- Explore some resources available to assist your club, such as the District Visioning Team, with defining your club's Vision and doing the actions necessary to accomplish your long-term and annual goals.

Accomplished by discussing the Rotary Strategic Planning Guide with emphasis on Phases 2 and 3 during the RLI session.

Read Ahead Materials or Courses (please do this prior to the live session):

"Rotary's Action Plan and You" course in the Rotary Learning Center (15 min).

Rotary Strategic Planning Guide

Other References or Resources of Interest:

Rotary Action Plan: <https://my.rotary.org/en/learning-reference/about-rotary/action-plan>

Rotary Club Health Check: <https://my.rotary.org/en/document/rotary-club-health-check>

Rotary Action Plan Flyer

Rotary's Action Plan What Clubs Can Do

Rotary Action Plan Communication Guide

The essence of the Club Visioning process is: "To see the Club not as it is, but as it could become" per the International Vision Facilitation Council (IVFC)

RLI Part III

Rotary Leadership in Action

This is the culminating topic to complete your three-part RLI journey. This topic broadly covers leadership and service opportunities to grow in Rotary as well as personally and professionally. Use the information and ideas gained during RLI to “Make a Difference” in your life and lives of others.

Topic Goals:

- Discuss what it takes to be a successful leader for your club and District.
- Identify some best practices to keep members informed, motivated, and excited.
- Reflect on what you have learned or experienced in Rotary that may help you in your personal and professional development.
- Discuss training & leadership opportunities you may see in your future to help build a stronger club, a stronger district, and bring Rotary’s Action Plan to life.

Read Ahead Materials or Courses (please do this prior to the live session):

“Leading Change” e-learning course in the Rotary Learning Center (30 min).

“Managing Club Business” e-learning course in the Rotary Learning Center (30 min).

Other References or Resources of Interest:

“Building Consensus” e-learning course in the Rotary Learning Center (15 min).

Rotary Action Plan: <https://my.rotary.org/en/learning-reference/about-rotary/action-plan>