

Protecting the Rotary Brand

Elective Class: Thursday, March 16, 2017

3:45-5:15pm

This interactive session is facilitated by District 7710 DG Rusine Mitchell Sinclair with a focus on actions to minimize risk as well as respond effectively in the event of a crisis situation. The organization's response to a crisis often has more impact on reputation than the event that precipitated the situation.

Agenda:

1. Why is the Rotary brand important?
2. What are some of the risks a Rotary leader might encounter?
3. What steps can a Rotary leader take to reduce the risk of a crisis situation?
4. What to do in the event a crisis occurs?
5. What to do after the crisis is resolved?

Suggested Resources:

US Rotary Club & District Insurance portal web address

<https://www.locktonportal.com/sites/rotary/resources>

You will be prompted for your user name and password which is provided to your club through the annual mailing from RI.

Rotary Youth Protection Guide

<https://my.rotary.org/en/document/rotary-youth-protection-guide>

The Rotary International Code of Policies

<https://www.rotary.org/en/document/rotary-code-policies>

Presentation, Flyers and Handouts are at carolinaspets.org > Resources > DL Materials