

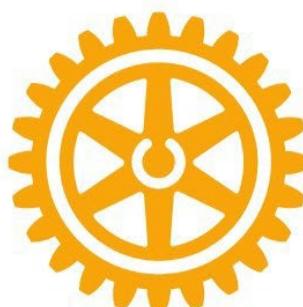
# Carolina's PETS

## President-Elect Training Seminar

**March 19 – 21, 2026**

Jerry Coughter  
District Governor  
2026-2027

**Rotary**  
District 7680



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## Welcome to President-Elect Training for year 2025-26!

As your District Governor for year 2025-2026, my role is to work with you, support you, motivate you, and advocate for you, your club and your club members.

This next day and a half has been planned just for you. Our goal is to prepare you for the year ahead. Rotary is a worldwide organization that is powered by every day members performing everyday acts of kindness and good works. Without you, the world would not be the same.

I am so excited to be joining you on this journey. I encourage you to take notes, jot down good ideas, lean into the inspiration provided, and be energized and motivated to continue Rotary's good works in your community.

I share with you RI President's message for 2026-2027:

**UNITE FOR GOOD –  
TOGETHER  
WE CAN CHANGE THE WORLD**

*Yours, United with You, in Rotary Service – donna.*

**UNITE FOR GOOD**



Olayinka Hakeem Babalola

2026-27 Rotary  
International President

Olayinka Hakeem Babalola, a member of the Rotary Club of Trans Amadi, Nigeria. Babalola began his Rotary journey in 1984 as a Rotaractor. He joined the Rotary Club of Trans Amadi 10 years later. His leadership roles include serving as district governor (2011-12), RI vice president (2019-20), and member of the RI Board (2018-20). He was also an active leader and participant in RI committees such as the End Polio Now Countdown to History Campaign Committee (2017-23) and the Nigeria National PolioPlus Committee (2013-present, adviser 2016-present). Babalola received a university degree in engineering in 1988. He worked for 25 years in the oil and gas industry, holding senior positions in Shell PLC. Babalola and his wife, Preba, live in the city of Port Harcourt. He supports The Rotary Foundation with a named endowment and as an Arch Klumph Society member. A trustee of ShelterBox UK, he is a recipient of the Africa Centennial Heroes Award, the Regional Service Award for a Polio-Free World, the RI Service Above Self Award, and The Rotary Foundation Citation for Meritorious Service.



## **Jerry Coughter**

### District Governor

### 2026 - 2027

As a proud member of the Rotary Club of Charlotte, Jerry has served in many roles before serving as President in 2020-21. He is an RLI graduate.

At the District level, he was co-chair for the Paul Harris Society in 2015-16, and an Assistant Governor from 2022 through 2024. Jerry is a Major Donor, Benefactor, and Bequest Society member, as well as a member of the Polio Plus Society and the Paul Harris Society. In 2013, Jerry was part of a group of Charlotte area Rotarians to climb Mt. Kilimanjaro to raise funds and awareness for PolioPlus.

Jerry is a WASH ambassador, advocating for water, sanitation, and hygiene projects. He serves as one on the International Ambassador Committee of the Water, Sanitation, and Hygiene Rotary Action Group (WASH RAG) and coordinates a monthly "Ambassador Conversation" Zoom call. He is also a member of HANWASH, the Haitian National Water, Sanitation, and Hygiene Initiative, working to bring clean water and sanitation to all 11.5 million citizens of Haiti. Jerry was named Distinguished Rotarian of the Year by his club in 2022-23.

Professionally, Jerry is a Program Director at SSTI, a national nonprofit organization working to help states and regions create a better future through science, technology, innovation, and entrepreneurship. He previously served as the founding Executive Director of the Dubois Center at UNC Charlotte, Assistant Vice President for Economic Development at George Mason University, and Executive Director of the Virginia Research & Technology Advisory Commission and the Governor's Biotechnology Commission.

Jerry holds a BS in Microbiology from Clemson University. He earned an MS in Microbiology and Immunology from Virginia Commonwealth University and an MBA from Shenandoah University. He performed doctoral work in Innovation Policy at the Schar School of Policy and Government at George Mason University.

Jerry and his wife Claire live in Belmont, North Carolina. They are proud parents of two adult daughters, Cate and Mary. They enjoy traveling, hiking, bicycle riding, and flat-water kayaking.

As a 3<sup>rd</sup>-generation Rotarian, Sharon's journey with Rotary began at a young age in Ohio, as her father and grandfathers were all Rotarians. She would occasionally attend meetings as a guest, learned the 4-Way Test from certificates posted on their office walls, and recalls reading the Rotarian magazine, which opened a window to the world of Rotary beyond the local club. Her mother and grandmother also demonstrated a life of "Service above Self" through church and community activities. Faith, family and service shape Sharon's life.

After graduating from DePauw University, she attended UNC-Chapel Hill School of Public Health, then moved to Gaston County to work with Gaston County Health Department. She returned to graduate school at Vanderbilt University to become a Family Nurse Practitioner, with a focus on caring for underserved populations.

Sharon was invited to join Gaston Breakfast Rotary Club in 2008, serving on the Board for many years and as President in 2013-14, when the RI theme was "Engage Rotary, Change Lives". In June 2022, she joined The Rotary Club of Gastonia, where she now serves on the club's service committee, is involved with community service projects, and is PI/PR Chair.

At the district level, Sharon served as D7680 District Grant Subcommittee Chair. She served as Assistant Governor for 4 years, one year for Cleveland County then 3 years for Gaston County. She has served in a variety of roles with Seminar for Tomorrow's Leaders (SFTL, D7680's RYLA), including as small group mentor, nurse, and photographer. She served as D7680 Rotary Peace Fellowship subcommittee chair for several years and now serves on the district Peace Committee. She is a Rotary Leadership Institute graduate. In 2019, she was selected to participate in the "Emerging Leaders" track at Zone Summit.

Some of her most memorable international Rotary experiences includes participating in a US/Canadian polio NID team in Nigeria in 2015 and attending International Conventions.

Sharon supports The Rotary Foundation as a Paul Harris Fellow, member of the Paul Harris Society, PolioPlus Society, Bequest Society, and as a Major Donor (Arch Klumph Society). Sharon and her family are strong supporters of Rotary Peace Centers, attending the annual Spring Conference at Duke/UNC-CH Rotary Peace Center every year since first attending in 2008. She has served as a Rotary reviewer for Rotary Peace Fellow applications for 5 years.

She considers it a humble privilege to be selected to serve D7680 as DG for 2027-28 and is proud to follow in the footsteps of her father (Jim), who served D6600 as DG for 2009-10.

Sharon lives in Gastonia, NC with her cats and dog.



## **Sharon Heinrich**

### **District Governor Elect**

Cindy Brown Fink is a Tar Heel born and bred. She was born in Cabarrus County, and except for four years spent in Alabama as a child and a short stint in Hilton Head, SC, she has lived in Salisbury, Greensboro, Oxford, and Chapel Hill, NC. She now lives in Salisbury, where she attended 3rd-12th grade, joined Brownie Girl Scouts, learned to play the violin, cheered, and taught hundreds of children to swim

At UNC-Chapel Hill, she majored in political science and participated in extra-curriculars activities such as Flag Girl, Student Legislature, and Resident Assistant.

After her short stint working at a private recreation facility on Hilton Head Island, she returned to Greensboro, NC, to work for the Girl Scouts. She completed her MBA at UNC-G.

Upon moving to Oxford, NC, she volunteered in the community, became a farmer and entrepreneur, gave birth to two boys, founded two non-profits, and joined the Rotary Club. Cindy is a lifetime Girl Scout and from 1993-2006 served as a board member, officer, and President of the Girl Scout Council based in Raleigh

She served as Rotary Club President during the 75th Anniversary year of the Oxford Rotary Club. A job change required more travel across NC, SC, Georgia, Florida, and Virginia, causing Cindy to step away from Rotary temporarily.

With both boys in College, Cindy moved to Chapel Hill to serve as a Sorority House Director. In 2017, she returned to Salisbury as the Executive Director of Meals on Wheels Rowan.

Cindy joined the Rotary Club of Salisbury and worked on various committees. She served as Club President in 2023-2024. Prior to her selection as DGN, Cindy served as Assistant Governor for Area 11, Rowan County in District 7680.

After Hurricane Helene, Cindy wrote two \$25,000 Rotary Disaster Relief grants on behalf of Bounty and Soul, as well as a \$25,000 grant on behalf of the Hunger and Health Coalition in Watauga County. She coordinated District 7680 volunteers and escorted two volunteer groups from Salisbury to Black Mountain.

In June 2025, Cindy attended the Rotary International Conference in Calgary, and in September 2025, the Emerging Leaders Forum in Jacksonville, FL. She serves on the District Grants Committee, is a Paul Harris Fellow, and a Distinguished Rotarian. In November 2025, she chaired the 2025 Rotary Foundation Celebration for District 7680.

Cindy lives with her 94-year-old father and their dog, Pickles. Her sons and their wives have blessed her with three grandchildren.



## **Cindy Fink**

## **District Governor Nominee**



## **Donna Moffett**

**Immediate Past  
District Governor**

Donna was born in Richmond VA and moved to Matthews NC with her family at a young age. She attended Charlotte-Mecklenburg Schools and graduated from East Mecklenburg High School in 1980. Donna is a graduate of the University of North Carolina at Chapel Hill (Go Heels!) and since 1989 has volunteered for, and offered her business knowledge to, numerous non-profit operations in the Lake Norman community.

Donna is a proud member of the North Mecklenburg County Rotary Club, having joined the club in 1994 looking for local business connections, personal fellowship, and community service opportunities.

Donna was president of North Mecklenburg Club for years 2014/2015, receiving District 7680 Governor's Trophy for Club of the Year, and again as president for years 2020/2021, during the height of the COVID-19 pandemic. She is a Rotary Foundation Major Donor, Sustaining member, Benefactor and Polio Plus Society member.

Professionally, Donna owns and operates a business accounting, tax, and consultancy practice, having joined the family business in 1989. The practice office is in Cornelius NC, with employees located in Cornelius NC, Matthews NC, and Richmond VA. Donna was a 2003 Charlotte Business Journal Women in Business Award Recipient and a 2016 Cornelius Top Women in Business Recipient.

Personally, Donna's pride and joy are her three children Caroline, Micah, and Olivia. They are now grown, happily married, and expanding with five grandchildren. Donna and Greg Guin married in 2019. Their combined families include five children, eight grandchildren and too many pets to count. Donna and Greg enjoy hiking, reading suspense novels, watching Jeopardy and of course, babysitting grandbabies.

## ROTARY INTERNATIONAL VISION STATEMENT



**TOGETHER, WE SEE A WORLD  
WHERE PEOPLE UNITE AND TAKE ACTION  
TO CREATE LASTING  
CHANGE ACROSS THE GLOBE,  
IN OUR COMMUNITIES, AND IN OURSELVES.**

## ABOUT ROTARY

### WHO We Are and WHAT We Do

Rotary is a global network of 1.4 million people, friends, community, and business leaders, neighbors, entrepreneurs, educators, problem solvers, and more from all walks of life who share a commitment to service and making a positive difference in life.

Rotary members connect through their core values and work together providing services to others, promoting high ethical standards in all vocations, and advancing world understanding, goodwill, and peace through the ongoing development of fellowship, friendship, and relationships.

## Rotary's Core Values



## ROTARY'S GUIDING PRINCIPLES

These principles have been developed over the years to provide Rotarians with a strong, common purpose and direction. They serve as a foundation for our relationships with each other and the action we take in the world.



### OBJECT OF ROTARY

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

**FIRST:**

The development of acquaintance as an opportunity for service;

**SECOND:**

High ethical standards in business and professions; the recognition of the worthiness of all useful occupations; and the dignifying of each Rotarian's occupation as an opportunity to serve society;

**THIRD:**

The application of the ideal of service in each Rotarian's personal, business, and community life;

**FOURTH:**

The advancement of international understanding, goodwill, and peace through a world fellowship of business and professional persons united in the ideal of service.



### THE FOUR-WAY TEST Of the things we think, say, or do

The Four-Way Test is a nonpartisan and nonsectarian ethical guide for Rotarians to use for their personal and professional relationships.

**2.**

Is it FAIR to all concerned?

**4.**

Will it be BENEFICIAL to all concerned?



### AVENUES OF SERVICE

Channel our commitment to service at home and abroad through five Avenues of Service.

**CLUB SERVICE**

focuses on making clubs strong.

**VOCATIONAL SERVICE**

calls on every Rotarian to work with integrity and contribute their expertise to the problems and needs of society.

**COMMUNITY SERVICE**

encourages every Rotarian to find ways to improve the quality of life for people in their communities and to serve the public interest.

**YOUTH SERVICE**

recognizes the importance of empowering youth and young professionals through leadership development programs.

**INTERNATIONAL SERVICE**

exemplifies our global reach in promoting peace and understanding.

**TOGETHER WE SEE A WORLD  
WHERE PEOPLE UNITE AND TAKE ACTION  
TO CREATE LASTING  
CHANGE ACROSS THE GLOBE  
IN OUR COMMUNITIES AND IN OURSELVES**

As we work together to build a stronger world, **Rotary's Action Plan — our strategic plan — is leading our organization to form more meaningful connections and make a more sustainable difference through service.** Using the plan's four priorities as a guide, we're fulfilling the vision of Rotary International and The Rotary Foundation: creating healthy clubs, providing engaging experiences for all, and uniting people to take action with us to create lasting change.

## INCREASE OUR IMPACT

- Eradicate polio and leverage the legacy
- Focus our programs and offerings
- Improve our ability to achieve and measure impact

## EXPAND OUR REACH

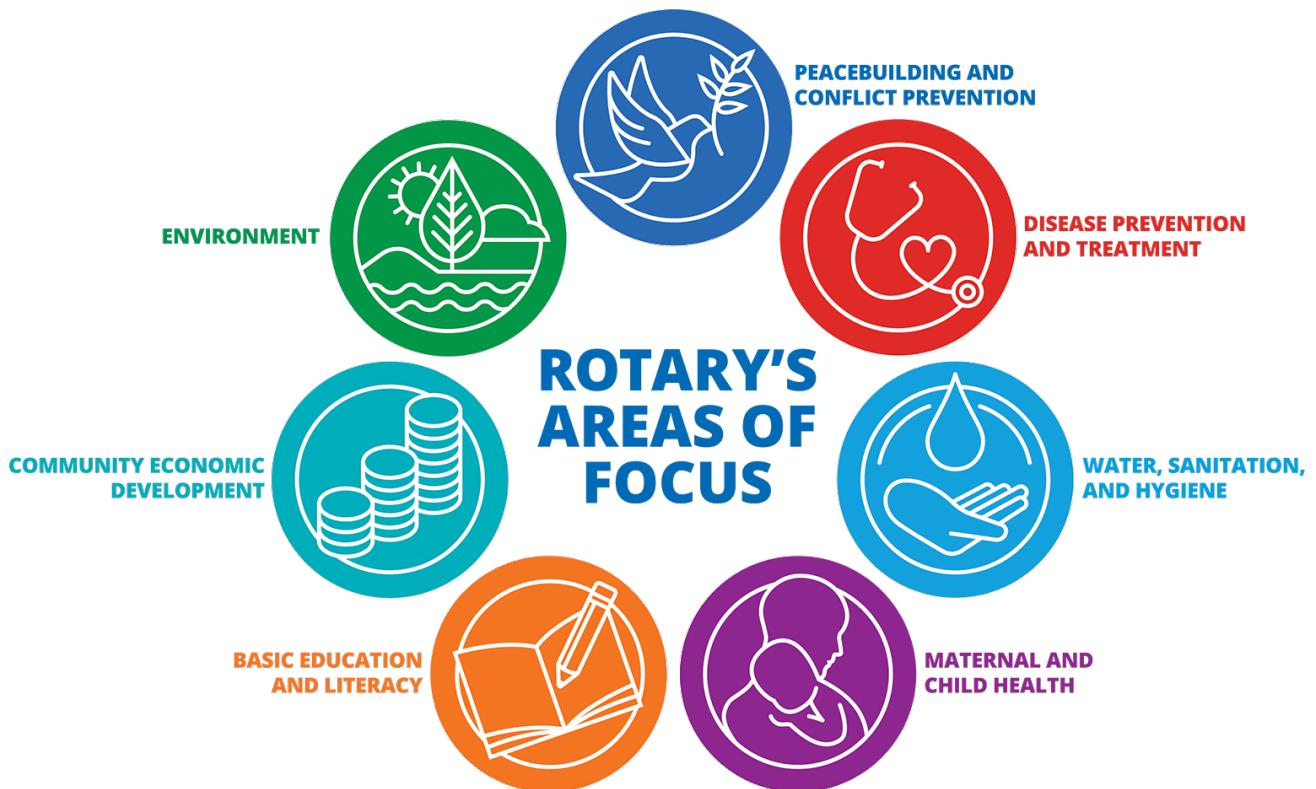
- Grow and diversify our membership and participation
- Create new ways for participants to experience Rotary
- Increase club flexibility and appeal
- Build understanding of our impact and brand

## ENHANCE PARTICIPANT ENGAGEMENT

- Support clubs to better engage their members
- Improve understanding and support for individual participants
- Offer new opportunities for personal and professional connection
- Provide learning opportunities for leadership development and skill building

## INCREASE OUR ABILITY TO ADAPT

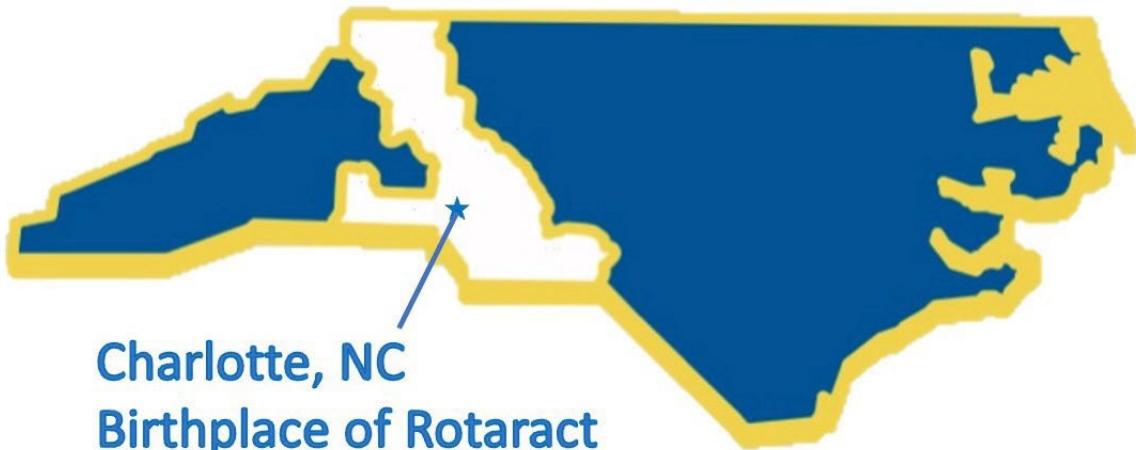
- Build a culture of research, innovation, and willingness to take risks
- Streamline governance, structure, and processes
- Foster more diverse perspectives in decision making



- Rotary is dedicated to seven areas of focus to build international relationships, improve lives, and create a better world to support our peace efforts and end polio forever.
- Peace & Conflict Prevention/Resolution Rotary encourages conversations to foster understanding within and across cultures. We train adults and young leaders to prevent and mediate conflict and help refugees who have fled dangerous areas.
- Disease Prevention & Treatment We educate and equip communities to stop the spread of life-threatening diseases like polio, HIV/AIDS, and malaria. We improve and expand access to low-cost and free health care in developing areas.
- Water, Sanitation & Hygiene We support local solutions to bring clean water, sanitation, and hygiene to more people every day. We don't just build wells and walk away. We share our expertise with community leaders and educators to make sure our projects succeed long-term.
- Maternal & Child Health Nearly 6 million children under the age of five die each year because of malnutrition, poor health care, and inadequate sanitation. We expand access to quality care, so mothers and their children can live and grow stronger.
- Basic Education & Literacy More than 775 million people over the age of 15 are illiterate. Our goal is to strengthen the capacity of communities to support basic education and literacy, reduce gender disparity in education, and increase adult literacy.
- Community & Economic Development We carry out service projects that enhance economic and community development and create opportunities for decent and productive work for young and old. We also strengthen local entrepreneurs and community leaders, particularly women, in impoverished communities.
- Support the Environment Rotary's newest area of focus is the environment which will enable Rotarians and Rotary Clubs to bring about positive change in the world and increase our impact.

# About Rotary District 7680

**Rotary**  
District 7680



Rotary District 7680 serves fourteen counties in the west-central region of North Carolina (from the VA state line to the SC state line, and from Boiling Springs to Hamlet). Each county has at least one Rotary club. 52 clubs are active with approximately 2200 members who share similar values and a commitment to serving the needs of their communities and helping others around the world.

# About Rotary District 7680



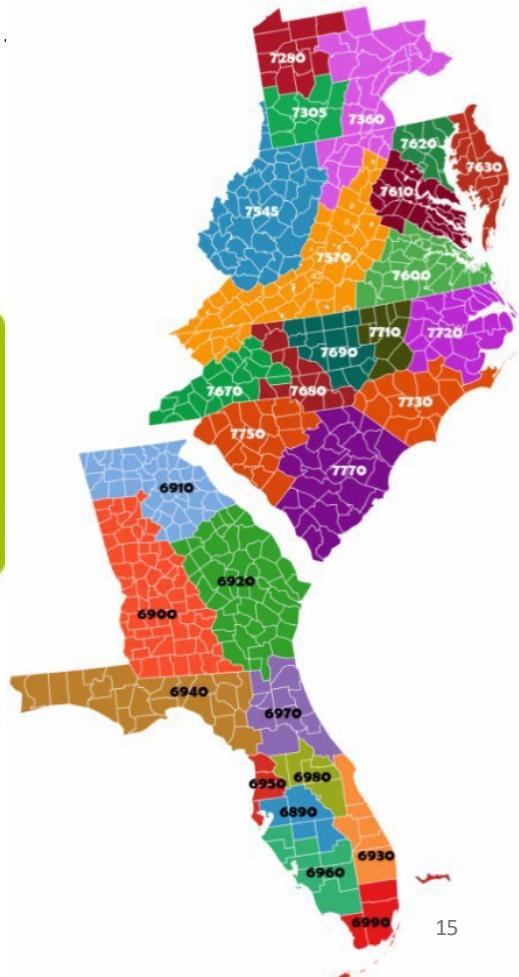
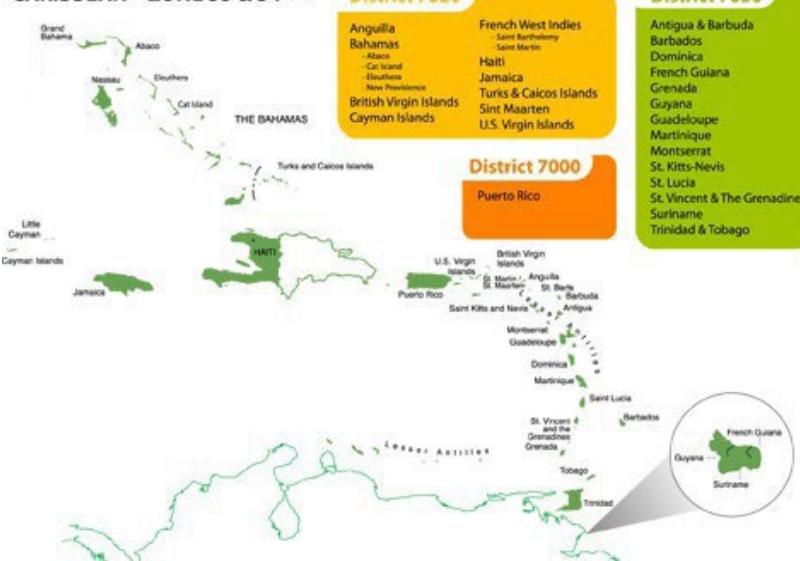
Rotary District 7680 has 11 areas, each with an Assistant Governor (sometimes called an Area Governor) who serve four to five clubs in their respective areas.

# About Rotary District 7680

We are in Zone 33 of Rotary International (RI). RI pairs each one of the 34 zones with another zone. Each pair of Zones (33-34 for us) is led by a Director. So, there are 17 International Directors who make up the Board of RI.

- Zones 33-34 encompass 31 districts from western Pennsylvania through the Mid-Atlantic and Southeastern United States and the Caribbean, Puerto Rico, French Guiana, Guyana, and Suriname.
- There are 26 countries and regions represented in Zones 33-34.
- Our Rotarians speak English, French, Dutch, and Spanish as primary languages.
- Zone 33 includes western Pennsylvania down through the Carolinas.
- Zone 34 includes Georgia, Florida, Caribbean, Puerto Rico, French Guiana, Guyana, and Suriname

## CARIBBEAN – ZONE 33 & 34 >>



# INTRODUCING OUR CLUB PRESIDENTS

Club Name	AREA	First Name	Last Name	
Albemarle	1	Louisa	Hartsell	
Alleghany County	2	Brenda	Priest	
Ashe County	2	Mark	Hewett	
Ballantyne	9	Brian	Hakeem	
Belmont	5	Brad	Frazier	
Boiling Springs Area	4	Zach	Parker	
Cabarrus County	3	Jeri	Mills	
Charlotte	8	Bill	Bartee	
Charlotte Dilworth South End	8	Doyle	George	
Charlotte Dilworth South End	8	Kirk	Stewart	
Charlotte International	8	Helen	Honeycutt	
Charlotte Leadership Impact Group	8	Austin	Backus	
Charlotte North	8	Mike	Savage	
Charlotte Providence	9	Jay	Jacob	
Charlotte South	9	Susan	Walker	
Charlotte South Park	9	Erika	Hudson	
Cherryville	4	Mike	Atwell	
China Grove	11	Matt	Folk	
Concord	3	Steve	Schattner	
Concord-Afton Sunset	3	Justin	Moore	
Davidson	6			
Gastonia	5	Andrew	Pierce	
Gastonia East	5	Walter	Gray	
Gastonia-Evening	5	Steve	Fridley	
Greater Statesville	7	Scarlett	Chapman	
Harrisburg, NC	3	Richard	Robinson	
Huntersville Happy Hour	6	Franz	Lorio	
Impact Full Circle of Cabarrus Cty	3	Katherine	Ramirez Campbell	

# INTRODUCING OUR CLUB PRESIDENTS

Club Name	AREA	First Name	Last Name	
Kannapolis	11			
Kings Mountain	4	Angela	Brooks	
Lake Norman/Huntersville	6	Jack	Simoneau	
Marshville	10			
Matthews	10			
Mecklenburg County-South	9	Gregory	Snoor	
Monroe	10	James	Kerr	
Monroe-Union Breakfast	10	John	Thomasson	
Mooresville	6			
Mooresville-Lake Norman	6	John	McLaughlin	
Mount Holly	5	Somer	Castle	
North Mecklenburg County	6	Debra	Fretwell	
North Wilkesboro	2	Chris	Walters	
Rockingham	1	Jeremy	Dewberry	
Rowan County	11	Paul	Lucha	
Salisbury	11	Traci	Williams	
Shelby	4	Jim	Morgan	
Shelby Breakfast	4	Ruth	Huffstetler	
Statesville	7	Via	DePriest	
Statesville/Fourth Creek	7	Chenell	Maddox	
Taylorsville	2	Diane	Little	
Top of the Lake-Mooresville	7	Tom	Madson	
Troutman	7	Eric	Dees	
Wadesboro	1			
Waxhaw-Weddington	10	Wendi	Keenan	
West Stanly	1	Rebecca	Gibson	

# INTRODUCING OUR ASSISTANT GOVERNORS

AREA	LOCATION	ASSISTANT GOVERNOR	
1	Anson/Richmond/Stanly County	Mandi Rogers	
2	Ashe/Alleghany/Wilkes/Alex County	Kelly Diamond	
3	Cabarrus County	Dana Ritchie	
4	Cleveland County	Josh Shelton	
5	Gaston County	Jenna Jourdet	
6	The Lake Area	Eileen Solomon	
7	Central Iredell	Maureen Moore	
8	Mecklenburg County Center	William Bradley	
9	Mecklenburg County South	Georgia Oakes	
10	Union County	Hayden Kramer	
11	Rowan County	Diane Folk	

# District Leadership

Title	Role	Title	Role
District Governor	<b>Jerry Coughter</b>		
DG Elect	<b>Sharon Heinrich</b>	Membership ICA	<b>Paula Smith</b>
DG Nominee	<b>Cindy Fink</b>	Peace	<b>Quanta Dawn-Light</b>
iPast District Governor	<b>Donna Moffett</b>	Public Image/Public Relations	<b>Mark Daniels</b>
Treasurer	<b>Phil Volponi</b>	RLI Coordinator	<b>Laurel Morris</b>
Communications/Secretary	<b>Wally Olson</b>	Rotary Foundation	<b>Kam Chandan</b>
Chief of Staff	<b>Peter Bagley</b>	Rotary Foundation Polio	<b>Tom Smith</b>
CART	<b>David Post</b>	Rotary Foundation Paul Harris S	<b>David Hare</b>
Community Svce Committee Chair		Youth Services SFTL	<b>Scott VanDerLinden</b>
DEI		Facilitator	<b>Marcia Scheideman</b>
Finance Committee Chair	<b>David Hare</b>	Webmaster	<b>Christine Cirpiano</b>
Friendship Exchange	<b>Ineke Wilson</b>	Youth Services Interact	<b>Kathy Crothers</b>
Global Grants	<b>Bob Wilson</b>	Youth Services Rotaract	<b>Rocky Cabagnot</b>
Grants	<b>David Keith</b>	Youth Exchange RYE	<b>Kevin Kendrick</b>
Grants Training	<b>Sharon Heinrich</b>	Disaster Relief Coordinator	<b>Sheila Crunkleton</b>
Membership	<b>Mark Markanda</b>	Disaster Relief Coordinator	<b>Cindy Fink</b>

# RI Presidential Message

## *Innovation*

*New Club Formats*

*Updated Communications*

*New Best Strategies*

## *Continuity*

*Alignment*

*Succession Plans*

## *Partnerships*

*Leverage Volunteers  
and Dollars*

***UNITE FOR GOOD***

## March 2025

Planning Your Rotary Year

Water, Sanitation, and Hygiene Month

Dates

- March 10-16 World Rotaract Week
- March 14-15 Carolinas PETS (Mandatory)
- March 22 World Water Day
- March 22 Virtual Grants Seminar. (Mandatory training for at least 1 member to qualify for District Grants)
- March 31 Preregistration discount ends for the Rotary International Convention

To Do List

- Work on your Strategic Plan for your club.
- Plan a large-scale community service project involving multiple clubs implemented as part of a district grant project.
- Register for DG and District 7680 leadership team installation.
- Include your club officers and chairs in DACdb so they receive proper communication.

## April 2025

Prepare to Lead Your Rotary Year

Environment Month

Dates

- April 5 Virtual Rotary Peace Center – Spring Conference
- April 7 Rotary Zones 33/34: Monthly ZOOMformation
- April 22 Earth Day
- April 26 Club Officer District Training Session #1

To Do List

- Visit Rotary Club Central and review your goals with your club leadership team.
- Verify all the club leadership positions are listed in DACdb with correct email and phone numbers to ensure the district leadership team can communicate with your club leaders.

## May 2025

Share and Communicate Your Plan

Youth Service Month

Dates

- May 2 District Training at District Conference
- May 2-3 District Conference Statesville NC
- May 5 Rotary Zones 33/34: Monthly ZOOMformation
- May 8-10 District Leadership Team Seminar – Zone 33, Richmond, VA
- May 31 Club Officer District Training Session #2

To Do List

- Plan and prepare for Club President and Leadership installation.
- Share your vision for your Rotary year with your Club members.
- Form teams to support your Club committees.

## June 2025

**WOOT WOOT!! Are you ready?**

Rotary Fellowship Month

Dates

- June 2 Rotary Zones 33/34: Monthly ZOOMformation
- June 14 – District Installation Event; all President Elects and District Leadership are welcome!
- June 15 2024-2025 District Grant Final Reports are due.
- June 15 2025-2026 District Grant applications are due.
- June 21-25 Rotary International Convention, Calgary, Canada
- June 30 Rotary Club Excellence Award for Rotary Clubs Award nominations are due.

To Do List

- Visit Rotary Club Central and confirm the goals for your Club with your club leadership team are correct - <https://rcc.rotary.org/>
- Verify all the club leadership positions are listed in DACdb with correct email and phone numbers to ensure the district leadership team can communicate with your club leaders.
- Confirm your club members listed in DACdb are accurate to begin the new Rotary year.

## July 2025

### Maternal and Child Health Month

### **Congratulations, you are now President of your Rotary Club!**

#### Dates

- July 17-20 Seminar for Tomorrow's Leaders (SFTL) at Gardner-Webb University. SFTL is a 4-day/3-night leadership conference for juniors and seniors.

#### To Do List

- Prepare a press release to share with local newspapers, magazines and social media about your club and transition of team.
- Plan for club assembly to introduce club leadership team and share the goals for the Rotary year with your club members.
- Ensure PR team is aware of Zones 33/34 Public Image Resources and attends Webinars to ready themselves for the year: <https://elevaterotary.org/>
- Share pictures of club events, fundraisers and membership spotlight with District PR team.
- Submit dues to RI & to District 7680.
- Register for Membership Seminar.

## August 2025

### Membership and New Club Development Month

#### To Do List

- Announce District Grant awards to your club members.
- Ensure PR team is aware of Zones 33/34 Public Image Resources and attends Webinar: <https://elevaterotary.org/>
- Share pictures of club events, fundraisers and membership spotlight with District PR team.
- Share weekly messages about The Rotary Foundation with your club members.

## September 2025

### Basic Education and Literacy Month

#### Dates

- September 6 – Membership Workshops District 7680
- September 21 - International Day of Peace
- September 20 – Membership Seminar (Multiple sites)

#### To Do List

- Refer to the DACdb calendar to mark the dates when DG Donna will be visiting your club. If there are any conflicts, please let Richard Pappas know as soon as possible.
- Promote and register your club members for Foundation Celebration.
- Ensure PR team is aware of Zones 33/34 Public Image Resources and attends Webinar: <https://elevaterotary.org/>
- Share pictures of club events, fundraisers and membership spotlight with District PR team.
- District Grant funds will be distributed to clubs.

## October 2025

### Community Economic Development Month

#### Dates

- October 24 - World Polio Day. Work with your local city and town officials for the proclamation of World Polio Day.

#### To Do List

- First 100 days of Rotary Year. Check point.
- Promote registration for the District Foundation Celebration in November.
- Nomination of District Governor for 2028-29 due.
- Ensure PR team is aware of Zones 33/34 Public Image Resources and attends Webinar: <https://elevaterotary.org/>
- Share pictures of club events, fundraisers and membership spotlight with District PR team.

## November 2025

### Rotary Foundation Month

#### Dates

- November 8 – Foundation Celebration, Mooresville, NC

#### To Do List

- Encourage club members and spouses to attend the annual Rotary Foundation Celebration
- Review your club's foundation report with the club Foundation Chair.
- Ensure contributions are being submitted to The Rotary Foundation in a timely manner.
- Hold club meetings on Foundation topics.
- IRS Deadline (Form 990) for Clubs for 501c3 and 501c4 compliance due by 11/15.
- Ensure PR team is aware of Zones 33/34 Public Image Resources and attends Webinar: <https://elevaterotary.org/>
- Share pictures of club events, fundraisers, and membership spotlight with District PR team.

## December 2025

### Disease Prevention and Treatment Month

#### To Do List

- Hold annual club assembly to elect club officers for 2026-27.
- Register for Mid-Year assembly.
- Promote and register your club members for the District Conference.
- Submit your club contributions to the CART fund.
- Ensure PR team is aware of Zones 33/34 Public Image Resources and attends Webinar: <https://elevaterotary.org/>
- Share pictures of club events, fundraisers and membership spotlight with District PR team.

## January 2026

### Vocational Service Month

#### Dates

- January 19 (3rd Monday of month) Martin Luther King, Jr.

#### Weekend of Service

- January 24 (tentative) – Mid-Year Assembly/Foundation

#### Summit/Pre-PETS

- January 11-15 - International Assembly, Orlando, Florida.

#### To Do List

- Promote and register your club members for District Conference.
- Visit Rotary Club Central and verify club goals with your club leadership team.
- Ensure PR team is aware of Zones 33/34 Public Image Resources and attends Webinar: <https://elevaterotary.org/>
- Share pictures of club events, fundraisers and membership spotlight with District PR team.

## February 2026

### Peacebuilding and Conflict Prevention Month

#### Dates

- February 23 - Celebrate Rotary's birthday.

#### To Do List

- Organize a tree-planting project to commemorate Rotary's birthday and Paul Harris' passion for planting trees.
- Ensure PR team is aware of Zones 33/34 Public Image Resources and attends Webinar: <https://elevaterotary.org/>
- Share pictures of club events, fundraisers and membership spotlight with District PR team.

## **March 2026**

### Water, Sanitation, and Hygiene Month

#### Dates

- March 22 - World Water Day

#### To Do List

- Nominate Distinguished Rotarian for your Club and send name to the District Conference team.
- Ensure PR team is aware of Zones 33/34 Public Image Resources and attends Webinar: <https://elevaterotary.org/>
- Share pictures of club events, fundraisers and membership spotlight with District PR team.

## **April 2026**

### Environmental Month

#### Dates

- April 22 - Earth Day

#### To Do List

- Ensure PR team is aware of Zones 33/34 Public Image Resources and attends Webinar: <https://elevaterotary.org/>
- Share pictures of club events, fundraisers, and membership spotlight with District PR team.

## **May 2026**

### Youth Service Month

#### Dates

- May 22-24 District Conference in Asheville NC

#### To Do List

- Submit your club contributions to the CART fund.
- Plan to sponsor a youth for SFTL (Seminar for Tomorrow's Leaders)
- Ensure PR team is aware of Zones 33/34 Public Image Resources and attends Webinar: <https://elevaterotary.org/>
- Share pictures of club events, fundraisers and membership spotlight with District PR team.

## **June 2026**

### Rotary Fellowships Month

#### Dates

- June 13-27 - RI Convention, Taipai, Taiwan

#### To Do List

- Visit Rotary Club Central and complete the goals for your Club.
- Submit your club contributions to the CART fund.
- Share the end-of-year update and CELEBRATE your Rotary year with your club members.
- Ensure PR team is aware of Zones 33/34 Public Image Resources and attends Webinar: <https://elevaterotary.org/>
- Share pictures of club events, fundraisers and membership spotlight with District PR team.

## District Governor Visit Calendar in DACdb

### *Club Brag Sheet*

Before your governor visit, we will ask you to submit a Brag Sheet about your club!

Three Things are Amazing at!

- 1)
- 2)
- 3)

Three Things you are Working to Improve!

- 1)
- 2)
- 3)

What is your progress toward meeting your Goals?

Where is your sweet spot for collaboration with others?

How are you Innovating and Insuring Continuity?

## President Leadership Responsibilities:

Provide clear communications among your club & club leaders.

Recognize accomplishments.

Motivate to reach goals.

Listen to Members and Partners.

- Set goals for your club and for each club committee.
- Supervise the club budget preparation and annual review of results.
- Review activities, goals and expenditures and participate in decisions.
- Oversee the work of your committees.
- Collaborate with the governor, assistant governor and area clubs on district matters
- Communicate important information from the governor and from Rotary International.
- Make certain Rotary logos are used properly.
- Plan and lead monthly board meetings.
- Plan and lead interesting, relevant and fun club meetings.
- Plan Club Assemblies to keep club operations in order.
- Ensure training is available for all club members, officers and directors.
- Involve members in carrying out goals and reporting results in Rotary Club Central.
- Encourage attendance at Club and District events.
- Attend the district conference, mid-year assemblies and workshops.
- Create and submit a report of your year to your board and incoming officers.
- Work with your successor for a smooth transition at the end of your year.

## KEY POINTS TO KNOW!

- KNOW YOUR CALENDAR DATES
- KNOW YOUR TECHNOLOGY
  - DACdb
  - Myrotary.Org
  - Rotary Club Central
  - Ignite App
- WEBSITES TO FREQUENT
  - Rotary Learning Center On My Rotary.Org
  - Elevate Rotary Pi/Pr
  - Membership Success Center On DACdb
  - Calendar On DACdb
  - District 7680 Website
  - District 7680 Newsletter
- ROTARY PROGRAMS TO KNOW
  - ROTARY FOUNDATION
    - Polio Eradication
    - District Grants
    - Global Grants
    - Disaster Relief
  - YOUTH INITIATIVES
    - Interact
    - Rotaract
    - SFTL/RYLA
    - Rotary Youth Exchange

## KEY POINTS TO KNOW!

- MORE ROTARY PROGRAMS TO KNOW
  - Rotary Friendship Exchange
  - Cart – Coins For Alzheimer's Research Trust.
  - Rotary Means Business
  - Rotary Peace Centers
  - Rotary Action Groups
- TRAINING FOR YOU AND MEMBERS
  - Attend Club Officers Training
  - Rotary Leadership Institute
  - Rotary 101
  - Zone 33/34 Webinars
- ROTARY EVENTS TO ATTEND
  - District Grants Training
  - District Wide Club Officers Training
  - District Foundation Banquet
  - Membership Workshops
  - Foundation Mini Workshops
  - Mid-year Assembly
  - District Conference

## KEY TASKS TO DO!

- COMPLETE A CLUB HEALTH CHECK**
  - SURVEY - <https://my-cms.rotary.org/en/document/rotary-club-health-check>
- SET YOUR GOALS**
  - Input Goals In Rotary Club Central
  - Track Your Goals In Club Central
  - Plan Your Club's Calendar
- CONTINUE TRAINING AFTER PETS**
  - Club President Intermediate Learning Plan
  - RI Learning Center
- BUILD YOUR TEAM AND SETUP ROLES IN DACdb**
- CLUBS OFFICERS:**
  - President (P)\*
  - President Elect (PE)\*
  - Immediate Past President (IPP)\*
  - Secretary (S)\*
  - Treasurer (T)\*
  - Directors (D)\* - Optional
  - Sergeant-at-arms (SAA) – Optional

*\*\*Board members - Each officer and director shall be a member in good standing of the club.*
- SUPERVISE PREPARATION OF A CLUB BUDGET**
- GET TO KNOW YOUR DISTRICT RESOURCES**
- TAKE CONTROL OF YOUR SCHEDULE**

## COMMITTEES FOR DISTRICT 7680

Committees for D7680 include:

Membership  
Community Service  
Youth Initiatives  
Peace and Conflict Resolution

Rotary Foundation  
Public Image & PR  
Facilitated Learning(Training)  
Diversity, Equity, and Inclusion

Our 14-county area represents a diverse combination of people, economies, living conditions, schools, health, and development. Each of our counties presents opportunities for Rotarians to develop projects aimed at addressing identified community needs.

Each of our District Committees should seek to identify members from various parts of the district to ensure we have balanced representation. Committees should set up a regular schedule of recurring meetings, such as once per month, to ensure Committee members can plan their schedules accordingly. One highly recommended method is selecting a certain time and week, such as the 2nd Tuesday of every month at the same time.

Committees should consider the following when developing plans and/or activities:

1. What is the purpose of the Committee? Ideally, it will involve goals and objectives related to priorities for the District and RI. *Goals and objectives may also include activities such as those listed below in paragraph 5 and others.*
2. Is this Committee focused internally (Rotarians) or externally toward the community or even both?
3. Committees should work with continuity in mind. Terms for members should be staggered to allow for continuity.
4. Identify if there is an existing RI affinity group such as a Rotary Action Group, Presidential Initiative, with which to align Committee efforts.
5. In addition to providing information to clubs relevant to the Committee function, the Committee should consider identifying other activities, e.g., project ideas, training, best-practices identification, presentations, etc., which can be shared with clubs.

Committees should select a chairperson and a vice-chair or co-chairs. Committee chairs will meet with the DG and others as appropriate, on at least, a quarterly basis at regularly scheduled times.

# DISTRICT STRATEGIC PLAN INCORPORATING ROTARY ACTION PLAN

## **RI GOALS FOR ACTION PLAN – INCREASE OUR IMPACT**

1. Eradicate polio, highlight Rotary's role, and plan for a polio-free world.
2. Increase the overall giving to The Rotary Foundation and build the Endowment Fund to \$2.025 billion by 2025.
3. Encourage community assessments and measurement of projects and programs at the club, district, and international level.

## **DISTRICT GOALS FOR ACTION PLAN – INCREASE OUR IMPACT**

- Initiate a coordinated campaign to achieve at least 300,000 USD to Endowment Fund.
- Highlight our polio eradication efforts, encouraging clubs to innovate around this priority.
- Assist clubs in identifying specific tools which will enable them to conduct more robust community needs assessments.
- Foster participation in District project for Catawba River Keeper throughout the District.

## **RI GOALS FOR ACTION PLAN – EXPAND OUR REACH**

4. Advance actions to cultivate diversity, equity, and inclusion in our clubs and the family of Rotary.
5. Strengthen existing relationships and develop new partnerships that align with our Action Plan.
6. Establish and nurture innovative clubs and new participant engagement channels.
7. Increase awareness and understanding of Rotary and our members' impact in communities locally and globally.

## **DISTRICT GOALS FOR ACTION PLAN – EXPAND OUR REACH**

- Initiate at least Three new clubs in District 7680, including Rotary, Impact, or Rotaract.
- Encourage clubs to collaborate on projects, especially those which work in concert with our most significant initiatives such as the empowerment of women and mental health.
- Promote sharing of projects, initiatives, and Rotary in general in social media and with other clubs.
- Focus our DEI efforts on intentional efforts to expand club diversity and enhance feelings of belonging by club members.

## DISTRICT STRATEGIC PLAN INCORPORATING ROTARY ACTION PLAN

### **RI GOALS FOR ACTION PLAN – ENHANCE PARTICIPANT ENGAGEMENT**

8. Enhance member engagement tools that support clubs in meeting their members' needs and increasing member retention.
9. Increase collaboration and connection among participants, particularly Rotary and Rotaract clubs.
10. Highlight opportunities offered through Rotary to foster professional connections and build leadership skills.

### **DISTRICT GOALS FOR ACTION PLAN – ENHANCE PARTICIPANT ENGAGEMENT**

- Increase opportunity for clubs to record service activity in Ignite through a third year of sponsorship for clubs.
- Promote use of engagement tools with clubs in club visits, bearing in mind that the club experience is vitally important.
- Promote use of LinkedIn and Instagram with clubs.
- Identify Global Grant opportunities.

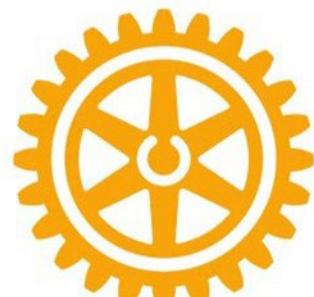
### **RI GOALS FOR ACTION PLAN – INCREASE OUR ABILITY TO ADAPT**

11. Support regional adaptability by testing innovative approaches to foster greater collaboration and operating efficiencies.
12. Support diversity, equity, and inclusion in our leadership and governance.

### **DISTRICT GOALS FOR ACTION PLAN – INCREASE OUR ABILITY TO ADAPT**

- Explore opportunities to collaborate with neighboring Districts in service projects such as the Catawba River cleanup initiative pursuant to the Community Action for Fresh Water.
- Ensure our District leadership is reflective of our Rotary community.

**Rotary**  
**District 7680**



# **DISTRICT 7680 PRIORITIES AND MEMBERSHIP/ FOUNDATION/PI-PR GOALS**

## **Priorities:**

1. Leadership
2. Continuity
3. Collaboration
4. Targeted service
5. Youth Service
6. Reinvigorating Rotaract
7. CART

## **Goals:**

### **Membership Goals 2025-2026**

- Conduct Membership Summits in five areas during Q1 of 2025-2026.
- Start at least Three new clubs in the District, Including 1 Rotaract Club and 1 Satellite, Impact or Cause Based Club.
- Grow District membership by at least 100 new members.

### **Foundation Goals 2025-2026**

- Contribute at least \$300,000 to RI Endowment Fund in support of the 2.025 bn by 2025 initiative.
- Conduct Foundation Summits in five areas during Q2 of 2025-2026
- Increase Rotary Direct by 20%
- Maximize polio education efforts by growing awareness of Rotary's impact with club presentations by District Leadership.

### **Public Image Goals 2025-2026**

- Assist clubs lacking a social media presence with a specific action plan.
- Ensure brand awareness on District social media sites.
- Assist clubs in establishing a LinkedIn presence.
- Promote storytelling by clubs especially in collaborative projects.

# DISTRICT APPROVED BUDGET and MEMBER DUES

As an incoming President, you and your board should soon be working thru your budget for the 2026-2027 Rotary year. The following information may assist you in making those plans.

A District budget is presented annually to all Clubs, typically at District Conference or District Assembly. These funds are used to provide funds for District Administration, Committee Expenses, District Officers, District Representation at Rotary International Events, District Training events, District Conference, Recognitions, Zone Institute training for District Officers, and other necessary expenses. An audited statement of expenses is presented for review and approval annually to all Clubs, typically at the District Conference or District Assembly.

The district per capita levy generates money for the district fund, which is used to pay district expenses. The annual budget determines an appropriate levy amount. The 2025- 2026 proposed budget will be presented at the presidents-elect training seminar (PETS). Once the budget is established, additional approval is required only if the levy amount needs to change.

## **Rotary International**

Rotary International Dues are billed twice a year on July 1 and January 1 and are payable by August 1 and February 1. A semi-annual report is e-mailed to club officers from RI in mid-July and mid-January and is also available on your “My Rotary” section of the Rotary International website. You can view the club invoice and club detail there. *Note: Rotary Club International dues are set by Council of Legislation action.*

RI dues are as follows:

1. \$42.75 Rotary International Semi-annual Dues for fiscal year 2026-2027 (will be prorated by months if someone is added or deleted within the 6 months)
2. \$9.00 for The Rotarian Magazine (paper or digital)  
***(1 and 2 are billed January and July of each year)***
3. \$1.00 Council on Legislation Fee
4. \$1.16 for US Club Program – Directors and Officers Liability insurance
5. \$4.97 for US Club Program – General Liability insurance  
***(3,4, and 5 are billed January of each year)***

## **Rotary District 7680**

Annual District Dues are billed twice a year on July 1 and January 1 and are payable upon receipt. District Dues are as follow:

6. \$35.00 per Rotarian in the District twice a year

These charges are based on active membership in DACdb so it's important that all members are accurately reflected through rotary.org and all updates are done through DACdb.

For frequently asked questions, please see this link: <https://my.rotary.org/en/club-invoice-faq>

## THE INTERDEPENDENT COMPONENTS OF SUCCESSFUL CLUB: #1: MEMBERSHIP

Just like any other organization, Rotary needs members to continue the impactful work we have done as Rotarians for the past 119 years. New members gird existing projects and provide ideas for new initiatives. While we are sustaining membership at relatively stable levels, it's clear that we must do more to continue to do what we do.

We also know that Membership is only a part of the equation that makes Rotary such a vital force for good. Membership works in conjunction with our Rotary Foundation and Public Image/Public Relations (PI/PR) teams to educate and financially support our many projects around the world.

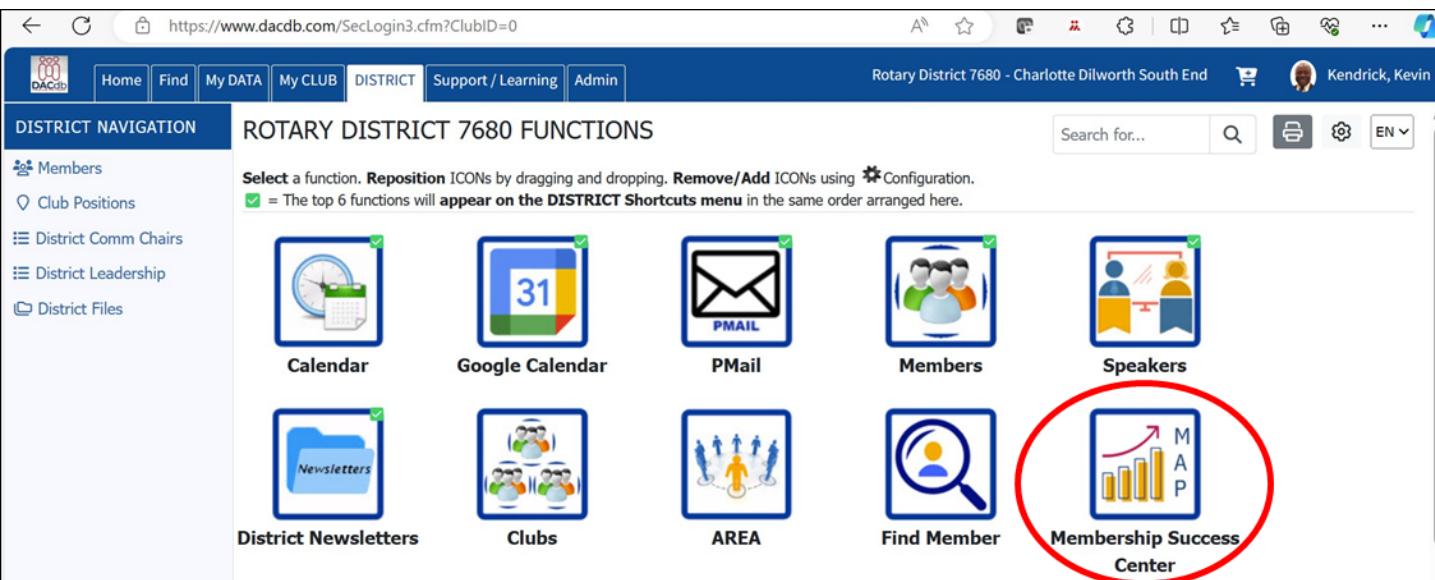
So how do we grow our clubs and make them Irresistible? Let's start with a few basic facts:

1. Attrition is real. We may love the feel of our clubs now and the membership, but life happens fast. Members move to new locations, change jobs, and unfortunately, even pass away. Our clubs are never static for very long.
2. Statistics have shown that clubs lose on average about 15% of their membership. In order to grow our membership, it's essential that we build in attrition to the numbers you want to achieve.
3. We must not only attract new members to our clubs, we have to give our current ones a reason to want to stay. Our club meetings should foster a sense of inclusivity and focused on ensuring all present, feel welcomed.

As Presidents of your clubs, you play a significant role in helping members understand your club's culture.

## THE INTERDEPENDENT COMPONENTS OF SUCCESSFUL CLUB: #1: MEMBERSHIP

One of the very first things you can do as a President is visit the Membership Success Center on the District page in DACdb. ***If the icon isn't there, you can add it by going to “Settings” at the top right. Look for MapSys.***



The screenshot shows the DACdb District Functions page for Rotary District 7680. The top navigation bar includes links for Home, Find, My DATA, My CLUB, DISTRICT (which is selected), Support / Learning, and Admin. The right side of the header shows the district name, a user profile for Kendrick, Kevin, and language settings. The main content area is titled "ROTARY DISTRICT 7680 FUNCTIONS". It displays a grid of icons for various district functions, each with a checkmark indicating it is a top 6 function. The icons are: Calendar, Google Calendar, PMail, Members, Speakers, District Newsletters, Clubs, AREA, Find Member, and Membership Success Center. The "Membership Success Center" icon, which features a bar chart and a line graph, is circled in red at the bottom right of the grid.

Follow the appropriate prompts for access to goal setting, reports, progress dashboard. We encourage all clubs to set goals and utilize this tool to keep your membership front and center.

Finally, we will be reconstituting the regional membership summits in five locations throughout the District. The Summits will be held on 9/20/25.

# CLUB EXPERIENCE MATTERS THE MOST

Recent Rotary research confirms that the single most important factor in member satisfaction is the club experience.

1

**Meeting enjoyment** — When members have fun, and feel that they are included and belong

2

**Confidence in club leadership**

— When members feel that they have input in the club, their club leaders are open to their ideas, and when they trust the leaders to make good decisions for the club

3

**Personal growth opportunities**

— When members feel that their club and Rotary offer ways for them to develop skills and to grow

4

**Connections** — When members feel that they've formed valuable relationships through Rotary

5

**Meaningful service** —

When members feel that the service their club does makes a difference in the world and in their community

Using our [Membership Assessment Tools](#) guide, which includes the [Member Satisfaction Survey](#), can help you craft an experience that reflects your members' interests and needs.

## THE INTERDEPENDENT COMPONENTS OF A SUCCESSFUL CLUB: #2: THE ROTARY FOUNDATION

*(From the Rotary Foundation site)*

The Rotary Foundation transforms your gifts into projects that change lives both close to home and around the world. As the charitable arm of Rotary, we tap into a global network of Rotarians who invest their time, money, and expertise into our priorities, such as eradicating polio and promoting peace. Foundation grants empower Rotarians to approach challenges such as poverty, illiteracy, and malnutrition with sustainable solutions that leave a lasting impact.

Strong financial oversight, a stellar charity rating, and a unique funding model mean that we make the very most of your contribution. Give and become a part of Rotary's life-changing work!

Our Foundation consists of multiple, moving yet interconnected parts. The Annual Share Fund, Polio Plus Fund, District Grants, Global Grants, Friendship Exchange, Endowment Fund, Peace Fellows and Centers, and Paul Harris Society all fall under the umbrella of our Foundation.

Here are a few graphs to help you understand the breadth of what the Foundation does:

### 2023-24 Grant Summary



# District Grant Highlights for 2025-26

## Rotary District 7680

### DATES TO REMEMBER

**March 22, 2025**      **District Grant Training (virtual, required) –**  
Register on DACDB event calendar

**June 15, 2025**      **2024-25 District Grant Final Reports due -**  
Submit in DACDB Grants module  
*\*Please submit final report within 2 months of completing your project*

**June 15, 2025**      **2025-26 District Grant Applications due -**  
Apply in DACDB Grants module

**July – early August** District Grant Subcommittee reviews applications & determines grant awards

**August - October**      District receives Grant funding (TRF block grant) & distributes funds to clubs

**June 15, 2026**      **2025-26 District Grant Final Reports due -**  
Submit in DACDB Grants module

# District Grant Highlights for 2025-26

## Rotary District 7680

### **ELIGIBILITY REQUIREMENTS**

- Clubs must be in good standing with Rotary International and abide by RI's grant "Terms & Conditions".
- Proposed projects must comply with Rotary's requirements in "Terms & Conditions for District Grants".
- Participate in D7680 Grants Training (at least 1 member per club, preferably more). Ideally, the training participants will include the person(s) submitting the grant & leading the project for all clubs involved.
- Sign "Memorandum of Understanding" (MOU) form & upload with District Grant application on DACDB.

### **GUIDELINES FOR GRANT AWARDS**

- All Rotary clubs in D7680 are encouraged to apply for district grants. Rotaract clubs may also apply. Clubs who reach \$100+/member per-capita (average) giving to RI Rotary Foundation's Annual Fund will receive priority (e.g. 2024-25 giving for 2025-26 grant).
- If a club hasn't met this level, the club may apply for a grant, understanding funds may be limited.
- As a guideline, an eligible club with an eligible project who meets at least \$100/member average giving to TRF Annual Fund in prior year may receive a grant of 25% of their Annual Fund giving 3 years prior. Any grant request funding beyond this level is dependent on available funds.

### **IMPORTANT INFORMATION FOR CLUBS**

- District grant projects are required to have some active/direct Rotarian involvement in projects.
- Clubs are responsible for matching district grant funds. A district grant cannot exceed the club contribution ("club contribution" may be from 1 or more clubs and/or include outside funding sources). Total project budget can be more than a district grant plus club contribution if there is outside funding.
- Clubs must have completed their prior year's district grant project(s) and submitted all required reports.
- Clubs can begin their projects and spend funds only after approval of grant from District Grant Subcommittee. Clubs receive grant award funds after the district's "block grant" is approved by RI/TRF (Fall).
- Clubs will comply with financial reporting requirements, including providing receipts for grant expenses.
- Grant funds are to be used as approved in the grant application. If there are any proposed changes in the project or spending plan, timely communication is expected with the District Grant Subcommittee for their review / direction. District grant funds not used must be returned.
- For more information & grant application: DACDB -> Grants -> Grants Overview -> Org Year 2025-26 Email: [Rotary7680DistrictGrants@gmail.com](mailto:Rotary7680DistrictGrants@gmail.com)  
D7680 District Grants Subcommittee Chair (2025-26): David Keith (North Mecklenburg Rotary Club)

## THE INTERDEPENDENT COMPONENTS OF SUCCESSFUL CLUB: #3 PUBLIC IMAGE/PUBLIC RELATIONS (PI/PR)

Public Image, Membership, and the Rotary Foundation are linked together. When we have strong, positive public image, it attracts and retains members in our clubs. When we grow our membership, we have more hands to do the work of Rotary and make donations to the Rotary Foundation. When we do good in the world via the Rotary Foundation, we have opportunities to talk about it and improve our public image. It is a cycle. It is a circle. Everything is related.

There are three things that are important in terms of Public Image and Public Relations (PIPR):

**1 We talk to ourselves too much.** The people who don't know about Rotary don't understand the power of what we do. The people who are in the marketplace don't know what Rotary is. The people who sit next to us on airplanes don't know what Rotary is. It is our job and our role as Rotarians to share information about Rotary with people that we meet.

Rotarians talk about having strong programs in their clubs but when asked how many gone out and done a presentation at other organizations in your community or how many have been to the local school, or how many have been to another club or another organization, their response is no.

We need to encourage ourselves and other Rotarians and clubs to continue talking about Rotary and to share this organization.

**2 We have a perception issue.** We are 119 years old and even though we've changed: our Council on Legislation in 2016 opened the door for us to create new models in Rotary so we have new ways for people to meet, this perception persists.

We have cause-based clubs and satellite clubs, and we have elevated Rotaract. We have all kinds of ways for people to come into our organization; however, people who don't know about Rotary still believe that Rotary is ROMEO (Rich Old Men Eating Out). It's our job to help people understand that that is not who we are. We are diverse and our diversity is what makes us so special, so we really need to fight that perception.

# THE INTERDEPENDENT COMPONENTS OF SUCCESSFUL CLUB: #3 PUBLIC IMAGE/PUBLIC RELATIONS (PI/PR)

**3. We have An accessible action plan.** The action plan is not Rotary telling you what to do. The action plan is not Rotary telling you what to do. It is a tool for our clubs to use, just like Rotary Club Central, Rotary Showcase, Club Runner, DACdb, and the other products that are out there to help our clubs become more efficient and more effective.

This tool facilitates an opportunity for clubs to look at themselves and determine what they can do to make their club experience even better. When that happens, we will have more stories to tell. We will have more things to post on social media. We will affect membership. We will affect Foundation giving. The action plan really has a way to touch each of the four priorities that are part of that plan:

- a) Improving our impact.** The more impactful our projects are, the more we can talk to the public about the work that we do.
- b) Expanding our reach.** Reaching out and making sure that people who want to come into Rotary have an opportunity to do so. If people have the heart and the hands for Rotary, there's a place for them in our organization.
- c) Engagement.** When we have a strong public image, we can talk about the things we do it. It will energize our base. People who are already in Rotary and those who aren't, will look and say there's something happening in that club and I would like to become a part of it.
- d) Being adaptable and being flexible.** That has a lot to do with perception. We want people to understand that we have changed, and we have become a different kind of organization.

**The Rotary International Brand Center** is the place to learn how to apply our brand messaging to promote Rotary, download content (images, videos, banners, posters, flyers), create correct logos, templates, and People of Action content:  
<https://brandcenter.rotary.org/en-us/>

**Zone 33-34** Has an amazing resource for all things PR/PI

<https://elevaterotary.org/>. You do not need to recreate the wheel here! There are how-to videos, webinars and free expert assistance for you and your club, as well as awards for best in show for your efforts.

# SETTING CLUB GOALS – GENERAL

## THOUGHTS AND IDEAS –

### A THREE-YEAR PERSPECTIVE

Rotary's approach is shifting from planning mainly for one year at a time to thinking further ahead and planning for **three years**. This will foster continuity and allow Rotary leaders at all levels to imagine and pursue more ambitious strategic goals that require collaborative efforts and lead to lasting change.

To support this longer-term planning, each RI director has a regional plan team lead who will be responsible for coordinating a customized plan for the region. This regional plan will support the Action Plan's strategic priorities and help clubs achieve their goals. Ask your director and district governor for the regional plan team lead's name so you can connect with the tools and strategies available in the regional plan.

Presidents-elect should set goals in Rotary Club Central on behalf of their clubs, using the club's current situation as the baseline and its strategic plan as a guide for the next three years. We encourage them to consider these questions as they set goals:

- **How many total members does your club want by the end of the Rotary year?**
- **How many members will participate in club service activities during the Rotary year?**
- **Does your club have an up-to-date strategic plan?**
- **Does your club have a President-Elect and a President-Nominee?**
- **How much money (in US\$) will be contributed to The Rotary Foundation Annual Fund by your club and its members during the Rotary year?**
- **How much money (in US\$) will be contributed to The Rotary Foundation PolioPlus Fund by your club and its members during the Rotary year?**
- **During the Rotary year, how many individuals or couples will inform The Rotary Foundation of their estate plans to include the Endowment Fund as a beneficiary or make an outright gift of US\$1,000 or more to the Endowment Fund?**

Future club presidents will be able to adjust the goals as needed, always planning three years ahead.

To ensure that presidents have access to Rotary Club Central, clubs should make sure each new president-elect has a My Rotary account and report their role in My Rotary or through their club management software.

By encouraging longer-term plans and encouraging collaborative and regional efforts, Rotary will be better able to navigate future challenges and achieve sustainable success.

# DISTRICT ACHIEVEMENT AWARDS

Effective 7/1/2024, per Rotary International, the Rotary Citation will be known as the “Club Excellence Award”. Award criteria align with the Action Plan’s four areas of priority, including:

- Enhance Participant Engagement
- Increase our Impact
- Expand our Reach
- Increase our Ability to Adapt

Clubs will be eligible to apply for Club Excellence Awards, assuming the following criteria have been met:

1. Goals have been entered in Rotary Club Central by 12/1/24.
2. Clubs must achieve at least 14 of 26 goals to be eligible.
3. Clubs must have a President – Elect in place by 2/1/25.

Clubs will be eligible for enhanced award consideration if there is demonstrated participation in District initiatives, including:

- Catawba Riverkeepers
- Area Project (s)
- Projects involving ongoing Presidential initiatives

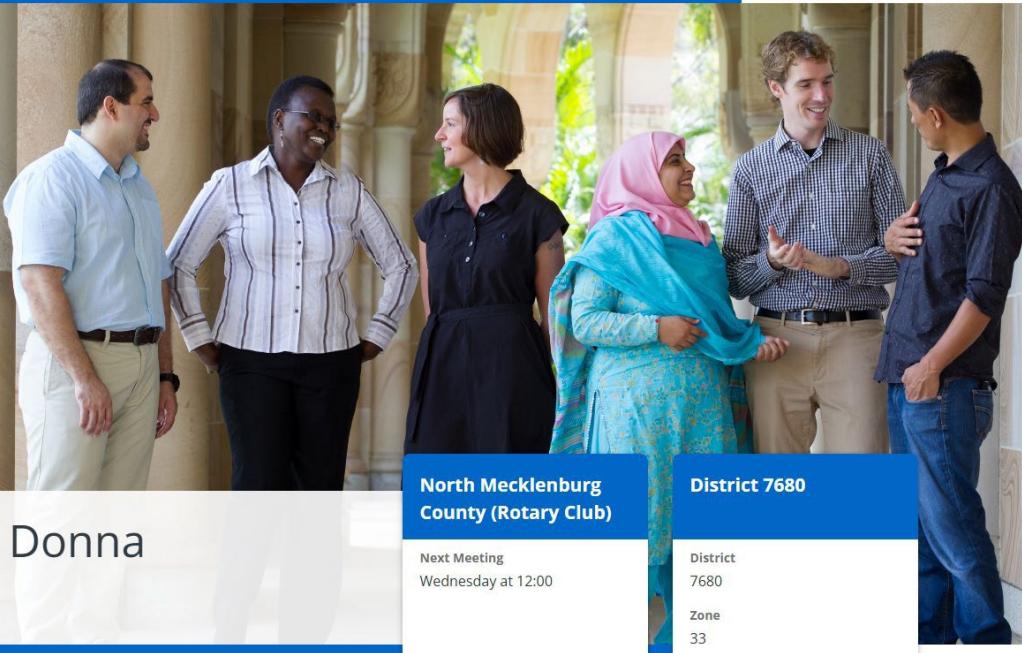
**Bronze Award** – At least 14 goals achieved, and above criteria accomplished.

**Silver Award** – At least 17 goals achieved, and above criteria accomplished.

**Gold Award** – At least 20 goals achieved, and above criteria accomplished.

**Platinum Award** – At least 22 goals achieved, and above criteria accomplished.

## RESOURCES AVAILABLE ON MYROTARY.ORG



Hello, Donna

[View Profile](#)

**North Mecklenburg County (Rotary Club)**

Next Meeting  
Wednesday at 12:00

[View Club →](#)

**District 7680**

District  
7680

Zone  
33

[View District →](#)

# LEARNING RESOURCES

#### **Rotary Club Central »**

Set club goals and track how you're doing. Monitor your progress with detailed reports.

#### **Grant Center »**

Launch and manage all your Rotary Foundation grants in one place.

#### **Membership and Foundation Reports »**

Find reports with data about membership, contributions, recognition, and more.

#### **Brand Center »**

Find logos, photos, videos, and all the resources you need to promote Rotary in your community.

#### **Learning Center »**

Learn new skills with online classes and materials created for your specific role or interests.

#### **Service Project Center »**

Browse successful club projects from around the world.

# LEARNING RESOURCES

## RESOURCES AVAILABLE ON MYROTARY.ORG

### LEARNING CENTER

#### Courses by Topic

##### About Rotary



[View Courses About Rotary](#)

##### Club Leadership



[View Club Leadership Courses](#)

##### District Leadership



[View District Leadership Courses](#)

##### General



[View General Courses](#)

##### Membership



[View Membership Courses](#)

##### Professional Development



[View Professional Development Courses](#)

##### Public Image



[View Public Image Courses](#)

##### Service



[View Service Courses](#)

##### The Rotary Foundation



[View Rotary Foundation Courses](#)

# ROTARY LEADERSHIP INSTITUTE (RLI)

## Why is RLI Important?

- Information provided gives Rotarians a foundation in "All Things Rotary"
- Opportunities to share ideas and address issues that clubs experience
- Opens the door to lifelong friendships with Rotarians in other clubs



## Who Should Attend?

- Up and coming Rotarians old and young—the future of Rotary
- Club leaders elected but not yet in office
- All Rotarians who seek to learn

## How Much Does it Cost?

- \$95 for each in-person part (training books; food; facility rental)
- \$35 for each virtual session (platform cost; graduation supplies)



Rotarians can attend any event throughout the Mid-Atlantic RLI region which covers the states of West Virginia, Maryland, Delaware, Virginia, North and South Carolina and parts of Tennessee and Pennsylvania. The District of Columbia is also in the Mid-Atlantic Region. Fourteen (14) Districts support and host these events.

Upcoming events are listed on this website.

[midatlanticrli.org](http://midatlanticrli.org)





## Mid-Atlantic RLI

MD • DE • DC • WV • TN • VA • NC • SC

### ROTARY Leadership INSTITUTE

Building Better Rotary Members and Rotary Clubs

*Find Your Passion in Rotary*



[midatlanticrli.org](http://midatlanticrli.org)



## Find Your Passion in Rotary

The purpose of the Rotary Leadership Institute (RLI) is to strengthen your club and strengthen your life. Rotary gives us a chance to provide service to our community and throughout the world.

## Service Above Self

With that service comes a learning experience in the areas of leadership, team building, planning, marketing, and communication. RLI enriches that learning through sharing experiences and ideas with other Rotarians throughout the region.



## Course Selection

### Part 1 • Part 2 • Part 3

Each "PART" consists of five (5) one-hour sessions must be completed in order. Rotary members are welcome to attend events anywhere in the Mid-Atlantic Region and interchange virtual and in-person events.

### Training Options

- Traditional—in-person, interactive, fun learning in group setting.
- eLearning—online, virtual synchronous and asynchronous.



### Faculty Training

- RLI Graduates train in facilitation techniques and adult learning
- Experienced Rotary leaders with Club, District, Zone and International experience.

### Faculty & Staff Development

Semi-annual training available to all faculty as well as ongoing updates in facilitation techniques and virtual delivery.

## RLI Curriculum

<b>Part 1</b> Roots of Rotary My Club & Beyond Engaging Members Our Foundation Creating Service Projects
<b>Part 2</b> Rotary & Ethics Strategic Planning Targeted Service Attracting Members Team Building
<b>Part 3</b> Effective Leadership Strategies Vocational Service Club Communications International Service Public Image & PR



# LEARNING RESOURCES

## RESOURCES AVAILABLE ON MYROTARY.ORG

### ROTARY CLUB CENTRAL



#### Club Goals

- Global Summary
- Trends
- Service Projects
- Resources
- Reports
- Club Ratings
- Contact Us

## Club Goals

Choose and set the goals your club will focus on and track progress.

[Learn how to set and track your club's goals](#)

#### General Resources

RESOURCE	DESCRIPTION
<a href="#">How to Set a Goal in Rotary Club Central</a>	A step-by-step visual guide to selecting and setting a goal in the Rotary Club Central tool for club officers
<a href="#">How to Report Progress on Goals in Rotary Club Central</a>	A step-by-step visual guide to updating goals with progress and achievements in the Rotary Club Central Tool for club officers
<a href="#">How to View Information in Rotary Club Central</a>	A step-by-step visual guide to using features within the Rotary Club Central tool and viewing data at various levels for Rotarians

#### Membership Resources

RESOURCE	DESCRIPTION
<a href="#">Rotary Club Health Check (PDF)</a>	Evaluate the health of your club and identify strengths and opportunities for improvement.
<a href="#">Membership Assessment Tools (PDF)</a>	Understand the similarities between your club and community to recruit and retain members.
<a href="#">Strengthening Your Membership: Creating Your Membership Development Plan (PDF)</a>	Develop a plan to recruit, engage, and retain members.
<a href="#">Connect to Membership Leads (PDF)</a>	Manage membership leads for your club or district.
<a href="#">Club Flexibility</a>	Understand how the most recent Council on Legislation flexibility measures can help your club thrive.

## RESOURCES AVAILABLE ON DACdb

Follow the instructions below to log into your DACdb account and find the trainings, videos, and help section.

[DACdb Mobile Site](#) | [Privacy Policy](#) | [\(833\) DACdb4U](#) | [Contact Us](#) | [Support & Knowledge Base](#)

You can download a Quickstart Guide by clicking here.



Go to DACdb login page. If you have not logged in before, click on the red "Forgot/Reset Password?" button. Typically, your login is the email address from which you receive Rotary information.

You will receive an email to reset your password.



You will be taken to the DACdb Home Page. This may look different depending on your security level.

Click the "Support/Learning" Tab.



For the Tuesday Training Schedule and Training Videos, click DACdb Training and then DACdb University Tuesday Training.

For general help, click the topic from this menu.

From here, you can peruse the topics and pick one to view or sign up for a Tuesday Training. Most videos are less than 45 minutes.



# *Rotary International Conventions*



*Taipei, Taiwan  
June 13-17, 2026*

*Dubai,  
United Arab Emirates  
May 22-26 2027*



**UNITE  
FOR  
GOOD**

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FOR  
GOOD**