

INTERACT ROTARY SCHOLARSHIPS ROTARY VOLUNTEERS
AMBASSADORIAL SCHOLARSHIPS RYLA SERVICE EXCHANGE
ROTARY YOUTH EXCHANGE ROTARY RYLA GSE GRANTS FOR UNIVERSITY TEACHERS
SCHOLARSHIPS VTT NEW GENERATIONS SERVICE EXCHANGE
AMBASSADORIAL SCHOLARSHIPS ROTARY PEACE FELLOWSHIPS VTT INTERACT
GSE ROTARY YOUTH EXCHANGE ROTARY YOUTH EXCHANGE
RYLA RYLA ROTARACT ROTARY VOLUNTEERS



#ROTARYALUMNI

www.myrotary.org



2016-17 DISTRICT ALUMNI CHAIR GUIDE

Our alumni are a valuable part of the Rotary family. Your primary responsibility as district alumni chair is to manage an ongoing relationship with alumni in the district and connect clubs with their alumni. You also oversee alumni associations in your district.

Who Are Alumni?

Rotary alumni have participated in the following programs:

- [Interact](#)
- [Rotaract](#)
- [Rotary Youth Exchange \(ROTEX\)](#)
- New Generations Service Exchange
- [Rotary Youth Leadership Awards \(RYLA\)](#)
- [Rotary Peace Fellowships](#)
- [Rotary Scholarships](#) (global grants and district grants)
- Ambassadorial Scholarships
- Grants for University Teachers
- Group Study Exchange (members and leaders)
- Rotary Volunteers
- Vocational training teams (members and leaders)

Key Responsibilities

District alumni chairs have these primary responsibilities:

- Create awareness of how to work with alumni to maintain their relationship with Rotary.
- Encourage alumni to create a My Rotary account on Rotary's website so they can share their information with RI.
- Work with fellow district chairs to ensure RI receives data for program participants.
- Abide by Rotary's privacy and youth protection policies and local law.
- Support and coordinate alumni events and associations, where appropriate.

Work with other district committees, particularly membership, Rotary Foundation, and New Generations (Youth) Service, to identify alumni and their skills, such as public speaking, or professional expertise, and their potential to join a club or give to the Foundation.

You can work with clubs to help them:

- Build strong relationships with current program participants
- Develop an action plan for keeping alumni involved in Rotary activities and for inviting them to become Rotarians
- Promote alumni to their members
- Use alumni to start new clubs
- Maintain contact with younger alumni until they're qualified for membership
- Involve alumni in other programs
- Involve alumni in club and district activities

You can run a [report in My Rotary](#) to identify alumni in your district. Access how-to guides on running this report, updating program information, and editing program information in the My Rotary Guides

folder of this toolkit.

Encourage alumni to update their information with Rotary by creating a profile on My Rotary. This will help you and your districts and clubs maintain and build relationships with alumni. Updating profiles will also help Rotary maintain accurate data and reporting.

You should work with the district and clubs to develop a plan for engaging with alumni that supports Rotary's values. Tailor your plan to the needs and interests of clubs and alumni. See the Alumni Engagement Strategies included in this toolkit.

Forming an Alumni Association

A Rotary alumni association is an active organization of former Rotary program participants that seeks to maintain connections between these outstanding individuals and Rotary.

FIND ALUMNI IN YOUR AREA

Run the Program Participants and Alumni report in My Rotary to find a list of alumni in the area the association will serve. Work with Rotary clubs in that area to confirm that alumni contact information is current. Involve district governors, other district leaders, regional Rotary Foundation coordinators, and Rotary coordinators throughout the process. Compile a list of members using the Rotary Alumni Association Members' Contact Information form in the Alumni Associations folder.

HOLD ALUMNI EVENTS

Plan an event or a series of events where alumni can reconnect with each other and get to know Rotary members in the district. Even if alumni aren't able to become members or give to the Foundation now, you can create a positive, welcoming experience that makes them more likely to stay connected.

IDENTIFY POTENTIAL ASSOCIATION LEADERS

Talk with alumni to gauge their skills and their interest in forming and leading an association.

APPLY FOR A CHARTER

Work with the association's leaders to complete the Charter Application and the Sample Constitution located in the Alumni Associations folder. Determine how often the association will meet, the criteria for membership (including the geographic area that will be served by the association), how leaders will be selected, any necessary bylaws, and so forth. All associations have a president and secretary. Submit the application, constitution, and membership form to Rotary (alumni@rotary.org).

PRESENT THE CHARTER

Once Rotary reviews the completed application and constitution, it will issue a charter certificate, signed by the RI president designating the alumni association as an official member organization of the Rotary Alumni Network. Identify an appropriate Rotary event at which to honor the alumni association, such as a district conference, Rotary institute, or alumni association meeting. You might ask the current district governor, past district governors, a Foundation trustee, or RI director to present the certificate.

MAINTAIN YOUR RELATIONSHIP

Communicate with the association regularly to ensure its leaders are active and to help them identify projects, as needed. Assist the association's efforts to connect with local alumni and identify new alumni who move to the area. If you have questions about maintaining an active alumni association, please consult with the [Rotary Alumni Relations team](#).

Awards

Inform alumni of these award opportunities and recommend candidates to your regional Rotary Foundation coordinator.

ALUMNI ASSOCIATION OF THE YEAR

The Alumni Association of the Year award recognizes an outstanding alumni association that has increased awareness of our alumni's impact on our organization. Please refer to the [webinar](#) on the Alumni Reports and Awards.

Who can nominate: Regional Rotary Foundation coordinators

Deadline: 30 June

Download the [nomination form](#)

See a list of past [Alumni Association of the Year award recipients](#)

ROTARY GLOBAL ALUMNI SERVICE TO HUMANITY AWARD

The Rotary Global Alumni Service to Humanity award recognizes outstanding Rotary alumni whose humanitarian service and professional achievements demonstrate the impact of Rotary's programs.

Who can nominate: Regional Rotary Foundation coordinators

Deadline: 30 June

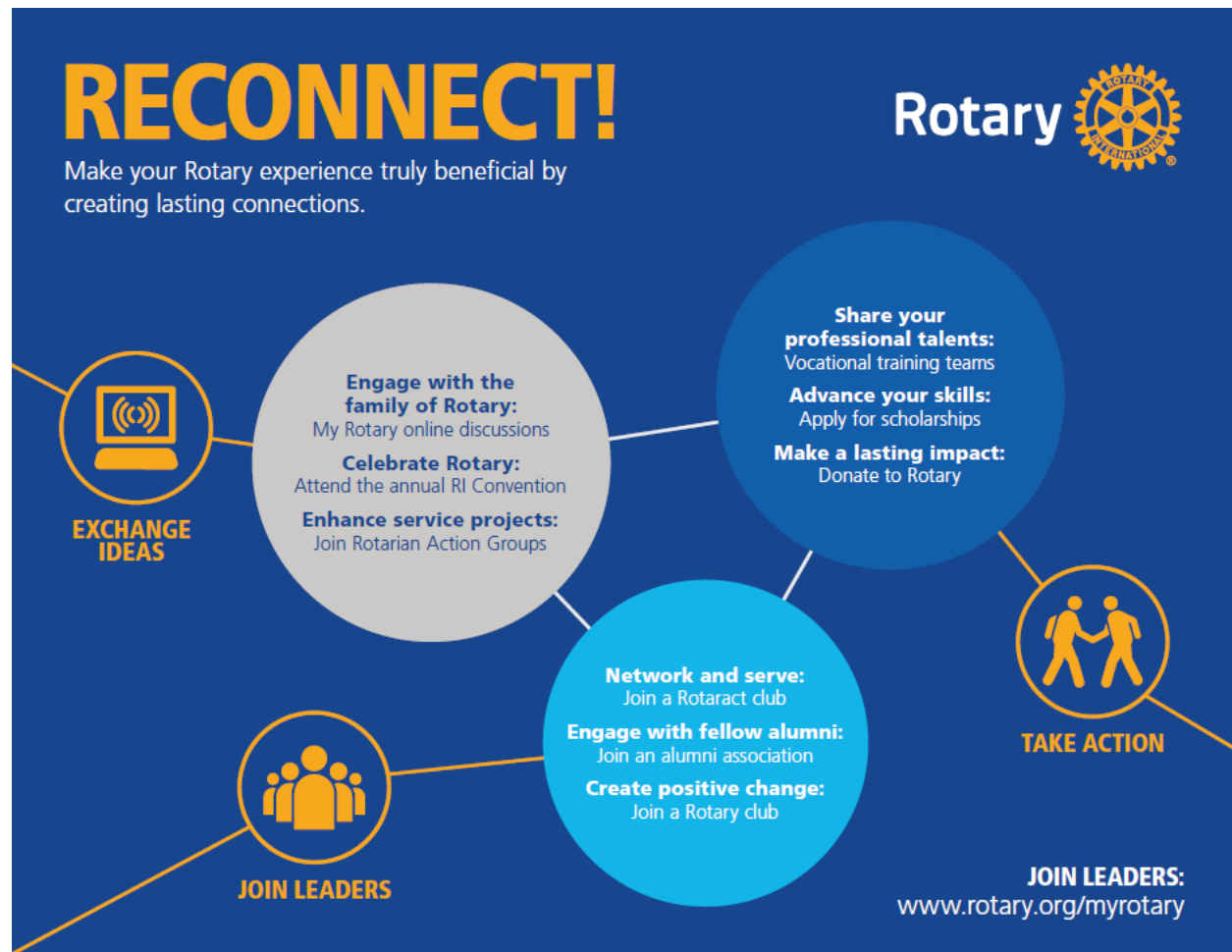
Download the [nomination form](#)

See a list of past [Rotary Global Alumni Service to Humanity Award recipients](#)

Online Tools

District alumni chairs may find social media and e-newsletters useful tools for staying connected with alumni. In addition to local channels, RI has both networks on [Facebook](#) and [LinkedIn](#). Encourage alumni to subscribe to [Reconnect](#), Rotary's quarterly alumni newsletter. Alumni may also be interested in joining [discussions and groups](#) on My Rotary.

Alumni Engagement



Alumni engagement can take a variety of forms, but alumni have expressed interest in being involved with Rotary in similar ways as Rotarians:

- Join leaders: finding a Rotary or Rotaract club or alumni association that meets their needs and expands their leadership skills
- Exchange ideas: connecting with a diverse group of professionals through a Rotary program, a Rotarian Action Group, or even by attending the RI Convention.
- Take action: giving alumni a chance to volunteer and participate in international service through a grant or service project or by donating to Rotary.

Event Planning

Refer to this section when planning an alumni event. And if you have questions, contact alumni@rotary.org. You can learn more about successful alumni events in [this recorded webinar](#). Also, consult the Rotary Event Planning Guide in the Events folder, where you'll also find information about planning an October Rotary Reconnect Week.

EVENT PREPARATION

- **Start planning:** Decide when the planning committee will meet and how often. Does the district governor want to be involved? Seek the help of alumni and Rotarians in your area.
- **Purpose:** Decide on a theme and goals. Is the objective to socialize, fundraise, network, or celebrate? You'll want to plan an appropriate event; so, for example, if the objective is to socialize, an informal after-work event may be most appropriate.
- **Audience:** Whom do you want to invite? Think about the type of event that would interest them?
- **Date:** Find three dates that will work for your audience.
- **Budget:** How big a budget do you have for this event? Will you charge admission? Will there be a cash bar or food? Can you use your alumni association stipend (see stipend guidelines)?
- **Venue:** Determine location, taking into account the venue's size, transportation availability, and general atmosphere. Consider asking Rotarians or alumni who have connections with hotels, catering, or other event services to make an in-kind donation.
- **Marketing:** Determine the best way to reach your audience. Consider using several methods to invite and remind attendees. Include a plan for both email outreach and social media.

EVENT FOLLOW-UP

- Update district alumni records.
- Email attendees a thank-you note.
- Send a summary of your event and photos to alumni@rotary.org.
- If appropriate, post event photos online on social media and your district website and newsletter.

RESOURCES

[Doodle](#): For scheduling

[Evite](#): For sending invitations

[Punchbowl](#): For sending invitations

[Eventbrite](#): For advertising the event and receiving payments

[Facebook](#): For announcing the event and posting pictures after the event

[Twitter](#) and [Instagram](#): For promoting the event