



#ROTARYALUMNI

www.myrotary.org

Rotary Alumni Engagement

Presenter: Kehela (Keels) Vandenberg (Chair, District Alumni Committee)
Alumna of Siemens Science Experience (Tas), NSYF & RYLA

Date: 6 September 2021

PRESENTATION OVERVIEW

- **Who are Rotary's Alumni**
- **Statistics**
- **Benefits of connecting & engaging with Rotary's Alumni**
- **Benefits for Rotary's Alumni**
- **Rotary Engagement Strategies**
- **Reconnect Week**
- **District Support & Resources**
- **Questions**
 - **Use chat function or 'raise hand'**

WHO ARE ROTARY'S ALUMNI?

Individuals who have experienced Rotary through participating in and completing Rotary related programs or are Rotary scholarship recipients:

- Earlyact, Interact, Rotaract
- Youth Exchange, MUNA, RYPEN, Science Experience, RYLA, NYSF, Speech Contests
- Peace Fellowships
- District and Global Grant Scholarships
- Vocational Training Teams /Group Study Exchange
- Former TRF programs:
 - Ambassadorial Scholarships
 - Grants for University Teachers
 - Rotary Volunteers Program



STATISTICS

ALUMNI STATISTICS

What do we know about the alumni community?

■ Our Alumni can often be Rotary's most passionate advocates of our work and impact and can be particularly motivated following their Rotary experience to continue their relationship with Rotary, take on further available opportunities, collaborate with Rotarians and fellow Alumni and make positive and lasting change, however, statistics* show that only:

- 3.5% of current Rotarians are recorded as Rotary program alumni
- only 42% of clubs recruit program alumni for membership
- Only 22% of clubs both recruit alumni AND have members who are alumni

ALUMNI STATISTICS

What do we know about the alumni community?

- Of those that were recruited, 68% said they were recruited specifically because they were a program alum, while 32% said their club recruited them without knowing they were a program alum.
- 84% of program participants and 66% of program alumni were interested in joining Rotary
- However – as more years pass after leaving their Rotary program, fewer Alumni remain interested in joining Rotary
- Alumni with more frequent Rotary contact after their program corresponded to a higher rate of interest in joining Rotary

ALUMNI STATISTICS

What do we know about the alumni community?

- **540,000*** alumni records via RI (yet estimate there are over 700,000+ Rotary alumni)
- **338** were hosted by a Club within D9810
 - 0 are currently Rotaractors & 19 are Rotarians
- **1090** were sponsored by a Club within D9810
 - **85 are currently Rotaractors & 16 are Rotarians**
- **527** reside within the locality of D9810
 - 72 are currently Rotaractors & 23 are Rotarians
- ***there are some multiple entries therefore actual Alumni recorded is lower**

ALUMNI STATISTICS

What do we know about the alumni community?

- **Congratulations to the following Rotary Clubs in D9810 who have at least one member who is a Rotary Alumnus or Alumna as recorded on RI as Alumni:**

Beaumaris
Boronia
Box Hill Central
Croydon and Montrose
Forest Hill
Glen Waverley
Healesville
Lilydale
Manningham
MASH

Monash
Monbulk and District
Moorabbin
Mount Waverley
Nunawading
OCH
Sandringham
Templestowe
Wandin

ALUMNI STATISTICS

What do we know about the alumni community?

- Not all youth and/or Foundation programs are currently able to recorded via Rotary International
- Some Alumni who can record their program experience have not recorded their experience via their My Profile
- Thousands of Alumni have not created a 'My Profile' vi RI and/or recorded their Alumni experience
- Over 80 active alumni associations around the world

BENEFITS OF ENGAGING ALUMNI

BENEFITS OF ENGAGING ALUMNI



Always ask...

**Whether you are in a Club or District
role - ask how can we involve our
Rotary Alumni?**

BENEFITS OF ENGAGING ALUMNI

Volunteers, Collaborators and/or Project Partners

- Alumni often show a strong interest in community & international service and are engaged in volunteering.
- They are also thankful for the opportunities via Rotary and are happy to 'give back'.

Participants of further Rotary Opportunities

- Alumni can be easily accessible when looking for candidates for Rotary programs and scholarships

Speakers, Consultants and/or Mentors

- Alumni are interested in connecting with a diverse group of professionals and sharing their Rotary experience and/or skills.



BENEFITS OF ENGAGING ALUMNI

Advocates of Rotary's work

- Alumni are thankful for the Rotary experiences and opportunities and can passionately vouch firsthand on the work of Rotary

Sponsors and/or Donors

- Alumni are thankful to Rotary for the opportunities it has provided them. In thanks and/or knowing the benefits of Rotary they can be willing to act as financial and/or in-kind sponsors

Members of Rotary and/or Rotaract

- Alumni are interested in acquiring and expanding further their leadership and professional skills, giving back to Rotary and participating in community service.

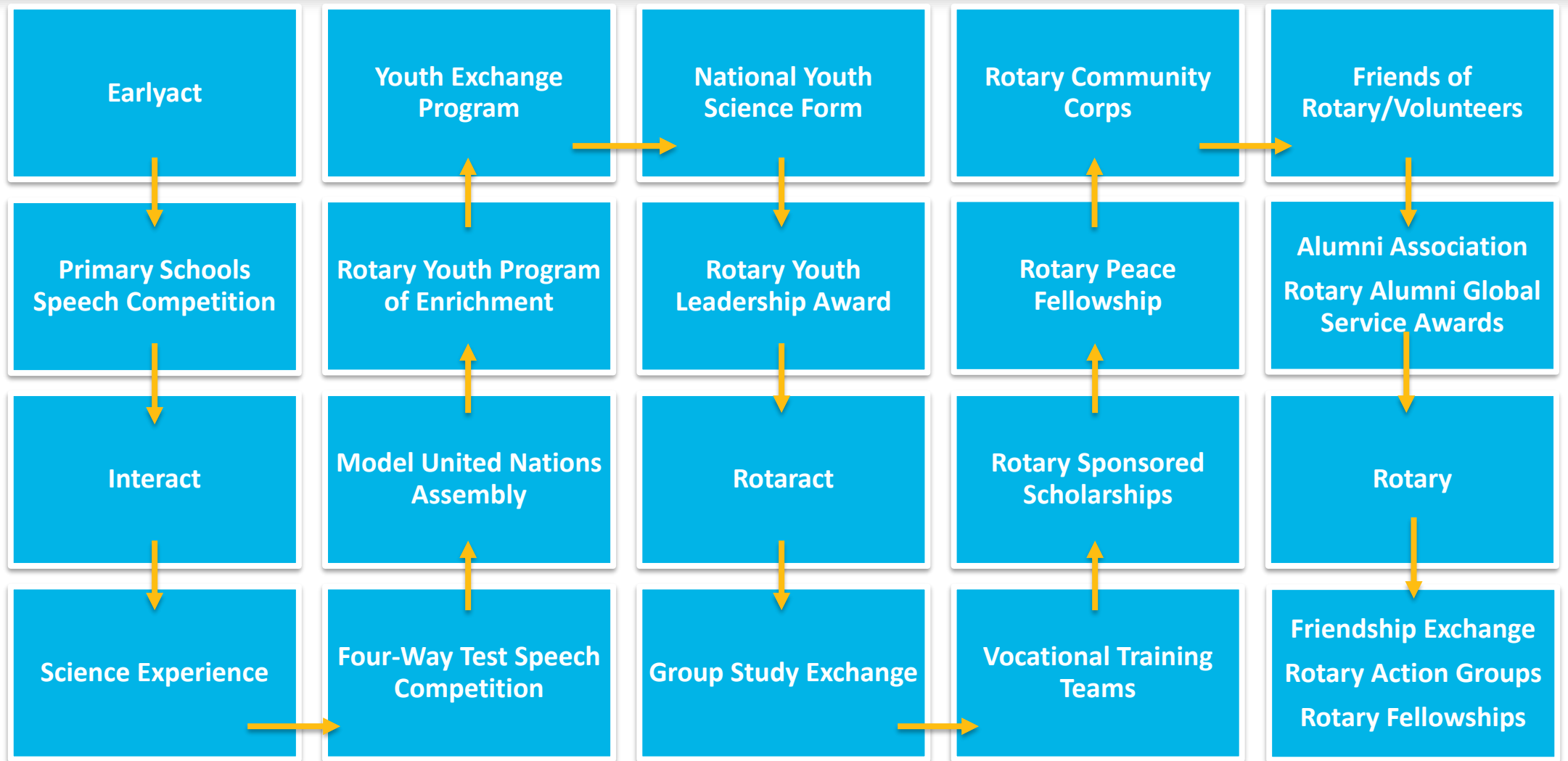
BENEFITS FOR ALUMNI

RECONNECT!

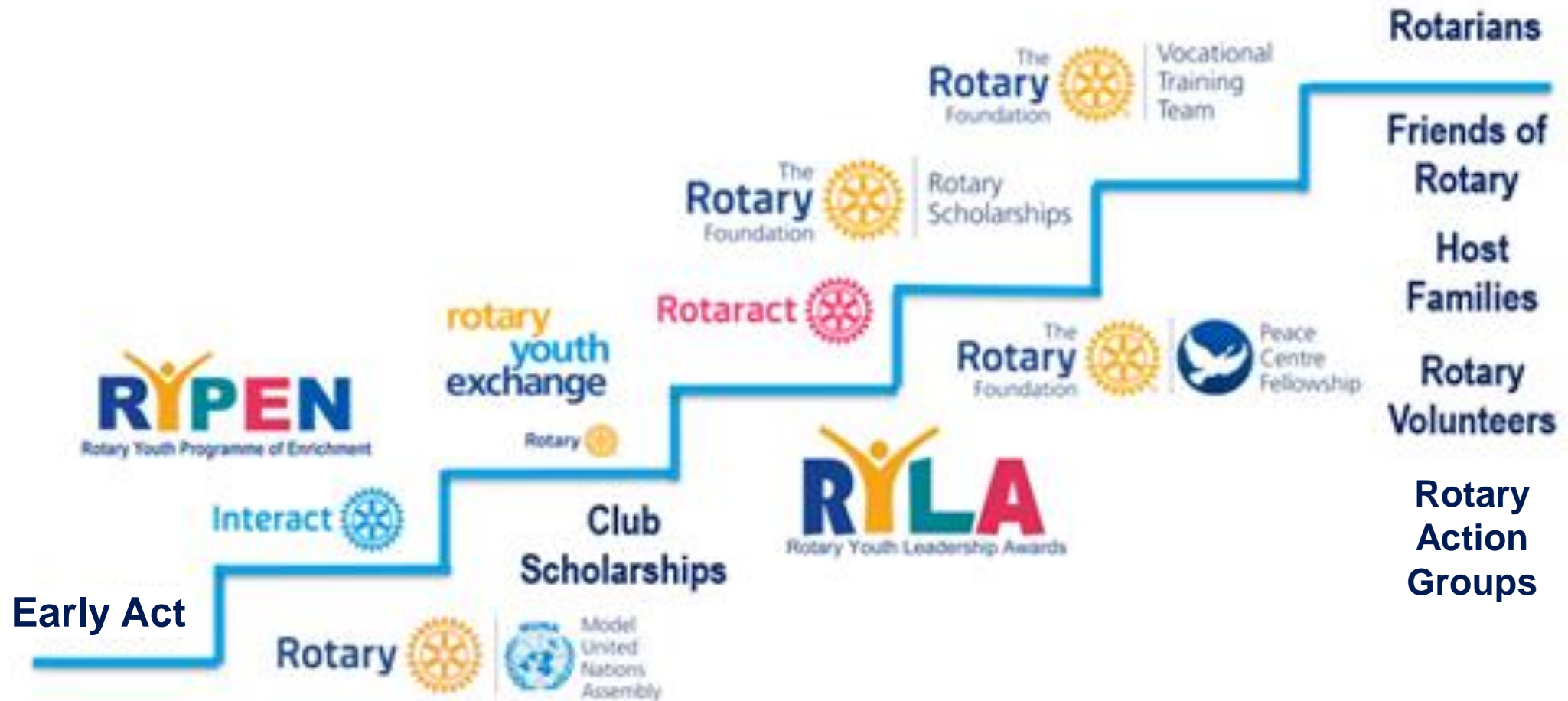
Make your Rotary experience truly beneficial by creating lasting connections.



ALUMNI ROTARY OPPORTUNITY PATHWAY



ALUMNI ROTARY OPPORTUNITY PATHWAY



ALUMNI ARE UNTAPPED RESOURCES - MISSED OPPORTUNITIES

“I haven’t heard from Rotary in a while”.

“I wanted to stay in touch but didn’t know how”.

MISSED OPPORTUNITIES – STATISTICS REMINDER

- **A survey of Rotary Alumni found that the majority of Alumni are interested in continuing a relationship with Rotary following their experience.**
- **Their interest however decreases as more years pass after participating in the Rotary Program.**
- **One of the main contributors to that is the decreased to no contact with Rotary**
- **Alumni with more frequent Rotary contact following their program experience corresponded with a higher rate of interest in joining Rotary than those with less frequent Rotary contact.**

RI Code of Policies

4.040. Membership of Rotary Alumni in Rotary Clubs

Although Rotary clubs should not establish any special kinds of memberships or classifications for Rotary alumni, they should actively recruit Rotary alumni as club members.

MISSED OPPORTUNITIES

- **It is generally recommended to first develop an ongoing/maintained and strong relationship Alumni and to involve them in Rotary activities and opportunities PRIOR to inviting them to join Rotary immediately or shortly following their experience**
- **Rotarians are encouraged to assist Alumni in recognising what Rotary opportunities fit best with their means, their interests, and their lifestyle & determining if they are suitable for Rotary membership**

ENGAGEMENT STRATEGIES

ENGAGEMENT STRATEGIES: CLUBS

Rotary Clubs are encouraged to appoint a Club Alumni Officer and/or Committee to assist in:

- **Maintaining a record of the Club's Rotary program Alumni**
- **Developing and implementing strategies to connect and engage with Rotary Alumni**

Connect/Re-connect with Alumni

Develop Understanding of their Interests, Availability, Stage of Life

Help Connect Alumni with fellow Alumni and/or Rotarians with similar Vocational Interests

Build Strong Relationships

Engage Alumni with Club and other Rotary Activities

Promote or Recognize Alumni Accomplishments

Maintain Relationships

Consider Alumni for further Opportunities

Invite to join Rotary as a Member and/or connect with a more suitable Club

ENGAGEMENT STRATEGIES: CLUBS

Pre-Participation Strategies

- **Invite the applicant to attend a Club meeting or activity and at the very least meet a number of members if to be interviewed for the Rotary opportunity**
- **Provide the applicant with an explanation of Rotary is, what it does, why Rotarians do what we do and some information on the Club**
- **Ensure the applicant agrees to share with the Club about their experience following completion of their participation**
- **Encourage members to regularly attend Rotaract/Interact meetings**

ENGAGEMENT STRATEGIES: CLUBS

Post-Participation Strategies

- **Contact the participant upon their return from their Rotary experience**
- **Invite the participant to speak at the Club about their experience or at least write a piece for the Club's newsletter and/or social media**
- **With their permission include them in the Club's distribution list**
- **Invite them to 'like/follow' the Club's social media accounts**
- **Encourage them to create a 'My Rotary' profile via RI**
- **If the participant is aged under 18, engage with their parents/carers**

ENGAGEMENT STRATEGIES: CLUBS

Post Participation Strategies

- **Help educate them on additional opportunities via Rotary including youth programs, Foundation Scholarships, Rotary Action Groups, Rotary Fellowships & Rotary Community Corps**
- **Invite to Club/Rotary events/opportunities that may be of their interest**
- **Provide mentoring and/or link to other Rotarians in similar vocations**
- **Consider engaging them to assist in sourcing future applicants for Rotary opportunities and/or being part of the interview panel**
- **Provide opportunities for the Club's alumni to connect with other Alumni**

ENGAGEMENT STRATEGIES: CLUBS

Post Participation Strategies

- **Develop promotional resources targeting Alumni**
- **Encourage them to contribute to the Rotary Foundation and/or support Rotary ventures**
- **Invite them to join Rotary as a member and/or recommend Rotaract**
- **Consider providing discounted Club joining and/or membership fees**
- **Promote and recognize Alumni and their achievements**
- **Engage with Alumni and promote Alumni during Reconnect week**
- **Nominate alumni and alumni associations for alumni awards**

Refer to handout on this topic for more recommendations via District Website

ENGAGEMENT STRATEGIES: CLUBS

Post Participation Strategies

Rotary Club of Manningham: Alumni (and Family)

Engagement Examples



ENGAGEMENT STRATEGIES: YOUTH/FOUNDATION PROGRAMS

During their Participation

- Provide a brief summary/explanation of what Rotary is and does
- Ensure the applicant agrees to share with their sponsoring Club, if applicable, about their experience following completion of their participation



ENGAGEMENT STRATEGIES: YOUTH/FOUNDATION PROGRAMS

Post their Participation

- **Help to ensure Alumni complete required post experience presentations with their sponsoring Club**
- **Conduct exit interviews and/or questionnaires following completion of Rotary experience to ascertain if and how they would like to be involved with Rotary in the future**
- **Maintain Alumni records (encourage participate to provide personal email address rather than school/university email address) & send to District Alumni Committee**
- **Consider organizing Alumni events**
- **Consider promoting/recognizing accomplishments of Alumni**
- **Encourage Alumni to contribute to the Rotary Foundation**
- **Invite Alumni to 'like' the District's social media accounts**

ENGAGEMENT STRATEGIES: YOUTH/FOUNDATION PROGRAMS

Post their Participation

- **Encourage Alumni to create ‘My Rotary’ Profile and to keep their information up to date**
- **Create awareness of further opportunities via Rotary**
- **Considering approaching Alumni when seeing future applicants or team members**
- **Considering holding events and/or promoting Alumni during Reconnect Week**
- **Involve sponsoring clubs in running orientation sessions for outbound Youth Exchange students and participants for other applicable programs, and hold exciting welcome back events for them when they return from abroad**
- **Involve Rotaractors in District training events and Rotary’s Youth Programs and applicable Foundation opportunities, whether it be as a participant, as a team member who to assist in facilitating the selection process or orientation**

RECONNECT WEEK

RECONNECT WEEK: 4-10 OCTOBER 2021

RECONNECT WEEK 2021



RECONNECT WEEK: 4-10 OCTOBER 2021

Reconnect Week is an annual event when Rotarians/Clubs/Youth Programs are encouraged to catch up with and recognize alumni of Rotary programs.

Your Club can celebrate Reconnect Week such as by:

- **holding a zoom meeting during which one or more Alumni share their Rotary experience and/or what they have gone on to achieve since their Rotary experience**
- **holding a zoom Alumni reunion or networking event**
- **holding a joint zoom meeting with the Rotary Club of a Rotary Alumnus**
- **posting a video, image or story about one or more of Rotary's Alumni (*see District Alumni Facebook page for examples*)**

RECONNECT WEEK: 4-10 OCTOBER 2021

PROUD ALUM



Nigel Heywood
2017 – 2019 Rotary Peace Fellowship (Masters)

Completing a Masters in Folklore at UNC has been a fantastic boost in my confidence to analyse cultural conflicts, as well as understand the whole field of peacebuilding much more holistically. The cohorts that I connected with have become friends for life and their experience in work and having come from areas of conflict taught me a lot, as well as giving me a sense of hope that there are people out there genuinely trying to make a difference with their life

Completing the Masters mid 2019, I did a small job in NZ working with the communities impacted by the massacre in Christchurch mosques. This deeply impacted me. I returned home and worked on my family farm for six months while continuing with some writing that I had started during my studies and am now in Melbourne working with an organisation called Initiatives of Change as their community development and research manager.

Rotary  | Scholarships

RECONNECT WEEK: 4-10 OCTOBER 2021


Your Club can celebrate Reconnect Week such as by:

- **Promoting opportunities via Rotary's Foundation and/or Rotary's Youth Programs to the public and members (particularly new members)**
- **Engaging with your local Rotaract, Interact and/or Earlyact Club**
- **Promote giving opportunities to the Rotary Foundation so that more individuals can benefit from opportunities made available via the Rotary Foundation**

RECONNECT WEEK: 4-10 OCTOBER 2021

Share your Reconnect Week celebration by using #RotaryReconnect and #rotarydistrict9810alumni on social media

Visit on.rotary.org/ReconnectWeek to see what's happening around the world.



Rotary  | Scholarships

Rani Kulkarni
2019 - 2020 Rotary International Global Grant Scholar

The Global Grant allowed me to complete my Master of Laws at Columbia University in the City of New York. I focused my studies on Public Health Law and Social Justice learning from incredible Professors and Judges, exploring the legal and ethical frameworks underpinning the public health system in the U.S. and internationally. Thanks to the Grant, I was also able to participate in the Columbia Health Justice Advocacy Clinic representing low income individuals and non-profit organizations facing barriers to accessing health care in New York. The scholarship ultimately provided me with the critical financial support required in order to undertake a year of full time, rigorous study in a prestigious program overseas.

I am currently in New York and studying for the New York Bar Exam

PROUD ALUM

RESOURCES

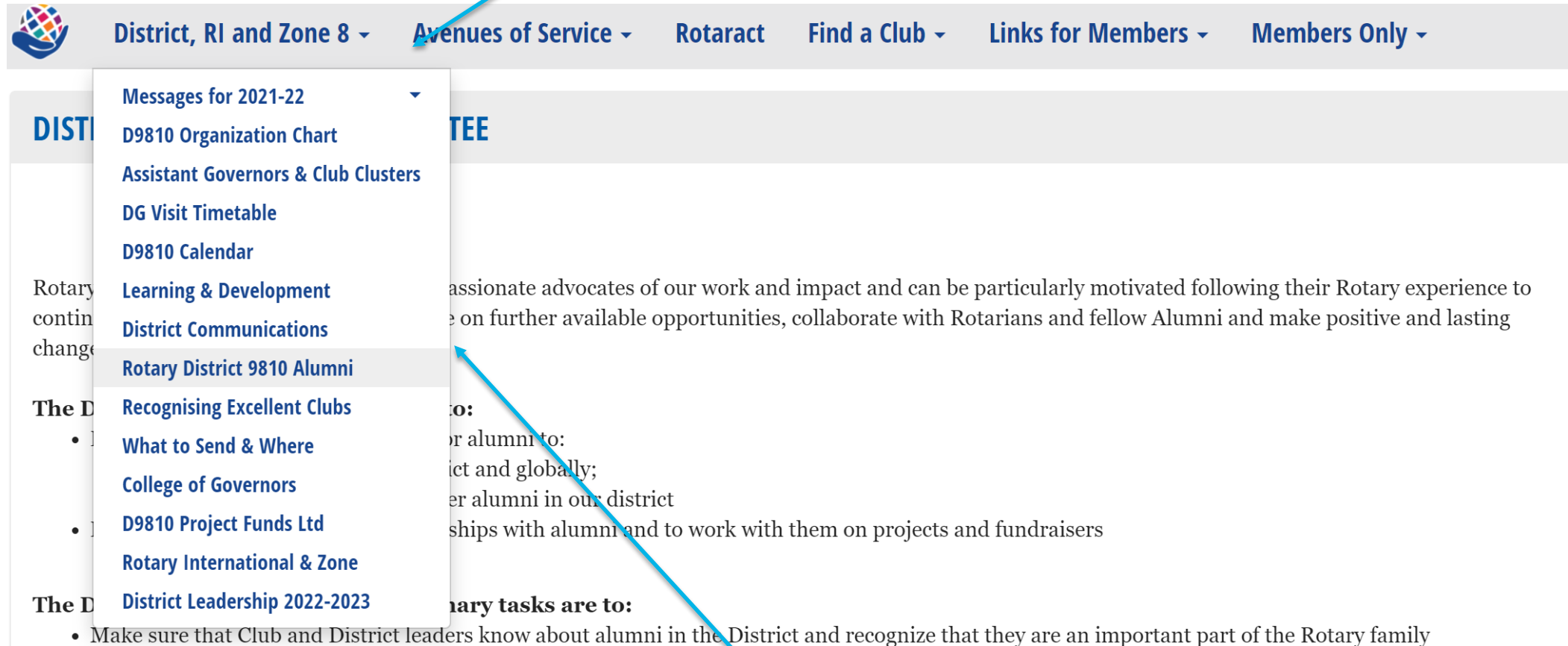
RESOURCES

What resources are available?

- [My Rotary](#)
 - Alumni webpage: www.rotary.org/alumni
- [Reconnect week website](#)
- [LinkedIn](#)
- [Facebook](#) – Rotary International
- [Facebook](#) – Rotary District 9810
- [Facebook](#) – Rotary District 9810 Alumni
- [District Website](#)
- Alumni District Committee - 9810alumni@9810rotary.org.au
- Alumni Newsletter – coming

RESOURCES

District Website



The screenshot shows the Rotary District 9810 website. The top navigation bar includes the Rotary logo, "District, RI and Zone 8", "Avenues of Service", "Rotaract", "Find a Club", "Links for Members", and "Members Only". A dropdown menu is open under "District, RI and Zone 8", listing various resources. The "Rotary District 9810 Alumni" option is highlighted. Below the menu, the page content is partially visible, showing sections about alumni and their roles.

District, RI and Zone 8 ▾

- Messages for 2021-22 ▾
- D9810 Organization Chart
- Assistant Governors & Club Clusters
- DG Visit Timetable
- D9810 Calendar
- Learning & Development
- District Communications
- Rotary District 9810 Alumni**
- Recognising Excellent Clubs
- What to Send & Where
- College of Governors
- D9810 Project Funds Ltd
- Rotary International & Zone
- District Leadership 2022-2023

Rotary District 9810 Alumni

passionate advocates of our work and impact and can be particularly motivated following their Rotary experience to
e on further available opportunities, collaborate with Rotarians and fellow Alumni and make positive and lasting

to:

- or alumni to:
- et and globally;
- er alumni in our district
- ships with alumni and to work with them on projects and fundraisers

ary tasks are to:

- Make sure that Club and District leaders know about alumni in the District and recognize that they are an important part of the Rotary family

District Website – Links to additional resources

Resources

- Club Resource: Handout on 'Recommendations for Engaging with Alumni'
- District Chairs and Program Directors: Handout on 'Recommendations for Engaging with Alumni'
- Access the District's Alumni Facebook page via this [link](#).
- Access the Rotary International Alumni webpage by clicking this [link](#).
- Access the Rotary Oceania Alumni webpage by clicking this [link](#).
- Access a Report on the Recruitment of Rotary International and The Rotary Foundation Alumni as Prospective Rotarians dated March 2016 prepared by the Membership Division of Rotary international via this [link](#).

RESOURCES

District Alumni Facebook Page



 **Rotary District 9810 Alumni**
@rotarydistrict9810alumni · Community Service

[Send Message](#)

Hi! Please let us know how we can help.

[Home](#) [Groups](#) [Jobs](#) [Events](#) [More](#)

[Liked](#) [Search](#) [More](#) 

About [See All](#)

 This page is for Rotary Alumni who were sponsored or hosted by and/or reside within Rotary District 9810 to share their experiences, celebrate the pro... [See More](#)

 74 people like this including 42 of your friends

 80 people follow this

 <http://www.9810rotary.org.au/>

 [Send Message](#)

 9810alumni@9810rotary.org.au

 [Community Service](#)

Suggest Edits

Does this Page have a phone number?

[Yes](#) [Unsure](#) [No](#)

 [Create Post](#)

 [Photo/Video](#)  [Check in](#)  [Tag Friends](#)

 **Rotary District 9810 Alumni**
August 20 at 1:46 PM · 

Rotary's Alumni can be perfect candidates for Rotary membership. Alumni represent an incredible network of professional and community minded leaders around the world. They can act as guest speakers, service project collaborates and/or partners and even potentially join as a member - with more flexible and tailored Clubs - there is a great range of Club options available to interested Alumni. If you are an Alumnus and would like to reconnect with Rotary please contact us vi... [See More](#)

 [BLOG.ROTARY.ORG](#)

Want to grow your club? Ask Rotary alumni

Discover why Rotary alumni make great prospective Rotary members and what Rotary clubs have to offer.



 You and Daryl Moran

[Like](#) [Comment](#) [Share](#)

FINDING ALUMNI & REGISTERING ALUMNI

My Rotary

- Alumni ages 16+ can update contact information
- Alumni 18+ can use discussion boards



MY ROTARY PROFILE

PROGRAMS

Expand your My Rotary profile by showing your participation in different Rotary programs.

ROTARY YOUTH EXCHANGE

2004-05

Argentina, United States

[Edit](#) | [Remove](#)

[View more](#)



ADD



SKILLS & INTERESTS

DISTRICT COMMITTEE

How can we help?

- Provide training on how to connect and engage with Rotary Alumni
- Speak at your Club/District/Program Team or Committee
- Assist Clubs and District/Programs Committees in developing plans to engage with Rotary Alumni
- Retain Alumni lists
- Provide your Club or District Program with applicable recorded list of Alumni via RI
- Develop and provide marketing material
- Produce a bi-annual Alumni newsletter
- Encourage Alumni Foundation Giving
- Promote & recognize Rotary's Alumni
- Organizing and hosts District wide Alumni events
- Act as a liaison between Alumni and Clubs and/or District/Program/Opportunity Committees
- Connect Clubs and Alumni with further engagement opportunities
- Eventually set up an Alumni Association

ALUMNI QUESTIONNAIRES

- **Rotary Alumni Information Share Form**
 - Accessed via: **<https://forms.gle/C7JYU9nmT4Qf5y6f7>**
 - A form to enable Rotary Alumni to share their Rotary Experience, how the Rotary experience impacted their life, any significant achievements/recognitions and if they would like to be considered for Rotary guest speaking and/or consultancy opportunities.
- **Rotary Alumni Engagement Questionnaire**
 - Accessed via: **<https://forms.gle/A3ZmTHCAxgpk8mcU8>**
 - A questionnaire to advise the District what information and/or opportunities Rotary Alumni would be interested in hearing more about.

ADVERTISE VOLUNTEERING OPPORTUNITIES FOR ALUMNI

Rotary Clubs may register details of upcoming volunteering opportunities for Rotary Alumni via this [form](https://forms.gle/t4wEyBN57JWPW8bf7) (<https://forms.gle/t4wEyBN57JWPW8bf7>).

Opportunities will be passed onto Alumni either via their Facebook page, Alumni bi-annual newsletter and/or email.

SUMMARY



Build Strong relations with current and former Rotary Program participants and scholarship recipients



Develop Club and Youth Program Plans on how maintain contact with Alumni and build ongoing connections and relationships.



Engage & involve Alumni in Club and wider Rotary opportunities. Always consider 'how can we involve our Alumni with/in this?'



Promote Alumni



Help Alumni to find a club that suits their interests and needs and ask them to join.



QUESTIONS?