



Ian Riseley
RI President 2017-2018
Rotary Club of Sandringham,
Victoria, Australia



Parsing the essence of the 2017-2018 theme from the RIPE's own words

1. Excerpt from the initial theme speech delivered at the International Assembly in San Diego, California before Governors-elect in January, 2017.

“We can do more together than we can by ourselves. Therefore, keep teamwork always in mind. Our goals are stronger more active clubs that serve in better and more lasting ways and a Rotary that is recognized for the good it does.”

2. Second speech delivered at IA in January, 2017, “The Value of Doing Good.”

Salient points expanding on the theme speech:

- We (Rotarians) have a difficult time conveying the scope of what we do and how we do it as well as the value of what we do.
- We have no good way to measure and communicate the good Rotary does.
- We can measure our input. What we don't know and what we can't measure is what we contribute to the world.
- How do we measure the output of our organization with such a wide range of programs and projects?
- You [Governors] know how broad the projects are that are carried out in your district, but do you know the value of those projects?
- Do you know how much time is invested by your Rotary clubs in these projects?

The Problem

Why do we need a solution?

- The only way to know the work of Rotary is to know what each individual club does.
- Numbers can many times communicate a very large idea more effectively than words.

We are asking each of our Rotary clubs to provide just two numbers,

The Solution

1. The amount of money (cash and in-kind) your clubs spend on humanitarian service.
2. The number of hours spent working on those humanitarian projects in Rotary's name.

How do we achieve the Solution?

- To be effective, we need each club to track accurately the hours and money they spend on their service. The simplest way for clubs to provide this information is to enter it each month or each quarter in Rotary Club Central. [NOTE: RCC is being completely rebuilt to be "significantly more useful and easier to use."]
- The goal is not getting the largest and most impressive numbers. There is not going to be any competition or recognition of the numbers of any individual club.

The Goal

to have numbers (backed by data on the club level) we can present confidently in our Rotary work and our membership material to our partners that answers the questions;

- What is Rotary?
- What does Rotary do?

What is the benefit of the Solution?

It will yield tremendously valuable information which we will use to demonstrate the value of:



ROTARY:
MAKING A
DIFFERENCE