

- Organize a fundraising initiative in your community to support polio eradication.
- Conduct a community needs assessment, and use it to establish a community service project that involves the club's members in active service. Consult local organizations, administrative authorities, or municipal governments for their assistance and involvement.

**Total activity options: 6**  
**How many has your club completed?**  
 \_\_\_\_\_ (minimum: 2)

*International Service*

- Conduct or support an international service project that addresses the Millennium Development Goals<sup>4</sup> to ensure environmental sustainability.
- Participate in The Rotary Foundation's educational and humanitarian service programs.
- Find a Rotary club partner in another country and conduct an international service project as either the project host or sponsor.<sup>5</sup>
- Have at least one club member serve as a project volunteer in another country.
- Carry out a sustainable international service project related to at least one of the areas of focus in the RI Strategic Plan.

<sup>4</sup> For information on the Millennium Development Goals, visit [www.un.org/millenniumgoals](http://www.un.org/millenniumgoals).

<sup>5</sup> Consider using Rotary's ProjectLINK database to find a project partner.

- Have club members establish a Rotary Friendship Exchange team and initiate plans to conduct a reciprocal visit with a group of Rotarians from another country.
- Register at least one club member to attend the 2012 RI Convention in Bangkok, Thailand.

**Total activity options: 7**  
**How many has your club completed?**  
 \_\_\_\_\_ (minimum: 3)

*New Generations Service*

- Sponsor a new Interact or Rotaract club.
- Sponsor a participant in a Rotary Youth Leadership Awards (RYLA) event.
- Sponsor or host at least one Youth Exchange student, Ambassadorial Scholar, or Rotary Peace Fellow.
- Induct one or more former Rotaractors as Rotarians.
- Invite youth to participate in a "Million Smiles A Day" campaign.<sup>6</sup>
- Involve youth in an environmental sustainability project.

**Total activity options: 6**  
**How many has your club completed?**  
 \_\_\_\_\_ (minimum: 2)

<sup>6</sup> For ideas, consult the "Million Smiles A Day" Fact Sheet.

How many active members does your club currently have? \_\_\_\_\_

Of the 34 activity options listed on this form, what is the total number of activities your club has completed? \_\_\_\_\_

Of all eligible changemaker clubs worldwide, three will be recognized onstage at the 2012 RI Convention. Which one of your club's achievements this year do you feel best recommends you for international consideration?

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Rotary club

Signature of Rotary club president

Submit this completed form to your district governor no later than **15 March 2012**.

# 2011-12 Changemaker Award



**Reach Within to Embrace Humanity**

President  
**Kalyan Banerjee**

The Changemaker Award will recognize Rotary clubs that make an extraordinary impact during 2011-12 through their work in the Avenues of Service. Clubs are invited to undertake a challenging array of activities in each avenue, with the goal of making positive and significant change in their communities and in the world.

## Procedure

Clubs should complete the following form to assess the impact they have made this year in each Avenue of Service. In order to qualify, clubs must complete a minimum number of activities in each avenue. All activities must be undertaken and completed between 1 July 2011 and 1 March 2012.

Each club should complete the form and send it to the district governor (not Rotary International) no later than **15 March 2012**.

Governors will report the names of the qualifying Rotary clubs in their districts online through Member Access no later than **22 March 2012**.

## International Winners

Governors will also select the top three changemaker clubs in the district — one each from a small club (fewer than 25 members), a medium club (25-50 members), and a large club (51+ members) — to be entered into a zone and international competition. The RI director will select three zone winners (one from each club-size category), and the RI president will select three international winners (one from each club-size category) to be recognized onstage at the RI Convention in Bangkok, Thailand, 6-9 May 2012.

International winners will be notified on 6 April 2012, in order to have enough time to book travel to attend the convention. RI will cover the cost of the convention registration fee, travel, lodging, and reasonable meal expenses for the three winning 2011-12 club presidents. Spouse or partner costs will **not** be covered by RI.

## Menu of Activities

### Club Service

- Induct one new member under the age of 40 for each 50 members in your club.
- Demonstrate a net gain in membership in 2009-10, 2010-11, and 2011-12.
- Implement a comprehensive retention strategy, and retain a minimum of 85 percent of actual members in 2009-10, 2010-11, and 2011-12.
- Adopt a three-year strategic plan for the club, identifying specific annual and long-term goals.<sup>1</sup>
- Undertake a significant public image campaign in the community, including at least one prominent public service announcement in a print publication, on a radio or television program, or on a billboard.
- Hold at least three service or fellowship events in which non-Rotarian family members (for example, spouses, children, parents, widows, widowers) participate.

<sup>1</sup> Consider using RI's online *Strategic Planning Guide* as a resource.

- Adopt a leadership development program<sup>2</sup> for all members and ensure that each club member is assigned a specific role, either in a leadership position or as a member of a club committee, subcommittee, or project initiative.
- Organize a blog or social networking campaign to increase awareness of Rotary among young adults in the community and request their input to make Rotary more relevant to the next generation of professionals and business and community leaders.

**Total activity options: 8**  
**How many has your club completed?**  
\_\_\_\_\_ **(minimum: 3)**

### Vocational Service

- More than 50 percent of club members are active in vocational service projects and activities.
- All club members display the *Declaration of Rotarians in Businesses and Professions* at their workplaces.
- Conduct a career counseling or vocational training program in the community.
- Conduct a program to recognize high ethical standards and public values in the community.

<sup>2</sup> Consider using *Leadership Development: Your Guide to Starting a Program (250)* as a reference.

- Promote The Four-Way Test to New Generations programs in at least three educational institutions.
- Organize at least one professional networking event in which club members can meet other local professionals and introduce them to Rotary.
- Sponsor a career day in which club members bring young people to their places of business to inform them about career opportunities.

**Total activity options: 7**  
**How many has your club completed?**  
\_\_\_\_\_ **(minimum: 3)**

### Community Service

- Carry out an environmental service project.
- Conduct a club program in July on reducing your carbon footprint<sup>3</sup> (the impact of our everyday activities on the environment, particularly the amount of greenhouse gases produced). Track energy savings (electricity; fossil fuels such as petroleum, oil, and gas; and other sources) accumulated by club members during the year.
- Partner with an organization in your community on at least one community service project.
- Sponsor a Rotary Community Corps or involve non-Rotarian community members in a joint project.

<sup>3</sup> For more information and recommended steps to reduce your carbon footprint, visit the United Nations Environment Programme online at [www.unep.org](http://www.unep.org).