



Rotary Foundation Alumni Coordinator (RFAC) Monthly Bulletin

September 2007

Message from Rotary Foundation General Manager John Osterlund

On behalf of The Rotary Foundation, I would like to express my pleasure with the increased activity in our alumni relations activities. As Rotary Foundation alumni coordinators, you each play a crucial role in reconnecting with our alumni. I am looking forward to seeing the long-term results that your work during the 2007-08 Rotary year will bring.

By strengthening the connection with alumni by forming alumni associations, holding alumni receptions, encouraging alumni to join Rotary and Rotaract, and involving alumni in club and district events, your work will bring tangible results in the future. September is New Generations Month; as you know, Foundation alumni are a vital part of the new generation of Rotarians.

The number of alumni associations around the Rotary world has grown to 46, thanks to your strong efforts to encourage them. As general manager of The Rotary Foundation, a Rotarian, and an alumnus, thank you for your continued dedication to all Rotary Foundation alumni. I hope to see all of you in Los Angeles in June for the first preconvention event for Foundation alumni!

Comments from General Coordinator Don Osburn

LOST AND FOUND- Membership growth continues to be the biggest challenge that faces Rotary.

Membership growth in Rotary is directly linked to the strength of the individual club. Many clubs need more members just to function; their club infrastructures are not strong enough to involve new members by providing an opportunity for service. Clubs with this problem need new members who will become active club leaders and committed Rotarians. For many clubs; TRF alumni could be the answer to this problem.

Clubs need to be encouraged to find those **LOST** alumni in their community and invite them into Rotary fellowship. Once those alumni are **FOUND**, the clubs will be the beneficiaries and Rotary membership will grow.

Comments from Assistant General Coordinator Rodney Mazinter

In searching out our alumni and inviting them to become Rotarians we should focus more on why and less on how. If we buy into the "why" we will find ways to bring in our "lost assets." The mission of The Rotary Foundation is to enable Rotarians to advance world understanding, goodwill and peace. Paul Harris tells us in his *My Road to Rotary*, that "Rotary is an integrating force in a world where forces of disintegration are all too prevalent. Rotary is a microcosm of a world at peace, a model which nations will do well to follow." Most Rotarians believe this and it remains a cornerstone of our membership. It is based on the experience we have in meeting people from other lands, sharing values and finding the commonality among people that exists across the cultural divide. As our contribution to world peace it is our duty to share this with as many like-minded people as possible who are not yet Rotarians. Where else can we find a pool of like-minded people passionate about peace, goodwill and world understanding than among our alumni: past Ambassadorial scholars, GSE members, peace fellows and university teachers. Each year, thousands of men and women around the world take part in one of the programs of The Rotary Foundation. Their lives are enriched and in return they spread Rotary's vision of peace and world understanding. Their experiences foster international understanding through person-to-person contact, friendship, study, service, and cross-cultural exchange. They are indeed our goodwill ambassadors. The experience of living, learning, or serving in a land other than their own makes every Foundation alumnus an advocate for Rotary's ideals. Some, but not nearly enough, eventually become Rotarians. The responsibility lies with us who are Rotarians; nobody can become a Rotarian until asked. Have you tried asking an alumnus lately? You may be surprised by the response.

2007-08 RFAC Quarterly Activity Reports reminder

Your customized quarterly activity reports have been sent to you by your coordinators and the due date for the first quarter is **30 September**. Please feel free to complete your form in any of the eight Rotary languages.

Alumni in the September issue of The Rotarian

Judith Lorigan, GSE team leader alumna, is featured in an article entitled *Rotary Bunch* focusing on New Generations Month about how she has gotten her whole family involved in Rotary activities on p.44. To view the full article click here: http://www.rotary.org/newsroom/features/0709_tr_rotary_bunch.html

Appointment of 2008-09 RFACs

According to The Rotary Foundation Code of Policies, RFACs serve 3-year terms, subject to reappointment annually. The Foundation Alumni Resource Group (FARG) became Rotary Foundation alumni coordinators during the 2005-06 Rotary year. This was the first year that 3-year terms were in effect. Rotarians who served as an RFAC in 2005-06 would count it as his or her first year of service.

Alumni Relations Department staff promotion

Haruka Wada, who previously worked with the RFACs in Zones 1-9 in Asia and Oceania and Zones 19-21 in South America has been promoted to senior coordinator. Haruka will still continue to work with Zones 1-4 in Japan and is taking on greater responsibility in the section by assisting with budgeting, management of the Alumni Database, as well as supervising the alumni relations program assistant, Pat Dunmore. Anouk Russell-Gorgemans has taken over working with the RFACs from zones 19-21 and Mike Pfriem will work with the RFACs in zones 4B-9. A new organizational chart for the alumni relations staff is attached for your reference.

Quarterly Requests for alumni statistics for Foundation Trustees

Starting with the November 2006 Trustee meeting, the alumni relations department began requesting information from district alumni and Rotary Foundation chairs pertaining to quarterly membership and contribution activity from alumni. Although districts initially did not know how to respond to these requests, they are beginning to produce some helpful information. For the October Trustees meeting we are able to report that since the last Trustees meeting in June 2007, the Foundation has received at least US\$41,000 in gifts from 9 program alumni. Also since the last Trustees meeting, the Foundation can confirm that at least 14 alumni joined a Rotary club and 3 joined a Rotaract club.

A practical use for TRF alumni information

Alumni Relations staff works to use alumni data in a professional, practical way to approach universities to request tuition discounts for Ambassadorial Scholars. Attached is a report prepared for Harvard University representatives about tuition negotiation.