Rotary and the International Community

InterCountry Committee Executive Council – 1-2 October
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External Relations

- Outward Facing
- Marketing to a targeted audience – the international community

- Promoting Rotary to organizations of people (the United Nations, etc.) versus Media Outlets

- Conducting public relations at a person-to-person level or key events to enhance Rotary’s public image.
Who is External Relations’/ Rotary’s audience - and why?

Key decision makers, key influencers, global leaders.

PR/ Communications and Marketing function… We want to “sell” Rotary to institutions to help get things done on a greater scale. Helps Rotary:

- Become more influential – friends and fans of Rotary
- Obtain greater levels of service – increased volunteers and volunteer recognition
- Have a stronger impact locally – and globally

Networking, Relationship-building, opening doors = 1 + 1 = 3
How does External Relations do this? We share Rotary’s story in four ways:

1. Targeted Networking

Ongoing communication and relationship building with Rotary Senior Leaders, Representatives, one-time Delegates
- Letters of congratulations, condolence, opportunities
- Routine Representative attendance at mid-level events
- Pursuing future connection opportunities (i.e. Convention speakers)

2. Key Event Creation/Participation
- Special Events (Rotary Day at the White House/ Rotary Days, UN Day)
- Rotary participation at key UN and international events (i.e. CGI, WEF, UN General Assembly)

3. Message Development
Example: Briefing Materials
- World Economic Forum
- UN/ New York –
- Clinton Global Initiative –

4. Follow-up/Coordination:
Pursue a broad range of high-level meeting opportunities:

**Key International Events 2014-15**

1. UN ECOSOC Special Event on the 2015 Sustainable Development Goals (SDGs) – February 2015 (IPPC Chair Mike McGovern)
2. World Economic Forum: Regional Forum on the Middle East and North Africa – September 2014 (John Hewko)
3. Clinton Global Initiative Annual and Mid-winter Meetings – September 2014 and February 2015 (John Hewko)

Upcoming:
1. Summit of the Americas (OAS) – April 2015 (Vice-President Celia Giay)
2. CGI Middle East & Africa – May 2015
3. 68th International World Health Assembly (WHO) - May 2015

President Gary’s Rotary Days – I’ll talk about those in just a minute.
ROTARY REPRESENTATIVE NETWORK
RI Representative Outreach

- 30 Rotary Representatives at UN Agencies and key International Organizations in 15 capital cities around the world. The stars indicate key locations including:
  - UN/ New York,
  - World Bank + OAS/ Washington DC
  - UNESCO & OECD/ Paris
  - European Union/ Brussels
  - FAO/ Rome
  - Commonwealth of Nations/ London
  - Arab League/ Cairo
  - UNEP and UN Habitat/ Nairobi

- Selected each year by the RI President, the Representatives serve as Rotary’s unofficial “ambassadors”
  - “Eyes and Ears” on the ground:
    - Monitor activity on behalf of Rotary’s interests (i.e. Updates on UN initiatives such as the Post-2015 Agenda/ Sustainable Development Goals
    - Initial/ ongoing contacts/ attend key functions (i.e. UNESCO Reps – represented NGOs efforts on Water at high-level UNESCO conference)
  - “Right place at the right time” to arrange key meetings for Rotary leaders
Rotary Representatives attend and organize a wide array of events during the course of the Rotary Year. Recent Examples:

• Organization of American States (OAS) Representatives in Washington DC - organized John Hewko’s presentation to 30+ Ambassadors on 3 March

• Arab League Representative - organized a small but effective external polio outreach event on 5 March in advance of the Arab Summit later this month

• Polio Advocacy efforts are being planned for the European Union and Commonwealth of Nations in or around World Immunization Week 24-30 April.

—The Representatives also help build special events – such as Rotary Days.
One of the activities Rotary’s Representatives are increasingly known for are our Rotary Days.

- Rotary Day at the United Nations/ New York is the longest-running and main event on the UN/ New York Representatives’ calendar.

- The Rotary Day at the United Nations inspired President Gary to encourage similar events in other locations with an external focus – including the Rotary Days organized by members of the Board of Directors.

- Rotary Representatives have been instrumental in organizing some key Rotary Day this year. These include:
Rotary Day in Washington/ Rotary Day at the White House

- A bit of history:
  - Beginning in 2012, the Representatives in Washington, DC organized a highly successful Rotary Day at the White House.

  - Organized with the support of the White House Office of Public Engagement, the focus was a White House program - “Champions of Change” (Americans having a positive impact on their communities and abroad).

  - Rotary was the first organization to have its own “Day” and Champions of Change event.

  - The day proved so successful that the White House would use the Rotary model for other organizations.

  - We were the only organization permitted to have two “Champion” events two years in a row. (Our President-nominee John Germ was selected as a Champion in 2013 – not only for his outstanding polio work but for his local work helping those with mental and physical disabilities.)

-In 2014, the “Champion of Change” program was no longer possible for Rotary.
Rotary Day at the United Nations – 1 November 2014

Returning for the first time to the newly remodeled UN Secretariat building, Rotary was among the first to use the new facilities.

- The program was divided between plenary presentations by Rotary and United Nations leaders including:
  - Amina J. Mohammed, Special Advisor on the UN Secretary-General on Post 2015 Development Planning
  - Nina Schwalbe, Principal Health Advisor, UNICEF
  - Dmitry Titov, Assistant Secretary General, UN Peacekeeping

- Breakout sessions focused loosely around our Areas of Focus:
  - Water and Peace
  - Youth and Peace
  - Economic Development
  - Peace and Conflict Resolution
  - Women's Health

The event resulted in strong social media coverage:

- Live stream
Rotary Day at the UN Food and Agricultural Organization – 23 February 2015

- The first such event organized by the Rotary Representatives to the three food agencies in Rome:
  
  [- UN Food and Agricultural Organization (FAO)
  - World Food Programme (WFP)
  - International Fund for Agricultural Development (IFAD)]

- President-elect Ravindran represented President Gary Huang and spoke on “Rotary action for sustainable development”
- Economic and Community Development Area of Focus

-Highlights included:
  
  - Welcome greeting by Director-General Jose da Silva
  - Moderated by ANSA press journalist Maria Emilia Boncorso
  - Report from Reach Out to Africa Chair Patrick Chisanga
  - Evening performance and light show on the ancient Roman walls of Via Veneto of “La Dolce Vita” fame
  - Key meeting with FAO officials on future collaboration opportunities in Africa
Upcoming Rotary Day events include:

- Rotary Day at UNESCO – 4 April in Paris.
  - Focus on Peace
  - President Gary Huang and Vice-President Celia Giay will speak

- Rotary Day at the United Nations – 7 November in New York
  - Traditionally follows the October Board Meeting
  - Because the meeting will be in mid-October it will not follow immediately
  - President-elect Ravi will speak
  - We hope you might join us.

- Rotary Day at the European Union – TBD – Brussels
QUESTIONS?