

Goals for 2011-12 RI Representatives to the UN and Other Organizations

Each year, the RI President appoints a team of Rotary leaders to serve as RI Representatives to the UN and Other Organizations. Serving as Rotary's unofficial "ambassadors," the representatives work to strengthen Rotary's participation and reputation at the United Nations and in the international community. Rotary maintains relationships with various UN bodies, programs, and commissions, as well as key non-governmental organizations (NGOs), through the representatives. Ending polio is a key reason why RI Representatives sit at the table with the United Nations.

Goals and objectives for the 2011-12 RI Representatives are indicated below.

Establish relationships with contacts at assigned organization and other key groups

- Attend at least four meetings, conferences, seminars, or other key events at appointed organization
- Establish five new personal contacts with UN/NGO leaders or senior staff at appointed organization; notify RI External Relations of names and contact details to ensure consistent communication
- If you do not already, consider serving on a NGO committee at your organization.

Inform other organizations about Rotary's humanitarian programs and projects and discuss, as appropriate, potential opportunities for collaboration with Rotary

- Give a presentation, moderate a panel, coordinate an exhibit, make remarks, and/or distribute relevant Rotary materials (factsheets, magazines, etc.) at least three events at appointed organization
- Research meetings related to health, literacy, hunger, and/or water and sanitation that are organized by appointed organization and seek opportunities for Rotary participation
- Hand-deliver or send the *RI/TRF Annual Report*, *Rotary and the International Community* brochure and DVD, and other relevant materials to UN/ NGO leaders and senior staff
- Identify and pursue potential partnerships, where applicable, for Rotary.

Gather information about other organizations' initiatives that are relevant to Rotary; share information with RI External Relations and the Representative Network

- Send five names and e-mail addresses of UN and NGO contacts to External Relations for the *Navigating the Global Network* e-newsletter
- Send monthly or quarterly to RI External Relations listing recent events you've attended, potential partners for local/regional collaboration, and/or contacts for follow-up by RI
- Share relevant activities via RI Representatives' Google Group or social media platform (twice annually, at minimum.)

Educate Rotarians and Rotary affiliates about why Rotary is at the United Nations, the Representative Network and Rotary-UN cooperation

- Arrange at least one Rotary event (club meeting, Rotaract meeting, alumni event) to be held at appointed organization's office and encourage UN/ NGO staff to observe and/or participate
- Share about the RI Representatives' Roles and Responsibilities to Rotarians and Rotary leadership by giving a brief presentation about your work as an RI Representative, Rotary's history with the UN, and/or RI's role in the international community at two Rotary events (e.g., club meetings, district conferences, zone institutes, district leadership seminars, or Presidents-elect training seminars)
- Pursue invitations to speak at Zone Institutes about Rotary's work with the United Nations
- Secure one UN/ NGO leader or senior staff to give a brief presentation at a Rotary event
- In conjunction with RI External Relations, seek speaking or presentation opportunities for Rotary senior leaders at high-level meetings and events.

RI External Relations

In conjunction with the RI Representatives, External Relations staff works to enhance Rotary's role at the UN and beyond. To support representatives' activities, External Relations aims to achieve the goals listed below:

- Facilitate communication among RI leaders, representatives, staff, and other organizations
- Coordinate RI Representatives' and/or delegates participation in key meetings and events

- Promote Rotary's role in the international community and representatives' activities via RI communications (e.g., www.rotary.org, Rotary blog, *The Rotarian*, other RI publications)
- Develop and promote resources specifically targeted for the international community (e.g., factsheets, UN Millennium Development Goals fact sheets, *Rotary and the International Community* brochure and DVD, *Navigating the Global Network* e-newsletter - providing French translation when possible.).
- Develop a Powerpoint presentation on Rotary and the United Nations
- Encourage within Rotary greater alignment between the Areas of Focus and the UN Millennium Development Goals
- Inform representatives of relevant RI and TRF policy changes and Secretariat activities
- Maintain calendar of international events, including representatives' participation in key meetings, for distribution to RI Representatives, select RI leaders, and select staff.