ROTARY HAS HEART FAQ’s

1. *Why should my club adopt ROTARY HAS HEART?* 
   1. So much is being done by so many Rotarians to make a difference in the local community. Unfortunately, most people simply do not know who we are or what we do. Even many of our own members are unaware of the impact their club is having locally!
   2. To reverse the decline in Rotary membership we must do a better job of clarifying what Rotary stands for and provide compelling reasons for people to join us. It also helps existing members realize the value of their club in the local community,
2. *How long will the program last?*
   1. Through the current Rotary year but it may be carried over to following years if successful.

1. *What qualifies as a ROTARY HAS HEART event?*
   1. Addresses a specific, recognizable community need
   2. Has some measurable “outcome”
   3. Generates coverage in the local print or broadcast media.
   4. Engages most, if not all club members in some way
   5. Prominently displays the new Rotary visual identity (club logo, etc.) and the ROTARY HAS HEART logo
   6. Takes place during a set period of time.
      1. Something occurring during Valentine’s Day or that week in 2016 is desirable but not necessary.
      2. Focusing significant energy on a single day or week makes it far more effective in generating both local and regional publicity for Rotary’s work.
   7. Includes posting of the event with photos, description and media coverage on the Zone Website ROTARY HAS HEART page and/or Rotary Showcase.
2. *Does my ROTARY HAS HEART event have to be a new initiative?*
   1. NO! An existing program or activity is just fine as long as it is presented to the public as ROTARY HAS HEART.

1. *Are any Rotary International funds available to support a local ROTARY HAS HEART event?*

* 1. District Designated Funds or Global Grants may be used if the event includes projects that meet Rotary grant criteria and district budgets are available.

1. *Is a ROTARY HAS HEART project limited to one club?*

* 1. NO! The project or initiative can include several clubs or an entire district. Other service clubs and community organizations can also be encouraged to participate.

1. *How will successful ROTARY HAS HEART projects be recognized?*
2. 1. Projects will be featured on the special ROTARY HAS HEART link on the Zone website [www.rizones21-27.org](http://www.rizones21-27.org)
   2. The District Public Image Chairs will be encouraged to feature club projects on the district website and social media pages.
   3. Outstanding projects will be reviewed by the regional Rotary coordinators and the top three will be recognized and awarded certificates and prizes at the 2016 Zone Institute in Salt Lake City.

1. *Where can I get help to develop and promote a ROTARY HAS HEART project?*

* 1. The Regional Public Image Coordinators and RPIC Assistants
     1. PDG Mike Forney ([forneyrotary5440@hotmail.com](mailto:forneyrotary5440@hotmail.com)); 970-846-3042
     2. PDG Lisa Herring ([5840dg2012@gmail.com](mailto:5840dg2012@gmail.com)); 210-882-9815
     3. Linda Peterson ([linda4rotary@me.com](mailto:linda4rotary@me.com)) ; 605-341-5006
     4. Steve Sehnert ( [swsehnert@msn.com](mailto:swsehnert@msn.com)); 303-358-4197
     5. Leroy Alloway ([ldalloway@gmail.com](mailto:ldalloway@gmail.com));
     6. JJ Nichols ([jjfromtexas@yahoo.com](mailto:jjfromtexas@yahoo.com))
  2. Your District Public Image Coordinator
  3. Your club Public Relations Chair

1. *What materials are available that I can use to promote my ROTARY HAS HEART program?*
   1. The following is available on the ROTARY HAS HEART link at [www.rizones21-27.org](http://www.rizones21-27.org)
      1. A program brochure in PDF format. This can be used to inform *individual clubs about the program.*
      2. Sample news release
      3. Project ideas
      4. Social media links
      5. ROTARY HAS HEART logo