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# Guide For District Rotaract Representatives

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The information in the 2013 edition of the *Guide for District Rotaract Representatives* is based on the Rotary Code of Policies and the Standard Rotaract Club Constitution and Bylaws. Changes to those documents by the RI Board of Directors override material referenced in this guide.

Submit questions or comments to:

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# CHAPTER 1: OVERVIEW

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## YOUR ROLE AND RESPONSIBILITIES

Congratulations on becoming a district Rotaract representative. The Rotaractors in your district have selected you to represent them because you are a proven leader: You are able to plan, attain goals, build strong relationships, and inspire others. It's your role as a representative to demonstrate these leadership qualities and use them to advance the Rotaract program in your district.

### Role

As an experienced Rotaractor, you are familiar with the mission of Rotary. But how does your new position support that mission? You serve as an ambassador for the Rotaract program, a conduit of information between fellow members and Rotarians, and a leader and resource for club officers in your district.

### Responsibilities

As district Rotaract representative, you also:

- Represent all Rotaractors in the district
- Communicate with the Rotary district governor and district Rotaract committee chair
- Co-chair the district Rotaract committee
- Bring clubs together for service and fellowship
- Promote Rotaract to Rotary clubs and to the community

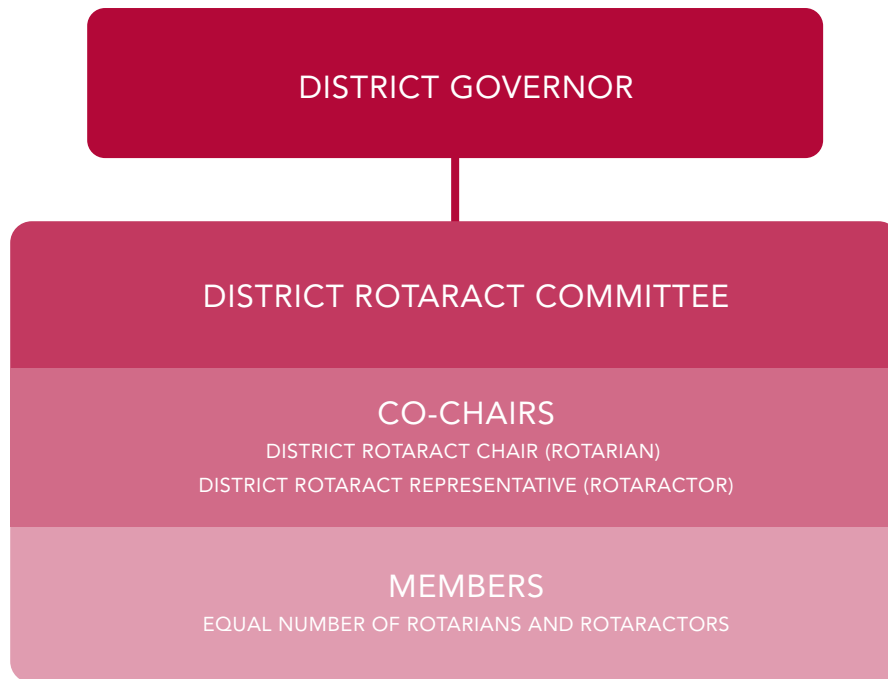
In addition to these duties, RI policy outlines these tasks for district Rotaract representatives:

1. Develop and distribute a district Rotaract newsletter
2. Plan, arrange, and hold a district Rotaract conference
3. Encourage Rotaractors to participate in the Rotary district conference
4. Conduct Rotaract promotion and extension activities
5. Provide guidance to Rotaract clubs to carry out successful projects
6. Coordinate joint Rotary-Rotaract activities in the district
7. Orchestrate public relations activities at the district level
8. Organize a training session for Rotaract club officers in the district

During your term, use this guide as a companion resource to the *Rotaract Handbook*, the Standard Rotary Club Constitution and Bylaws, and the Rotaract Statement of Policy. Find updated versions of these documents at [www.rotary.org](http://www.rotary.org).

# DISTRICT ORGANIZATION AND ROTARACT

## District Rotaract committee structure



### District governor

Each Rotary district is led by a governor, an elected Rotarian who serves as an officer of Rotary International, represents the RI Board of Directors, and is responsible for all programs in the district. The governor appoints a district Rotaract committee to provide guidance on the program.

### District Rotaract representative

The district Rotaract representative is a Rotaractor elected by the Rotaract clubs in the district. To be eligible, a Rotaractor must complete one year as a Rotaract club president or member of the district Rotaract committee. If there is only one Rotaract club in the district, the representative is the most recent and available past Rotaract club president, or current president if the club is recently organized. The representative co-chairs the district Rotaract committee and is the liaison between the Rotaract clubs and the district.

### District Rotaract chair

The district Rotaract chair, a Rotarian appointed by the district governor, is your primary Rotarian counterpart in matters concerning the Rotaract program. Together, you will provide guidance and leadership to committee members and the district's Rotaract clubs.

## District Rotaract committee

This committee is composed of equal numbers of Rotarians and Rotaractors. You and the Rotarian committee chair serve as co-chairs, to ensure that the committee supports both the Rotary and Rotaract clubs of the district. The committee helps the governor publicize and administer the Rotaract program and create new clubs. It also advances effective club practices and sustainable service projects, develops relationships between Rotaract clubs and their sponsor Rotary clubs, and plans districtwide projects, events, and training sessions for incoming Rotaract club officers and the district Rotaract representative.

## CONTINUITY OF DISTRICT LEADERSHIP

To maintain continuity in the district, you should work with both your predecessor and your successor to ensure that the Rotaract program achieves district goals. Begin laying the groundwork for your term as soon as you are appointed. District governors are encouraged to appoint one or more members of the district Rotaract committee to a second term to promote continuity on the committee.

### ELECTION DISPUTES

All disputes about the election of the district Rotaract representative should be resolved locally, in consultation with the district governor and district Rotaract chair. Rotary International will not intervene.

## WORKING WITH SPONSOR ROTARY CLUBS

As an ambassador for Rotaract, you create opportunities for Rotary clubs to collaborate with Rotaractors on projects, events, and fundraising initiatives.

When working with sponsor clubs, highlight how the skills, energy, and talent of Rotaractors can inspire Rotarians.

Some Rotarians may be unfamiliar with Rotaract. As representative, you help communicate to Rotarians the benefits of working with Rotaractors. Explain how the experiences and insights that young people gain from participating in Rotaract help prepare them to become successful Rotarians.

Rotaractors can energize Rotarians by

- Sharing successful Rotaractor-led fundraising and service projects
- Offering communications and social networking support to help Rotary clubs promote their service projects and signature events
- Holding a workshop on club diversity, global citizenship, or innovative service projects

District Rotaract chairs and representatives can help Rotaract clubs develop strong relationships with their sponsor Rotary clubs and help them establish personal contacts with Rotary club members.

Rotarians can mentor Rotaractors by

- Establishing one-on-one relationships in which experienced Rotarians share job and career skills with Rotaractors in their fields
- Sharing Rotary club practices to recruit and retain members, plan service and fundraising projects
- Planning events to recognize Rotaractors as they graduate from college or receive professional recognition

By facilitating effective communication and encouraging active engagement between Rotaract clubs and their sponsor clubs, you help your district achieve Rotary's vision of a diverse, dynamic, and global network of service.

## DISTRICT INVENTORY

In order to begin setting goals for your Rotaract district, complete this worksheet to assess what the clubs in your district are doing.

*Use the previous year as a reference.*

1. Total number of Rotaract clubs: \_\_\_\_\_
2. Total number of Rotaractors: \_\_\_\_\_
3. Total number of university-based clubs: \_\_\_\_\_
4. Total number of community-based clubs: \_\_\_\_\_
5. Net membership growth from previous year in existing Rotaract clubs:  
\_\_\_\_\_
6. Number of new clubs formed: \_\_\_\_\_
7. Number of Rotaractors who attended district meetings: \_\_\_\_\_
8. Names of clubs that did not participate in district meetings:  
\_\_\_\_\_
9. Number of clubs undertaking
  - a) Community service projects: \_\_\_\_\_
  - b) International service projects: \_\_\_\_\_
  - c) Professional development activities: \_\_\_\_\_
  - d) Leadership development activities: \_\_\_\_\_
10. Number of clubs participating in
  - a) World Rotaract Week: \_\_\_\_\_
  - b) RI Recognition of Outstanding Rotaract Project: \_\_\_\_\_
  - c) Rotaract Presidential Citation: \_\_\_\_\_
11. Number of multiclub projects in the district: \_\_\_\_\_

# CHAPTER 2: COMMUNICATIONS

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## DEVELOPING A DISTRICT NEWSLETTER

A district Rotaract newsletter is an effective way to communicate with club members and Rotarians. It enables you to call attention to important Rotaract projects, share updates from RI with Rotaract club leaders, and inspire Rotarians. Although you are ultimately responsible for producing the newsletter, the writing and editing can be delegated to members of the district Rotaract committee.

### Content

Beyond informing readers what's happening locally and internationally, each newsletter provides an opportunity to recognize Rotaractors' accomplishments in service, fundraising, and promoting international understanding. Try a few of these ideas to inform, inspire, and recognize your readers:

- Provide links to local news stories that mention Rotaract activities or members.
- Share relevant news and updates from the RI website, other RI media, or club and district sources.
- Promote community and international service projects led or supported by Rotaractors.
- Ask Rotaract clubs to share their stories by sending club bulletins, forwarding emails, or sharing social networking sites.
- Recognize important club anniversaries like chartering dates. Maintain a calendar of events.
- Provide a welcome message to newly organized clubs, and encourage Rotaractors in the district to connect with new clubs.

Does your district already have a newsletter? Talk to your governor about adding a Rotaract or New Generations column to help the newsletter reach a wider audience.

## SOCIAL MEDIA

While a district newsletter can help you keep Rotaractors informed, social media can help you keep in touch. Using social networks can spread information to a larger audience — Rotaractors, Rotarians, local communities — quickly and easily. With their knowledge of technology and social media, Rotaractors can

- Use Facebook and Twitter to promote meetings and events
- Tweet local or international news stories using #Rotaract
- Add “Share” or “Like” buttons to club and district websites to help readers promote content to the public
- Post project and event photos on Flickr and other photo-sharing websites
- Blog about experiences while traveling on service trips

Successful newsletters, websites, and social media pages are great ways to represent your district.

Choose a professional-looking design, check your spelling and grammar, and use the Rotary Marks correctly.

Download the [\*RI Visual Identity Guide\*](#) (547) for Rotary Marks and usage guidelines.

## PUBLIC RELATIONS

Public relations efforts help raise awareness and promote Rotaract among external audiences such as the media, community leaders, and program beneficiaries.

Using local media is an important component of public relations. Your local newspapers, magazines, television programs, and other media can bring your Rotaract message directly to the public.

Encourage district Rotary leaders to include information about the Rotaract program and links to sponsored Rotaract club websites on the district website.

### Community relations

Building strong relationships with community leaders helps strengthen connections and highlights the activities carried out by Rotaract clubs. Your community leaders may include government officials, employers and business professionals, teachers, and civic leaders, as well as people who benefit from Rotaract projects.

The district public relations chair, a Rotarian appointed by the district governor, can be an excellent resource. Work together to promote Rotaract service.

Here are additional ways to reach out to your community:

- Organize special events, including fundraising dinners, to draw attention to Rotaract service projects.
- Provide [\*Rotaract promotional postcards\*](#) for display in community spaces such as libraries, hospitals, universities, yoga studios, and coffee shops.
- Create a traveling display for community events such as a health fair or a networking night for young nonprofit professionals.
- Build relationships with the marketing, communications, or public relations staff of other organizations.
- Encourage members to wear their Rotaract lapel pins.

Serving as an ambassador for Rotaract means sharing your knowledge with people who are unfamiliar with the program. Be prepared to respond to misconceptions about Rotary and Rotaract. Your ability to communicate the benefits of Rotaract to potential members is essential to the future of the program.



# CHAPTER 3: MEMBERSHIP

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## HELPING TO START NEW ROTARACT CLUBS

Work with the district Rotaract committee chair to identify Rotary clubs that show interest in sponsoring a Rotaract club. Create a presentation to educate Rotary clubs about the benefits of Rotaract and the process of sponsoring a club. Help clubs assess whether they have the resources and time to sponsor a Rotaract club. Share examples of service projects from your district. Use the *Rotaract Handbook* as a resource during the process of chartering new clubs.

A university-based Rotaract club may be limited as to location, but community-based clubs are an excellent way to gather motivated young adults looking to volunteer and make new friends who are not connected to an educational institution. Recruit young professionals and recent college graduates at local trivia nights, intramural sports games, or any locations where you and your friends congregate.

## GROWING CLUB MEMBERSHIP

Every Rotaract club needs new members to provide fresh ideas and interests, heightened energy, and leadership potential. Encourage each club in your district to actively recruit qualified new members. Clubs can

- Ask members to display the Rotaract postcard in their office or workspace to spark conversation about Rotaract
- Encourage members to invite friends to meetings and events
- Hold quarterly informational meetings for prospective members
- Offer reduced club dues and discounts for ticketed events

## ENSURING ACCURATE CLUB REPORTING

Rotaract club presidents are required to update club and Rotaractor contact information using Member Access twice per year. Member Access is an online system that Rotarians and Rotaractors use to update information with RI. If a Rotaract club president does not update club data by 30 September and 31 March, the club will be suspended. If Rotaract club data is not updated in a two-year period, the club will be terminated. Terminated Rotaract clubs can be reinstated with new paperwork and a US\$50 certification fee.

As a district Rotaract representative, you are responsible for ensuring that clubs in your district share this information and for supporting clubs that have not. It is your responsibility to

- Inform Rotaract clubs of this policy
- Send reminders to Rotaract club presidents and ensure they are registered in Member Access
- Request a report of active, suspended, and terminated clubs in your district by emailing [rotaract@rotary.org](mailto:rotaract@rotary.org)
- In early September and early March, verify that all of the Rotaract clubs in your district have updated their club contact information
- In October and April, review the status of clubs and support clubs that are out of compliance

Rotaract club presidents must update two types of data in Member Access (for registration/log in instructions, contact [rotaract@rotary.org](mailto:rotaract@rotary.org)):

- Membership data
  - Add individual contact information for all Rotaract club members
  - Edit individual contact information, as necessary
  - Terminate club members, as necessary
- Club data
  - Edit all necessary fields concerning club meetings
  - Add club's permanent mailing address
  - Assign incoming Rotaract club president

## LEADING ROTARACTORS INTO ROTARY

You are an important link between Rotaract and Rotary. As members turn 30 and leave Rotaract, help them find Rotary clubs. Here are some easy ways that you can help connect Rotarians with Rotaract alumni:

- Host an annual networking event for Rotaractors turning 30 and local Rotarians.
- Connect Rotaractors who are relocating to Rotary clubs in their new cities.
- Continue to include alumni in your communications and invite them to participate in events.
- Invite Rotarians who participated in Rotaract to club meetings to speak about joining Rotary.
- Encourage Rotary clubs to waive club dues and admission fees for former Rotaractors under age 35.
- Direct Rotaractors to membership resources on [www.rotary.org](http://www.rotary.org).

As district Rotaract representative, you play an important role in the fifth Avenue of Service — New Generations Service — by encouraging Rotarians and Rotaractors to get involved through Rotary programs, community events, and service projects. To learn more, [download](#) or [purchase](#) *An Introduction to New Generations Service*.

# CHAPTER 4: SERVICE

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## HELPING CLUBS PLAN AND IMPLEMENT SERVICE PROJECTS

Your advice and experience can be useful to club leaders planning a service project. You can appoint one of your district Rotaract committee members to work specifically on supporting club projects. To ensure a successful service project, clubs can

- Conduct a needs assessment before undertaking a service project
- Mobilize the community to support project goals and participate in their implementation
- Use Rotary resources, including members' skills and expertise, district committees, and the many tools available through RI and The Rotary Foundation

### Resources

- **Communities in Action: A Guide to Effective Projects** (605A) offers step-by-step instructions for developing, carrying out, and evaluating a service project, including how to conduct a community needs assessment, work with other organizations, and create a fundraising plan.
- **Community Assessment Tools** (download only) describes eight tools to identify effective service projects.
- **Rotary's Areas of Focus Guide** (965) provides an introduction to Rotary's six areas of focus, which reflect critical humanitarian issues and needs that Rotarians are addressing worldwide. They align Rotary with other international development efforts and strategically further The Rotary Foundation's mission.
- **Rotary Showcase** allows Rotaract club presidents and Rotarians to share club service projects on rotary.org, and to share these projects by logging in through their Facebook accounts. Visit the project gallery of club projects online to explore the wide variety of activities that Rotary and Rotaract clubs are undertaking worldwide, or log in through Member Access to add your Rotaract club project.
- **Worldwide Rotaract Directory** connecting with Rotaract clubs outside your district can help achieve your district's goals. Contact [rotaract@rotary.org](mailto:rotaract@rotary.org) to request a copy of the directory.

When assisting or leading clubs in planning and implementing projects, try to involve Interactors, former RYLA participants, or Youth Exchange students. For more tips on how to involve participants in Rotary's New Generations programs, see [www.rotary.org/alumni](http://www.rotary.org/alumni).

## LEADING A DISTRICTWIDE PROJECT

Increase the impact and reach of Rotaract by conducting an activity or project at the district level. Activities that involve the whole district increase the visibility of Rotaract and have a greater impact than purely local activities. They can demonstrate how Rotarians and Rotaractors work as a team to accomplish RI's goals, and can highlight the skills and talents that Rotaractors bring to project planning and implementation.

### Districtwide project examples

- Rotaract District 3450 (Hong Kong, Macau, Mongolia) hosted a drawing competition to raise awareness of domestic violence among primary and secondary school students. In addition, the district raised almost US\$26,000 for the Harmony Express, a traveling educational vehicle used to teach primary school students about domestic violence.
- Working with the Rotaract Club of Gbagada, Lagos State, Nigeria, Rotaractors in District 6710 (Kentucky, USA) raised funds to purchase 1,300 insecticide-treated bed nets to reduce the incidence of malaria in high-risk areas.
- Since launching Splash for Cash swim-a-thons in 1984, Rotaract District 9680 (New South Wales, Australia) has raised more than US\$550,000 to benefit children in the country's remote areas who have hearing or visual impairments. Each year, swimmers seek sponsorships for the number of laps they complete during the event.

Find information about funding districtwide projects in chapter 6.

Your role as a representative involves mobilizing clubs to participate in World Rotaract Week, RI's recognition of Outstanding Rotaract Projects, the Presidential Citation program, and other RI recognition programs. These activities help clubs set goals, focus efforts, and share successes with the family of Rotary. For forms and information on these activities, see the [RI website](#) or email [rotaract@rotary.org](mailto:rotaract@rotary.org).

# CHAPTER 5: MEETINGS, TRAINING, AND EVENTS

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## DISTRICT MEETINGS

### **Rotaract district leadership training meeting**

District governors play an important role in offering Rotaractors district training opportunities. All district governors-elect are encouraged to provide adequate training to their incoming Rotaract club presidents. Many districts include this training as part of the Rotary district assembly program. Rotaract district leadership training meetings educate and motivate incoming Rotaract club officers about their responsibilities. These meetings can be held any time after club elections, preferably before the next Rotary year begins. As district Rotaract representative, you work with the district governor, the district governor-elect, and other leaders to organize and develop this training session, and to encourage Rotaractors and Rotarians to attend.

Rotaract district leadership trainings can involve a number of Rotarians and Rotaractors, including:

- Incoming Rotaract club presidents, secretaries, directors, advisers, or committee chairs
- Current district governor and district governor-elect (and assistant governors, as appropriate)
- Current district Rotaract committee members
- Incoming district Rotaract committee members
- Club-level Rotaract committee members from sponsor Rotary clubs
- Rotaract club advisers

The Rotary district trainer supports the governor and governor-elect in training club and district leaders, including committee members. You may want to ask your district trainer for help as you plan the Rotaract district leadership training meeting. Occasionally, Rotary districts combine the Rotaract district leadership training meeting with the annual presidents-elect training seminar (PETS).

### *Expenses*

Sponsoring Rotary clubs are asked to pay for district-level leadership training of incoming Rotaract club officers, directors, and committee chairs. If travel costs are an issue, the sponsoring Rotary clubs, Rotary district, and Rotaract participants may reach a mutually agreed upon financial arrangement to cover expenses.

### **Rotaract district conference**

At the Rotaract district conference, Rotaractors from around the district meet to exchange information about local service projects, share best practices, and provide an opportunity to Rotaractors to connect socially. A conference can be held at the beginning of the Rotary year as a kickoff or at the end of the Rotary year as a celebration.

As representative, you are the primary coordinator for this meeting. One Rotaract club is usually asked to host the meeting, which involves obtaining the meeting site, organizing logistics, and providing opportunities for socializing and service projects. Consider holding the event at a central location in the district that offers easy and economical access for Rotaractors. The district Rotaract committee should identify a host Rotaract club near the meeting site. Involve the entire committee in planning this training.

### *Program*

The content of the district conference program should be based on the interests of the district's Rotaractors. Plan a program that motivates the participants, celebrates service, and fosters professional development and friendship.

Plenary sessions can feature speakers from regional government agencies, businesses, or community organizations whose insights would be inspirational for Rotaractors. Training also includes service project workshops featuring panels of specialists, professional development opportunities, and group discussions on district concerns.

### *Expenses*

In general, all district Rotaract activities are financed by the Rotaract clubs. The costs should be minimal and within the financial means of those participating. Rotaractors usually pay a registration fee to cover meeting expenses including meals, entertainment, and accommodations.

### **Rotary district conference**

At their annual district conference, Rotary club members attend presentations, listen to speakers, celebrate the year's successes, and have fun. The conference aims to energize Rotarians for another year of service. District governors are encouraged to invite Rotaractors and other New Generations program participants to attend.

### **Rotary district team training seminar**

District Rotaract representatives and other district Rotaract committee members may be invited to attend this meeting, which prepares the incoming district leadership team for their year in office.

Rotary clubs hold meetings and events throughout the year that can benefit Rotaractors. Talk to your district governor and district Rotaract chair about promoting these events to Rotaract leaders in your district.

### **Rotary district assembly**

The district assembly prepares incoming Rotary club leaders for their year in office while providing the district governor-elect, incoming assistant governors, and district committees the opportunity to build their working relationship with clubs. All district governors-elect are encouraged to provide training to their incoming Rotaract club presidents and, where appropriate, include such training as part of the program of the Rotary district assembly.

The district assembly offers a good opportunity for Rotaractors to learn about Rotary, and for Rotarians to learn about Rotaract. If Rotaractors aren't invited to participate, contact your district governor and offer to organize Rotaract volunteers for the meeting. Propose that Rotaractors work registration, contribute to a projects display, or even lead a workshop on how Rotarians can engage young people.



## **MULTIDISTRICT MEETINGS, ACTIVITIES, AND ORGANIZATIONS**

You may be asked to work with other districts on meetings and activities, and to participate in multidistrict organizations.

### **Multidistrict meetings**

These meetings are held under the guidance of the host governor and the district Rotaract committee. Rotaract clubs from two or more districts come together to discuss issues outside the district level. The host Rotaract club or Rotary district must maintain liability insurance, and evidence of such coverage must be provided to RI or the governor of any participating district upon request.

### **Multidistrict service projects**

These service projects are sponsored by Rotaract clubs in two or more districts. They must have the approval of two-thirds of the clubs in each district, agreement from each district Rotaract representative concerned, and authorization of the RI general secretary. Participation, including financial participation, should be voluntary.

### **Multidistrict information organization**

Multidistrict information organizations (MDIOs) share information and facilitate communication between participating districts and their clubs. In order to form an MDIO, districts must have approval of the district governors concerned and the RI Board, and must comply with RI policy. A list of MDIOs and their districts is posted at [www.rotary.org/rotaract](http://www.rotary.org/rotaract) and in the *Worldwide Rotaract Directory*.

## **INTERNATIONAL EVENTS**

As a part of a global network of inspired individuals, Rotaractors have many opportunities to become involved with other parts of the world through service, correspondence, and exchange. Rotaractors can also attend international events where they can connect face-to-face with members from around the world.

### **Rotaract Preconvention Meeting**

At the annual Rotaract Preconvention Meeting, Rotaractors from around the world meet to share ideas for service projects, discuss club best practices, listen to inspiring speakers, and reconnect with old friends while making new ones. Each year's event also includes a separate training session that focuses on district Rotaract representatives' roles and responsibilities. Governors are encouraged to defray all or part of the attendance costs for district Rotaract representatives-elect. RI organizes and sponsors this two-day event, and Rotaractors are invited to attend the annual RI Convention immediately following their meeting.

### **Interota**

Interota, a worldwide Rotaract meeting held every three years, is organized and sponsored by Rotaractors. Participants share ideas, concerns, and experiences with each other, and are also treated to sightseeing and other cultural events throughout the weeklong event.

# CHAPTER 6: FINANCE

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Managing finances for district activities is an integral part of your role as district Rotaract representative. Customs and practices in every district will vary, so you're encouraged to confer with your predecessor, work with district leaders, and refer to RI policy when planning district finances. In most districts, you are responsible for the Rotaract district-approved budget or any contributions collected for a specific, district-approved activity. You are expected to conform to good business practices when incurring expenses and provide district leaders with regular updates on the status of district funds.

## **DISTRICT FINANCE COMMITTEE**

Many districts establish an administrative budget for the district Rotaract committee to finance district-sponsored activities and the management and development of Rotaract. The committee or the district governor should place collected funds in a bank account held in the name of the district Rotaract organization. Fiscal control should be shared among district leaders and should not be under the control of a single individual. The district governor may appoint a committee or two or more signatories on the bank account. The finance committee should develop a budget, which is distributed to all clubs for their approval. A designated district finance committee member acts as treasurer and maintains all records of revenues and expenses. Another district finance committee member should audit the treasurer's records, and financial reports should be provided to all clubs annually.

## **DISTRICT ROTARACT SERVICE FUND**

If Rotaract clubs in your district will implement a service project (agreed to by a three-fourths majority of clubs), a district Rotaract service fund can be established. Any funds raised to support the project would be included in the fund. Additionally, because the district governor must approve any district projects and corresponding service funds, the governor must appoint a district fund committee to oversee the fund's administration. The committee should be composed of Rotaractors from the district and at least one Rotarian from the district Rotaract committee. The funds must be kept in a separate bank account that clearly indicates that the fund is the property of the district Rotaract organization and not the personal property of any one person or club.