



ROTARY INTERNATIONAL®

An Introduction to New Generations Service

WHAT DOES *NEW GENERATIONS* MEAN?

New Generations refers to the youngest generation in the family of Rotary. Many are participants in Rotary's youth and young adult programs: Interact, Rotaract, Rotary Youth Leadership Awards (RYLA), and Rotary Youth Exchange. Others are service-minded young people involved in Rotary club and district activities.

Past RI President Luis Vicente Giay coined the term *New Generations* when he shared his belief that the future of Rotary relied on involving young people in the organization's programs and activities. At the 1996 RI Convention in Calgary, Alberta, Canada, he said:

"Our vision for the future, now more than ever, is the difference between success and failure. The New Generations are our investment in the future. Let us begin to build that future today."

New Generations Service became Rotary's fifth Avenue of Service in 2010. It is defined in article 5 of the Standard Rotary Club Constitution:

New Generations Service recognizes the positive change implemented by youth and young adults through leadership development activities, involvement in community and international service projects, and exchange programs that enrich and foster world peace and cultural understanding.

Rotary clubs should be committed to involving youth and young adults in their vocational, community, and international service projects, and to providing programs and resources that support them.

Club Committees

Ensure continuity in New Generations Service through your club leadership plan. Incorporate support for New Generations into existing committees, or consider establishing a New Generations committee. Ask committee members to help develop long-range goals for this Avenue of Service.

New Generations and the Avenues of Service

Rotarians have long been committed to serving youth in their communities. The RI Strategic Plan encourages clubs to balance activities in all five Avenues of Service, but some fall under more than one. The New Generations Avenue of Service acknowledges the exceptional work that Rotarians do with youth and young adults while encouraging clubs to spread their reach even further. It also encompasses a fundamental idea: that every Rotarian has a responsibility to support the personal and professional success of young people while recognizing the diversity of their needs.

Already Involved with New Generations?

Expand your current New Generations activities. If your club has worked with a local high school on a mentoring program, consider starting an Interact club there. If your club sponsors an Interact club for 14- to 18-year-old students, consider sponsoring a club for 12- to 14-year-olds.

New Generations and Membership

Reaching out to New Generations is a commitment to the future of your Rotary club. Clubs that build ties with youth in their communities cultivate future members and become rejuvenated by the energy and new perspectives that young people have to offer. Share Rotary's ideal of service through vocational and community service projects that target youth, such as career days and mentoring programs.

In some communities, New Generations Rotary clubs are chartered to offer young adults an alternative to existing clubs. These clubs can be valuable tools for encouraging younger people to join Rotary.

Rotary youth programs can be a starting point for a lifetime of service in Rotary, but it is important to remember that program participants are already making significant contributions in their communities and internationally. Establish strong relationships with participants not only to make a long-term investment in New Generations but also to support their service — and enrich your club — today.

Promoting New Generations Service to Rotarians

There are many ways to promote New Generations Service among club members, such as:

- Including articles about New Generations in your club newsletter
- Sharing details about New Generations projects on your club website and through social networks
- Contacting local media to cover Interact and Rotaract club service projects and sharing the stories with fellow Rotarians
- Recognizing Rotarians who demonstrate outstanding commitment to New Generations

Promoting Rotary to Local Youth

Club-level projects such as mentoring programs, career days, and essay contests support New Generations while promoting Rotary and its ideals to youth in your community. Other activities could include:

- Recognizing students who exemplify Rotary's ideals of service by offering awards and scholarships for exemplary young people in your community
- Involving local youth in fundraising efforts that support projects for young people in the community or around the world
- Supporting youth through community service projects such as donating books and dictionaries to school libraries

Cross-Promoting New Generations Programs

It's equally important to reach out to young people in your community who are already involved in Rotary. You can help these individuals stay involved in several ways, such as:

- Introducing Interactors to local Rotaract clubs and opportunities to participate in Rotary Youth Exchange
- Inviting Rotaractors to serve as leaders at RYLA events
- Encouraging Youth Exchange students to start an Interact or Rotaract club when they return home
- Nominating Interactors or Youth Exchange students to attend your district's RYLA event
- Encouraging Rotaractors to mentor Interactors or to work with Interact clubs on service projects

The Rotary Foundation also supports New Generations. It offers educational programs such as Rotary Peace Fellowships and provides grant funds for scholarships and service projects conducted by or benefiting youth. Contact your district Rotary Foundation committee chair for information.

Observe New Generations Month

Celebrate New Generations Month in September by recognizing the outstanding achievements of young people in your community or participants in Rotary's youth programs. Highlight local Interact or Rotaract club activities at your club meetings, invite Interactors or Rotaractors to speak about their ongoing projects, or launch a new project to benefit youth in your area.

New Generations and Service Projects

Involving youth and young adults in community service projects is one way for your club to get active in New Generations Service. Young people contribute to their communities every day through projects such as:

- Raising money to eradicate polio
- Volunteering to assist senior citizens
- Organizing neighborhood cleanups or renewal projects
- Holding food drives to benefit antihunger organizations
- Working with organizations to hold career fairs
- Holding AIDS/HIV awareness campaigns at colleges and universities
- Cleaning and repairing bicycles to be donated to disadvantaged children
- Visiting primary schools to talk about decision-making skills
- Gathering community members for river or lake cleanup projects

A successful collaboration on a service project may lead to increased interest in Rotary.

Contact Your District Chairs

District youth program committee chairs help promote awareness and provide project support and guidance to Rotarians. Refer to your district directory or e-mail programs@rotary.org.

INTERACT

Interact is Rotary's service club for youth ages 12-18. Interact clubs can be community-based or school-based. Individual Rotary clubs sponsor Interact clubs and provide them with support and guidance, but each Interact club is self-governing and self-supporting. The goals of Interact include developing leadership skills and personal integrity, demonstrating helpfulness and respect for others, understanding the value of individual responsibility and hard work, and advancing international understanding and goodwill.

Because Interact covers a wide age range, multiple clubs can be formed in the same area to suit specific age groups. The Rotary Club of Lakeway/Lake Travis, Texas, USA, sponsors three Interact clubs. One serves 14- to 18-year-olds at Lake Travis High School, and the other two serve 12- to 14-year-olds at Hudson Bend Middle School and Lake Travis Middle School.

Your Rotary club can support Interact by

- Inviting local Interactors or your district Interact chair to speak at club meetings
- Including local Interactors in a community service project
- Sponsoring an Interact club (Schedule a meeting with local school administrators to get started.)
- Holding a career day for Interactors
- Attending Interact club meetings, and inviting Interactors to attend your Rotary club meetings
- Assigning Rotary club members to mentor Interactors

Resources

Learn more about Interact and how to sponsor an Interact club with these materials:

- *Interact Handbook* (654)
- *Interact Brochure* (600)
- *Interact Poster* (639)
- *Interact: Make a Difference DVD* (650)
- *Interact Faculty Adviser Guide* (web only)

Download resources at www.rotary.org/interact, or purchase them at shop.rotary.org.

Questions? Contact interact@rotary.org.

ROTARACT

Rotaract is Rotary's service club for young adults ages 18-30. University-based clubs consist of undergraduate and graduate students who meet on campus. Community-based clubs consist of young adults from various backgrounds, regardless of their professional or academic status. All Rotaract clubs are sponsored by a local Rotary club and conduct community and international service projects. Rotaract clubs also focus on leadership and professional development activities.

Your Rotary club can support Rotaract by

- Posting information about Rotaract at local colleges, universities, or community centers
- Creating a club Rotaract committee
- Sponsoring a Rotaract club
- Inviting Rotaractors to club meetings, working together on service projects and club activities, and taking other steps to build relationships
- Mentoring Rotaractors to build their professional and leadership skills, and providing training opportunities to Rotaract club officers
- Welcoming former Rotaractors into your Rotary club

Resources

Learn more about Rotaract and how to sponsor a Rotaract club with these materials:

- *Rotaract Handbook* (562)
- *Rotaract Brochure* (663)
- *Guide for District Rotaract Leaders* (web only)

Download resources at www.rotary.org/rotaract, or purchase them at shop.rotary.org.

Questions? Contact rotaract@rotary.org.

ROTARY YOUTH EXCHANGE

Rotary Youth Exchange is Rotary's exchange program for youth and young adults. It allows students to spend up to a year living in a different country and learning a new culture. Students ages 15-19 can participate in a long-term exchange of up to one year, or they can choose a short-term exchange, which can last from several days to several weeks. New Generations Exchanges for young adults ages 18-25 can range from a few weeks to three months. Rotary clubs and districts sponsor exchange participants, who serve as ambassadors for their countries.

Your Rotary club can support Rotary Youth Exchange by

- Inviting an exchange student to give a presentation at a club meeting
- Coordinating with another club to host or sponsor a student
- Promoting the cultural and educational benefits of Youth Exchange to potential students and host families
- Arranging for a former or current Youth Exchange student to address the local parent-teacher association or a school assembly to personally recommend the program
- Contacting your district Youth Exchange chair or district governor for more information on getting involved

Resources

Learn more about the Youth Exchange program and how to sponsor a Youth Exchange student with these materials:

- *Youth Exchange Handbook* (746)
- *Long-Term Youth Exchange Brochure* (755)
- *Short-Term Youth Exchange Brochure* (756)
- *New Generations Youth Exchange Brochure* (760)
- *Youth Exchange Poster* (751)

Download resources at www.rotary.org/youthexchange, or purchase them at shop.rotary.org.

Questions? Contact youthexchange@rotary.org.

ROTARY YOUTH LEADERSHIP AWARDS (RYLA)

Rotary Youth Leadership Awards is Rotary's leadership training program for young people. RYLA participants range from age 14 to 30, so most clubs and districts choose to focus on a specific age group, such as 14-18, 19-24, or 25-30. RYLA emphasizes leadership, citizenship, and personal growth. The program demonstrates Rotary's respect and concern for youth by providing an effective training experience for potential leaders, encouraging leadership of youth by youth, and publicly recognizing young people who serve their communities.

Your Rotary club can support RYLA by

- Asking school administrators and Interact club advisers to promote RYLA
- Inviting former RYLA participants to speak about their experience at a club meeting
- Budgeting to send local participants to the district RYLA event
- Recruiting young people with leadership potential in the community to attend a district RYLA
- Organizing RYLA reunions or follow-up events
- Contacting your district RYLA chair to find out how your club can participate

Resources

Learn more about the RYLA program with these materials:

- *Rotary Youth Leadership Awards Handbook* (694)
- *Rotary Youth Leadership Awards Brochure* (636)
- *Rotary Youth Leadership Awards Poster* (635)

Download resources at www.rotary.org/ryla, or purchase them at shop.rotary.org.

Questions? Contact ryla@rotary.org.

YOUTH PROTECTION

Rotary's youth protection policy applies to all Rotary activities involving minors, including, but not limited to, Interact, RYLA, and Rotary Youth Exchange.

Statement of Conduct for Working with Youth

Rotary International strives to create and maintain a safe environment for all youth who participate in Rotary activities. To the best of their ability, Rotarians, Rotarians' spouses and partners, and other volunteers must safeguard the children and young people they come into contact with and protect them from physical, sexual, and emotional abuse.

Resources

Learn more about youth protection with the *Abuse and Harassment Prevention Training Manual and Leaders' Guide* (775).

Questions? Contact programs@rotary.org.

NEW GENERATIONS ALUMNI

Rotarians can support New Generations by finding and engaging alumni. Although former Interactors, Rotaractors, Youth Exchange students, and RYLA participants may no longer live in your district, many alumni from other countries and districts probably do.

All youth program alumni deserve the opportunity to stay involved with Rotary. Your Rotary club can reach out to alumni by

- Planning graduation events for school-based Interact and Rotaract clubs to recognize those leaving the program, and identifying opportunities for their continued involvement in Rotary
- Introducing former youth program participants who are relocating to another area to Rotary clubs in their new communities
- Contacting alumni from your district who have already moved out of your area, and helping them get in touch with Rotary clubs where they now live
- Placing advertisements in local newspapers or using social networking sites to encourage former youth program participants to reconnect to Rotary through your club
- Inviting alumni to visit your club and attend club and district events

Although Rotary club leadership changes over the years, the emphasis on youth and membership growth should not. Yesterday's Interactors are today's Rotaractors and tomorrow's Rotarians.



ROTARY INTERNATIONAL®

One Rotary Center

1560 Sherman Avenue

Evanston, IL 60201-3698 USA

www.rotary.org