The First Project Free Enterprise

Agenda

A. Three two-day seminars in 3 cities in 16 days.

B. Time spent with Rotary functions.

C. Meeting with local government officials and dignitaries.

D. Television and radio interviews to promote attendence.

E. Hosted in homes selected by local Rotary club.

F. Local Rotary club organized the seminars.

1. Lecture hall obtained (free where possible in hotels and universities).

2. Translation arranged (simultaneous!)

3. Local publicity to general public.

4. Publish handouts & translate lecture materials for sale at copying cost.

5. Admission charge to the seminar either free or just enough to cover the cost of hosting the visiting Rotarian team.

6. Meet, transport, and arrange local sights and social functions as time permitted.

Results:

1. Reached over 500 Eastern European citizens with focused, valuable information on free enterprise and business principles.

2. Elevated local Rotary clubs status in the community as a major player in addressing community needs.

    A. Four new Rotary clubs likely will be started up by participants in the seminars who asked the host Rotary club to help them start a club in their community.

    B. Numerous candidates for Rotary (local clubs numbered in the 20's and many participants were apparently going to be proposed for membership.)

    C. Defined Rotary more clearly to the media and local government and the public as a service oriented civic club which can operate on a global and local scale.

3. Established contacts that will lead to a variety of collateral activities such as youth exchange, medical assistance, information exchanges on technical and business resources.

4. Rapport for a future Rotarian relationship including information teams on this same or different topics.

Procedure for doing your own
District Rotary Information Team:

(1) Agree on a host districts and a topic for the seminars.

        e.g. A.   Eastern Europe
              B.   Third World
      region C.   Southern Hemisphere
              D.   Soviet Union
              E.   Non-industrial
              F.   Famine countries

Topic e.g. A.   Free Enterprise
            B.   Agriculture
            C.   Constitutional Law
            D.   Environment
            E.   Medical
            F.   Social Programs
            G.   City government
            H.   Technology

(2) Target a Rotary club and a target audience in that community.

(3) Propose a Rotary Outreach Team be formed from your district
     on the agreed upon topic.

(4) Develop your agenda and curriculum outline.

            A.   Proposed dates & cities.
            B.   Curriculum contents outline.
            C.   Team size & compostition.

(5) Select Rotarians who can speak to the curriculum where
     possible, and accept non-Rotarians if necessary for the
     expertise (these teams require a lot of commitment in time
     and effort and a grasp of service above self to pull them
     together. They need a lot of Rotary experience on them).

(6) Use a selection committee process with formal applications
     and photos and interviews to choose the team, and an alter-
     nate for each position on the team.

(7) Send a copy of the application to the hosting Rotary club
     to assist in placing the team member in a Rotary home.

(8) Have each member prepare the lecture on his topic with a
     completely scripted & typed speech, including 35mm slides
     to support the presentation.

(9) Have lecturers give their complete seminar at a local univ-
     ersity audience about two months before departure to determine
     time frame, ethnic and politically correct content, and to
     solicit advice from your local community of experts.

(10) Send the lecture scripts to the host Rotary District about two months ahead of time for translation, abstracting and copying for seminar participants as they see fit. Producing handouts from these materials is the responsibility and cost of the host Rotary club.

(11) Hold an orientation for your team covering:

     (a) host country report
     (b) leadership
     (c) rules of conduct
     (d) gifts for host families
     (e) token pins & other gifts or items for host Rotarians
     (f) common team business card and plastic name tags
     (g) dress code
     (h) Rotary principles
     (i) goals of the project
     (j) presentation and introduction format

(12) Replace under-performing team members with alternates before too close to time to leave.

Funding Ideas

(1) Seed money-each team member must put up a deposit for his/ her share of the basic expenses to do the project--e.g. $2500, at the time of selection. If the member drops out or is replaced with an alternate all but $500 would be returned. The $500 has an earnest money effect and also means that a participant will donate toward the project.

(2) Make an official program with space for advertisers and sponsors. If a team member sells an ad it will be credited to his account and he can get some of his deposit back.

(3) Solicit funds from your Rotary District and/or Rotary clubs. If a club gives in a team member's name it works towards refunding his deposit, If it is given in general, it reduces all team members accounts equally.

(4) Grant money is applied equally to all team members accounts to increase the amount they are refunded.

(5) Corporate Sponsors-equally applied unless earmarked.

    The way a team member gets funds designated in his name is to be the one to approach a corporate sponsor, or his Rotary club, or one of his clients to advertise. If he gets the funds through his efforts it can be earmarked for him if the giver agrees.

    The reason the team members have to put "up front" money on the line is so a commitment as to time & travel plans can be entered into and honored whether additional sponsorship funding can be located or not.

The reason a team member forfeits $500 of his deposit if removed from the team is so he won't enter into this casually; and, so he will meet all deadlines for lecture materials and slides, etc. or 'else be replaced; as well as lose $500. Uncooperative, independent-minded team members who may disturb teamwork towards the common goal may also be replaced and forfeit $500.

Proposal: That Rotary International at the Board of Trustee and presidential level endorse Rotary Information Teams as a new form of Rotary service which fosters a dialogue between the nations of the world to solve their own problems at the level of the individual citizen or individual profession. People helping people by sharing their expertise.
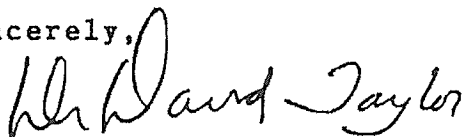
A two week, 2 or 3 city agenda by a Rotary Information Team costs far less, and does far more, than a Group Study Exchange and has the ability to focus on specific areas of need with actual expertise as well as build friendship and fellowship for further cooperation.

A Rotary Information Team is an important adjunct to GSE, and gives you more "bang for the buck" by being able to focus on substantive information in seminar form at far less cost.

It also utilizes Rotarians to form the team where possible, which provides Rotary with an outlet for it's own membership to make a special contribution to improving the world.

Tell your District to form up a team and give it a try, and tell Rotary headquarters to start spending some of its money and publicity on this extremely valuable and exciting new form of Rotary service.

Sincerely,

David Taylor

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District 589's Project Free Enterprise
May 3-19, 1991
Budapest-Warsaw-Torun, Poland

A team of eight qualified business people gave a two-day seminar on free market economics and operation of small business which included formal talks and workshops on:

1. Principles of Free Enterprise
2. Start-up considerations·
3. Management
4. Marketing
5. Accounting and records and evaluations
6. Capitalization and Finance
7. Formal Business Plan
8. Business Resources
9. Import/Export
10. The story of Rotary and local Rotary activities