

A successful club program for promoting the Rotary Youth Leadership Awards (RYLA) Conference should include four (4) strategic components: understanding the program, club promotion, active club sponsorship, and support from the District RYLA Committee.

1. *Understanding the RYLA Leadership Awards Conference (LAC)*

Each Rotary Club should appoint a RYLA committee chairperson from within their organization. This appointment should take place at least ten (10) months prior to the RYLA event. Upon notifying the District RYLA Chair of the appointment, educational materials about the Conference will be sent to the club chairperson. One responsibility of the Club Chairperson is to communicate to the club the importance of the LAC. This may be accomplished in several ways.

- a. Invite a District RYLA Committee (DRC) member to speak at a club meeting and/or function.
- b. Request from the DRC a video presentation to be sent to your club. The DRC is very interested in helping each club find ways to creatively communicate the importance of the Conference to its members.
- c. Invite students who have attended the LAC to come and speak at a club meeting or function.
- d. Create an awareness campaign at the weekly club meetings. This could include displaying table tents that define the mission and purpose of the LAC. These types of activities serve as a continual reminder of the importance of the RYLA Conference.

2. *Establishing a RYLA Club Committee to Promote the LAC*

- a. Once a Club Chairperson has been selected, a committee should be established to help identify students who would be interested in attending the LAC. This committee should be selected approximately nine (9) months prior to the event, and should include several of the following.
 - i. Club Volunteers
 - ii. High School Counselors
 - iii. Boy Scout and Girl Scout Leaders
 - iv. Local Church Social Leaders
 - v. Other Community Social Leaders
- b. The Chairperson should schedule a “kick-off” meeting to further educate committee members about the LAC and to discuss a plan for identifying and qualifying students for the LAC. This/These meeting(s) should take place approximately six (6) months prior to the LAC. The recruitment plan should be in step with the Club’s financial fundraising plan for sponsoring students to the camp. The primary criteria for selecting students should include their year in school (Sophomores and Juniors), and the students should display a desire to develop their leadership skills to the fullest.

3. *Promoting Active Club Sponsorship*

The President of each club should work closely with the RYLA Club Chairperson in creating a club fundraiser for sponsoring students to the LAC. This fundraiser could be as simple as a drawing at each weekly meeting or a planned event that would attract interested people from the community. Regardless of the approach, the fundraiser should include the following.

- a. Consistency – the club should become aware of the importance of the program. By making the fundraiser an annual event, this outcome can be achieved.
- b. Goals – the fundraiser should be goal oriented. Have the committee determine what number of students is realistic to send to the LAC.
- c. Community – the fundraiser for sponsoring students should involve the community. Many times, those sponsoring the event are doing so because they know students who would like to attend the event.

4. *Involving the District RYLA Committee*

The DRC is a great resource for all clubs. The DRC is responsible for planning the LAC. This includes the programming, marketing, budgeting, logistics, club support, and other activities vital to the success of the LAC. All clubs should rely on the resources available to them from the DRC. The Club Committee chair should be requesting guidance and support from the District as local activities are being planned and implemented.