



Ruritan Club and District Officers' Handbook

Revised 8/24

RURITAN CLUB MEETING PROCEDURE

Start On Time.

1. **Call to order** - president.
2. **Song**: "America" - club members.
3. **Invocation** - chaplain.
4. **Meal** (during meal: welcome new members; reading of minutes; roll call by first names or nicknames; and announcements).
5. **Approval** of secretary's minutes.
6. **Objective Committee report** - vice president, as chair, will report on progress being made by various standing committees from information given by committee chair, or may have each committee chair make own report.
7. **Report of special committees** - committee chair.
8. **Report of board of directors** - secretary.
9. **Report of treasurer** - treasurer.
10. **Unfinished business** - secretary will provide president with a list of unfinished business, taken from minutes.
11. **New business** - secretary will provide president with a list of possible new business, taken from communications or correspondence received from the district or Ruritan National during month, and from provisions in the bylaws of local club. (Use form in secretary's book.)
12. **Program and entertainment**.
13. **Pledge of allegiance** to flag and adjournment.

Stop On Time.

Important Note

The materials in this book replace any previous editions of any Officer's Handbooks. Please destroy any existing copies of previous editions. Changes from previous editions reflect new National Board of Directors action or policies. *Even if your club does not formally adopt these new documents, these ARE the documents that will govern your club until the National Board of Directors or delegate action at a Ruritan National Convention changes them. At that time the new documents will govern your club, even if this version of the Officers' Handbook is still in use.*

NOTE: Clubs who have arranged for special variances from these documents, with properly documented action of the National Board of Directors, may continue to abide by those variances, providing they do not conflict with current national policies.

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Ruritan National Pledge

**Ruritans pledge to support
Urban and
Rural communities
In
Times of stress
And
Need through Fellowship, Goodwill, and Community Service**



Ruritan Club and District Officers' Handbook

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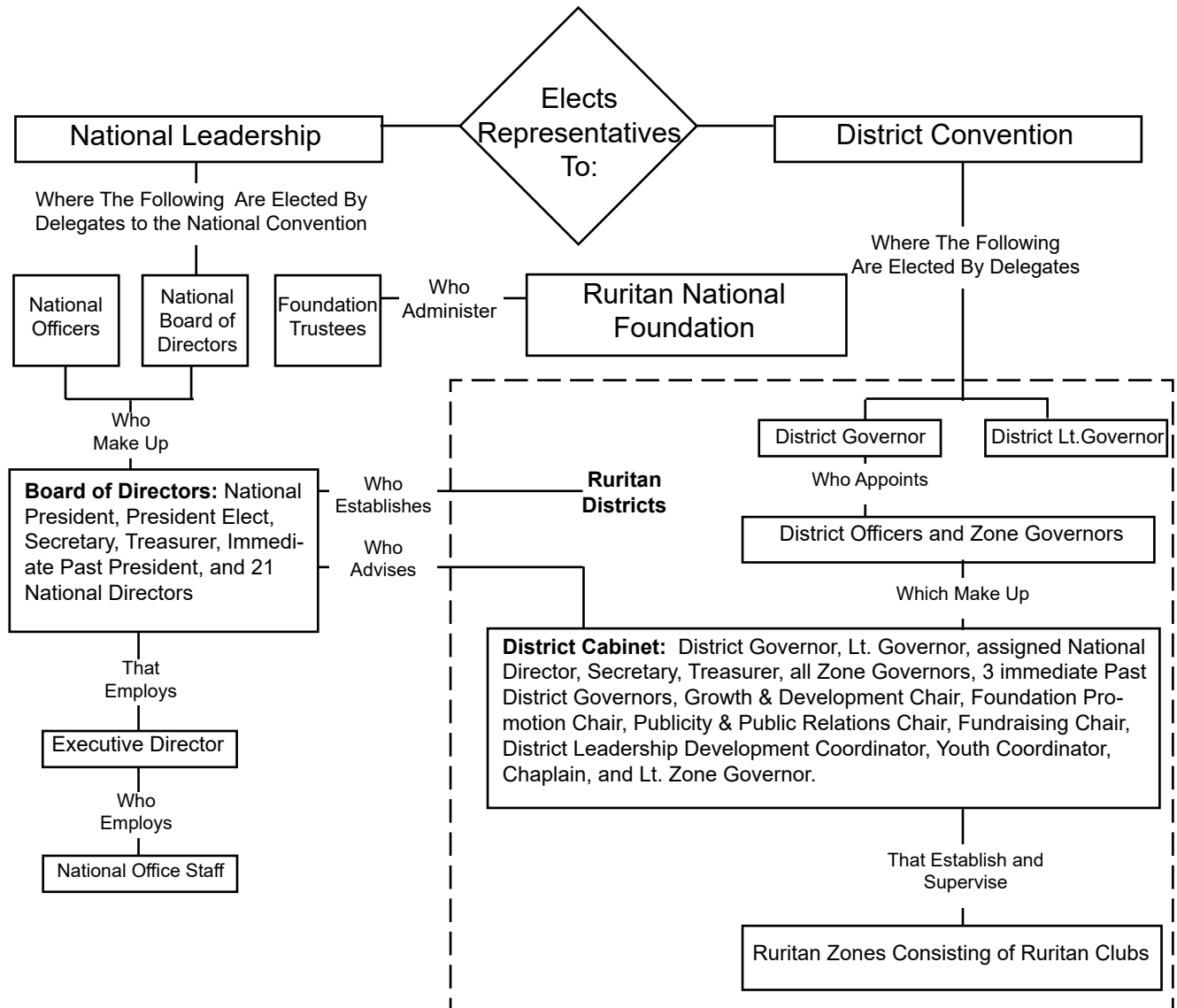
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Ruritan National

consists of



Ruritan National Organization

The purpose of the district cabinet is to provide assistance to the clubs within the district and organize new clubs. To facilitate providing these services, districts establish subdivisions within the district called **zones**, with a **zone governor** in charge of each zone. The zone consists of three to ten clubs at the discretion of the district cabinet.

Basically, the delegates at the Ruritan National Convention and National Board of Directors create the policies and programs of Ruritan National. The district officers and national office staff are the administrators who implement the policies and programs.



Ruritan National is an organization consisting of **Ruritan clubs**. Individuals are members of clubs and clubs are members of the national organization. Ruritan National operates under bylaws. Each Ruritan club is entitled to send delegates to the national convention and only these **delegates** can change the National Bylaws. These delegates elect a **National Board of Directors and Officers** and a **Foundation Trustee** at the Ruritan National Convention. The Board of Directors is a policy-making body that acts on behalf of the delegates throughout the year. The **Executive Committee** of the Board of Directors consists of the national officers and the immediate Past Ruritan National President.

The National Board of Directors employs an **Executive Director** who in turn employs a national office staff. The Executive Director is directly responsible to the Board of Directors. The National Board of Directors also establishes geographical areas called **districts**, and the president of Ruritan National assigns one director to each district to assist district leaders in following approved procedure and policies of the organization.

Club delegates at district conventions elect a **district governor** and a **lieutenant governor** for each district. The district governor appoints district officers and zone governors who constitute the **district cabinet**. At the discretion of the governor, elections may be held for the other district offices and zone governors. The national director assigned by the national president is also a member of the district cabinet.

History

The first Ruritan Club was chartered May 21, 1928, in Holland, Virginia. Since that first club, Ruritan has grown throughout the United States of America, and in doing so, has become “America’s Leading Community Service Organization.”

Tom Downing of Suffolk, Virginia, and Jack Gwaltney of Holland, Virginia, are known as the co-founders of Ruritan. Gwaltney and Downing recognized the need for an organization where community leaders could meet and discuss ways to make their community a better place in which to live.

The name “Ruritan” was suggested by Daisy Nurney, a reporter for the Norfolk Virginian-Pilot newspaper, and the club’s charter members unanimously adopted “Ruritan” as the organization’s name. The word is a combination of the Latin words for open country (ruri) and small town (tan), interpreted as pertaining to rural and small town life.



Purpose of this Handbook

This handbook for Ruritan club officers is designed to help each officer become thoroughly familiar with the responsibilities and duties of each office as well as the duties of other officers and committee chairs in the club. Because Ruritan is a volunteer organization and the time members can spend is limited, it is extremely important that each officer carry his/her share of the responsibility. Clubs will be successful if each officer studies this handbook carefully and follows the recommended procedures.

Always remember, Ruritan is working to make the community stronger and a better place in which to live. From time to time, it is a good idea for leaders in Ruritan to review the purposes for which Ruritan was established.



This enables our organization to accomplish the most good, not only for our own community, but for our county, our state, and our country. When Ruritans are requested to sponsor and help with certain activities, they should ask the question, “Is this activity in line with the purposes of Ruritan and will it contribute to my community’s progress?”

The Ruritan Mission

Ruritan is a national organization dedicated to improving communities and building a better America through, “Fellowship, Goodwill, and Community Service.”

Ruritan is a community service organization with the purpose of creating a better understanding among people and, through volunteer community service, make their area a better place to live and work. The slogan of Ruritan is **Fellowship, Goodwill, and Community Service**. Club membership represents a cross-section of the community which the club serves and is available to all persons interested in their community.

Unlike most community service organizations, Ruritan rarely has national programs. Rather, each club surveys the needs of its own community and then works to meet some of those needs. Nearly all clubs work locally with youth organizations such as FFA, 4-H, and Scouting. Many clubs provide and supervise community recreational centers, sponsor little league and other athletic programs, sponsor anti-litter campaigns, help the sick and needy, and provide a wide range of other activities to help improve their communities.

Of special interest to young people are two growing, expanding Ruritan programs: The Ruritan National Foundation and the Ruritan Student Program. The **Ruritan National Foundation** annually provides financial assistance to students to further their education past high school.

In the **Ruritan Student Program**, many Ruritan clubs select two or more high school students and pay their entire membership (including meals) in the club for one year. The purpose of the Ruritan Student Program is to introduce students of all ages to the Ruritan spirit of "Fellowship, Goodwill, and Community Service." **Ruri-Teen Clubs** are designed for students ages 14-19 with appropriate sponsorship from an existing Ruritan club.



Objectives of Ruritan

The "Objects of Ruritan" as set forth in Article II of the local club bylaws are as follows in bold. The sub-headings are explanations and are NOT included in the Bylaws.

1. To promote fellowship and goodwill among its members and the citizens in the community and to inspire each other to higher efforts by

- a. Getting together at monthly meetings.
- b. Working together on committees and various activities.
- c. Striving to create harmony in the community.

2. To unify the efforts of individuals, organizations, and institutions in the community toward making it an ideal place in which to live by

- a. Recognizing the importance of other worthwhile organizations in the community and encouraging them by:
 1. Learning more about their objectives and accomplishments.
 2. Helping them to reach their objectives when possible.
 3. Encouraging members of Ruritan to take an active part in other organizations serving the community.
- b. Encouraging the forming of special purpose organizations such as PTA, Volunteer Fire Department, and Boy Scouts.
- c. Taking the lead in helping all community organizations work together effectively and contributing to community development.

3. To work with those agencies that serve the community and contribute directly to its progress by

- a. Studying the role of the different agencies that serve the community (County Extension Service, Vo Ag Department, Social Service Board, etc.)
- b. Asking agency representatives to assist in establishing short and long-range community goals.
- c. Encouraging the community service committee chairs to invite agency representatives to meet with them to help set up yearly objectives.
- d. Determining from each agency representative how the Ruritan club can best cooperate to be the most effective.

4. To encourage and foster the ideal of service as the basis of all worthy enterprise by

- a. Helping all members of the club and other persons in the community to understand that genuine happiness comes from doing things for others.
- b. Providing opportunities for club members and others to serve their neighbors.
- c. Helping individuals understand that, in following their chosen occupations, they are making a contribution to others.

Responsibilities of Ruritan Club Officers

A. President

The president is the key person in the club and coordinator of all its activities. The president is the most important link between the club membership and the zone, district, and national officers. The president's leadership and guidance should serve as an inspiration to all members in achieving the objectives of Ruritan.

Duties

1. Studying this entire handbook.
2. Appointing committees (with the help of the club's board of directors, when possible). Select committee chairs who will work. Be sure of each chair's acceptance before announcing. See that every member has a purpose. Standing Committees include the following:
 - a. Program and Entertainment
 - b. Finance
 - c. Public Relations
 - d. Membership
 - e. Growth and Development - new clubs
 - f. Nominating
 - g. Special
3. Appointing the following club officers at December meeting after the installation of elected officers.
 - a. Reporter
 - b. Chaplain
 - c. Song Leader
 - d. Sergeant-at-Arms
4. Seeing that a club roster is prepared.
5. Serving as Ex-Officio member of all committees, and attending as many meetings as possible.
6. Helping the vice president discharge duties as chair of the Objectives Committee.
 - a. Seeing that the objectives for the year have been properly prepared and presented at the January meeting for discussion and final adoption.
 - b. Seeing that each committee chair understands responsibilities.
7. Checking with the chair of the Program Committee before each meeting to make sure that all arrangements have been made.
8. Following "Yearly Schedule for Ruritan Club Officers."
9. Presiding at all meetings of the club and the board of directors.
10. Starting meetings on time and closing at designated time.
11. Following the meeting procedure (inside of the front cover of this handbook).
12. Following the suggested agenda for board of directors' meeting in this handbook.
13. Seeing that all members of the club, especially the officers, are familiar with the club bylaws.
14. Seeing that each new member is
 - a. Properly welcomed into the club.
 - b. Fully informed about Ruritan purposes, objectives, and procedures. (Designate a mentor to handle this assignment.)

c. Assigned to work on a committee.

d. Presented with a lapel button.

15. Attending Club Officers' Training, zone meetings, district and national conventions.

16. Reporting at zone meetings.

B. Vice President

Duties

1. Studying this entire handbook.
2. Serving as chair of the Objectives Committee. (This committee is made up of the chair of each of the five community service committees.)
3. Serving as chair of the Finance Committee. (This committee is made up of the treasurer and such other members as appointed by the president.)
4. Securing from the outgoing president the guides concerning the work of each of the five community service committees and giving a copy to each chair at the December meeting.
5. Urging each committee chair to hold meeting of committee and select tentative objectives for presentation at Objectives Committee meeting.
6. Holding an Objectives Committee meeting before January club meeting, where the committee selects the objectives that will be recommended to club for discussion and approval along with estimated costs of each.
7. Preparing sufficient copies of tentative objectives, with estimated costs and names of committee members, for distribution at the January meeting.
8. Serving as presiding officer of the club and board of directors' meetings in the absence of the president.
9. Serving as a member of the board of directors.
10. Assisting the president in attaining goals set up for the year.
11. Following up on work of committees throughout the year.
12. Making a report at each meeting giving progress on club objectives. (Call on committee chairs as convenient and appropriate.)
13. Preparing community service reports with help of president, secretary, and Objectives Committee. (Copies to be sent to district governor.)
14. Attending Club Officers' Training, zone meetings, and district and national conventions, if possible.
15. Arranging for presentation of past president's lapel pin to outgoing president at the December meeting.

Individual donations to Ruritan Clubs are not tax deductible. Tax exemption under 501(c)4 does not allow individuals to claim tax deductions on donations to Ruritan Clubs.

Responsibilities of Club Officers (continued)

C. Secretary

Duties

1. Serving as a member of the board of directors.
2. Notifying each member of time, place, and date of all meetings.
3. Keeping available a copy of all publications and forms prepared by Ruritan National for club use. (Copies of approved minutes of the National Board of Directors' meetings are available from the national office upon request of club secretary.)
4. Sending personal invitations to prospective members approved at the last club meeting.
5. Keeping an accurate record of membership and attendance, reporting the number on roll and the number present at each meeting, and making those changes in the MMS or submitting them to the national staff. Each club establishes its own policy regarding perfect attendance tabs. Call and see why the member was absent.
6. Keeping accurate, thorough, and permanent records of the club and all meetings of the board of directors, including minutes, reports and correspondence. Reports of Board of Directors' meetings are to be read at the following club meeting for proper action. Club minutes may be distributed by email or handed out at club meetings for club approval.
7. Making prompt and complete reports to Ruritan National, district governor, lt. governor, and zone governor - or making prompt updates to the online member database.
8. Writing a letter of appreciation to the speaker and others on the program, immediately after each meeting.
9. Helping the club reporter in preparing publicity regarding the club's activities and accomplishments.
10. Being responsible for ordering past president's pin for presentation by the vice president to the president at December meeting.
11. Filing all completed records in place designated by the board of directors prior to passing current material to the new secretary.
12. Submitting books for auditing at anytime as requested by the board of directors.
13. Attending club officers' training, zone meetings, and district and national conventions, if possible.

D. Treasurer

Duties

1. Serving as a member of the board of directors and Finance Committee.
2. Serving as custodian of all funds, bonds, and other evidence of assets owned by the club.
3. Keeping detailed, accurate and permanent records that can easily be understood by successor.
4. Collecting all dues from members and depositing them along with any other funds in a bank or financial institution selected and approved by the board of directors.
 - a. Deposit all funds in the name of the club.
 - b. Keep an accurate record of each member's pay-

ment of dues.

- c. Bill members quarterly who have not paid their dues in advance.
5. Paying obligations of the club promptly, by check, as properly authorized.
 6. Giving complete club financial report when requested, showing receipts and disbursements since previous report, with balance of funds on hand. (Give a copy of report to secretary for minutes.)
 7. Reporting members delinquent in payment of dues, with amounts, at each board of directors' meeting.
 8. Submitting books for auditing at anytime as requested by Board of Directors.
 - 9. Ensure the filing of Form 990, 990 EZ, or 990 N (electronic postcard) with Internal Revenue Service by May 15.**
 10. Attending club officers' training, zone meetings, and district and national conventions, if possible.
 11. Pay state sales and use taxes.

Forms and Handbooks Available Online

Nearly all of the Ruritan National forms and books are available digitally as PDF files. Some can be downloaded from the website at <http://ruritan.org> under the heading "Member Resources." Clubs also have the option of choosing an entirely digital Club Kit instead of the paper books and materials traditionally mailed to clubs each fall.

Ruritan National also has club treasurer's ledgers and secretary's attendance sheets designed as Excel spreadsheets with formulas and calculations embedded, making computer record keeping very simple for the club.

While many clubs are using computers and the internet for their records and files – others continue to prefer the paper documents. Please contact Ruritan Member Services at 540-674-5431 ext.1310 or email at membership@ruritan.org for paper documents.

Federal Income Tax Exemption

All clubs fall under Ruritan National's Group Exemption Number 1615 and are exempt from paying federal income tax on funds raised. They are also exempt from paying federal excise taxes on members' annual dues.

All clubs should have a unique and individual Employer Identification Number (EIN). This EIN is obtained by filing form SS4 with the IRS.

Responsibilities of Club Officers (continued)

E. Directors

Duties

1. Attending all meetings of board of directors.
2. Helping formulate policies of the club and see that they do not conflict with this handbook or club bylaws.
3. A director is elected for a three-year term and is in a position to see the club's direction over time. From creative thinking should come plans for better club operation and service to the community.
4. Attending Club Officers' Training, zone meetings, and district and national conventions, if possible.

F. Board of Directors

(Composed of president, immediate past president, vice president, secretary, treasurer, and three elected directors.)

Duties

1. Seeing that policies of the club, the procedures set forth in the club bylaws, and this Club and District Officers' Handbook are implemented.
2. Acting on matters referred by the club to the board of directors for proper action.
3. Studying the community's progress and needs and making recommendations to the club from time to time as to how the community needs may be met.
4. Being constantly alert to possibilities of growth and development work and follow-up procedure of sponsoring club.
5. Providing adequate facilities for storage of permanent club records.
6. Supervising the preparation of a club roster (print if possible) giving names and addresses of members, telephone numbers, club objectives, committee membership, names of officers, meeting dates of nearby clubs, etc. (One copy for each member and copies to district officers, Ruritan National, presidents of nearby Ruritan clubs, etc.)
7. Encouraging club members to attend the board of directors meetings if they have suggestions or recommendations they think should be brought before the club. (Let it be known that persons other than club members are welcome too.)
8. Directors' meetings -
 - a. Hold regular monthly meetings, on a set date, preferably one week before the regular meeting.
 - b. Holding special meetings of the board of directors as needed and properly called. (Items of business at special meetings cover only those pertaining to the purpose for which the meeting was called.)

Monthly Board Meeting Agenda

The board of directors should hold regular monthly meetings on a set date - preferably one week before regular meeting.

Start on time. Stop on time.

1. Call meeting to order and invocation.
2. Read minutes of recent meetings of club and board of directors.
3. Hear report of officers (vice president, secretary, treasurer).
4. Conduct unfinished business.
5. Receive club members and others who may wish to appear before the board for the purpose of presenting recommendations.
6. Consider reasons of members of club who have been absent three meetings of the club, and take appropriate action.
7. Take proper action on members who may be delinquent in payment of dues.
8. Survey field of prospective members and arrange for them to attend a subsequent club meeting as a guest.
9. Vote on applications for membership in club. (Use secret ballot if a majority requests it.)
10. Discuss problems of the club (finances, attendance, how to make club programs contribute to reaching club objectives, committee activities, etc.) and make recommendations to the club for action.
11. Study the needs of the community (have club members or some qualified outside person give thoughts from time to time on some of the community's needs) and what the club might do.
12. Plan for club participation in zone, district, and national meetings and activities.
13. Hear other business.
14. Adjourn.

Club Anniversaries

Celebrate your club's anniversary using the suggested anniversary outline in this publication.

Appointed Club Officers

The club president shall appoint the following officers of the club after the installation at the December club meeting. These officers will take office January 1st.

Sergeant-At-Arms

You have been chosen by the president to serve as sergeant-at-arms because of your ability to deal diplomatically with people. Duties

1. Helping to maintain order at the meetings.
2. Collecting such fines as may be imposed by the club and giving the money to the treasurer.
3. Assisting the Public Relations Committee in seeing that seating is available for guests and for those who arrive late.
4. Acting as teller whenever a vote is taken.
5. Completing other duties as requested by the president.

Song Leader

As song leader, you should encourage club participation in group singing. Duties

1. Leading the club in singing "America" at the beginning of each regular meeting.
2. Leading any group singing during the meeting.

Chaplain

As chaplain, it is your responsibility to maintain a spirit of religious fellowship in the club at all times. Duties

1. Being responsible for the invocation as prescribed in the meeting procedure of the bylaws.
2. Working with the Social Development Committee to encourage participation in church activities.
3. Being responsible for the following in the event of the death of a club member:
 - a. At the time of death, contact the family of the deceased member immediately to offer condolences.
 - b. Offer the services of the club to the family and make such assignments that are necessary.
 - c. Notify club members of the funeral arrangements and the hours for visiting the family at the funeral home. If the deceased is a present or past district or national officer, the district governor and Ruritan National Office should be notified immediately.
 - d. Have flowers sent from the club unless family requests otherwise, i.e., a club contribution to the Ruritan National Foundation is an option.
 - e. Contact the minister concerning the deceased Ruritan member's club activities so that the minister may include these in remarks at the funeral service.
 - f. After the funeral, conduct a brief memorial service at the next club meeting. Note: One does not have "prayer in memory of the deceased." You might have a "moment of silence," in which we remember _____ (use name of deceased). Then have someone lead in prayer.

g. Present a resolution to the club for adoption with a copy going to the family. See that the copy is delivered to the family. A suggested form for this could be:

WHEREAS, Almighty God in His infinite Wisdom has called to Him (use name of deceased) _____ and WHEREAS, the late (use name of deceased) gave years of splendid service to Ruritan, having served (at this point fill in the local club activities or community activities of the deceased) _____ , and

WHEREAS, his/her life was filled with civic and public service, but more particularly was a close and valued friend to those with whom he/she worked and came in daily contact. NOW THEREFORE, be it resolved that the _____ Ruritan club assembled does hereby adopt this resolution of sorrow in the loss of a valued member and friend and does direct that copies of this resolution be sent to members of the immediate family and that a copy be placed in the archives of (use name of local club) Ruritan club.

h. Be sure the club secretary reports the loss of the member on the club secretary's monthly report.

Club Reporter

As reporter, it is your duty to maintain adequate public exposure for your club. See the Public Relations Committee brochure and the Ruritan Public Relations Manual for detailed procedures and duties.

Foundation Committee

As a suggestion, the club president may also appoint a club Foundation Committee to raise Ruritan National Foundation awareness in your club and community. Contact your district's Foundation Promotion Chair for more details. Here are a few suggested duties for this committee:

1. Promote club participation in Ruritan National Foundation programs.
2. Promote the creation of permanent or special permanent funds in memory of outstanding volunteer service.

Yearly Schedule for Club Officers

DISTRICT MEETINGS

1. Follow meeting procedure (inside front cover).
2. President sees that club has representatives at all appropriate meetings called by the district governor or zone governor.
3. Officers cooperate with district cabinet.
4. Delegates and members attend district convention.
5. Club officers attend zone meetings.

JANUARY

1. Follow meeting procedure (inside front cover).
2. Vice president reports for the Objectives Committee, hands copy of recommended objectives to each club member, leads discussion of recommended objectives, and secures final approval of club objectives for the year and their estimated cost.
3. President appoints a club Growth and Development Committee to investigate the possibility of and to assist in the formation of new clubs.
4. Club delegates attend Ruritan National Convention.
5. Audit committee reports.
6. Finance Committee holds a meeting to determine the best method of raising funds to carry out club objectives.
7. Other committees hold meetings to outline plans for completing objectives. (Community Service, Growth and Development, Program, Fellowship, etc.)
8. Secretary will confirm or correct monthly **Membership Audit** report sent from Ruritan National Office and treasurer issues a check for national dues to be sent to Ruritan National.

FEBRUARY

1. Follow meeting procedure (inside front cover).
2. Blue Ribbon, Outstanding Club President, Secretary, and Treasurer applications are due by Feb. 10.
3. Vice president calls for a report from each of the community service committees, asking for plans for carrying out approved objectives.
4. President calls for reports from the Growth and Development and Finance Committees.
5. Delegates who attended Ruritan National Convention report.
6. President conducts or arranges for a review of the club bylaws, emphasizing any recent changes.
7. All club officers' training must be completed.

MARCH

1. Follow meeting procedure (inside front cover).
2. The treasurer and Audit Committee prepare 990 tax form, it is required.

APRIL

1. Follow meeting procedure (inside front cover).
2. Secretary will confirm or correct monthly **Membership Audit** report sent from Ruritan National Office and treasurer issues a check for national dues to be sent to

Ruritan National.

3. The president checks with Audit Committee and treasurer to see that Form 990 will be completed online or mailed to the Internal Revenue Service by deadline.

MAY

1. Follow meeting procedure (inside front cover).
2. **RURITAN NATIONAL BIRTHDAY - May 21, 1928.** Celebrate the national birthday in your club, zone, or district. **RURITAN SUNDAY/RURITAN WEEK** - the week in which the 21st of May falls is Ruritan Week. The Sunday at the beginning of that week is Ruritan Sunday.
3. **Treasurer will ensure the completion of IRS 990, 990 EZ, or 990 N electronic postcard prior to May 15.**

JUNE

- Follow meeting procedure (inside front cover).
BY\$ Claim Forms and Endowed Fund Scholarship Claim Forms postmarked to Ruritan National Office by June 30.

JULY

1. Follow meeting procedure (inside front cover).
2. Secretary will confirm or correct monthly **Membership Audit** report sent from Ruritan National Office and treasurer issues a check for national dues to be sent to Ruritan National.
3. President prepares a club report for summer zone meeting.

AUGUST

1. Follow meeting procedure (inside front cover).
2. President appoints Nominating Committee. (Should instruct members of this committee on the importance of their duties and be sure that they get acceptance from each person to be nominated.)
3. BY\$ Deposit Form (\$300) postmarked by September 1.

SEPTEMBER

1. Follow meeting procedure (inside front cover).
2. Vice president meets with the president, secretary, and Objectives Committee to prepare five community service reports. These reports must be postmarked to the district governor by October 1.

OCTOBER

1. Follow meeting procedure (inside front cover).
2. Club officers are elected (presiding officer should be familiar with election rules and procedures.) New officers should plan to attend the district and national conventions and zone instructional meeting.
3. Secretary will confirm or correct monthly **Membership Audit** report sent from Ruritan National Office and treasurer issues a check for national dues to be sent to Ruritan National.
4. Secretary includes the names of new officers on special form provided in secretary's book.

5. Club selects delegates to district convention. Incoming officers urged to attend as well as other club members.
6. Secretary orders past president's lapel button for presentation at December meeting.
7. Newly elected officers are to attend zone club officers' training.
8. Secretary receives club kit (for new officers, board, and committee chairs) from Ruritan National. Distribute **only** the officer handbooks to the newly-elected officers, who will use these handbooks in Club Officers' Training.

NOVEMBER

1. Follow meeting procedure (inside front cover).
2. Club chooses delegates to Ruritan National Convention.
3. President appoints Auditing Committee.
4. After the November club meeting, the president and the vice president hold a meeting of incoming and outgoing members of Board of Directors before December meeting and do the following:
 - a. President distributes material from club kit to proper persons. (This club kit will be mailed in October by Ruritan National Office to the secretary.)
 - b. Each officer review Officers' Handbook to become familiar with duties.
 - c. The vice president appoints the committee chairs and committee members with the assistance of the board.
 - d. Vice President orders preparation of copies of committee assignments to hand out at December meeting. (Committee chairs should be contacted to make sure they will serve.)
 - e. Plan for proper installation of new officers at the December meeting. (Use present or past zone, district, or national officers.)
4. Newly elected club officers must attend club officers' training.

DECEMBER

1. Follow meeting procedure (inside front cover).
2. Delegates attending the district convention report to the club.
3. At this meeting, the club may desire to review its accomplishments for the year. This may be in the form of an outgoing president's report.
4. New officers installed with proper ceremony.
5. Outgoing officers recognized and president given a past president's lapel pin.
6. New president announces names of appointed officers (chaplain, song leader, reporter and sergeant-at-arms.)
7. New president announces names of following standing committee chairs and names of committee members. Program & Entertainment, Finance, Public Relations, Growth & Development, Membership, and Objectives.
8. New vice president announces names of community service committee chairs and members and:
 - a. Gives each committee chair appropriate committee guide and information.
 - b. Instructs each committee to hold a meeting (see number 9) to study suggestions in the community

- service guides, to review the needs of the community, and to select objectives that the club might approve.
- c. Asks that the costs to the club of each objectives be estimated.
9. Secretary distributes list of committee assignments to all club members.
10. After the December meeting, the new vice president calls a meeting of the Objective Committee (composed of the chairs of the community service committees) and:
 - a. Calls on each committee chair to report recommended objectives of his/her committee.
 - b. Makes sure that the funds needed to carry out each objective are shown.
 - c. Has copies of objectives and funds needed made for presentation to club at the January meeting.

Reports by Club Officers

- a. A list of members and officers of newly chartered clubs must be sent to the Ruritan National Office immediately.
- b. Newly elected officers (after annual election in October) must be updated in the membership database or submit the form behind the October Monthly Report in the Club Secretary's Handbook to Ruritan National.
- c. Quarterly reports must be sent promptly to Ruritan National, the district governor, Lt. governor, zone governor, and the National Representative.
- d. Community Service Committee Reports must be received by the district governor by October 1. Also, applications for Ruritan of the Year must be received by the district governor no later than October 1.
- e. Club secretaries will receive a monthly Membership Audit report from the Ruritan National Office. Secretaries should respond promptly with any member changes. Club billing information is available in the membership database under the "invoice" option. Club secretaries should coordinate with club treasurers to make those payments promptly. Any outstanding balance will be billed separately by the Ruritan National accounting department.
- f. Either the **IRS 990**, **990 EZ**, or **IRS 990 N** (electronic postcard) should be sent to the IRS by May 15.

Standing Committees of a Ruritan Club

Standing Committees are designed to enhance the internal workings of the Ruritan club. The Ruritan Club Bylaws lists the following standing committees that are to be appointed each year by the club president:

Fellowship Committee
Program and Entertainment Committee
Membership Committee
Finance Committee
Public Relations Committee

The following pages offer guidance for these committees and suggestions for successful planning. Additional guidance may be found in the Club Bylaws.

Fellowship Committee

The Fellowship Committee is responsible for promoting fellowship among members, prospective members, and visitors. This committee shall organize entertaining activities for members, their families, and the community when sponsoring a community service project.

The Fellowship Committee shall also provide appropriate assistance and fellowship to members that suffer serious illnesses or other misfortunes.

This committee should work closely with the Program and Entertainment Committee and the Public Relations Committee in developing events that foster both internal and external fellowship for the Ruritan club.

Suggestions

1. Encourage group singing at club meetings.
2. Show up to monthly meetings early enough to greet other club members as they show up for the meeting.
3. Check with the Sergeant-At-Arms for any tasks that need completing before the monthly meeting.
4. Assign themselves to specific parts of a meeting program. For example, one member responsible for guest speakers, another responsible for helping with meal preparation.
5. Encourage group prayer led by the chaplain at each meeting.
6. Help with serving meals. Greet each member by name as they come through the line.
7. Encourage home visitations of members who are ill or otherwise absent from the club's monthly meeting.

Program and Entertainment Committee

This committee is charged with preparing and arranging programs or entertainment for all meetings. The Program and Entertainment Committee functions at all meetings and affects all members of the club. This section presents some guidelines to help organize the work of your committee and provide some suggested program and entertainment sources. More detailed information about the Program and Entertainment Committee is provided in the committee brochure available from your club president.

Sources of Speakers and Entertainment

1. Chamber of Commerce official.
2. County health officer.
3. Farm organization leader.
4. Minister or leading laymen in the church organization.
5. High school principal or local leader in recreation.
6. Superintendent of schools, PTA officer, school board member.
7. Scout Executive, FFA chapter advisor,
8. 4-H agent.
9. Law enforcement officer.
10. District engineer of state highway commission.
11. Member of the board of supervisors or town council.
12. Salvation Army, Red Cross, American Heart Association, etc.
13. Church musicians, school music or dramatic group.
14. Amateur entertainers.
15. Junior Women's Club.
16. Magic clubs.
17. Sweet Adelines.
18. Comedian, possibly as speaker.



Suggestions

1. Plan a community celebration to commemorate the founding of Ruritan or Ruritan Week, the week in which May 21 falls.
2. Plan a celebration to commemorate your club's birthday or anniversary.
3. Vary programs each month, keeping in mind the needs of the community and the yearly objectives of the club.
4. Arrange three months of programs in advance with special events planned at the beginning of the year.
5. Announce the next month's program at each meeting.
6. Keep your club reporter informed of your program and entertainment plans.
7. Arrange for a short review of some part of the local club bylaws at some meetings of the club.
8. Consider giving gifts of appreciation to special speakers or entertainers.
9. Invite a member of the district cabinet or National Board of Directors to present the program at a club meeting each year.



Ruritan

Membership Committee



PURPOSE OF THIS COMMITTEE

The purpose of this committee is to assist in providing stability and growth in club membership.

Areas of concern should include:

RECRUIT - (recruit new members)

RETAIN - (retain current members)

REGAIN - (regain new members)

**“AMERICA’S LEADING COMMUNITY
SERVICE ORGANIZATION.”**

ORGANIZING YOUR WORK

Growth and the acquisition of new members should be a monthly concern of each club throughout the year.

1. The committee should meet as soon as possible after appointment to study the current and future needs of the club and community as they relate to the purpose of the Membership Committee.

2. The committee should propose a membership goal for the current year. Plan to reach the club membership goal.

3. The estimated cost, if any, of obtaining new members will be presented to the Finance Committee.

4. The chair should meet with the Club Objectives Committee prior to the January meeting of the club to coordinate all proposed committee programs.

5. At the January meeting, the club will consider the proposals of the Membership Committee and approve the programs for the current year.

6. The chair of the Membership Committee will list approved programs in this booklet.

7. **Follow-up is vital in this committee.**

Constant review and reminders should follow each monthly meeting, with committee members responsible for contacting new member prospects. Prospects should be invited to fellowship, eat, and view the club's program.

8. At the end of the year, the records of the committee should be turned over to the Incoming Membership Chair.

For additional assistance in forming new clubs or recruiting members, contact your Zone Governor, District Governor, District Growth and Development Chair and/or National Director.

The changing needs of your club should be fulfilled by continuing surveys to identify prospects for membership. The size of your club and community determines the programs to be adopted by your committee. More members mean: increased fellowship and community service; greater representation of Ruritan in community projects; greater human resources for fundraising; increased assistance to others and more enthusiastic support for the club.

SUGGESTED PROJECTS

RURITAN STUDENT PROGRAM

Invite students(s) in school and college to become members of your club. If possible, a minimum of two students should be brought in at the time the program is initiated. All steps to be followed with one exception -- suggest club pay initiation fee and dues for first year.

Recommendations

a. New members should be given formal installation and a new member kit.

b. Club secretary indicates on the monthly report that the club is participating in Ruritan Student Program at the time the new membership is reported.

c. Student(s) should be assigned to the Social Development Committee.

d. Work with youth as regular members to foster a spirit of fellowship, goodwill, and community service.

e. Encourage students who leave the community/club to consider transferring membership status to associate/affiliate or transferring to another club.

RECRUITING MEMBERS BY STANDING COMMITTEES

Each month a Community Service Committee has the responsibility to bring in prospects.

CONTEST BETWEEN CLUB MEMBERSHIP

Sample Contest Rules:

a. Establish teams. Competition is the motivator. Divide the club membership into teams of 3 or more with the captain of each team serving on the contest rules committee. Each team should develop its own approach for getting new members.

b. The Membership Committee should follow-up at each meeting. Consider the prospects who were invited but did not attend as well as follow-up on those who attended but did not join. Assign someone else to visit this prospect again to get a commitment.

c. Winners of the contest eat a meal provided by the losers.

RURITAN MENTORING

Mentoring information can be found on the Ruritan Website, www.ruritan.org. Questions covered are:

a. What is Mentoring?

b. Why have a Mentoring Program?

c. Who will be the Mentors?

d. How will it work?

SUGGESTED EVENTS

1. Open House
2. Community Picnic
3. Bingo
4. Community Dance
5. Ice Cream Social
6. Vender Event
7. Movie Night
8. Dog Show
9. Gun Raffle
10. Bake Sale
11. Auction
12. Arts and Craft Show

PLANNING AN EVENT

When planning an event, remember to:

1. Decide on a date
2. Start making plans (location, advertising, etc)
 - a. Fliers
 - b. Advertise
 - c. Refreshments
 - d. Plans to keep people busy
 - e. Plan your handouts
3. Put up signs around community
4. Do NOT ask guests to join during event
5. Have a sign-in sheet to follow up with guests
6. Wear Ruritan attire

HELPFUL SUGGESTIONS

Important: See the procedure for receiving new members and conducting the initiation ceremony in the Club Officers' Handbook.

MEMBERSHIP RETENTION

- a. Contact absent members to let them know they were missed at the club meeting soon after the meeting.
- b. Absent members should be contacted and apprised of their situation prior to being dropped. There may be jobs, sickness or other factors causing them to miss the meetings.
- c. Make-up meetings should be encouraged by Community Service.
- d. Members may be placed on leave of absence up to one year or may be made an associate or affiliate indefinitely with annual status review by club.

SETTING YOUR MEMBERSHIP GOAL FOR THE YEAR

1. How many members would you like to have at your monthly meeting?
2. How many members do you need to complete your community service programs?
3. Would more members make serving your community easier? Fund-raising?
4. The number you need will determine your goal.

SPONSOR A NEW CLUB EXPAND RURITAN

- (a) The club president should explain at the club meeting that the club should assist in organizing a new Ruritan club.
- (b) After a discussion, club members should vote to sponsor the new club. (Basic requirements in Club Officers' Handbook — Sponsoring Club Award.)
- (c) President appoints a Growth and Development Committee (a small committee, generally best with two members) with the president serving as ex officio member.
- (d) Club members assist Growth and Development Committee by identifying key contacts in nearby communities.
- (e) The Club's Growth and Development Committee will select the community in which to organize a new club.
- (f) Members agree to assist the Growth and Development Committee by contacting leaders, selling Ruritan, and/or inviting acquaintances from the community selected to visit the club meeting as guests.

SILENT SALESMAN

Donate your extra or old copies of the RURITAN magazine to your library, doctor's office, or other public places. Attach a note about your local Ruritan club (your name, meeting dates, meeting place, your telephone number, Facebook page, and Website).

**GROWTH AND DEVELOPMENT
MATERIALS ARE AVAILABLE FROM
RURITAN NATIONAL (540) 674-5431
membership@ruritan.org
www.ruritan.org**

RECRUITING NEW MEMBERS

Recruiting new members is essential to the continuity and success of your club. Seek persons who have the potential to take an active role in community service.

1. Any member of this club in good standing may present the name of a proposed member in writing and endorsed by another member in good standing to the president.
2. The president shall present the name of the proposed member to the board of directors and upon approval of a majority, providing a quorum is present, the name of the proposed member shall be submitted to the club.
3. Upon approval with a two-thirds (2/3) vote of the club in quorum, the applicant shall become a member of the club.
4. The secretary should write the prospective member a letter of invitation to join the club and request attendance at the next meeting to be initiated.
5. The member who nominated the prospective member should now extend a personal invitation and answer any questions the prospect may have.
6. The president shall see that:
 - (a) The new member is fully informed about Ruritan purposes, objectives, and procedures. (Designate a mentor to handle this assignment.)
 - (b) A date is set for initiation.
 - (c) The new member is assigned to a committee.
 - (d) The new member is presented with a lapel pin and a new member kit will be mailed from Ruritan National.

Suggested Remarks for Initiating a New Member

"It is always a pleasure to welcome a new member into Ruritan. It is the privilege of our club to welcome _____ as our newest member(s).

"Will you come forward?"

"You have been chosen a member of this club by your fellow members because they believe you manifest those qualities of leadership and service needed in Ruritan.

"Ruritan's main purpose is service to the community - the center of American life. From the community comes our ideas, our integrity, our moral strength, our leadership. These qualities are usually no stronger in the American people than they are in the communities in which they live. Ruritan is building a better America by helping to build better communities.

"Membership in a Ruritan club is an honor and a privilege. However, because service is the keynote, it also involves duties and obligations. These should be performed by you with faithfulness and enthusiasm.

"You will serve as a member of the _____ Committee. _____ is its chair. As you serve on this committee and become involved in club activities, you will experience the satisfaction of working together and sharing the accomplishments of the club. This involvement creates an opportunity for fellowship that is seldom equaled.

"I congratulate you and present you with this lapel button and I am sure you will wear it with dignity and pride."

(Applause)

Initiation of a New Member

Note to initiating officer:

1. Review procedure prior to the initiation ceremony.
2. Be sure you know the new member's name.
3. Be sure the new member has been properly voted into the club.
4. Be sure you know the new member's committee appointment and the committee chair's name.
5. Have lapel pin ready for presentation.
6. Be sure the member is welcomed at the



Prospective Member List



Are you having trouble thinking of people to invite to your club? Try creating a Prospective Member List by identifying one or more persons whom you associate with the areas or occupations listed below:

- Accountants _____
- Agriculture/Sales _____
- Appliances _____
- Attorneys _____
- Auto Dealers _____
- Bankers _____
- Chamber of Commerce _____
- Cleaners _____
- Clergymen _____
- Colleges/Universities _____
- Construction _____
- Contractors _____
- County, Town Officials _____
- Dairy _____
- Dentists _____
- Department Stores _____
- Doctors _____
- Druggist _____
- Educators _____
- Electricians _____
- Engineers _____
- Extension Service _____
- Farmers _____
- Fireman _____
- Florists _____
- Furniture _____
- Funeral Directors _____

- Hardware _____
- Hospital Administrators _____
- Insurance _____
- Labor _____
- Lumber _____
- Machinery Dealers _____
- Manufacturing _____
- Neighbors _____
- Newspapers _____
- Local Utilities _____
- Photographers _____
- Plumbers _____
- Police _____
- Post Office _____
- Printing _____
- Radio and/or TV _____
- Ranchers _____
- Real Estate _____
- Recreation _____
- Relatives _____
- Restaurants _____
- Retirees _____
- Telephone _____
- Transportation _____
- Veterinarians _____
- Veterans _____

Objectives Committee

The chairs of the five Community Service Committees shall make up the Objectives Committee. The chair of the Objectives committee will be the club's vice president.

The chair of each Community Service Committee should bring projects proposed by the five Community Service Committees to the Objectives Committee.

This committee shall coordinate the projects and activities of the various Community Service Committees and make recommendations to the club's board of directors.

At the January club meeting, the Objectives Committee will present tentative proposals to the club's membership for approval. The Objectives Committee should also check the progress of approved community service projects during the year and encourage these projects to be carried on to the following year for completion, if necessary.



Standing Committees of a Ruritan Club (continued)

Finance Committee

The purpose of this committee should be to ensure that the club operates on a sound financial basis. The Finance Committee shall be composed of the vice president (who shall serve as chair), the treasurer, and other members appointed by the president. The success of your total club program this year will depend on the successful functioning of this committee.

Areas of Concern

1. Review possible sources of income.
2. Propose practical fundraising methods and projects to meet the club's financial needs.
3. Prepare and present an annual operating budget to the club board of directors prior to the January club meeting.
4. Periodically examine the financial status of the club and make appropriate reports to the club board of directors.
5. Study the dues structure of the club and make recommendations for changes to the club board of directors, if needed. The dues should be sufficient to cover national dues, cost of meals, and other club operating expenses. Administrative expenses such as member meals, office supplies, pins, etc. should be financed by dues. Fund-raising money should only be used for service in the community. Expenses of club delegates to the Ruritan National Convention are also a legitimate use of fund-raising money.
6. Ensure that all income is presented to the treasurer and expenses are paid by check as provided in the club bylaws. (It may be desirable to have a petty cash fund for completing some projects. Expenditures from this fund must be reported to the treasurer.)

General Procedures

1. The vice president, as chair, should appoint a member to keep a written record of the committee's work.
2. The committee should meet as soon as possible after appointment to study the records of last year's committee and explore new ways to raise money.
3. The committee should set tentative objectives for the coming year and estimate the income derived from proposed projects.
4. The committee should meet jointly with the Objectives Committee to coordinate the activities of both committees.
5. The prepared budget and proposed fund-raising projects for the year will be presented to the club for adoption at the January club meeting.
6. At the completion of each project, the committee should meet and evaluate its work and prepare a written report for the club secretary.
7. At the end of the year, the records of the committee should be turned over to the new chair along with recommendations for future projects.
8. All projects should be completed according to the deadlines set by the committee.

SAMPLE ANNUAL BUDGET

Section A.

RECEIPTS FROM SPECIAL FUNDRAISING ACTIVITIES

Advertising sold for District Yearbook	120.00
Sale of fruit cakes, etc.	450.00
Yard Sales	610.00
Meals and other projects	1575.00
Total	\$2,755.00

EXPENDITURES

Ruritan National Foundation	\$500.00
Community service projects (Scouts, Youth athletics, Senior Citizen Home, Food for needy, etc.)	2105.00
Miscellaneous	150.00
Total	\$2,755.00

Section B.

RECEIPTS FROM DUES

35 members at \$80 each	\$2,800.00
10 new members at \$5 each	50.00
Total	\$2,850.00

EXPENDITURES

National dues, 35 members at \$52	\$1,820.00
360 meals at \$3.50	1,260.00
Postage, stationery, printing	210.00
Tickets for Officers to District Convention	35.00
Past President's Pin	5.00
New Member Kits	40.00
Expenses of Delegates to National Convention	250.00
Total	\$3,620.00

Suggested Fundraising Projects

Community Entertainment

Dance, play, community fair, circus, donkey baseball, donkey basketball, amateur contest, talent contest, fall festival, beauty contest, homecoming, July Fourth celebration, Labor Day event, baby contest.

Selling Merchandise

Fruit cakes, U.S. flags, mulch, candy, light bulbs, brooms, rummage sales, automobile name plates, rent booths at county fair, Christmas trees, fire extinguishers, public auctions (farm equipment and supplies, articles donated by merchants), garage/yard sales, car washes, Christmas cards, candles, Christmas wrappings, event advertising.

Serving Meals

Turkey dinners, oyster suppers, pancake suppers, sauerkraut suppers (with pork), box socials, smorgasbords, chicken barbecues, spaghetti dinners, homemade ice cream festivals, oyster roasts, food at local games and fairs, fish fries, covered dish dinners, and watermelon feasts.

Standing Committees of a Ruritan Club (continued)

Public Relations Committee

Purpose: To establish an effective internal and external public relations program involving the club and the community, to promote fellowship and goodwill, and to be responsible for planning and securing meals for each meeting.

The Public Relations Committee has the responsibility of implementing the first object of Ruritan, which is to promote fellowship and goodwill, not only among the members, but throughout the community. More detailed information appears in the **Ruritan Public Relations Section**.



Areas of Concern

1. The committee chair should appoint a member to keep a written record of committee meetings and activities.
2. A member of the committee should be designated to serve as club reporter.
3. The Ruritan Public Relations Manual from Ruritan Supply should be obtained.
4. The committee, at its first meeting, should set tentative objectives for the coming year and present estimated costs of projects to the Budget and Finance Committee before the club's annual budget is approved.
5. A written report of each project completed should be presented to the club secretary.
6. The records of committee's activities and recommendations should be turned over to the new chair at the end of the year.

Public Relations: A Year of Ruritan Awareness

Each of the events below can be used to promote Ruritan awareness in your community. Send press releases and photographs to your local media.

- 1) Membership drive. Consider advertising to create interest in joining your club.
- 2) Donate Rudy Ruritan bears to a local fire, rescue, or children's agency. Make sure you get photographs.
- 3) Foundation Grants. Let your community know what your club is doing to promote education.
- 4) Ruritan Founders' Day and Ruritan Sunday bulletin inserts are available from Ruritan Supply.
- 5) Patriotic celebrations such as an Independence Day celebration.
- 6) Donations to a local charitable agency. Be sure to explain to media what the donation will accomplish for either your country or for your community.
- 7) Holiday project (toy donation, food donation, etc.). Publicize your efforts through the local media.

Suggestions

1. Relationships with local newspaper executives, and radio and television station officials should be established.
2. News media personnel should be invited to attend a regular or special meeting as a guest.
3. The appointed club reporter should observe the following rules of good journalism:
 - a. The lead or first paragraph of the story should answer the following questions: WHO, WHAT, WHEN, and WHERE? The remaining paragraphs should fill in the other facts - HOW and WHY? (Figures are always impressive.)
 - b. The names of persons and places should be spelled correctly. Publicity can do more harm than good when names are incorrectly spelled. It also takes pressure off the editor.
 - c. The highlights of a speech should be summarized. Never take a copy of a speech and send it to the newspaper verbatim.
 - d. Good photographs provide good publicity. The news media will advise you of their requirements.
 - e. A story should not carry details on who read the minutes, gave the treasurer's report, or pronounced the invocation. It is not necessary to mention salutes to the flag, etc. These are trivial incidents and occur at every club meeting, regardless of where it may occur.
 - f. The story should be neatly typed and double-spaced. Use club stationery or make certain that your club's name is prominently featured on the first page.
 - g. Submission requirements for articles and photographs should be checked.
4. The chair or another member of the committee should be at the meeting place early to greet all members and guests as they arrive.
5. Visitors should be introduced to other club members and properly seated for the meal.
6. Speakers and entertainment should be welcomed and then introduced to the program chair.
7. Visiting Ruritan officials should be welcomed and directed to the head table.
8. Last, but certainly not least, well-planned events are particularly important in promoting fellowship and goodwill.



Ruritan

Community Service Guides



Unlike most civic service organizations, Ruritan rarely has national programs. Rather, each club surveys its own community as to the needs of that community and then works to meet some of those needs. This guide is meant to be just that, a guide. A road map of places and projects that your club can visit and make your own. The heart of your community should be the driving force behind every project that your club undertakes. By investing in your community, you are investing in your future.

Each Section of the guide will focus on one of the five community service areas that Ruritan encourages - Community Engagement, Citizenship & Patriotism, Environmental, Public Service, and Social Development. Under each section, you will find a brief description of the SPIRIT of the service area, areas to explore within your community, a list of informational sources and a list of ideas for projects. These are not exhaustive lists and each club is challenged and encouraged to develop projects that meet specific needs within your community. If you would like to see what other clubs are doing, check out the I AM RURITAN page on Facebook as well as subscribing to other club pages on various social media platforms.

**“AMERICA’S LEADING COMMUNITY
SERVICE ORGANIZATION.”**

SOCIAL DEVELOPMENT

The purpose of this committee is to ensure that the community has facilities and services which will provide for the well being and development of all people with special concern for those with unusual needs. Since the Ruritan club serves the entire community, it is in the unique position to take the initiative in making these facilities and services available through club projects and cooperative programs with other organizations and agencies. The areas for consideration should include: Youth, Health, The Disabled, Senior Citizens, Drug Abuse .

PUBLIC SERVICE

The purpose of the Public Services Committee is to monitor the services provided by governmental, corporate, and volunteer agencies. This committee must be aware of all public services available in the community, be concerned with their efficient operation and justified expansion, and work toward the establishment of additional services. The areas for consideration should include: Water, Electrical, Gas Supply, Law Enforcement, Buildings, Fire and Rescue Squads, Transportation Facilities, Solid Waste, Telephone and T.V., Cable, Waste Disposal, Cell Service.

COMMUNITY ENGAGEMENT

The purpose of this committee is to assist in providing and maintaining economic stability and growth in production, commerce, and services in the community. The areas for consideration should include: Agriculture, Industry Services, Trades Professions.

ENVIRONMENT

The purpose of this committee is to improve the environment and conserve natural resources in the community. The areas for consideration should include: Land, Water and Air Pollution, Community Beautification, Conservation of Wildlife, Soil and Water Conservation, Rodent and Pest Control.

CITIZENSHIP & PATRIOTISM

The primary purpose of this committee is to foster love of our country and pride in being a citizen by promoting activities and philosophies which enable each of us to become more aware of our unique rights and responsibilities which are ours because we are Americans. The areas for consideration should include: Community Pride, Holiday Observation, Voter Registration, Armed Forces, Veterans Day, Flag Display.



ORGANIZING YOUR WORK

1. Each service committee should meet as soon as possible after appointment to review the plans, work, and reports of last year's committee and to propose ongoing and current projects (with cost) to the Objectives and Finance Committees.
2. The chair, as a member of the Objectives Committee, will meet with the Objectives Committee prior to the January meeting of the club to review all proposed committee projects. This committee will then select and schedule projects to be recommended to the club at the January meeting.
3. The chair will list approved projects and as work progresses, a written record will be kept by the chair so that periodic reports can be made to the Vice-President
4. At the completion of each project, the committee should meet to evaluate its work and summarize projects on the back of this guide so that in September the information will be available to the President, Vice-President and Secretary for use in writing the community service reports.

The following questions, informational sources, and ideas for projects may help in planning your work.

- Does your area have an effective planning or zoning commission?
- Are the local industries interested in improving your community?
- Are community celebrations and parades held?
- Are historical markers and monuments in your community properly maintained?
- Are members of the armed forces given proper recognition and respect?
- Is littering a serious problem in your community? Are there sufficient trash receptacles available along the highways, parks, and business areas?
- Are the rivers, streams, and ponds clean? If not, what is the source of the pollution?
- Are business and industrial areas clean and attractive?
- What is the condition of Ruritan Road Signs?
- Do you have a public athletic field for baseball, softball, football, tennis, and track? Is it available for all the children and the people of the community?
- Are your schools' physical facilities adequate, safe, sanitary, attractive, well-equipped, and well-lighted?

INFORMATIONAL SOURCES

1. State Industrial Commission
2. Chamber of Commerce
3. Regional and local planning commissions
4. Newspapers, magazines, TV, and radio.
5. Retail merchants associations
6. Better Business Bureau
7. Local banks and savings and loan associations
8. State and county extension services
9. Fire and rescue departments

Zone Governors: The Most Important Connection

No communication in Ruritan is more crucial, and yet taken more for granted, than the communication duties and responsibilities of our zone governors. These volunteer leaders are the most crucial link in the organization. Zone governors carry essential messages between Ruritan clubs – where the actual business of Ruritan is being carried out day in and day out – and the district and national leadership of the organization.

Without zone governors, the messages traveling both ways are blocked. District and national leaders may never know what concerns, problems and successes are taking place at the club level, and club presidents may never hear the plans for motivation, growth, and progress being formulated at the district and national leadership level.

Zone Governor

In most respects zone duties parallel district duties of the district governor. The zone governor shall be installed at the district convention and take office January 1.

Duties of the Zone Governor

1. Serving as a member of the district cabinet.
2. Representing Ruritan National and the district within the zone.
3. Making first official visit to each club in the zone during January, February, and March.
4. Attending a board of directors' meeting of each club.
5. Giving extra assistance to weak clubs and clubs having special problems.
6. Promoting membership increase within each club.
7. Organizing new clubs.
8. Planning and conducting at least two (2) zone meetings.
9. Encouraging all club members to attend zone meetings.
10. Attending district cabinet meetings.
11. Because zone governors are the district officers who are in direct contact with the clubs - please alert your governor and lt. governor of any situations you find on your club visits.
12. Assisting club officers in making their required reports, especially the club secretary.
13. Attending the school of district officers' leadership development training in the fall.
14. Cooperating with other district officers and committees.
15. Performing such duties as assigned by the district governor.

Duties of the Incoming Zone Governor

1. Attending any leadership development training for district officers in the fall.
2. Cooperating with outgoing zone governor in coordinating district, zone, and club activities before January 1.
3. Cooperating fully with the outgoing zone governor in planning and conducting the winter zone meeting between January 1 and February 15.

Duties of the Outgoing Zone Governor

1. Continuing full responsibility as zone governor until January 1 and work with the incoming district and zone officers.
2. Conducting the winter zone meeting assisted by the zone governor to be held between January 1 and February 15.

Responsibilities of Zone Governor

1. Select a site for club officers' leadership development training and make physical arrangements for the meeting (2 rooms if possible).
2. Send an announcement regarding the two-hour meeting to the current club president asking that this information be given to the newly elected club officers at the **October** club meeting. Instruct the president to distribute materials found in club officers' kit received in October to each newly elected officer for use at the training school.
3. Create a list of officers' addresses and telephone numbers of people to contact about the leadership development training. Follow-up ten days prior to the meeting with a telephone call or letter to each **new** club officer as soon as elections are held.
4. Send list of club officers trained showing name, complete address, office held, and club name to the district governor. Send a copy to the Ruritan National Office immediately.

Winter Meeting

◆ **Who is in charge:** Immediate past zone governor assisted by the current zone governor.

◆ **Who should attend:** District governor, lieutenant governor, club officers, assigned National Director, and other club members.

◆ **When:** Between January 1 and February 15.

Summer Meeting

◆ **Purpose:** To inform club members and their officers of responsibilities regarding end of year activities and reports.

◆ **Who is in charge:** Zone governor.

◆ **Who should attend:** District governor, lieutenant governor, club officers, assigned National Director, and other club members.

◆ **When:** Between June 1 and September 1.

Suggested Check Lists for Zone Governors Visiting Clubs

Spring Visits

1. Are your clubs participating in whatever national growth programs and contests might be going on? Check your RURITAN magazines and newsletters for details and encourage participation.
2. Will your clubs send delegates to the next National Convention? Is it understood by the clubs that this is a legitimate use of fundraising dollars – sending delegates to carry out the business of the national organization and representing their club?
3. Has your clubs treasurer been authorized to send in \$300 for Build Your Dollars to the Ruritan National Foundation before September 1?
4. Are any of your club members coming to the Foundation Fellowship Weekend in the fall?
5. Be aware of clubs that are not reporting or who are falling behind in their dues. Request assistance from your district officers or Ruritan National to work with those clubs.

Fall Visits

1. Follow up on your clubs growth activities.
2. Are your clubs going to be well represented at the district convention?

Agenda for Winter Zone Meetings

1. Call to order - immediate past zone governor.
 2. Singing of the song "America."
 3. Invocation.
 4. Introduction of guest(s).
 5. Recognition of club presidents.
 6. Club activity.
 - a. What should be done in board of directors' monthly meetings.
 1. Follow the meeting procedure.
 2. Control the length of the meeting.
 - b. How to have interesting and effective meetings and programs.
 - c. Getting committees to function.
 - d. Getting new members (proper procedure).
 - e. Setting up club objectives.
 - f. Financing club projects.
 - g. Reports to Ruritan National, district, and zone officers.
 - h. Publicity.
 7. Growth and Development chair explains programs.
 8. National Director's report.
 9. Brief inspirational talk.
 10. Pledge of allegiance to flag.
- Adjourn.

Fall visits continued ...

3. Are any members of your clubs interested in serving in a District level office?
4. Have your club's National Convention delegates met the early registration deadline? Do they have hotel rooms?
5. Clubs should elect officers with installation ceremonies in December. Are your clubs operating under this schedule?
6. Clubs should also send all officers to Club Officer training sessions as scheduled by your district. Make sure clubs know when and where this will be done.

Agenda for Summer Zone Meetings

1. Call to order - zone governor.
 2. Singing of the song "America."
 3. Invocation.
 4. Announcements.
 5. Introduction of guest(s).
 6. Report of club presidents.
 7. Instructions-Review the following annual activities:
 - a. Election of club officers.
 1. Procedure for appointing club Nominating Committee (September).
 2. Election of Officers (October).
 3. Report newly elected club officers to district governor and Ruritan National (October).
 4. Installation Ceremony (December).
 - b. Community Service Reports (materials in Awards book)
 1. Proper completion of forms.
 2. Deadlines.
 - c. Growth and Development - assisting weak clubs.
 - d. District Convention (District Governor).
 1. Importance of club representation - delegates
 2. Date, time, place, program.
 - e. Ruritan National Convention (National Director).
 1. Importance of club representation-delegates
 2. Date, time, place, program.
 - f. Publicity.
 - g. Zone governor's comments.
 8. Pledge of Allegiance.
- Adjourn.

District Governor

Duties and Responsibilities

1. Serving as chair of the district cabinet.
2. Representing Ruritan National in the district and acting as liaison between the district and Ruritan National.
3. Providing leadership and assistance to district, zone, and club officers.
4. Assigning duties to the lieutenant governor, zone governors, and district officers.
5. Outlining a plan of work and setting goals for district achievement.
6. Appointing an energetic, aggressive Growth and Development Chair to coordinate and administer the district's program - one who emphasizes need for development (new clubs) and growth (new members) .
7. Holding at least four (4) district cabinet meetings during the year.
8. Ensuring that zone governors visit clubs early in the year with close follow-up and assistance, especially to the weaker clubs.
9. Setting up a master schedule of activities early in the year to include cabinet meetings, club visits, and district convention.
10. Appointing committees as needed.
11. Familiarizing all cabinet members and club officers with national bylaws, handbooks, and growth and development materials.
12. Preparing, with the assistance and advice of the district treasurer, a suggested budget for the year to be approved by the cabinet.
13. Appointing a district publicity and public relations chair.
14. Appointing a fundraising chair whose duties should include promoting and suggesting fundraisers for clubs.
15. Appointing a district youth coordinator.
16. Publicizing and promoting national goals in the district.
17. Encouraging clubs to serve their communities more efficiently and effectively through Ruritan.
18. Submitting requested reports promptly and assuring that zone and club officers submit their reports promptly.
19. Seeing that a district directory is prepared and distributed to all clubs (and copied to Ruritan National) showing:
 - a. Meeting night of clubs and locations.
 - b. New officers' names and addresses.
 - c. Zone in which club is assigned.
 - d. Club's name and computer number as found in the *Club Secretary's Handbook*. **(Recommend assignment of this task to lt. governor.)**
20. Being responsible for having all clubs complete community service reports and arranging for judging of reports received. Arrange for judging of Ruritan of the Year applications.
21. Sending a progress report or district letter to all club presidents monthly or quarterly. (Copy to cabinet and Ruritan National.)
22. Supervising the collection of delinquent dues and other monies owed to Ruritan National.
23. Appointing a Ruritan member to serve on the board of directors of a new club as administrative advisor (with-

out voting privileges) for the first 12 months following charter night, if the new club has no sponsoring club.

24. Appoint Audit Committee

Duties of the Incoming District Governor

1. Cooperating fully with the outgoing district governor in planning and conducting instructional meetings and other district, zone, and club activities.
2. Appointing zone governors, district secretary, district treasurer, growth and development chair, foundation promotion chair, and any other officer or committees deemed necessary for the work of the district. However, as a recommendation to the district governor, each district may elect its own district secretary and/or district treasurer or district secretary-treasurer, and each zone may, at the discretion of the district cabinet, elect its own zone governor.
3. Assisting with winter zone meetings for club officers.
4. Consulting with the outgoing district governor and outgoing district treasurer concerning preparation of the district budget and district convention budget.
5. Urging each club to hold a meeting of officers, directors and committee chairs, followed by meetings of all committees. Plans for the year's program of work should be completed by the January monthly club meeting.
6. Attending district officers motivational leadership development training in the fall and the district officers' meeting at the Ruritan National Convention.

Duties of the Outgoing District Governor

1. Assisting in winter zone meetings to be held between January 1 and February 15.
2. Holding district cabinet meeting with incoming and outgoing cabinets between the district convention and January 1.
3. Seeing that **all** district records are transferred to the newly elected district officers.
4. Continuing full responsibilities as district governor until January 1 and cooperate with the incoming district and zone officers.

District Lt. Governor

The lieutenant governor shall work closely with the district and zone governors in all phases of Ruritan activity within the district. The district lieutenant governor shall give special attention to weaker zones and clubs. The district lieutenant governor shall be installed at the district convention and take office January 1.

Duties of the Lt. Governor

- (1) Becoming familiar with the national, district, and club bylaws, the officers' handbooks, and growth and development material.
- (2) Attending district officers' leadership development training in the fall and attending the Summer Leadership Conference at the Ruritan National Office.
- (3) Serving as a member of the district cabinet.
- (4) Substituting for the district governor whenever the governor is unable to perform the duties of office.
- (5) Assisting the district governor in supervising zone governors' performance of their assigned duties and giving counsel and assistance as needed.
- (6) Carrying out other duties assigned by the district governor which may include the following:
 - a. Being responsible for having all clubs complete community service reports and arrange for judging of reports received. Do the same for Ruritan of the Year nominations.
 - b. Being responsible for judging of the Ruritan of the Year nominations.
 - c. Being responsible for ensuring the distribution of a district directory by January 1 each year.

Past District Governors

Duties and Responsibilities

The three immediate past district governors retain membership on the cabinet to serve in an advisory capacity and assist the Growth and Development Chair. The Governor may give them additional assignments. They are full voting members of the cabinet. (In the event one or more of the governors who serve in the past three years cannot serve, the three most recent past governors should fill these posts.)

District Secretary

The secretary shall be installed at the district convention and take office January 1.

Duties of the District Secretary

1. Serving as a member of the district cabinet.
2. Notifying cabinet members of district cabinet meetings.
3. Notifying clubs of all district meetings.
4. Keeping minutes of each district cabinet meeting and other district meetings.
5. Providing a copy of the minutes of cabinet meetings to all cabinet members and Ruritan National.
6. Keeping a record of the district convention including official minutes of the convention, record of attendance, convention program, news clippings, and other items of interest for permanent records of district.
7. Advising clubs of cabinet and district convention decisions affecting them.
8. Keeping a record of committee appointments.
9. Maintaining permanent district records and promptly entrusting these records to next year's secretary.
10. Handling correspondence requested by the district governor.
11. Notifying Ruritan National Executive Director of zone changes.
12. Assisting the district governor and other officers as requested.

National Director

The national director assigned to a district is a full voting member of the district cabinet. The director is not a guest or honorary member of the cabinet, but shares equal responsibility with other cabinet members in decision making.

Duties of the National Director

1. Attending all cabinet meetings.
2. Assisting the governor in planning cabinet meetings.
3. Making a report of national board meetings and other national meetings and interpreting national policies and procedures at each cabinet meeting.
4. Seeing that district officers submit required reports promptly.
5. Assisting the governor in dealing with difficult problems in the district.
6. As a member of the Ruritan National Board, the director makes sure that no district activity or program conflicts with national or club policies or bylaws.

District Treasurer

The treasurer shall be installed at the district convention and take office January 1.

Duties of the District Treasurer

1. Serving as a member of the district cabinet.
2. Keeping district funds in a responsible bank.
3. Depositing all district funds, keeping a record of receipts and disbursements, and reporting these transactions at cabinet meetings and at the district convention.
4. Paying bills as directed by the district cabinet or the district governor.
5. Billing clubs for district dues; billing clubs (if applicable), individuals, or businesses for unpaid accounts due to the district.
6. Requesting audit of records by a committee appointed by district cabinet.
7. Ensure the filing of Form 990, 990EZ, or 990-N (electronic postcard) with the IRS by February 15.
8. Submitting financial reports to district governor and promptly transferring all funds and records to the next year's treasurer.

Youth Coordinator

Duties of the Youth Coordinator

1. Developing a youth activity program that helps serve the needs of youth in their communities.
2. Providing opportunities through working agreements with other organizations that share the same values as Ruritans.
3. Identifying, training, nurturing, and developing the leadership of our youth, which is vital to the future of Ruritan.

Strategies for District Youth Programs

- A. Expanding opportunities with organizations with which Ruritan already has a working agreement.
- B. Identifying and developing working agreements with other organizations that will help us reach our goal.
- C. Encouraging clubs who sponsor youth, or youth activities, to make recipients aware of what our organization is all about.
- D. Encouraging clubs to involve more youth in club meetings, i.e., invite youth to a meeting before sending them to a sponsored event and let them know what is expected of them and then invite them back after the event for a report.
- E. Encouraging submission of youth related articles and events for inclusion in the Ruritan Magazine and in district publications.
- F. Where applicable, encouraging zone or district meetings, on at least an annual basis, of high school Ruritan club members, Ruritan Student members, and other interested youth to discuss benefits, problems, or other issues related to Ruritan involvement or membership.

Publicity and Public Relations Chair

Duties of the Publicity and PR Chair

1. Establishing a good relationship with the local media by preparing news releases for all special events, along with district and national conventions.
2. Preparing the district's newsletter.
3. Promoting the district's convention.
4. Publicizing the Rudy Ruritan program and other community service programs.
5. Building an overall better relationship with the clubs and community.

Foundation Promotion Chair

Duties of the Foundation Promotion Chair

1. Educating members within the club and district about existing and new Ruritan National Foundation programs.
2. Helping coordinate district fundraisers that benefit the Ruritan National Foundation.
3. Promoting participation in Ruritan National Foundation programs within the district and clubs within the district:
 - a. BY\$ programs
 - b. Foundation Permanent Funds
 - c. Foundation Special Permanent Funds
4. Offering a minimum 15 minute club program on Ruritan National Foundation programs if asked by club, district, or zone officials.
5. Promoting attendance to the Ruritan National Foundation's Fellowship Weekend each year.
6. Encouraging contributions to or participation at the Ruritan National Foundation's Silent Auction and other events held at the Ruritan National Convention.

Fundraising Chair

Duties of the Fundraising Chair

1. Planning fundraisers to help support district programs as applicable.
2. Coordinating fundraisers for charitable causes within the district or for a Ruritan program.

District Growth and Development

Growth and Development Chair

In as much as Ruritan views the retention of present members and clubs of at least equal importance as that of obtaining new members and clubs, this district position has the dual responsibility of the development of the Ruritan program in the district as well as giving special attention and assistance to any weak and/or struggling clubs in the district.

Duties of the G&D Chair

1. Serving as a member of the district cabinet.
2. Developing goals and programs, with the approval of the District Governor, to meet or exceed the goals of the National President.
3. Identifying potential sites for new clubs in the district, with the assistance of the clubs, zone governors, and members of the district cabinet.
4. Coordinating all activities relative to the development of any new club to minimize duplication of effort and to avoid any confusion among the potential new members.
5. Maintaining frequent communication with the District Governor in all areas of growth and development.
6. Working closely with any weak and/or struggling clubs, especially those below charter strength, keeping the district governor and Lt. governor apprised.

Charter Meeting Agenda

1. Meeting called to order by temporary president.
2. Song "America".
3. Invocation.
4. Meal.
5. Temporary president or Ruritan leader - summarize "What Ruritan Is" (maximum time 3 to 5 minutes).
6. Club business.
 - a. Adoption of Club Bylaws.
 - b. Request to Ruritan National that club be added to its list of tax exempt clubs.
 - c. Report of Nominating Committee and election of officers.
 - d. Election of monthly meeting date, time, and place.
 - e. Club sets amount of club's quarterly dues.
 - f. Other necessary business.
7. Installation of officers.
8. Presentation of charter.
9. Signing of charter.
10. Closing remarks by Ruritan official. (This is not to be a major address).
11. Pledge of allegiance to flag and adjournment.
12. Members sign charter and pay charter fees. The club board of directors will meet to set date for meeting of directors
 - a. Plan next meeting program.
 - b. Appoint committees.
 - c. Get started on the club's work.
 - d. Consider proposed new members.
 - e. Instruct new officers. (It is recommended that this be done on an individual basis.)

New Club Charter Meeting

NOTE: *Between the organizational meeting and the charter meeting of a new club, the temporary president shall appoint a three-person nominating committee which will present its report at the charter meeting. The temporary president will make arrangements for the meeting place and the meal. The charter and new club kit will be sent to the district governor.*

Suggestions

1. Keep meeting and introductions brief and to the point.
2. Do not overwhelm the new club with too much "brass."
3. Remember that the officers and members of the new club are the most important people at this meeting.
4. Working closely with this new club is the responsibility of the zone governor.
5. Keep the zone governor actively involved.

Important Points

1. New clubs and growth plans should be discussed at **all** cabinet and zone meetings.
2. Each district should conduct and keep up to date a complete survey of communities for potential club development within the district and surrounding areas.
3. There should be a Growth and Development Committee in each district and each zone and clubs should consider the feasibility of having a Growth and Development Committee.
4. Ruritan National will provide the following:
 - a. Promotional and growth and development printed material (see Growth & Development Kit below).*
 - b. Training for district governors, Lt. governors, zone governors, growth and development chair, and others as needed.
 - c. The availability of an assigned national director to help when unusual opportunities arise.
 - d. Growth and Development plaques will be awarded to the district governor whose district organizes three or more clubs.
 1. The most clubs in first six months of the year
 2. The most clubs in second six months of the year
 3. The most clubs (total) for the year*Districts that tie for National Growth and Development awards shall be recognized with a plaque for each district governor.*
5. See Ruritan Awards book for the Distinguished Ruritan Member and the Sponsoring Club/District Award.

***Growth and Development materials to charter a new RURITAN club are available as downloadable items on the Ruritan website <http://ruritan.org>. Click on the "growth" icon or visit the library under "member resources" and use the search function for the word "charter." You can also find templates for customized club brochures etc. You may also contact the national office for materials. Material includes charter applications, brochures, procedures, and guides.**

Leadership Development Coordinator

Duties and Responsibilities

The District Leadership Development Coordinator (LDC) is responsible for coordinating the planning, promoting, conducting and evaluating of all leadership development activities, both basic and advanced, for Ruritans in his/her district (or area) throughout the year. These responsibilities include, but are not limited to, the following:

1. In cooperation with the district governor appointing a District Leadership Development team consisting of qualified persons from the district. The DLD Team should include, but is not limited to, the persons certified under the previous Ruritan National trainer certification process.

2. Developing a working relationship with the lt. governor who is responsible for the logistics for District Officer Training, i.e. obtaining a location for training, ordering refreshments, notifying all cabinet members of the upcoming training, etc.

3. Developing a working relationship with zone governors who are responsible for the logistics for Club Officer Training, i.e. obtaining a location for training should it be held in their zone, ordering refreshments, notifying all clubs within the zone, etc.

4. Developing and implementing a plan for leadership development workshops in the district, presenting this plan to the district cabinet for discussion and feedback at its first meeting of the year. The LDC should forward a copy of this plan to the National Leadership Development Committee for information purposes.

5. Developing promotional flyers, evaluation forms, records/reports, etc. The LDC will also maintain the training materials and learning modules issued from the Ruritan National Office.

6. Facilitating basic orientation for new Ruritan members and basic leadership workshops for new club officers using the newly developed learning modules.

7. Planning the annual District Officers' Leadership Development workshop in the fall using an outline provided by Ruritan National. (To ensure that all district leaders receive the same training).

8. Planning and facilitating other specialized and/or advanced workshops. Such workshops would be open to all Ruritans, but especially those who have already successfully completed basic leadership development workshops using the new materials and techniques. Examples of these advanced workshop options would include, but not be limited to, the following:

- Agenda Building and Utilization at Meetings
- Awards & Recognition
- Brag & Share Roundtables
- Building Better Partnerships
- Community Service Projects & Reports
- Conducting Effective Meetings
- Fundraising Ideas
- Group Dynamics
- Identifying and Meeting Community Needs
- Leadership Styles

- Membership Recruitment, Retention, and Mentoring
- Motivational Speaking
- Parliamentary Procedure
- Problem Solving and Decision Making
- Ruritan for All Ages – Youth & Seniors
- Stress Management
- Time Management
- Tips on Promotion and Public Relations

9. Continuing his or her own on-going leadership development through:

• Consulting with Ruritan National Office and the National Leadership Development Committee Ruritan colleagues, especially other LDCs.

• Attending workshops and retreats for LDCs and DLD Teams held at the Ruritan National Convention and other times during the year.

• Attending other non-Ruritan leadership development training opportunities.

Position Requirements for LDC

1. Demonstrating knowledge of Ruritan at the club, zone, district, and national levels.
2. Demonstrating knowledge, implementing, coordinating, and evaluating plans of work.
3. Demonstrating experience in planning and facilitating leadership development opportunities.
4. Demonstrating good human relations and team building skills and attitudes.
5. Demonstrating good speaking abilities.

The Ruritan National Leadership Development Committee is depending on the LCDs to help develop advanced Leadership Workshops such as the ones listed in the duties and responsibilities so they may be used by all other district and area LDCs to advance all Ruritans beyond the basic leadership level.

Club Officer's Leadership Development Training

This training is held ideally in the fall, or between the October meeting and March 1. The leadership development coordinator and the district governor designate qualified persons to train club officers in the district. Instructors are to have the following qualifications:

- (1) Knowledge about Ruritan procedures, the national bylaws, the district bylaws, and the club bylaws.
- (2) Communication skills, both oral and written.
- (3) Possession of up-to-date instructional materials from the Ruritan National Office.

District Cabinet

Duties and Responsibilities

Each Ruritan district shall have a district cabinet consisting of the District Governor, District Lt. Governor, District Secretary, and District Treasurer. It should also include Zone Governors, Lt. Zone Governors, Assigned National Representative, Growth, Development and Retention Chair, Leadership Development Coordinator, Publicity and Public Relations Chair, Fundraising Chair, Foundation Promotion Chair, Youth Coordinator, and Chaplain. It is recommended that these officers hold no other office while serving in these capacities. The three immediate past district governors should also serve on the cabinet.

1. The cabinet shall meet as necessary to plan, organize, and conduct various district activities.
2. Each fall, the cabinet shall review zone status and approve all zone changes. Care should be taken to ensure that zones are of appropriate size for efficient and effective service to clubs. In establishing zones, consideration should be given to the following:
 - a. Financial feasibility (mileage involved, size of cabinet).
 - b. Natural barriers and man-made boundaries.
 - c. Potential leadership development in zone.
 - d. Preference of clubs.
3. The cabinet shall schedule training of club officers in the fall between the district convention and January 1st.
4. The cabinet shall meet with the newly elected and appointed district officers in joint sessions to facilitate an orderly transfer of leadership.
5. The cabinet shall constantly survey communities for new clubs and assist in their organization. The cabinet should also pay special attention to weak clubs and assist these clubs with member recruitment.
6. The cabinet shall cooperate with the zone governors in planning zone meetings.
7. Between January 1st and the Ruritan National Convention, the cabinet shall approve the district budget and appoint an Audit Committee.
8. The cabinet shall plan the district convention, including time, place, program, and budget.
9. The cabinet shall supervise all other district activities.
10. The cabinet, through written notice by the district secretary, shall notify the Ruritan National Office immediately upon determining a club has disbanded.

DISTRICT CABINET MEETING PROCEDURE

Presiding Officer: District Governor

Meeting Attendees: District Cabinet

Scheduled Meetings: At least three meetings throughout the year, plus a combined cabinet meeting of the present year's cabinet and the newly elected cabinet.

Meeting Purpose: To review the progress and conditions of the district and clubs within the district's jurisdiction and making necessary plans for successful club and district programs in the future.

Suggested Cabinet Meeting Agenda

1. Singing of "America."
2. Invocation.
3. Reading of the minutes may be dispensed if minutes have been distributed by email prior to the meeting, from the last cabinet meeting, and other district and zone meetings. Motion to approve is still required.
4. Report from the District Growth & Development chair
 - a. Expansion - new clubs in zones.
 - b. Growth - new members in clubs.
 - c. Weak clubs.
 - d. Zone meetings held.
 - e. Future plans for the zone.
5. Report from the Ruritan National Foundation chair.
6. Reports from the attending zone governors
 - a. Club visitation and club activities.
 - b. Club board of directors' meetings attended.
7. Report from the district treasurer.
8. Report from the lieutenant district governor.
9. Report from the district governor.
10. Report from the national director.
11. Reports from any special committees.
12. Planning session
 - a. Club improvement.
 - b. Aiding weak clubs.
 - c. Zone meetings.
 - d. District convention.
 - e. Special district projects.
 - f. Training for zone and club officers.
 - g. Installing club officers.
13. Adjourn with the Pledge of Allegiance.

Suggested Topics for Combined Cabinet Meetings

Training

1. Duties of district officers
2. Protocol when visiting a club or club board of directors' meeting
3. Study of a Ruritan club
 - a Membership and Attendance
 - b Fees and Dues
 - c Officers
 - d Meetings
 - e Yearly Schedule
4. Study of Ruritan National
 - a History of Ruritan
 - b National Office in Dublin, Virginia
 - c National officers and board of directors
 - d Scope of Ruritan
5. Growth and Development:
 - a The need for Ruritan in communities that do not have Ruritan clubs
 - b The importance of club sponsorship
 - c Procedures for organizing a club
 - d Methods of strengthening weak clubs

Reporting

1. Reports from outgoing district governor, lt. governor, zone governors, national director, and growth and development chair.
2. Report of district treasurer. Be prepared to turn funds over to new district governor and treasurer by January 1.

Planning

1. Planning zone meetings for club officers and members between January 1 and February 15.
2. Planning growth and development work (new clubs) to be done between now and next cabinet meeting.
3. Planning for special attention to weak clubs and clubs with low membership.
4. Scheduling zone governors' first visit to each club between January 1 and March 31. (Subsequent visits will be scheduled by the zone governor).
5. Making preliminary plans for activities for the coming year.

Combined Cabinet Meeting

Who is responsible: District governor assisted by assigned national director.

Who should attend: All cabinet members plus incoming cabinet members.

When: Between district convention and January 1.

Purpose: To plan for completion of year's work and continuation of long-range projects. To make preliminary plans for next year. To make a smooth transfer of business from the present cabinet to the new one.

This will be a long meeting and can be a dinner meeting starting as early as possible. It could be an afternoon and evening meeting (with dinner served at break after training section on the agenda) or it may be scheduled for two separate meetings.

The meeting should open with prayer and adjourn with the pledge of allegiance.

District Convention

Who is in charge: District governor and cabinet.

Who should attend: All district, zone, and club officers, delegates from clubs, and members of clubs in the district.

When: October (provided all clubs in the district have met for that month), November, or December.

Purpose:

1. Elect district officers for next year.
2. Transact necessary district business.
3. Present awards and recognize clubs and persons for outstanding contributions during the past year.
4. Become acquainted with national officers.
5. Provide fellowship and inspiration to all Ruritans in attendance.

Preparation for convention:

1. Select date and place early in year (confirm with Ruritan National).
2. Prepare convention budget.
3. Appoint Convention Committee Chair (usually cabinet members).
 - a. Convention Program - entertainment, meal, spouses, and arrangements.
 - b. Registration - fellowship and reception.
 - c. Program printing-ads.
 - d. Resolutions.
 - e. Nominations.
 - f. Publicity.
 - g. Other committees deemed necessary.
- 4) Outline tentative program - starting time of business session, school, meal. (Committees should work out details.)

District Convention Installation Ceremonies

District Governor

I hereby promise to fulfill the responsibilities of the office of district governor. I will, to the best of my ability, promote the policies and uphold the bylaws of Ruritan National and strive to cultivate fellowship, goodwill, and community service.

Installation Ceremony for Other District Officers

Do you promise to fulfill the responsibilities of the office of which you have been elected; and will you, to the best of your ability, promote the policies and uphold the bylaws of Ruritan National and strive to cultivate fellowship, goodwill, and community service?

(Answer in unison: "I Do")

Suggested Agenda for District Conventions

Business Session

1. Singing of "America" and invocation.
2. Have demonstration of good meeting, parliamentary procedure, how to get committees to function, or some similar instruction at this session.
3. Reports of district secretary (including details of convention), district treasurer, audit committee, zone governors, growth and development chair, lieutenant governor, district governor, each club president (if over 8 in attendance each zone governor should report for all clubs in zone), committee chairs, and foundation promotion chair.
4. Report from Ruritan National by national representative.
5. Presentation of various awards.
6. Report of special committees.
7. Report of Resolution Committee.
8. Unfinished and new business.
9. Report of Nominating Committee.
10. Election of officers.

Convention Meal

The meal should not last longer than 2 1/2 hours. Secure a good master of ceremonies who will keep things moving but not talk too much - **the district governor should not be the master of ceremonies.**

1. Invocation.
2. Meal.
4. Entertainment and recognition of guests.
4. Presentation of various awards.
5. Installation of newly elected officers by national representative.
6. Remarks of district lt. governor.
7. Address by national representative (this could be someone else familiar with Ruritan and its objectives).
8. Adjourn with pledge to flag.

Club Visitation by District Officers

Club Board of Directors' Meeting

1. Compliment the board for things done well and progress made.
2. Get information for the report to Ruritan National.
3. Discuss club activities and problems:
 - a. Inquire as to the club projects or plans for projects.
 - b. Are the committees functioning effectively? Are they doing more than merely providing program material?
 - c. Is the club having good programs at each meeting?
 - d. Are there any major problems confronting the club?
 - e. Diplomatically point out weaknesses you have noticed or have had reported to you.
4. Determine what is being done to maintain good attendance. Suggest what other clubs are doing:
 - a. Making certain that every meeting is interesting and informative.
 - b. Making up attendance by attending other clubs.
 - c. Exchanging invitations to meetings with nearby clubs.
 - d. Holding attendance contests.
 - e. Presenting awards for perfect attendance such as pins or certificates.
5. Discussing possibilities of sponsoring new clubs.
6. Discussing methods for getting new members and assisting small clubs.
7. Emphasizing importance of proper installation (including presentation of pin or new member kit), instruction, committee assignment, and mentoring for new members.
8. Other matters for possible discussion
 - a. Length of meetings
 - b. Planning meeting programs
 - c. Speakers and program material
 - d. Length of business session in the club meetings
 - e. Spouses and family nights
 - f. Adopting yearly goals
 - g. Following up on absent members
 - h. Regular board meetings
 - i. Wearing Ruritan pins
 - j. Ruritan road signs
 - k. Delinquent national and district dues and reports
 - l. Working with youth and other partnership organizations

Regular Club Meeting

Make brief remarks if there is a planned program. Be prepared to talk on Ruritan for 15 to 20 minutes if there is no other speaker or if the scheduled program is cancelled.

Display an attitude of sincerity, humility, and enthusiasm. Be complimentary. Express appreciation for anything observed worthy of compliment.

1. Call attention to the value of Ruritan and what it does. Ruritan builds leaders as well as communities.
2. Report progress being made in the zone or district, including organization of new clubs. Also report on projects and activities of existing clubs.
3. Encourage the club to sponsor a new club. Ruritan National has a system of recognition for clubs that sponsor, follow up, and submit proper reports to Ruritan National as outlined in the Sponsoring Club/District Award.
4. Encourage the club to invite new members into the club, especially if the club has less than 20 members.
5. Urge clubs to select projects which will give the club recognition and prestige in the community. (For example: Sponsor a March of Dimes or Scout Unit rather than merely making a contribution).
6. If time permits, one of the following can be discussed:
 - a. Such essential points in the club bylaws as procedure for taking in new members; importance of good attendance; honorary membership; leave of absence; and procedure for meetings.
 - b. How to get the most out of Ruritan membership.
 - c. What Ruritan is and does.
 - d. History and development of Ruritan.

Note: Ask the president to hold a short meeting of the club officers at the close of the club meeting to offer assistance and suggestions for club improvement.

District Finances

1. Sources of District Funds

- a. Each district receives 10 percent of national dues per member, per year, refunded from Ruritan National.
- b. District dues are optional. Each district may establish its own district dues. The amount of dues per member of each club shall be determined by the district cabinet provided any increase in dues shall not become effective until approved by a 2/3 vote of the delegates at the next district convention. Notice of such proposed dues increase shall be sent to the president of each club in the district at least thirty (30) days prior to the start of said convention.

2. District Expenses Paid by Ruritan National

Lt. Governors are expensed to the Summer Leadership Conference, others may attend at their own expense. Special circumstances such as substitutions will be considered on a case by case basis by the Ruritan National President.

Incoming and outgoing District Governors will be paid ½ of their expenses to the National Convention provided they complete the requirements below.

1. Lt. Governor attends the Summer Leadership Conference (unless excused in writing by the National President).

2. Incoming District Governor attends the Governors' Training at the National Convention.

3. They attend substantially all meetings at the National Convention.

4. The District's Form 990 has been filed with the IRS by the February 15 deadline for a fiscal year end of September 30.

All expense vouchers must be submitted within 90 days after the National Convention.

3. Expenses Paid by the District

These shall be determined by the district cabinet at its first meeting each year and may include:

- a. Travel, stationery, postage, and telephone expenses of the district governor, the lieutenant governor, the

zone governors, the district secretary, the district treasurer, growth and development chair, and the foundation chair.

- b. One-half of the expenses of the district governor and the immediate past district governor to the national convention.

- c. Committee meetings related to the district convention.

- d. District convention expenses not otherwise met.

- e. Awards and recognition.

- f. Expenses to zone meetings.

- g. District supplies and equipment costs.

- h. Meetings other than Ruritan when representing the district.

- i. District newsletter, directory, or other publications.

Protocol for Visitors

The following list is presented to assist you in understanding the order of precedence, by Ruritan office:

1. National President
 2. National President Elect
 3. Past National Presidents
 4. National Presidents or Elected representatives of other civic groups
- National Board Members:
5. National Secretary
 6. National Treasurer
 7. National Directors (first by tenure in office, then by alphabetical order)
 8. Foundation Trustees
 9. Executive Director
- National Chair and Committees:
10. Standing Committees
 11. Special Committees
 12. Past National Directors
 13. District Governors
 14. Past District Governors
 15. Lieutenant Governors
 16. District Secretary
 17. District Treasurer
 18. Growth & Development Chair
 19. Foundation Promotion Chair
 20. Zone Governors
 21. Club Presidents

How to Handle Introductions and Seating Arrangements

Introductions: It should be pointed out that in making introductions, protocol requires that the office of lowest rank (the bottom of the list above) be presented first, reserving the highest office until last. When a person to be presented has held more than one office, that person is introduced only once, and then by highest office.

Seating: Protocol requires that the highest office represented shall be seated to the right of the presiding officer, with the next highest to the left, and so on from right to left. **When the Ruritan National President rises to speak, make sure the audience also rises.** However, because of the size of most head tables, usually only those who will participate in the program and are holding office at the time will be seated at the head table. If space will permit, then others may be seated in the order of precedence.

Ruritan and the American Flag

United States Flag Display Etiquette

It is important that each Ruritan club or district display an American Flag at all meetings. When displayed flat on the wall, the blue field should be top left to the observer. The Flag of the United States should hold the position of superior prominence; both in advance of the audience and in the position of honor at the speaker's right as he faces the audience.

In displaying flag sets on the head table, the American Flag should be on the speaker's right and the Ruritan Flag on the left. With other flags, such as flags of states, cities, or associations, or in a decorative grouping of flags, the Flag of the United States is in the middle, on a staff longer than the others.

The Flag should never be used as a decoration. Red, white and blue bunting should be used instead. The Flag should never be embroidered on such articles as cushions, handkerchiefs, etc., printed, or otherwise impressed on paper napkins or boxes or anything that is designed for temporary use and discarded.

When hanging the American Flag in a vertical position against a wall, the stars should be in the upper left hand corner. The Flag should always be allowed to fall free. It should never be fastened, displayed, or stored in any manner which would permit it to be easily torn. The American Flag should never be used on a costume or athletic uniform. The Flag should be hoisted briskly and lowered ceremoniously.

Disposal of American Flags

When a flag has served its useful purpose, it should be destroyed, preferably by burning. This should be done discretely so the act of destruction is not perceived as a protest or desecration.

Hold Flag Disposal and Replacement Ceremonies on June 14, Flag Day, or anytime. Flag replacement ceremonies also create a dignified and solemn occasion for the disposal of unusable flags.



Pledge of Allegiance

"I pledge allegiance to the flag of the United States of America and to the republic for which it stands, one nation under God, indivisible, with liberty and justice for all."

When you are pledging allegiance, stand erect and look directly toward the flag.

The Pledge of Allegiance should be rendered by standing at attention facing the flag with the right hand over the heart. When not in uniform, men should remove their headdress with their right hand and hold it at their left shoulder, the hand being over the heart.

Persons in military uniform should remain silent, face the flag, and render the military salute.

When to Fly the Flag at Half-Staff

When flown at half-staff, the Flag should be first hoisted to the peak for an instant and then lowered to the half-staff position. The Flag should be raised to the peak again before it is lowered for the day. On Memorial Day, the Flag should be displayed at half-staff until noon only, then raised to the top of the staff. By order of the President of the United States, the Flag shall be flown at half-staff upon the death of principal figures of the United States Government or the Governor of a State, territory or possession, as a mark of respect to their memory. The Flag shall be flown at half-staff thirty days from the death of the President or a former President, ten days from the day of death of the Vice President, the Chief Justice or retired Chief Justice of the United States, or the Speaker of the House of Representatives. The Flag shall also be flown at half-staff from the day of death until interment of an Associate Justice of the Supreme Court, a Secretary of an executive or military department, a former Vice President, or the Governor of a State, territory or possession, and flown at half-staff on the day of death and the following day for a Member of Congress.



Parliamentary Procedure

Parliamentary Procedure is a courteous and common sense method of conducting business, ensuring a majority rule, a fair hearing, and protection of rights for all. The rights of individuals of the minority and majority must be respected. The parliamentary procedure listed below is in no manner complete but designed to serve Ruritan clubs. Most importantly, a good parliamentary procedure is a logical order of business. One of the most serious causes of confusion at a club business meeting is the failure of the president to keep the club well-informed as to what is the business at hand. The order of business for a Ruritan club meeting can be found in the club bylaws, on the inside front cover of the Club Officers' Handbook, and on the inside of the front cover of the Secretary's Book.

Parliamentary Procedure Chart							
Motions 1-9 are in order of precedence.							
If a member wishes to:	Member would say:	May the Member interrupt Speaker?	Does Member Need a Second?	Can it be Debated?	Can it be Amended?	Vote Needed:	Can it be Recommended?
1. Adjourn meeting	I move that we adjourn	NO	YES	NO	NO	Majority	NO
2. Call an intermission	I move that we recess for ...	NO	YES	NO	YES	Majority	NO
3. Suspend further consideration of an issue	I move to table the motion	NO	YES	NO	NO	Majority	NO
4. End discussion	I move the previous question	NO	YES	NO	NO	2/3 vote	NO
5. End amendments	I move the previous question	NO	YES	YES	YES	2/3 vote	NO
6. Postpone discussion for a certain time	I move to postpone the discussion until ...	NO	YES	YES	YES	Majority	YES
7. Give something further study	I move to refer the matter to committee	NO	YES	YES	YES	Majority	YES, unless committee has already taken the subject up
8. Amend a motion*	I move to amend the motion by ...	NO	YES	YES	YES	Majority	YES
9. Introduce business	I move that ...	NO	YES	YES	YES	Majority	YES
The motions below are not in any order of precedence but must relate to the business at hand and must be presented at the proper time.							
10. Verify a voice vote	I call for a division, or Division	YES	NO	NO	NO	NO	NO
11. Request information	Point of information	YES	NO	NO	NO	No Vote	NO
12. Protest breach of rules or conduct	I rise to a point of order	YES	NO	NO	NO	NO	NO
13. Take up matters previously tabled	I move to take from the table	NO	YES	NO	NO	Majority	NO
14. Retract your motion	I wish to withdraw my motion	NO	NO	NO	NO	No Vote	NO
15. Vote on a ruling by the chair	I appeal the chair's decision	YES	YES	YES	NO	Majority	YES
16. Prevent considering improper matter	I object to consideration of this motion	YES	NO	NO	NO	2/3	NO
17. Suspend rules temporarily	I move to suspend the rules so that ...	NO	YES	NO	NO	2/3	NO
18. Reconsider a hasty action	I move to reconsider the vote on ...	YES	YES	YES	NO	Majority	NO

*Amendment must relate to the original motion and must be acted on before the original motion.

Steps to Present a Motion

- When a member is recognized by the president, member will make the motion: (1) clearly, (2) concisely, (3) affirmatively.
- Another member may second the motion, or the chair will call for a second. If no second is obtained, the motion is lost.
- If seconded, the chair will restate the motion.
- All comments are directed to the chair, then the matter may be discussed. The person making the motion is allowed to speak first.
- If the chair or a member feels that all discussion has been presented, he/she may call for the question. Calling for the question means "I would like to have the vote on the motion taken now." The chair then will ask the question, "Are you ready to vote?"
- If there is no more discussion, the vote is taken. If there is a question as to whether the club is ready to vote, follow procedure on line 4 on parliamentary procedure chart "end discussion."

Method of Voting

- Voice - yes or no.
- Division - standing or raised hand vote.
- Roll call - yes or no upon name call.
- Ballot - written secret vote.
- General consent - members show agreement by voicing no objection.

Robert's Rules of Order

The complete "Robert's Rules of Order" may be obtained through office suppliers, book stores, or from the publisher, Scott, Foresman and Company, in Glenview, Illinois (847) 729-3000.

Procedures for Installing Club Officers

INSTALLATION OF RURITAN CLUB OFFICERS

The person in charge of the installation ceremony should include the following:

1. Make introductory remarks.
2. Request new officers to come forward.
3. Install each officer individually.
4. Call each officer by name and office.
5. Summarize the responsibilities of each officer.
6. Formally install each officer with a handshake and congratulations.
7. Present the newly installed president with a pin, gavel, or other symbol of office.
8. Challenge club members to support the new officers.

NOTE: The Ruritan in charge of the installation ceremony should not read or refer to notes, but should "use their own words," using the following as a guide. It is not necessary to memorize everything word for word. It is better to speak a few lines for each officer with conviction and in the speaker's own words, than a dozen lines memorized using the words of another person. The entire ceremony should not last more than ten minutes.

SUGGESTED INTRODUCTORY REMARKS

Club members, these Ruritans will lead your club during the coming year. You have placed upon them a great responsibility. I know that you have confidence in them and that under their leadership, your club will continue to go forward. Incoming officers, your fellow club members have not only honored you, and placed upon you a great responsibility; but more importantly, they have given you an opportunity to serve your community.

As Ruritan officers and members, we are dedicated to one purpose—doing everything we can to make our community an ideal place in which to live. Your Ruritan club is a tool, which if used properly, can make a great contribution toward that worthy goal.

It now becomes my pleasure to install these Ruritans you have honored.

DIRECTOR

_____(First Name)_____, you have been elected a director and will serve in this capacity for the next three years. This honor has been conferred upon you because of your interest in Ruritan and your reputation for sound judgment.

Your duties, along with the duties of other officers, are explained in the Club and District Officers' Handbook. Your duties include the following:

1. Attend monthly meetings of club board of directors.
2. Help formulate club policies and see that they are carried out.
3. See that club meeting procedures prescribed in the bylaws are followed.
4. Promote increased club membership and organization of new clubs in nearby communities.

I congratulate you and am happy to install you as director of the _____ Ruritan Club for the next _____ three years.

TREASURER

_____(First Name)_____, you have been elected treasurer of your club for the coming year. Your duties are explained in the Club and District Officers' Handbook. Your duties include the following:

1. Collect promptly all membership dues and other monies owed to the club.
2. Deposit all funds in a bank approved by the club board of directors.
3. Pay promptly, by check as duly authorized, all obligations of the club.
4. Account for all financial transactions at monthly meetings of the club board of directors and the club.
5. Report on delinquent dues at club board of directors' meetings.
6. Submit books for audit as requested by the club board of directors.

I congratulate you and am happy to install you as treasurer of the _____ Ruritan Club.

SECRETARY

_____(First Name)_____, you have been elected secretary of your club for the coming year.

Your duties are set forth in the Secretary's Handbook and Officers' Handbook. The records you keep become the official, legal, and historical documents of this club. These include a complete record of monthly club and club

Remind the club secretary to send in the New Club Officers form found in the Secretary's Handbook. This form should be sent to the Ruritan National Office immediately after the election of club officers each year.

Procedures for Installing Club Officers

board of directors' Meetings, copies of monthly reports and other communications. Other duties include the following:

1. Notify each member of club meetings.
2. Assist the club reporter.
3. Submit books for audit.

I congratulate you and am happy to install you as secretary of the _____ Ruritan Club.

VICE PRESIDENT

_____(First Name)_____, you have been elected vice president of this club for the coming year, an honor which carries with it many responsibilities. These are set forth in the Officers' Handbook. Some of these are the following:

1. Preside in the absence of the president at club and club board of directors' Meetings.
2. Prepare community service reports with the help of the president, secretary, and the Objectives Committee.
3. Serve as chair of the Finance Committee.
4. Serve as chair of the Objectives Committee and make monthly reports to the club.

The success of your club during the coming year depends upon the planning and work of these committees. Your leadership is most essential.

I congratulate you and am happy to install you as vice president of the _____ Ruritan Club.

PRESIDENT

_____(First Name)_____, you have been elected president of this club, the highest honor your fellow club members could confer upon you. You have demonstrated those qualities of leadership needed in Ruritan. You have worked well in the assignments that have been given you. Your fellow club members have confidence in your ability to lead them in service to the community.

You have the greatest responsibility of this club. Included among your duties are the following:

1. Give direction, encouragement, and leadership to the officers and committee chairs and make certain each is fulfilling his/her assignments.
2. Preside at meetings of the club and club board of directors as prescribed in the bylaws.
3. Attend zone and district meetings and the national convention.
4. Serve as the Ex Officio member of all committees.
5. See that each new member is properly initiated.

Very few persons in this community have the opportunity to contribute to its progress as you will have while serving as president of the Ruritan club.

I congratulate you and am pleased to present you with a pin, gavel, or symbol of office. I install you as president of the _____ Ruritan Club.

Closing Comments

Fellow club members, your officers can accomplish little without the cooperation and support of every member. During the coming year, all of you will have important assignments. Officers and members, as you fulfill these assignments, you are serving and strengthening your community. However, of greater importance, you are helping to keep America strong.

Initiation Ceremony for a New Ruritan Member

Notes to initiating officer

1. Review this agenda prior to the initiation ceremony.
2. Be sure you know the new member's name.
3. Be sure the new member has been properly voted into the club and indoctrinated.
4. Be sure you know the new member's committee appointment and the committee chair's name.
5. Have lapel button or new member kit ready for presentation.
6. Be sure the member is welcomed at the close of the meeting.

Suggested Script

It is always a pleasure to welcome a new member into Ruritan. It is the privilege of our club to welcome _____ as our newest member(s).

Please come forward.

You have been chosen a member of this club by your fellow members because they believe you manifest those qualities of leadership and service needed in Ruritan.

Ruritan's main purpose is service to the community—the center of American Life. From the community come our ideals, our integrity, our moral strength, and our leadership. These qualities are usually no stronger in the American people than they are in the communities in which they live. Ruritan is building a better America by helping to build better communities.

Membership in a Ruritan Club is an honor and a privilege. However, because service is the keynote, it also involves duties and obligations. These should be performed by you with faithfulness and enthusiasm.

You will serve as a member of the _____ Committee.

_____ is its chair. As you serve on this committee and become involved in club activities, you will experience the satisfaction of working together and sharing the accomplishments of the club. This involvement creates an opportunity for fellowship that is seldom equaled.

I congratulate you and present you with this lapel button, and I am sure you will wear it with dignity and pride.

(Applause)

Ruritan Membership

	Active		Honorary	Associate	Affiliate
	Regular Adult & Youth members in regular clubs. (May include Ruritan Forever.)	Leave of Absence (May include Ruritan Forever.)	NOTE: These are members still on national roll.* (May include Ruritan Forever.)	Adult and Youth Members in Ruritan Clubs. (May include Ruritan Forever.)	Members who wish to stay affiliated with Ruritan National (May include Ruritan Forever)
Dues					
Pays National Dues? (NOTE: any may be Ruritan Forever participants with no annual national dues.)	Yes, quarterly.	Yes, quarterly	Yes, quarterly.	Yes. Note that clubs may collect annually but Ruritan National will bill the club quarterly.	Yes. Annually. Directly to Ruritan National unless Ruritan Forever.
Pays Club Dues?	Yes	No	No	No, but may be asked to pay for meal if attending.	No. Not associated with any Club or District
Pays District Dues (in districts where there are dues.)?	Varies by district and may be paid by member or by club for member.	Varies by district and may be paid by member or by club for member.	Varies by district and may be paid by member or by club for member.	Varies by district and may be paid by member or by club for member.	No. Not associated with any Club or District
Attendance					
Requirements:	Not required but recommended	Not required, but status should be reviewed annually.	No attendance requirements	No attendance requirements	No attendance requirements
Makeup meetings:	NA	NA	NA	NA	NA
Types of makeup:	NA	NA	NA	NA	NA
Club Participation					
Membership	Approved by club and board	Approved by club and board	Approved by club and board	Approved by club and board	NA
Business membership	No	No	No	May be a business or an individual	NA
Counts toward charter strength 16	All	All	All	25% of the 16 may be Associate (4 members)	NA
Counts on roll of total club membership	All	All	All	All	NA
Counted to determine # of delegates to conventions as provided in the by-laws	Yes	Yes	Yes	Yes	NA
Office eligible	Yes	No	Yes	No	NA
Voting	Yes	No	Yes	No	NA
May serve as a convention delegate	Yes	No	Yes	No	NA
Awards	All	No	No	Community Service Awards: if member's hours are counted, include them in member count as well.	NA
* Clubs may still have "local" honorary members who do not pay dues, but they are not on the national roll and receive no benefits.					
Ruri-Teen Clubs pay a \$100 association fee					

The Value of Ruritan Membership

Benefits and values that individuals and clubs receive for their Ruritan membership.

Income Tax Exemption

Each club affiliated with Ruritan National is automatically exempt from paying federal income tax on funds raised or donations received under a blanket exemption issued to Ruritan National.

This exemption saves Ruritan Clubs thousands of dollars each year. Each dollar saved in taxes can be used for community service. Many clubs also benefit by exemption from state sales taxes. Without the Ruritan National affiliation, community clubs may have difficulty obtaining tax-exempt status.

Ruritan National also provides instructions and guidance for clubs that file information returns with the Internal Revenue Service. Ruritan National maintains and handles all filings concerning the blanket tax-exemption.

Ruritan National can also help affiliated clubs that have problems related to the Internal Revenue Service.

Ruritan Liability Insurance & Protection

All clubs in good standing with Ruritan National are covered by general comprehensive legal liability insurance. Such insurance is critical to any group that deals with the public.

For example, if a member of the public is injured at a Ruritan-sponsored event covered by this insurance, the club will be protected if a lawsuit arises from the incident.

This liability insurance covers lawsuits arising from covered Ruritan-sponsored activities, up to \$1 million per occurrence, \$2 million aggregate, plus a \$1 million umbrella.

Ruritan Awards & Recognition Program

Ruritan Clubs and members have the opportunity to earn recognition through national and district awards for outstanding community service. These awards frequently receive not only local but also regional and national publicity.

Because Ruritan has a systematic recognition program, individuals and clubs performing outstanding service do not go unnoticed. This recognition adds credibility and distinction to a club's community service efforts.

Ruritan Name and Reputation

Well-known for community service, the Ruritan name is a valuable asset to clubs. Ruritan enjoys a fine reputation among service clubs, other civic organizations, government agencies, and communities in general.

Serving America's communities since 1928, the Ruritan name automatically lends credibility to all club activities.

Ruritan community service activities usually receive much more support and recognition than projects carried out by an ad hoc group of citizens or a local club that is not affiliated with Ruritan National.

Ruritan National Foundation

Each year the Ruritan National Foundation issues many educational grants to students who wish to further their education beyond high school.

The Foundation offers a program that increases a Ruritan club's financial assistance to a student of the *club's choice*. Using this plan, a club can turn a \$300 scholarship into much more using the Build Your Dollar program.

The Ruritan National Foundation also assists victims of local disasters through Operation We Care. Operation We Care provides much needed benefits to disaster victims after the immediate crisis has passed.

Also, individuals or clubs can be honored in perpetuity by starting a "named fund" or "special permanent fund" through the Ruritan National Foundation. All donations to Ruritan National Foundation funds and Operation We Care are tax-deductible.

Educational Material to Help Serve Your Community

Club officers and committee chairs receive free handbooks and other materials to help them perform more efficiently as community leaders. Community Service Guides developed by Ruritan National help local clubs provide services to their communities and also help clubs discover what community services are needed. Club Officers' Handbooks are designed to help officers serve the club and community in the best possible way. Each club receives a packet of material in the fall with a wealth of information designed to help the club and its leaders serve their community.

Volunteer Leadership & Leadership Development

With the exception of a small national staff, all Ruritan officials at the club, district, and national levels are volunteers elected by Ruritan members. An elected National Board of Directors, together with club delegates at annual national conventions, create the policies and programs of Ruritan National. The leadership of Ruritan is chosen by Ruritan Club delegates to serve the needs and interests of Ruritan members and their communities.

Ruritan National also provides educational material to help community leaders and conducts free seminars, workshops, conferences, and other training. Through Ruritan's volunteer program, trained leadership is available to assist clubs with any situation.

RURITAN magazine

Ruritan magazine publishes the community service accomplishments of Ruritan Clubs and members.

All Ruritan members receive this quarterly magazine which features Ruritan Club news, Ruritan activities from across the nation, information about new Ruritan programs, and other items of interest to Ruritan members.

The magazine gives members community service ideas, proven fund-raising ideas from other clubs, and highlights the special projects of Ruritan Clubs. The magazine serves as a communications link that provides current information to all Ruritan members. Honorary members do not receive RURITAN magazine or other Ruritan National correspondence.

Networking and New Friends

Ruritan membership provides social as well as service opportunities. Ruritan Clubs are a cross section of the community the club serves. Ruritan membership is a unique way to make business contacts and friends while serving the community. Many Ruritans are community leaders and business leaders who share concerns about the community's future. Sharing concerns with others makes the community a better place for everyone.

This scope of friendship broadens at district and national conventions, where Ruritan members meet other members with common values and concerns.

Affiliate Partnerships and Community Service Partners

Ruritan National has a variety of ongoing Affiliate Partnerships that offer discounts and benefits to Ruritan members and clubs. For a current list of these Affiliate Partners, see the Ruritan National website at <http://ruritan.org>. Members who take advantage of even one of the programs can save the cost of their Ruritan National dues and much more.

In addition, Ruritan has many Community Service Partners who work with Ruritan clubs every day to extend the impact of a club's service program. For a current list of these Service Partners, see the Ruritan National website at <http://ruritan.org>.



Invitation to Ruritan Membership

New Member Information:

Member / Business Name: _____
 Preferred Nickname: _____
 Street Address: _____
 Mailing Address (if different): _____
 Home Phone: _____ Cell Phone: _____ Office Phone: _____
 E-mail: _____ Date of Birth: _____ Spouse name: _____
 Military Status: Active Inactive Reserves Retired N/A
 Military Branch: Army Air Force Coast Guard National Guard Navy Marines

Emergency Contact

Name: _____
 Address: _____
 Phone Number: _____
 Relationship to Member: _____

I accept this invitation to be a member of this Ruritan Club and, by payment of dues¹, hereby accept the principles of Ruritan as expressed in its objectives and agree to comply with, and be bound by, the bylaws of Ruritan National, District and this Club.

Signed: _____ Date: _____

CLUB USE ONLY

Recommendation for Membership

As a member in good standing of the _____ Ruritan Club, I respectfully submit the name this person/business as a prospective member to the Club President and the Club's Board of Directors.

I believe this person has integrity, character, and dedication to the welfare of this community that makes a strong candidate for Ruritan membership. As a sponsor, I will help this person learn about Ruritan, encourage their participation in club activities, and help them remain active in the Fellowship, Goodwill and Community Service of Ruritan.

Sincerely, _____
 sponsoring club member's name

This person has also been endorsed by Club Member _____

On _____ (date), this new member was welcomed into the club and was instructed in the purpose and objectives of Ruritan.

Member Type: Adult Youth Business/Organization Associate Member*

*If Business Associate Member requests a plaque, please order one from Ruritan National, Member Services

¹ Dues may consist of a combination of National, District and Club Dues

What is a Ruritan Forever?

The Ruritan Forever program establishes endowments to support the organization by producing investment income. A portion of the amount of investment income each year covers the National membership dues for the Ruritan Forever member in whose name the endowment was established. Excess earnings and earnings produced after a Ruritan Forever member passes away are available for unrestricted use by the organization.

A "Ruritan Forever" endowment may be purchased by a member in good standing or may be purchased for a member in good standing. A Ruritan Forever endowment may be purchased to honor a non-member provided they are brought into a club as an Associate Member at the same time. In this case the Associate Member's dues would be covered by the \$800 endowment.

The lifetime endowment may also be purchased in memory of an already deceased Ruritan, ensuring an ongoing contribution to the operation of Ruritan in his or her name. Dues for a living participant must be current through the previous quarter to participate. Ruritan National will administer these prepaid dues in a separate fund with the original amount remaining in perpetuity. Interest on the fund will provide the money paid to Ruritan National for dues.

Upon payment of the fee, the Ruritan will receive a certificate, a lapel pin, and a permanent life participant card. For endowments purchased for a deceased member a special plaque will be provided for the club to present to the deceased member's family. **National** dues increases will have no effect on participants enrolled in the plan, although the purchase price of \$800 for new enrollees may be adjusted over the years as necessary. There will be no special assessments or charges made to Ruritan Forever participants.



Ruritan Forever

A Perpetual Life Endowment Program

Please detach or photocopy this portion if you would like to participate in this endowment plan to secure the future of Ruritan, in your name or in the name of a fellow Ruritan.

Your Name: _____

Your Club Name: _____

Your Address: _____ Telephone: _____

This application is for: (check one)

Myself Current Member Deceased Ruritan Associate Member

Name of Applicant (If not you): _____

Applicant's Club: _____

Applicant's Address: _____

OPTION #1 Credit card number: _____ Expiration Date: _____

OPTION #2 Enclosed please find a check/money order for \$800 CVV: _____

OPTION #3 Enclosed please find the 1st \$200 installment of the \$800 Ruritan Forever fee.

I understand the perpetual life endowment will not begin until the entire \$800 has been paid.

Organizing A Ruritan Club

Steps for Organizing A Ruritan Club

Step One – Identify a community

- Identify key people (leaders, movers and shakers)
- Involve key people from the start
- Make contacts and keep a list
- A key people list may be obtained from the Chamber of Commerce, local churches and some local businesses

Step Two – Survey the needs of the community

- Is there a special community need to be addressed?
- Is there a project that would benefit the community?
- Is there a resident with a pressing need?
- Is there a Chamber of Commerce to advise needs in the community?

Step Three - Publicize Ruritan in the community

- Utilize posters and billboards
- Circulate flyers in local businesses
- Use public service announcement (available from Ruritan National) on radio and television
- Have key people distribute Ruritan brochures
- Stress value of Ruritan membership when discussing Ruritan
- Make sure that key people are informed about the value of Ruritan membership

Step Four – Walk through the community

- Visit businesses
- Take informative literature (Ruritan brochures, Club Benefits, Basics of Membership)
- Identify potential members
- Develop a list of potential members

Step Five – Plan the organization meeting

- Set date, time, and place for meeting
- Prepare e-mail or letters of invitations to those on contact list
- Ask each potential member to bring others
- Arrange for current Ruritan members to provide testimonials and answer questions

Step Six – Assemble useful Ruritan materials for the meeting

- Have on display brochures, handbook, Ruritan Magazines, bylaws (available from Ruritan National)
- Use Ruritan Flipchart for small groups
- Display news clippings of club activities (if available)
- Have a charter application for signatures
- Put together a packet of Ruritan brochures, including Ruritan Membership
- (Benefits and values that individuals and clubs receive for their membership)

Sample Letter of Invitation

Dear _____,

You are cordially invited to attend a meeting (location, date and time) to discuss the possibility of organizing a Ruritan club in your community.

Ruritan representatives will be in attendance to talk about the organization and to answer any questions.

Please attend and bring your spouse and any other community-minded individuals with you.

Sincerely,

Organizational Meeting

This meeting is your opportunity to address as a group those individuals who have shown enough interest in Ruritan to attend. This will likely be the core around which the club will be built. Certain information is critical to pass along at this point. An agenda is suggested to help assure coverage of this material. (See next page for a suggestion).

Organizational Meeting

Information and Organizational Agenda

1. Ruritan – History and Purpose

- Founded 1928, Holland, VA.
- Has grown to more than 1,000 clubs in 24 states.
- Makes each community a better place in which to live.
- Works to create a better understanding among people of the community and strives to organize leadership to improve social and economic conditions.
- Cooperates with other organizations and institutions dedicated to this purpose.

2. Organizational Structure

- All Ruritan clubs affiliated with and chartered by Ruritan National, operate under bylaws approved by the national organization.
- Officers and board are elected by each club to administer the affairs of that club.
- Clubs are assigned to districts representing a specific geographic area.
- Club delegates elect district officers and cabinet to administer district affairs.
- Club delegates elect national officers and directors at Ruritan National Convention.
- Ruritan National officers and directors set policies and provide support to clubs and districts.

3. Club Membership and Attendance

- Meetings of approximately one and one-half hours are held monthly and include
 - ◆ Meal and fellowship.
 - ◆ Club business.
 - ◆ Entertainment and/or informational program.
- Attendance is not compulsory, but generally four absences without cause are considered to be a sign of loss of interest and therefore grounds for removal from club rolls.

4. Finances

- Club dues are set by each club and depend largely on the cost of meals at meetings.
- Clubs pay Ruritan National dues each quarter from the members dues.
- A one-time \$5 joining fee is paid by each charter member. Fees collected in excess of the club charter fee (\$50) remain in club treasury.
- Ruritan National and club governing documents **prohibit** the collection of funds and/or assessments from members for any purpose other than dues.
- Ruritan National dues provide: subscription to the Ruritan magazine, tax-exempt status, liability insurance, training, and other support services.

5. Chartering

- Sixteen signatures are required on a charter application.
- New clubs pay a one-time \$50 charter fee.
- Charter application and fee are sent to Ruritan National.
- A charter and supplies for club operations are returned to the new club for presentation at the club's charter meeting.

6. Organizational Decision

- Following a question and answer period, entertain a motion that a Ruritan club be formed.
- Given a favorable response, elect a temporary president and temporary secretary. (In many situations a follow-up meeting will be necessary to allow time for collection of the necessary 16 signatures.)
- If a follow-up meeting is necessary, leave Charter application with temporary president, otherwise mail completed form and fee to Ruritan National.

PAID CLUB BUILDERS PROGRAM:

- Establish a club builder program using experienced Ruritan volunteers.
- Travel and incentives will only be available for organizing adult Ruritan clubs. Qualification of volunteers will be determined by the current National President and the Executive Director.
- President and Executive Director will determine if the area targeted for growth is suitable.
- There may be multiple organizers in multiple areas cultivating new clubs at one time.
- This program is not available to current national or district officers, directors, trustees or staff.
- Travel extending beyond one work week requires new approvals by the President and Executive Director.
- The club builder will provide progress and demographic reports to the President and Executive Director as directed.

TRAVEL AND OTHER EXPENSES

- Actual cost up to \$30 per day for meals if receipts are provided.
- 30 cents a mile for travel using personal vehicle.
- Actual cost of hotel or motel using Choice Hotels partnership if receipt is provided.
- Tolls for roads, bridges, and parking if receipts are provided.
- Club building related phone calls if copy of current phone bill with calls highlighted is provided.
- Postage if mailing list and copy of mail piece is provided (mailing should be pre-approved by the Current National President and the Executive Director).
- Stipend of \$15 per while traveling for miscellaneous expenses.

INCENTIVES

- \$100 upon receipt of charter application with at least 16 names.
- \$150 upon receipt of first quarter dues paid.
- \$500 at the club's one (1) year anniversary date if all dues paid and club remains above 16 members.
- \$250 at the club's two (2) year anniversary date if all dues paid and clubs remains above 16 members.



Ruritan & Ruri-Teen Club

Charter Information

Please Print or Type

Name of New Club: _____
Please mark if this a Regular club or Ruri-Teen Club: Regular Club Ruri-Teen Club

Ruritan District: _____

Date of Charter Night: _____

Town/City where Charter Meeting will be held: _____

Time of the Meeting: _____

Location: _____

Temporary President: _____

Address: _____

Telephone: _____

Temporary Secretary: _____

Address: _____

Telephone: _____

Sponsoring Club: _____

Distinguished Ruritan Member's name: _____
(person/persons most responsible for organizing this new club)

Address: _____

Club: _____

Distinguished Ruritan Member's name: _____
(person/persons most responsible for organizing this new club)

Address: _____

Club: _____

Mail completed form and \$50.00 charter fee to: Ruritan National, P.O. Box 487, Dublin, VA 24084, (540) 674-5431.

****Ruri-Teen Clubs must mail the completed form, the \$50.00 charter fee and the \$100 affiliation fee. (\$150 affiliation fee for College clubs)**

Charter application must be received at least 2 weeks before the date the charter will be presented.



Guidelines to Organize New Ruri-Teen Clubs

1. Call the district governor of the district where the club will be organized. Request that the youth coordinator and the growth & development chair be advised of this.
2. Ask a Ruritan Club to sponsor the Ruri-Teen Club and explain the benefits and responsibilities to the sponsoring club. Obtain a written commitment from the sponsoring club who will work with the new Ruri-Teen Club for the life of the club.
3. The Ruritan National Board of Directors, having reviewed the successes of the Ruri-Teen Clubs, recognizes the necessity of Ruritan Club sponsorship for continued growth of a Ruri-Teen Club (see responsibilities below).
4. Talk to the principal of the school to get their approval to organize the Ruri-Teen Club in the school.
5. Talk to an adult at the school who will be the advisor from the school.
6. Publish an advertisement in the school newsletter or display the "You Can Make a Difference" posters in the school about the informational meeting (available from the Ruritan National Office).
7. A Ruritan representative is to make a Ruri-Teen presentation in order that they may invite and encourage the attendees to become a part of the Ruri-Teen club.
8. Receive a commitment from the individuals at the informational meeting to sign the charter application and to contact other individuals to meet with them the next week to sign the charter application.
9. Select enthusiastic club officers for the new club. An interim president and interim secretary will be needed at the charter night.
10. Plan for the charter meeting within the next two weeks and invite the district cabinet members and all interested individuals.

SPONSORING CLUB RESPONSIBILITIES

A Ruri-Teen club requires a commitment from the sponsoring Ruritan Club which rivals that of parents to children. Understanding and accepting this responsibility is essential.

ATTENDANCE: One or more sponsoring Ruritan club member is encouraged to attend:

- Organizational meeting.
- Charter night meeting.
- Subsequent regular club meetings.
- Ruri-Teen board of directors' meetings serving as an advisor (without voting privileges) for the club.

ADMINISTRATION: A key sponsoring Ruritan Club member must ensure that:

Charter application and Charter fee are submitted to Ruritan National at least 20 days prior to charter presentation.

Charter meeting report is completed and submitted within 3 days

Open charter month report is completed and submitted within 3 days of each meeting held during the period between charter meeting and charter closing meeting.

Charter closing meeting report is completed and mailed within 3 days.

Charter members and officers document lists EACH charter member and officer and is submitted to Ruritan National in a timely manner (This document becomes the official record of the club).

Additional reports as may be requested are completed and submitted on time and that all dues and fees are collected and submitted on time.

Ruritan Publications

RURITAN magazine

Purchase RURITAN magazine for your honorary members, libraries, doctor's office, barber shops, and friends by sending \$8 to the following address:

Ruritan
P. O. Box 487
Dublin, VA 24084

Club Kits to All Clubs Each Fall

Kits include the following:

- a. Secretary's Handbook
- b. Combined Officers' Handbook
- c. Community service guide

Combined Club and District Officers' Handbook

Used by all Ruritan leaders

Special Information to Clubs

The Ruritan National Office will communicate by email-special information to clubs on critical issues that often require immediate notice.

Ruritan Student Program*

The Ruritan Student Program* (RS) is an effective way to honor students of all ages and introduce them to the Ruritan spirit of fellowship, goodwill, and community service. Here's how it works:

- A.** Invite a minimum of two Ruritan Students (students of any age) to become members in a club, with the club paying the dues for one year.
- B.** Ruritan National recommends:
 - 1) That the new members be given a formal installation and new member kit.
 - 2) That the club secretary indicates on the monthly report that club is participating in the Ruritan Student Program when the new membership is reported.
 - 3) That the new member be assigned to the **Social Development Committee.**
- C.** Work with youth as regular members to foster the Ruritan spirit of **fellowship, goodwill, and community service.**
- D.** Encourage Ruritan Students upon leaving community/club to attend college, etc., to consider transferring membership status to member-at-large.

*This differs from regular youth membership in a Ruritan club because a club adopting the Ruritan Student Program is agreeing to pay the youth dues for a year. Other youth members pay their own youth dues. The program recommends that a "minimum of two" students be invited so any single student feels more comfortable in the club environment.

New Member Welcome Packet

A new member mailing is sent to all new members from the Ruritan National Office. The kit includes a membership card and an individual member handbook.

Minutes

Approved National Board of Directors meeting minutes and Ruritan National Convention minutes are available to members on request.

Monthly Statistics

Membership statistics by district are sent to district and national officers at the beginning of each month.

Annual Report

The Annual Report of Ruritan National is distributed to all national convention attendees and other members on request.

Ruritan Anniversary and Founders' Day

The first Ruritan club was organized on May 21, 1928, in Holland, Virginia. Annual celebrations commemorating Founders' Day are held in the birthplace of Ruritan. Districts and clubs are encouraged to support this event by participating in the parade and festivities.

Ruritan Week is the week in which the May 21st falls. The Sunday at the beginning of that week is Ruritan Sunday.

Many clubs plan special observances during this week. Others plan to attend church as a group on Ruritan Sunday.

Proclamations to recognize the achievements of Ruritan clubs are encouraged. Call Ruritan Supply for sample proclamation, or to order Sunday Bulletin inserts commemorating Ruritan Sunday.

Ruritan National Foundation

The Ruritan National Foundation (Foundation) is administered by five Foundation Trustees, who are elected by the delegates at the Ruritan National Convention. Each Foundation Trustee must be an active member of a Ruritan Club while serving as trustee.

These trustees meet as necessary to conduct the business of the Foundation. Delegates at the 2007 Ruritan National Convention approved incorporation of the Ruritan National Foundation, Inc. (Foundation). The Foundation was incorporated by the State of Virginia in March 2007.

Mission

The Ruritan National Foundation provides financial assistance to qualified individuals or groups for educational, charitable, and benevolent activities. Efforts to provide this financial assistance require fundraisers and donations from various sources along with investment procedures throughout the year.

Purpose

The purpose of the Foundation is to manage and maintain a trust for the encouragement, promotion, and financing of the charitable, educational, and benevolent principles and activities of Ruritan clubs and of Ruritan National.

Grant Program

The Build Your Dollars (BY\$) Program is one of the major educational grant programs of the Foundation. This program allows Ruritan clubs to deposit \$300 with the Foundation by September 1 and claim their grant funds by June 30 of the following year.

The amount of the grant received by the club is based on the number of clubs that participate and the income available for distribution. The grant received by the club will always exceed the club's \$300 deposit amount.

Using criteria established by the club, a student may receive a scholarship grant based on the student's financial need, community service, or academic achievement. If a club does not have a student selected by June 30, they must submit a written request stating that a student will be determined later.

Source of Funds

Primary funding for the Foundation comes from individual, club, and district donations. Foundation donations are applied to any fund designated by the donor, but only the donor is credited with the donation. The Foundation is a 501(c)(3) organization and all donations to the Foundation can be tax deductible. Gifts to the Foundation are a good way to honor an individual. Acknowledgement is sent to the donor and upon request to the individual being

honored.

Gifts of any size may be given to the Foundation in memory of a deceased individual. In the case of memorial gifts, the family of the deceased will be notified of the gift provided the Foundation is given the proper information of who to notify as well as their address.

Appropriate gifts may include money or property such as stocks, bonds, and real estate. The Foundation may also be listed as the beneficiary of an insurance policy. Ruritans and friends are encouraged to remember the Foundation in their wills and trusts. For information on other gifts please contact any Foundation Trustee or the Foundation at Ruritan National.

Funds donated to the Foundation are designated for the Education Fund or special funds established for specific events. For example, the Foundation has contributed funds to the D-Day Memorial in Bedford, Virginia, and to the construction of a Habitat House in the past.

Use of Funds

The financial assets of the Foundation are invested as directed by the Trustees. Earned income from the Education Fund investments is used to pay Foundation expenses with the net income given as educational grants to further students' education or training beyond high school.

Establishing a Permanent Fund

Ruritan districts, clubs, individual members, and families are encouraged to establish a permanent fund. This can be to honor an individual, be in memory of an individual, or to recognize a club or district. A permanent fund can be started with any size donation, and additional donations may be added at any time. Once the fund balance is \$1,000 it will be officially listed as a Permanent Fund and will always retain its identity.

Annual/fiscal year gifts are important to support the Foundation general scholarship and unrestricted needs. They are recognized by name in the combined Ruritan National and Ruritan National Foundation Annual Report.

Fiscal year Gift Levels are:

Gold: \$1,000 and up

Silver: \$500 - \$999

Bronze: \$100 - \$499

Ruritan National Foundation

There are several levels of Permanent Funds:

21st Century Legacy Fund

The 21st Century Legacy Fund designation is achieved with donations over time or with an initial donation of \$2,000. Once the donations have reached \$2,000, a one-time \$100 Foundation addition will be added to the fund bringing it to \$2100 which is the 21st Century Legacy Fund level.

The Cornerstone Fund

A Cornerstone Fund designation is established by a donation of \$4500 or more to the Foundation. Donations to the Cornerstone Fund can be of any amount and additional funds may be donated at any time. Once \$4,500 has been reached, an additional \$500 will be added to the fund bringing it to \$5,000 which is the Cornerstone Fund level.

Additional Fund Levels

Do not stop growing your fund, there are higher levels of permanent funds to attain.

- Friends of the Foundation fund – greater than \$10,000
- Special Permanent fund – greater than \$20,000
- Golden 68 fund – greater than \$50,000
- Platinum fund – greater than \$100,000
- Diamond fund – greater than \$500,000

Endowed Funds (Contract Funds)

Endowed Funds provide a way for individuals, families, clubs, or districts to memorialize or honor someone with a named, endowed scholarship. The Endowed Funds provide the selected Scholarship Selection Committee with a way to select a specific scholarship recipient. The Endowed Funds require a \$10,000 or greater balance. There are two standardized Endowed Fund (Contract Fund) templates to choose from for either a 20-year limited-term contract or a perpetual contract. The specific terms and conditions of the Endowed Funds are established by one of these two contracts between the donor and the Foundation.

Ruritan National Foundation Forms

There are forms for all transactions with the Ruritan National Foundation on the Foundation page of the Ruritan National website. These forms are in PDF fillable format.

Once the forms are downloaded and completed, they may be emailed to foundation@ruritan.org, or mailed to the Foundation office. If you do not have access to a computer or prefer to not use a computer, you can request any form from the Foundation office to be sent to you.

Using a form with all transactions is very helpful to the Foundation office.

Tom Downing Fellow

The Tom Downing Fellow is a great way to honor an individual. The Tom Downing Fellow is made with a single, lump sum donation of \$500. The Tom Downing Fellow Form can be found on the Foundation page of the Ruritan National website, or one can be requested from the Ruritan National Foundation office. A unique lapel pin designed in the likeness of Tom Downing (one of the co-founders of Ruritan) and a plaque will be presented to the person designated by the donor. Once presented, the pin or designation as a Tom Downing Fellow is non-transferable and will be a lasting honor to this individual. All funds for this program are credited to the Tom Downing Fellow Fund.

Ruritan National Foundation

Build Your Dollars (BY\$) Program

The Foundation Build Your Dollars Program grants are a great way to increase your club's support of higher education. All club checks must be postmarked by September 1 of each year to be eligible for the following year's grant. The BY\$ Deposit Form and the BY\$ Scholarship Claim Form are available on the Ruritan Foundation page under the Foundation Forms link of the Ruritan National website.

- Participating clubs must send a club check for \$300 to the Foundation with the BY\$ Deposit Form starting in January until the deadline, which must be postmarked on or before September 1 for the club to be eligible. Ruritan National Foundation will notify the participating clubs after receiving the club check confirming the club is in the program. Clubs must complete the BY\$ Deposit form found on the Foundation web page or request one from the Ruritan National Foundation office. Each club that makes a \$300 BY\$ deposit by September 1 must then complete the BY\$ Claim Form and send the form to the Ruritan National Foundation office by email or USPS postmarked on or before June 30 of the following year. Upon receipt of the completed BY\$ Claim Form, the Foundation office will make the BY\$ scholarship check payable to the club and mail the check to the BY\$ club contact beginning in April of the program year. The BY\$ Claim Form can be found on the Foundation page of the Ruritan National website, or one can be requested from the Ruritan National Foundation office.
- Up to a thirty-day extension is allowed if contacted on or prior to the June 30th deadline.
- If a BY\$ scholarship is not claimed, options are (1) request a \$300 refund returned to the club, (2) carry over for one year to the Build Your Dollars program, or (3) leave as a donation to the Ruritan National Foundation.
- There is a maximum of one application and one scholarship per club. The club selects the scholarship recipient. In selecting applicants, clubs should consider financial need, character, scholarship, academic promise, and desire.
- The Foundation's Build Your Dollars (BY\$) contribution is to be shared equally among program participants and is at the Trustees' discretion. The contribution from the Foundation is not to exceed either the three-year trailing average of the Foundation's total assets, less normal operating expenses, or \$200,000, whichever is greater.

The Build Your Dollars deposits from clubs will be recognized as Deposits and Recorded as Liabilities on the Foundation Books and will not be counted as funds in any fund account.



Ruritan Awards

Guidelines for Awards and Recognition Programs

Growth Awards for Ruritan Members

President's Golden Key Award

Lapel pin to honor Ruritan members that recruit new members.

1. Eligibility: Recruiters who bring in two (2) or more adult members, or youth members in adult Ruritan clubs, are eligible to receive lapel pin. Recruiters who bring in five (5) members are eligible to receive a "5 member bar" that attaches to pin. Subsequent bars are awarded in increments of five (5) members. Any member recruiting 65 or more Ruritan members in their lifetime will receive Ruritan Forever designation and award. Recruiter that brings in the most new members in a

calendar year will receive one free Ruritan National Convention registration and national recognition

2. Time Period: calendar year for Top Recruiter; pin and bars awarded as earned

3. Responsible for Verifying: Club requests this award in writing from the Ruritan National Office. Request submitted by the club secretary. Ruritan National Office will verify from club records.

4. Award Presentation: Lapel pin and bars: club president. Top Recruiter: Ruritan National President

5. When Presented: Lapel pin and bars: appropriate club meeting. National recognition at Ruritan National Convention.

President's Golden Key Award Request
(Print or type, use only one request per recruiter)

Club: _____ Club No. _____

District: _____

Recruiter's Name: _____

New Members' Names	Month Reported to Ruritan National

Club Secretary
Signature: _____ Date: _____

Cut Request Form Along Dotted Lines and Mail to: Ruritan National, P.O. Box 487, Dublin, VA 24084

J.J.Gwaltney Award

1. Eligibility: Organize two new adult Ruritan clubs in a calendar year or four new Ruritan clubs in any period after August 1998. Must also meet the qualifications for DRM for each club (i.e. after close of charter and first dues are paid).

2. Responsible for Verifying: Ruritan National Office will verify from club records.

3. Type of Award: Lapel pin and plaque. Ruritan Forever designation.

4. Award Presentation: Presentation made by Ruritan National President at the Ruritan National Convention.

NOTE ABOUT E-MAILING AWARD FORMS: Ruritan awards applications and/or forms are accepted digitally by email. All award applications and/or forms must still be received on the appropriate deadlines.

Growth Awards for Ruritan Members

Distinguished Member Awards (DRM) For Starting a Ruritan Club

The highest individual growth and development award is the DRM Award. The designation of Distinguished Ruritan Member (DRM) is determined by the district governor or, in an area, by the Ruritan National Office. Maximum two DRMs awarded per club.

1. Eligibility

1. One new Ruritan club organized
2. Two new Ruritan clubs organized
3. Three or more new Ruritan clubs organized

2. Time Period: Calendar year (after close of charter and first dues are paid).

3. Responsible for Verifying

- a. District governor
- b. Ruritan National Office

4. Type of Award

- a. One new Ruritan club organized: DRM pin and recognition meal at the Ruritan National Convention.
- b. Two new Ruritan clubs organized: Above plus registration and one night lodging at the National Convention, reimbursed by Ruritan National.
- c. Three or more Ruritan clubs organized: All of the above, plus an additional 2 nights lodging at the National Convention, reimbursed by Ruritan National.

5. Award Presentation: Assigned National Representative or the Ruritan National President.

6. When Award is Presented: District and Ruritan National Conventions.

Distinguished Member Awards (DRM) For Starting a Ruri-Teen Club

The highest individual growth and development award is the DRM Award. The designation of Distinguished Ruritan Member (DRM) is determined by the district governor or, in an area, by the Ruritan National Office. Maximum two DRMs awarded per club.

1. Eligibility

1. One new Ruri-Teen club organized
2. Two new Ruri-Teen clubs organized
3. Three or more new Ruri-Teen clubs organized

2. Time Period: Calendar year (after close of charter and first dues are paid).

3. Responsible for Verifying

- a. District governor
- b. Ruritan National Office

4. Type of Award

- a. One new Ruri-Teen club organized: DRM pin and recognition meal at the Ruritan National Convention.
- b. Two new Ruri-Teen clubs organized: Above plus registration National Convention, reimbursed by Ruritan National.
- c. Three or more Ruri-Teen clubs organized: All of the above, plus an additional 1 night lodging at the National Convention, reimbursed by Ruritan National.

5. Award Presentation: Assigned National Representative or the Ruritan National President.

6. When Award is Presented: District and Ruritan National Conventions.

District Governor Growth & Development Award

1. Eligibility: Most new clubs organized for the calendar year. Three (3) or more clubs are required to qualify for this award. Also required to qualify, club charters must be closed and first quarter dues paid.

2. Time Period: January 1— December 31

3. Responsible for Verifying: Ruritan National Office

4. Type of Award: Plaque provided by Ruritan National

5. Award Presentation: Ruritan National President

6. When is Award Presented: Ruritan National Convention

Note: Any district governor whose district organizes at least three (3) clubs during the calendar year will receive a framed certificate. The district governor(s) whose district organizes the most new clubs (three or more) during the calendar year will be presented an appropriate plaque. In case of ties, equal treatment will be received.

Growth Awards for Ruritan Members

DRM Coat Award (Navy Blue Blazer)

- 1. Eligibility:** Will go to any DRM who has organized three new clubs in their lifetime.
- 2. To apply for the DRM Coat Award:** The DRM, the home club of the DRM, or the District/Area must apply by letter to Ruritan National. *NOTE: Only one such coat may be awarded in a member's lifetime.*
- 3. Responsible for Verifying:** Ruritan National Office will verify from club records.

Recognizing Ruritan Youth Leaders

The award gives local Ruritan Clubs an opportunity to nominate Ruritan members to be recognized for their service to youth through Scouts, 4H, FFA, and makes the public aware of the important role Ruritans play in the community.

Applications may be obtained from the Ruritan National Office or the Ruritan National website.

- 1. Eligibility:** Must be a Ruritan member and one of the following: Scout Leader, 4H and FFA leader or alumni
- 2. Time Period:** Nominations postmarked or electronically received by November 1 at the Ruritan National Office
- 3. Responsibility for Verifying:** Ruritan National will review a completed application
- 4. Type of Award:** Ruritan certificate
- 5. Award Presentation:** District Governor
- 6. When Presented:** Local or district function

Membership Committee Award

Club Membership Committees will be recognized for club growth during the fiscal year. Clubs showing a five percent (5%) growth will be eligible for the Bronze certificate; clubs showing a ten percent (10%) growth will be eligible for the Silver certificate, and clubs showing a fifteen percent (15%) growth will qualify for the Gold certificate.

Certificates will be sent to the District Governor to be presented at the District Convention or other appropriate time.

Ruritan Forever Legacy Club

A club reaching sixteen (16) Ruritan Forever participants shall be designated as a "Ruritan Forever Legacy Club." The club shall be memorialized on the Ruritan website and in the Annual Report.

Clubs reaching ninety percent (90%) of membership as Ruritan Forever participants shall receive a Diamond club designation certificate.

Club, District, and Area Awards for Growth

Club Award for Sponsoring a New Ruri-Teen Club

In as much as Ruritan Districts have the responsibility of organizing and starting new clubs, including Ruri-Teen clubs, and clubs have the responsibility of sending delegates to the Ruritan National Convention, the district (in coordination with Ruritan National) will provide financial assistance to clubs that actively participate in the charter of new Ruri-Teen clubs in the following manner:

The district should provide and pay for the Charter Night Meeting. On the five-year anniversary date of the new Ruri-teen club charter presentation meeting night, Ruritan National will credit the sum of \$100 to the sponsoring club upon request, provided that:

1. The new club has remained active with 16 or more members.
2. The new club's affiliation fees are current.
3. The sponsoring club has properly mentored* the new club.

** The sponsoring club of a new Ruri-Teen club is expected to tutor the new club on Ruritan meeting procedure and protocol, as well as advise the new club through key events for five years.*

Club Award for Sponsoring a New Ruritan Club

In as much as Ruritan Districts have the responsibility of organizing and starting new clubs, and clubs have the responsibility of sending delegates to the Ruritan National Convention, the district (in coordination with Ruritan National) will provide financial assistance to clubs that actively participate in the charter of new clubs in the following manner:

The district should provide and pay for the Charter Night Meeting. On the five-year anniversary date of the new club charter presentation meeting night, Ruritan National will present the sum of \$250 to the sponsoring club upon request, provided that:

1. The new club has remained active with 16 or more members.
2. The new club's dues and reports are current.
3. The sponsoring club has properly mentored* the new club.

The club chartering an adult club will be eligible to receive a Platinum club designation certificate.

** The sponsoring club of a new Ruritan club is expected to tutor the new club on Ruritan meeting procedure and protocol, as well as advise the new club through key events for five years.*

District / Area Growth Recognition Program

A District / Area Growth Recognition Program was approved by the Ruritan National Board of Directors based on percentage of growth in four (4) categories — small districts (500 members or less), medium districts (501 to 1,000 members), large districts (1,001 members and up), and Areas. The winning district in each category and the winning area will be recognized by the Ruritan National President at the Ruritan National Convention with a certificate which will be accepted by the outgoing district governor. In the event, one/both district/area governors are not present at the convention, any representative of the district/area can accept the certificate.

Club, District, and Area Awards for Growth

Club Membership Increase Award

1. Eligibility: In order for an adult club to be eligible to receive the Club Membership Increase Award, the club must be at or above charter strength (increase included) at the conclusion of the year considered. The Ruritan club with the largest percentage net increase of membership in each category (small, medium, large) will earn a plaque.

2. Time Period: January 1 through December 31.

3. Responsible for Verifying: Ruritan National Office

4. Type of Award: An appropriate plaque or \$25 gift certificate for Ruritan supply (1-year expiration period) will be presented to the club with the largest percentage net increase in membership in each category. Certificates will be presented to the second, third, fourth, and fifth place winners in each category. The categories are defined as small clubs are 16-35 members, medium clubs 36-75 members, and large clubs 76 and over.

5. Award Presentation: Ruritan National President

6. When Presented: Awards will be presented at the Ruritan National Convention.

Dues Rebate for Clubs With 20% Growth

Clubs who maintain a 20% growth rate may earn a dues rebate of \$4 per member. Use the form, right, to apply for your rebate. This form asks for your club membership numbers at various points during the last year - January, September, and December. Those figures must be verifiable with the audit and invoice report records at the National Office.
Applies to adult Ruritan clubs.

Dues Rebate Request

Our club qualifies for the dues rebate because we increased our membership by 20% by December and maintained that increase through March. Please send us \$4 per member for _____ members based on the statistics below for a total of \$ ____.

Applies to adult Ruritan clubs.

Club: _____

Club Number: _____

District: _____

Please complete the statistics below according to your records.

Ruritan National will verify the numbers in the national database.

Total of members at the BEGINNING of January _____

Grand total of members December 31 _____

Grand total of members through the first quarter of the next year _____

% Gain between January and December
_____ (and maintained through first quarter)

Club Secretary's Signature _____

Date _____

NOTES: (to be used by National Office Staff) _____

Even though our club qualifies for the Dues Rebate, we choose to let the money remain with Ruritan National. (check here if this is your preference.) **Fill in this rebate form and mail to: Accounting Department, Ruritan National, P.O. Box 487, Dublin, VA 24084**

Ruritan of the Year Point System and Instructions

Ruritan of the Year

The Ruritan of the Year application, instructions, and point system are located in the club Secretary's Handbook as well as on these pages. Winning applications are forwarded to the next level for competition.

The application for the Club Ruritan of the Year should be forwarded to the district governor for District Ruritan of the Year competition. Each of the winning District Ruritans of the Year (one per district) should be forwarded to Ruritan National to be judged by the National Advancement Committee. The National Advancement Committee will choose the National Ruritan of the Year. **National officers are not eligible.**

Club Ruritan of the Year

1. **Requirements:** Point system.
2. **Time Period:** September 1—August 31 of the following year.
3. **Responsible for Verifying:** Club verifies and then submits the application to the district governor. Applications must be received by October 1.
4. **Type of Award:** Club choice, paid by the club.
5. **Award Presentation:** Club president
6. **When Presented:** At an appropriate club meeting.

District Ruritan of the Year

1. **Eligibility:** Must be Club Ruritan of the Year.
2. **Requirements:** Point system.
3. **Time Period:** September 1—August 31 of the following year.
4. **Responsible for Verifying:** District Governor determines overall district winner. District Ruritan of the Year information postmarked to the Ruritan National Advancement Committee by November 1.
5. **Type of Award:** Plaque, provided by Ruritan National, paid for by district.
6. **Award Presentation:** District governor/area governor.
7. **When Presented:** At district convention, area zone function or club meeting.

National Ruritan of the Year

1. **Eligibility:** Must be District Ruritan of the Year
2. **Requirements:** Point system.
3. **Time Period:** September 1—August 31 of the following year.
4. **Responsible for Verifying:** National Advancement Committee.
5. **Type of Award:** Plaque, registration and lodging for National Convention, **reimbursed by Ruritan National.**
6. **Award Presentation:** Ruritan National President.
7. **When Presented:** National Convention.

Ruritan of the Year Judging Point System

	Points	Maximum Points
I. Attendance		
A. Perfect Attendance*	15	15
If not perfect attendance, each meeting attended	1	11
B. Zone Meeting (each attended)	5	10
C. Attending District Convention	10	10
D. Attending National Convention	20	20
E. Visits to Other Clubs (each visit)	3	15
II. Club Activities		
A. Serving as Committee Chair	2	2
B. Projects Completed (each x 3)	3	75
C. Hours of Club Projects by individual (each hour)	1	750*
D. Club Office Held	2	2
III. Growth and Development		
A. Responsible for forming a New Club	40	Unlimited
B. Assisting in forming a New Club	15	Unlimited
C. New Members recruited (each)	10	Unlimited
IV. Other Activities		
Points awarded for each activity	5	25

**Perfect Attendance: (i) Attend each regular meeting of every club in which you are an active member. (ii) Any active member absent from a regular club meeting may make up such absence by attending a Ruritan National Convention, district convention, zone meeting, club Board of Directors meeting, regular meeting of another club of which you are not an active member, district cabinet meeting, other recognized Ruritan meeting or by performing a minimum of four (4) hours of approved club objective related community service work.*

Note: For district competition, application must be certified by the club president and club secretary and postmarked to the district governor by October 1.

A member may apply for only one "of the year"* award in any given year: i.e. Ruritan of the Year, Ruri-Teen of the Year, Rudy Youth of the Year



Ruritan of the Year



National Officers Are Not Eligible

Application

The following information is being submitted on our club's "Ruritan of the Year," for the

_____ Ruritan Club, _____ District, and Ruritan National.

Full Name _____ Address _____ Year _____

City _____ State _____ ZIP _____ Area Code + Telephone Number _____

I. Attendance (September through August)*

- A. Monthly Club Meetings attended _____ (Number of Monthly Club Meetings)
- B. Zone Meetings attended _____ (Number of Zone Meetings)
- C. District Convention attended (Yes/No) _____
- D. National Convention attended (Yes/No) _____
- E. Visits to Other Clubs _____ (Number of Club Visits - List Below)

II. Activities (September through August)

- A. Committee Chair _____ (Committee)
- B. Number of Projects Completed by Applicant's Committee _____ (Projects Completed)
- C. Hours spent on total club projects _____ (Hours Spent)
- D. Club Officer _____ (Office Held)

III. Growth and Development (September through August)

- A. Responsible for Organizing a New Club _____ (Club Name)
- B. Assisted in Organizing a New Club _____ (Club Name)
- C. Responsible for New Members _____ (Names)

IV. Other Activities (Non-Ruritan)

Explain in detail: _____

We certify the above information to be accurate, and we hereby submit the above named member of the _____ Ruritan Club, in _____ District, for District Ruritan of the Year and National Ruritan of the Year.

Club President _____ Club Secretary _____ Date _____

District Governor's Signature Below:

District Governor _____ Date _____

This application(s) will be used to determine the Club Ruritan of the Year. Also, the winning applicant's form must be signed and post-marked to the district governor by October 1 for district competition. District winners must be certified and postmarked to the Ruritan National Office for national competition by November 1.

Rudy Youth of the Year Point System and Instructions

Rudy Youth of the Year

The Rudy Youth of the Year application and point system are located in the Secretary's Handbook. Winning applications are forwarded to the next level for competition. This award begins in 2008.

The application for the Club Rudy Youth of the Year should be forwarded to the district governor for District Rudy Youth of the Year competition. Each of the winning District Rudy Youths of the Year (one per district) should be forwarded to Ruritan National to be judged by the National Advancement Committee. The National Advancement Committee will choose the National Rudy Youth of the Year. A standard point system is included with the application in the Secretary's handbook (and below) for judging purposes at all levels. **National officers are not eligible.**

Club Rudy Youth of the Year

1. **Requirements:** Point system.
2. **Time Period:** September 1 — August 31 of the following year.
3. **Responsible for Verifying:** Club verifies and then submits the application to the district governor. Applications must be postmarked by October 1.
4. **Type of Award:** Club choice, paid by the club.
5. **Award Presentation:** Club president
6. **When Presented:** At an appropriate club meeting.

District Rudy Youth of the Year

1. **Eligibility:** Must be Club Rudy Youth of the Year.
2. **Requirements:** Point system.
3. **Time Period:** September 1 — August 31 of the following year.
4. **Responsible for Verifying:** District governor determines overall district winner. District Rudy Youth of the Year information postmarked to the Ruritan National Advancement Committee postmarked by November 1.
5. **Type of Award:** Plaque, provided by Ruritan National, paid for by district.
6. **Award Presentation:** District governor/ area governor.
7. **When Presented:** At district convention, area zone function or club meeting.

National Rudy Youth of the Year

1. **Eligibility:** Must be District Rudy Youth of the Year
2. **Requirements:** Point system.
3. **Time Period:** September 1 — August 31 of the following year.
4. **Responsible for Verifying:** National Advancement Committee.
5. **Type of Award:** Plaque, registration, and lodging for Ruritan National Convention, **reimbursed by Ruritan National.**
6. **Award Presentation:** Ruritan National President.
7. **When Presented:** Ruritan National Convention.

Rudy Youth of the Year Judging Point System

	Points	Maximum Points
I. Attendance		
A. Perfect Attendance*	15	15
If not perfect attendance, each meeting attended.	1	11
B. Zone Meeting (each attended)	5	10
C. Attending District Convention	10	10
D. Attending National Convention	20	20
E. Visits to Other Clubs (each visit)	3	15
II. Club Activities		
A. Serving as Committee Chair	2	2
B. Projects Completed (each x 3)	3	75
C. Hours of Club Projects by individual (each hour)	1	750
D. Club Office Held	2	2
III. Growth and Development		
Recruiting a youth member	5	Unlimited
Recruiting an adult member	10	Unlimited
IV. Other Activities		
a. Community Service provided through recognized youth programs (e.g. church youth, Scouts, 4-H, FFA, FHA, etc.)	5	25
b. Cooperative Education Program participation (e.g. Ruritan Youth Leadership Conference)	5	5

**Perfect Attendance: (i) Attend each regular meeting of every club in which you are an active member. (ii) Any active member absent from a regular club meeting may make up such absence by attending a Ruritan National Convention, district convention, zone meeting, club Board of Directors meeting, regular meeting of another club of which you are not an active member, district cabinet meeting, other recognized Ruritan meeting or by performing a minimum of four (4) hours of approved club objective related community service work.*

A member may apply for only one "of the year"* award in any given year: i.e. Ruritan of the Year, Ruri-Teen of the Year, Rudy Youth of the Year



Rudy Youth of the Year

National Officers Are Not Eligible

Application



The following information is being submitted on our club's "Youth of the Year," for the

_____ Ruritan Club, _____ District, and Ruritan National.

Full Name _____ Address _____ Year _____

City _____ State _____ ZIP _____ Area Code + Telephone Number _____

I. Attendance (September through August)*

- A. Monthly Club Meetings attended _____ (Number of Monthly Club Meetings)
- B. Zone Meetings attended _____ (Number of Zone Meetings)
- C. District Convention attended (Yes/No) _____
- D. National Convention attended (Yes/No) _____
- E. Visits to Other Clubs _____ (Number of Club Visits - List Below)

II. Activities (September through August)

- A. Committee Chair _____ (Committee)
- B. Number of Projects Completed by Applicant's Committee _____ (Projects Completed)
- C. Hours spent on total club projects _____ (Hours Spent)
- D. Club Officer _____ (Office Held)

III. Growth and Development (September through August)

- A. Responsible for New Adult and Youth Members _____ (Names)

IV. Other Activities (Non-Ruritan)

Explain in detail: _____

NOTE: Only youth members of **REGULAR** Ruritan Clubs are eligible for this award. Members of Ruri-Teen clubs should be honored with the Ruri-Teen of the Year award.

We certify the above information to be accurate, and we hereby submit the above named member of the _____ Ruritan Club, in _____ District, for District Youth of the Year and National Youth of the Year.

Club President _____ Club Secretary _____ Date _____

District Governor's Signature Below:

District Governor _____ Date _____

This application(s) will be used to determine the Club Youth of the Year. Also, the winning applicant's form must be signed and post-marked by the district governor by October 1 for district competition. District winners must be certified and postmarked to the Ruritan National Office for national competition by November 1.

Ruri-Teen of the Year Point System and Instructions

Ruri-Teen of the Year

The Ruri-Teen of the Year application, instructions, and point system are located here in the Awards Book as well as on line. Winning applications are forwarded to the next level for competition.

The application for the Club Ruri-Teen of the Year should be forwarded to the district governor for District Ruri-Teen of the Year competition. Each of the winning District Ruri-Teen of the Year (one per district) should be forwarded to Ruritan National to be judged by the National Advancement Committee. The National Advancement Committee will choose the National Ruri-Teen of the Year. **National officers are not eligible.**

Club Ruri-Teen of the Year

1. **Requirements:** Point system.
2. **Time Period:** September 1—August 31 of the following year.
3. **Responsible for Verifying:** Club verifies and then submits the application to the district governor. Applications must be received by October 1.
4. **Type of Award:** Club choice, paid by the club.
5. **Award Presentation:** Club president
6. **When Presented:** At an appropriate club meeting.

District Ruri-Teen of the Year

1. **Eligibility:** Must be Club Ruri-Teen of the Year.
2. **Requirements:** Point system.
3. **Time Period:** September 1—August 31 of the following year.
4. **Responsible for Verifying:** District governor determines overall district winner. District Ruri-Teen of the Year information postmarked to the Ruritan National Advancement Committee by November 1.
5. **Type of Award:** Plaque, provided by Ruritan National, paid for by district.
6. **Award Presentation:** District governor/area governor.
7. **When Presented:** At district convention, area zone function or club meeting.

National Ruri-Teen of the Year

1. **Eligibility:** Must be District Ruri-Teen of the Year
2. **Requirements:** Point system.
3. **Time Period:** September 1—August 31 of the following year.
4. **Responsible for Verifying:** National Advancement Committee.
5. **Type of Award:** Plaque, registration and lodging for National Convention, **reimbursed by Ruritan National.**
6. **Award Presentation:** Ruritan National President.
7. **When Presented:** National Convention.

Ruri-Teen of the Year Judging Point System

	Points	Maximum Points
1. Attendance		
A. Perfect Attendance at each meeting (if not perfect attendance, each meeting attended)	15 1	15 8
B. Zone Meeting (each attended)	5	10
C. District Convention	10	10
D. National Convention	20	20
E. Other Club Visits (each visit)	3	15
2. Club Activities		
A. Serving as Committee Chair	2	2
B. Projects Completed (each x 3)	3	75
C. Hours Spent on Club Project (each hour)	1	750
D. Club Offices Held	2	2
3. Growth and Development		
A. Recruiting New Members	10	unlimited
4. Other Activities		
A. Community Service Provided Through Recognized Youth Programs (e.g. church youth program, Scouts, 4-H, FFA, FHA etc.)	5	15
B. Cooperative Education Program participant	5	5

**Perfect Attendance: (i) Attend each regular meeting of every club in which you are an active member. (ii) Any active member absent from a regular club meeting may make up such absence by attending a Ruritan National Convention, district convention, zone meeting, club Board of Directors meeting, regular meeting of another club of which you are not an active member, district cabinet meeting, other recognized Ruritan meeting or by performing a minimum of four (4) hours of approved club objective related community service work.*

Note: For district competition, application must be certified by the club president and club secretary and postmarked to the district governor by October 1.

A member may apply for only one "of the year" award in any given year: i.e. Ruritan of the Year, Ruri-Teen of the Year, Rudy Youth of the Year



Ruri-Teen of the Year



National Officers Are Not Eligible

Application

The following information is being submitted on our club's "Ruri-Teen of the Year," for the

_____ Ruri-Teen Club, _____ District, and Ruritan National.

Full Name _____ Address _____ Year _____

City _____ State _____ ZIP _____ Area Code + Telephone Number _____

See accompanying point sheet to evaluate these criteria

I. Attendance September through April*

- A. Monthly Club Meetings attended _____ Number of Monthly Club Meetings
- B. Zone Meetings attended _____ Number of Zone Meetings
- C. District Convention attended (Yes/No) _____
- D. National Convention attended (Yes/No) _____
- E. Visits to Other Clubs _____ Number of Club Visits (List Below)

II. Activities (September through April)

- A. Committee Chair _____ Committee
- B. Number of Projects Completed by Applicant's Committee _____ Projects Completed
- C. Hours spent on total club projects _____ Hours Spent
- D. Club Officer _____ Office Held

III. Growth and Development (September through April)

- A. Assisted in Organizing a New Club _____ Club Name

NOTE: Only members of **RURI-TEEN** Clubs are eligible for this award. Youth members of Regular clubs should be honored with the Rudy Youth of the Year award.

IV. Other Activities (Non-Ruritan)

Explain in detail: _____

We certify the above information to be accurate and we hereby submit the above named member of the _____ Ruri-Teen Club, in _____ District, for District Ruri-Teen of the Year and National Ruri-Teen of the Year.

Club President _____ Club Secretary _____ Date _____

District Governor's Signature Below:

District Governor _____ Date _____

This application(s) will be used to determine the Club Ruri-Teen of the Year. Also, the winning applicant's form must be signed and post-marked to the District Governor by October 1 for District Competition. District winners must be certified and postmarked to the Ruritan National Office for national competition by November 1.

District Officer's Awards

Outstanding Zone Governor Award

(Area governors will be eligible for the Outstanding Zone Governor Award; however, the area must have a minimum of three (3) clubs for the area governor to be eligible).

Eligibility:

1. Hold two (2) zone meetings
2. Attend all district cabinet meetings; documented extenuating circumstances will be considered.
3. Visit all clubs in the zone at least twice during the calendar year.
4. Increase membership in zone or organize one new Ruritan Club.
5. All clubs in zone must be above charter strength, or those under charter strength at the beginning of the calendar year must have documented measures taken to increase membership of these clubs. The report is to be forwarded to Ruritan National with a copy to the district governor.
6. All clubs in the zone must have paid their national dues within 60 days after due date and all delinquent dues by December 31, or zone governor must write a report explaining what actions were taken in attempts to collect dues from clubs in arrears. The report is to be forwarded to Ruritan National with a copy to the district governor.
7. All quarterly reports must be received by the Ruritan National Office by the end of the following month or submit a written report to Ruritan National with a copy to the district governor stating the actions taken in attempt to obtain the delinquent reports.
8. Zone Governor is to submit application (letter) and a letter of endorsement by the district governor then forwarded to Ruritan National Office postmarked by Jan 10.

Time Period: Calendar Year

Type of Award: Ruritan National Apparel and certificate

Award Presentation: District Governor

When Presented: District Function

Outstanding District Governor Award

Eligibility:

1. All clubs in the district must have paid their dues within 90 days after due date and all delinquent dues by December 31, or district governor must write a letter to Ruritan National with a copy to the assigned national representative explaining the actions taken to collect from clubs in arrears.
2. All club reports must be received by the Ruritan National Office by the due date and all delinquent reports by December 31, or the district governor shall write a letter to Ruritan National with a copy to the assigned national representative explaining what action was taken to collect the reports.
3. Increase in membership or organize one new Ruritan Club. Any dues owed to Ruritan National for the new club must be received by December 31.
4. Names of all newly elected club officers forwarded to the Ruritan National Office postmarked by November 10.
5. Hold at least four (4) cabinet meetings.
6. Attend the Summer Leadership Conference.
7. Attend the Ruritan National Convention
8. All clubs in the district must be visited by either the district governor, district lt. governor, zone governor, or zone lt. governor.
9. Applications for award (letter) must be received by Ruritan National Office postmarked by January 10.

Time Period: Calendar Year

Responsible for Verifying: District governor is to submit application (letter) which is to be endorsed by the assigned national representative.

Type of Award: Wrist watch and plaque paid for by Ruritan National

Award Presentation: Ruritan National President

When Presented: Outstanding District Governor to be recognized at the National Convention and the award would then be presented at the next District function.

Regular Awards for Ruritan Members

Individual Ruritans may qualify for the awards programs below as well as for the Ruritan of the Year (or Rudy Youth of the Year).

Length of Service Award*

The Length of Service Award is a certificate made available to members with 25 or more years of Ruritan service.

1. **Eligibility:** 25 years or more of Ruritan membership.
2. **Time Period:** Not Applicable.
3. **Responsible for Verifying:** Club may request this award from the Ruritan National Office.
4. **Type of Award:** Certificate.
5. **Award Presentation:** Club president.
6. **When Presented:** At an appropriate club meeting.

Length of Service Recognition: Any Ruritan with 50 or or more years of service who is present at a Ruritan National Convention shall be recognized at an appropriate time.

- **A club may establish a Perfect Attendance Award for Ruritans achieving 50 or more years of perfect attendance in their respective club.**
- **Tabs for Perfect Attendance and for Consecutive Perfect Attendance are available from Ruritan Supply. Visit the website at www.shumskyideas.com/ruritan/**

Name Badges

- Name badges for members with 25 or more years of service are available for clubs and districts to purchase through Ruritan supply.
- Name badges for members with 50 or more and 75 or more years of service shall be provided free upon request to the National Office.

National Communication Awards

National Communications Award - Print Newsletter

All clubs, zones, areas, and districts can participate *directly* in the National Communication Award Program. Certificates are awarded to the top newsletter issues in three categories (district/area newsletters, zone newsletters, and club newsletters) recognized at the Ruritan National Convention. All newsletters will be judged on the same basis.

All newsletters must have been published between Sept. 1 and Aug. 1. The district, area, zone, or club will submit three (3) separate issues of its newsletter

for judging. A cover letter stating that the newsletters are for judging purposes must be enclosed with newsletter submissions. Must be submitted no later than November 1 each year.

Criteria (what the judges will look for): Use of Ruritan emblem; index; community Ruritan news; club, district, or zone news; club, zone, or district officer's column; national Ruritan news; National Director's column; use of color; use of artwork; use of pictures; and easy to read print.

National Communications Award - Website

All clubs, zones, areas, and districts can participate *directly* in the National Communication Award Program. Certificates awarded to the top website in three categories (district/area, zone and club) will be recognized at the Ruritan National Convention and by a seal provided for the web page itself. All websites will be judged on the same basis.

Any club, zone, or district/area desiring to have a website judged must notify Ruritan National by email containing the COMPLETE web address submitted no later than November 1 each year. Judges will visit and view the site between November 1 and December 1.

Criteria (what the judges will look for): Level of creativity. How quickly does the home page load? How quickly do the subsequent pages load? How clear is the process of moving from page to page? Style review: contrast and readability of text and graphics, no spelling errors, good grammar, pages no more than 1 ½ screens long. Accuracy of information about Ruritan in general. Links with Ruritan National — use of direct links to Ruritan National's website. Level of information about Ruritan in general. Level of information about particular club or district. How timely is information - a month old, year old etc. Site lists location, city and state of club and provides contact information (email, phone, or mail address).

NOTE: The same newsletter cannot be submitted for both print and electronic newsletter awards.

National Communications Award – Electronic Newsletter

All clubs, zones, areas, and districts can participate *directly* in the National Communication Award Program for electronic newsletters.

Certificates are awarded to the top electronic newsletter issues in three categories (district/area newsletters, zone newsletters, and club newsletters) will be recognized at the Ruritan National Convention. All newsletters will be judged on the same basis.

All newsletters must have been issued between Sept. 1 and Aug. 1. The district, area, zone, or club will submit three (3) separate issues of its newsletter for judging.

Submit issues of your newsletters by email with the statement that the newsletters are for judging purposes by November 1.

Criteria (what the judges will look for): Use of Ruritan emblem; index; community Ruritan news; club, district, or zone news; club, zone, or district officer's column; Ruritan news; National Director's column; use of color; use of artwork; use of pictures; and easy to read print.

Send submissions for ALL
Communications Awards to:
National Advancement Committee
c/o Ruritan National Office
P.O. Box 487, Dublin, VA 24084
membership@ruritan.org
*All Communications Awards entries must be
submitted by November 1.*

Current Ruritan Awards At A Glance

WHO CAN WIN IT	AWARD NAME	AWARD TYPE	PRESENTED BY	PRESENTATION	TIME PERIOD	POSTMARKED DEADLINE
Members*	Distinguished Member (DRM) for New Ruritan Club	DRM Pin; Ruritan National Convention registration, and lodging during Convention	Ruritan National President	District/Ruritan National Convention	Calendar Year	N/A
Members*	Distinguished Ruritan Member (DRM) for New Ruri-Teen Club	Varies depending upon how many Ruri-Teen clubs are started.	Ruritan National President	District/Ruritan National Convention	Calendar Year	N/A
Members	Length of Service	Certificate	Club president	Club meeting	N/A	N/A
Members	Club Ruritan or Ruri-Teen of the Year	Club choice	Club president	Club meeting	Sept. 1 - Aug. 31	Before Oct. 1
Members	District Ruritan or Ruri-Teen of the Year	Plaque	District/area governor	District convention/club meeting	Sept. 1 - Aug. 31	Before Oct. 1
Members	National Ruritan or Ruri-Teen of the Year	Plaque, Ruritan National Convention registration, and lodging during Convention	Ruritan National President	Ruritan National Convention	Sept. 1 - Aug. 31	Nov. 1
Youth members	Club Rudy Youth of the Year	Club choice	Club president	Club meeting	Sept. 1 - Aug. 31	Before Oct. 1
Youth members	District Rudy Youth of the Year	Plaque	District/area governor	District convention/club meeting	Sept. 1 - Aug. 31	Before Oct. 1
Youth members	National Rudy Youth of the Year	Plaque, Ruritan National Convention registration, and lodging during Convention	Ruritan National President	Ruritan National Convention	Sept. 1 - Aug. 31	Nov. 1
Members*	President's Golden Key	Lapel pin, with bars for 5 member increments, free Ruritan National Convention registration for top recruiter; Ruritan Forever for 65 or more new members.	Club president	Club meeting	Calendar Year to determine top recruiter	N/A
Members*	J.J. Gwaltney	Lapel pin, plaque, Ruritan Forever designation	Ruritan National President	Ruritan National Convention	Calendar Year	N/A
Members	Youth Leader Service Award (Scout, 4H, FFA)	Certificate	District governor	Varies	Jan. 1 - Nov. 1	Nov. 1
Club *	Membership Committee Award	Certificate	District governor	District meeting	Sept. 1 - Aug. 1	N/A
Club	Ruritan Forever Legacy Recognition	Plaque or certificate	Ruritan National	National Website Annual Report	N/A	N/A
Clubs ***	Birthday Fund Recognition	Plaque or certificate	District governor	District meeting	N/A	Oct. 10 for presentation at District Convention
Clubs, districts/areas	National Communications (Newsletter - Printed)	Certificate	Ruritan National President	Ruritan National Convention	Sept. 1 - Aug. 1	Nov. 1

* Growth Award

*** Ruritan National Foundation Award

Current Ruritan Awards At A Glance

WHO CAN WIN IT	AWARD NAME	AWARD TYPE	PRESENTED BY	PRESENTATION	TIME PERIOD	POSTMARKED DEADLINE
Clubs, districts/areas	National Communications (Newsletter - Electronic)	Certificate	Ruritan National President	Ruritan National Convention	Sept. 1 - Aug. 1	Nov. 1
Clubs, districts/areas	National Communications (Website)	Certificate + seal on Website	Ruritan National President	Ruritan National Convention	Viewed/judged 11/1-12/1	Nov. 1
Clubs, districts/areas	Club Membership Increase	\$25 gift certificate for Ruritan Supply	Ruritan National President	Ruritan National Convention	Jan 1 to Dec 31	N/A
Clubs, districts/areas	Blue Ribbon	Banner or certificate (choose \$150 toward National Convention or Ruritan Supplies)	District governor with zone governor	Club/district meeting	Calendar Year	Feb. 10
Clubs, districts/areas*	Sponsor Award for Ruritan Clubs	\$250 on the five year anniversary	Ruritan National	Varies	N/A	N/A
Clubs, districts/areas*	Sponsor Award for Ruritan Teen Clubs	\$100 on the five year anniversary of the club	Ruritan National	Varies	N/A	N/A
Clubs, districts/areas	Community Service Merit System	Gold recognition	Ruritan National President	Ruritan National Convention	Sept. 1 - Aug. 31	Oct. 1
Clubs, districts/areas	Community Service Merit System	All certificates	District governor	District convention	Sept. 1 - Aug. 31	Oct. 1
Club officers	Outstanding Club President / Outstanding Club Secretary / Outstanding Club Treasurer	\$25 gift certificate usable for supplies or Ruritan National Convention	Past district governor or current district governor/ zone governor	Club/district meeting	Calendar Year	Feb. 10
District officers	Outstanding Zone Governor	Ruritan National apparel and certificate	District governor	District meeting	Calendar Year	Feb. 10
District officers	Outstanding District Governor	Wrist watch and plaque	Ruritan National President	Ruritan National Convention	Calendar Year	Feb. 10
District officers	District Governor Growth and Development	Plaque	Ruritan National President	Ruritan National Convention	Calendar Year	N/A
Districts/Areas*	District/Area Growth Recognition	Certificate	Ruritan National President	Ruritan National Convention	Jan. - Oct.	N/A
District officers ***	Foundation Promotion Chair	Plaques or certificate, depending on which is earned	Ruritan National Foundation President	Ruritan National Convention	Oct. 1 - Sept 30	N/A
Anyone ***	Tom Downing Fellowship	Plaque and lapel pin	Any	Any	Any	Any

* Growth Award

*** Ruritan National Foundation Award

Blue Ribbon Award Application

(Period from January 1 to December 31)

This application for the Blue Ribbon Award is to be completed and emailed or postmarked to the National Office by **February 10**, if your club has met the requirements listed below. The requirements will be verified from club records on file at the National Office as appropriate.

- A. Attendance:
1. Has 80% (or better) attendance for January 1 through December 31.
 2. Or have a membership increase of 10% (or better) and 75% (or better) attendance.
 3. The attendance requirement can be reduced by 5% (up to a total of 15%) for up to three **Gold** Community Service awards earned for the current year, this may lower the attendance to 65% (for three Gold Community Service awards).
 - i) See the reverse side of this application for a place to list your Gold awards.
- B. One project completed in each of the five Community Service Committees (list on back of this form)
- C. Club Quarterly reports emailed or postmarked to the National Office no later than the 10th of the month (April, July, Oct., Jan.)
- D. National dues paid (by credit card or postmarked) by the last day of January, April, July, and October. All monies owed to National must be up to date with no arrearage as of December 31.
- E. Names and addresses of newly elected club officers entered into the MMS (or postmarked) to the National Office by November 10.
- F. Club must be at charter strength (16 members) as of December 31.
- G. Club shows no net loss in membership for the calendar year, January 1 through December 31. However, if the death of a member occurs after October 1 during the year, this would not count against or affect the membership requirements of this award. **(calculate net membership using Membership column, column 1, below)**
- H. Club must be represented at the district convention.
- I. All club officers must attend district or zone scheduled Club Officers' Training or complete online training through the MMS by March 1.
- J. Blue Ribbon application must be emailed or postmarked to the National Office by February 10.
- K. Community Service Reports must be submitted or postmarked to your district governor by October 1.

	1	2	3	4	5	6	7
	Membership: Used to determine "G"	Subtract on Leave	Subtract Honorary (paying)	Subtract Associate	Members Left	Attendance	Make-Ups
January							
February							
March							
April							
May							
June							
July							
August							
September							
October							
November							
December							

1 Total Members	
2 Subtract on Leave	
3 Subtract Honorary (Paying)	
4 Subtract Associate	
5 Members Left	
6 Total Attendance	
7 Total Make-Ups	
8 Add lines 6 & 7	
9 Divide line 8 by line 5	

According to our records, the _____ Club has met the requirements for the Blue Ribbon Award listed above.

Signed: _____ Date: _____
Club Secretary

Please complete back of this form

Community Service Committee Projects Completed

(List **one** project completed for each committee)

1. Community Engagement _____

2. Citizenship and Patriotism _____

3. Environment _____

4. Public Services _____

5. Social Development _____

Gold Awards earned during the year - circle the ones that apply. Up to three can be listed for a 5% decrease in attendance each. See (a.) on the front of this form.

Community Engagement

Citizenship & Patriotism

Environment

Public Service

Social Development

If you win this Blue Ribbon Award you have a choice of prizes. Please check **one** of the following:

_____ Traditional felt banner - Blue Ribbon Award

_____ Certificate and \$150 credit at National toward registration for attendance to National convention

_____ Certificate and \$150 credit for supplies and Rudy Bears

Outstanding Club President Award

Our club submits Club President _____ for the
Outstanding President Award. We certify that all criteria for this award as specified below
have been met.

First Name & Last Name

Name of Ruritan Club

Club Secretary

Date

Reminder: Many clubs that qualify for the Outstanding President Award may also qualify for the Blue Ribbon Award. You WILL NOT automatically be considered for this award. *You must apply.* See the application in this book.

The following criteria must be met to qualify for the Outstanding Club President Award:

- a. Quarterly Activities and Attendance reports submitted (emailed/postmarked) to the Ruritan National Office no later than the 10th of the month. (April 10, July 10, Oct. 10, Jan. 10)
- b. National dues are paid (postmarked) by the last day of January, April, July, and October. All monies owed to National must be up to date with no arrearage as of December 31.
- c. Club must show no net loss in active membership for the calendar year ending December 31; however, if death of an active member occurs after October 1 during the year, this will not count against the active membership requirement for this award.
- d. Club represented at district convention.
- e. Club Community Service Reports postmarked to district governor by October 1.
- f. Names and addresses of newly elected club officers (emailed/entered in membership database/postmarked) to the Ruritan National Office by November 10.
- g. Club must be above charter strength (16 members).
- h. Must attend one of the following during the calendar year: cabinet meeting, zone meeting, or district convention.
- i. Application must be submitted (emailed/postmarked) to the Ruritan National Office by February 10.

The following requirements are not necessary to qualify for the Outstanding Club President Award:

1. One project completed by each of the five (5) community service committees. (See the space on the back of this sheet to list projects).
2. All elected club officers (president, vice president, secretary, treasurer) must attend district or zone scheduled Club Officers' Training by March 1.

Community Service Committee Projects Completed

(List **one** project completed for each committee)

1. Community Engagement _____

2. Citizenship and Patriotism _____

3. Environment _____

4. Public Services _____

5. Social Development _____

Outstanding Club Treasurer Award

Our club submits Club Treasurer _____ for the Outstanding Treasurer Award. We certify that all criteria for this award as specified below have been met.

Name of Ruritan Club

Club Secretary

Date

The following criteria must be met to qualify for the Outstanding Club Treasurer Award:

- a. National dues are paid (postmarked) by the last day of January, April, July, and October. All monies owed to National must be up to date with no arrearage as of December 31.
- b. Annual audit is completed.
- c. Annual form 990 or other required tax forms filed with the IRS.
- d. Written financial report is presented to the club monthly.
- e. Must attend one of the following during the calendar year: cabinet meeting, zone meeting, or district convention.
- f. This application must be submitted (emailed/postmarked) to the Ruritan National Office by February 10.

Outstanding Club Secretary Award

Our club submits Club Secretary _____ for the Outstanding Secretary Award. We certify that all criteria for this award as specified below have been met.

Name of Ruritan Club:

Club President:

Date:

The following criteria must be met to qualify for the Outstanding Club Secretary Award:

- a. Quarterly reports submitted (emailed/postmarked) to the Ruritan National Office no later than the 10th of the month. (April 10, July 10, Oct. 10, Jan. 10)
- b. National dues are paid (postmarked) by the last day of January, April, July, and October. All monies owed to National must be up to date with no arrearage as of December 31.
- c. Club represented at district convention.
- d. Club Community Service Reports postmarked to district governor by October 1.
- e. Names and addresses of newly elected club officers submitted (emailed/entered in membership database/postmarked) to the Ruritan National Office by November 10.
- g. Must attend one of the following during the calendar year: cabinet meeting, zone meeting, or district convention.
- h. This application must be submitted (emailed/postmarked) to the Ruritan National Office by February 10.

Ruritan National Foundation Awards & Recognition

Birthday Fund Award

1. Eligibility: Upon receipt of a minimum donation equivalent to \$2.00 per member from a club, the club will be eligible to receive a Certificate of Appreciation, and those clubs contributing a donation equal to \$10.00 per member will be eligible to receive a Plaque of Appreciation.

2. Types of Awards: Certificate or plaque prepared according to Ruritan National Office records as of September 30.

3. Award Presentation: Will be mailed to the district governor for presentation at district convention. After September 30, the award will be mailed to the club president for presentation.

Tom Downing Fellowship

Fewer than 4% of all Ruritans are Tom Downing Fellows, making this a distinctive honor among members. Once presented, award is non-transferable and will be a lasting honor to the individual awarded.

1. Eligibility: A single one time donation in the amount of \$500 to the Ruritan National Foundation. The contributor must state when the contribution is made that it is for participation in the Tom Downing Fellowship program. All funds for this program are credited to the Tom Downing Fellow Fund.

2. Award: Plaque and lapel pin.

District Foundation Promotion Chair Awards

(Also called the Garland Gray Awards, in honor of the Foundation's first contributor.)

1. Eligibility: An award will be made to the top three District Foundation Promotion Chairs for each of these three categories:

- a. Greatest percentage of club contributions in the district.
- b. Largest amount of money contributed by clubs in the district.
- c. District with the greatest contribution per member.

2. Time Period: Fiscal year (Oct. 1 - Sept. 30).

3. Type of Awards: Plaque for first place in each of the three categories. Certificate for second and third places in each of the three categories.

4. Responsible for Verifying: The Ruritan National Foundation will verify the amounts and percentages required for this award.

5. Award Presentation: Ruritan National Foundation President.

6. Award Presentation Date: Ruritan National Convention.

Ruritan National

Community Service Merit System Guide

Objects of Ruritan

1. To promote fellowship and goodwill among its members and to inspire each other to higher efforts.
2. To unify the efforts of individuals.
3. To encourage the idea of service.

Awards Program Purposes

1. To motivate individuals and clubs to higher levels of achievement.
2. To recognize and reward those that have accomplished outstanding results.

Description of Ruritan National Community Service Merit System (effective August 1996)

Purpose

To encourage each club to strive for greater service to its community by improving living conditions for all who reside therein.

To provide each club submitting Community Service Reports an equal opportunity to be properly considered for their efforts and to recognize and award those clubs that provide outstanding service to their community.

Definitions/Qualifications

Ruritan Community Service: Club projects undertaken by a minimum of three (3) members, even if the project is completed by only one member, and after club consideration and approval, including members' labor and club money expended from the treasury.

Personal Community Service: Service initiated and rendered by club members without club authorization and involvement by at least two (2) other members, including volunteer service rendered on behalf of other organizations such as volunteer firemen, Red Cross, 4-H Clubs and government and law enforcement agencies, does not qualify as "Ruritan Community Service" for these reports.

Fundraising Activity: Labor and expenses associated with fundraising do not qualify as Ruritan Community Service. Credit for the money raised will be received when it is expended and reported by the proper committee. Credit may be given when a fundraiser is held to benefit a special cause and all net proceeds go to that specific project. For example, a fundraiser to derive funds for a patient needing a kidney transplant.

Terms of Projects and Reporting Period:

Projects can continue for more than one year. The reporting period is September 1 to August 31. Report only labor hours and funds expended during this period. Reports must be postmarked to the district governor by October 1, for the preceding twelve (12) month period.

Invalid Project Reporting: Projects reported to an incorrect committee will receive half credit. If the project can be properly applied to two or more committees and is reported in either, full credit is received. Projects should be reported only one time. If the project is reported more than once, partial credit will be given for each report. Inappropriate projects receive no credit. Committee reports incorrectly titled and those reports received after October 1 cannot be evaluated.

Credit: Projects can earn points as follows:

- | | |
|--|-----|
| 1. Each project initiated and reported | 2 |
| 2. Each hour worked | 5 |
| 3. Each dollar expended | 2.5 |

NOTE: You may count hours worked by associate members, however you must also count those members into the total number of members divided into those hours.

Community Service Merit System Committee Summary

A. Community Engagement Committee

purpose: To assist in providing and maintaining economic stability and growth in production, commerce, and services in the community. The areas for consideration should include: agriculture, industry services, trades, and professions.

B. Citizenship and Patriotism Committee

purpose: To foster love of our country and pride in being a citizen by promoting activities and philosophies which enable each of us to become more aware of our unique rights and responsibilities

which are ours because we are Americans. The areas for consideration should include: community pride, holiday observation, voter registration, armed forces, Veterans Day, and flag display.

C. Environment Committee

purpose: To improve the environment and conserve natural resources in the community. The areas for consideration should include: land, water, and air pollution; community beautification; conservation of wildlife, soil and water conservation; and rodent and pest control.

D. Public Services Committee

purpose: To monitor the services provided by governmental, corporate, and volunteer agencies. This committee must be aware of all public services available in the community, be concerned with their efficient operation and justified expansion, and work toward the establishment of additional services. The areas for consideration should include: water, electrical, gas supply; law enforcement; buildings; fire and rescue squads; transportation facilities; solid waste; telephone and T.V.; cable; waste disposal; and cell service.

E. Social Development Committee purpose:

Because human resources are its most valuable assets, it is important that the community have facilities and services which will provide for the well-being and development of all people, with special concern for those with unusual needs. Since the Ruritan club serves the entire community, it is in the unique position to take the initiative in making these facilities and services available through club projects and cooperative programs with other organizations and agencies. The areas for consideration should include: youth, health, the disabled, senior citizens, and drug abuse.

Report Evaluations and Ranking

Average Point Determination: Points earned are determined for each project reported, then totaled for each committee. This total is divided by the average number of active club members (including associate members IF their labor was counted) for the 12 month period to determine the average points earned per member. Average number of active members (and associates where appropriate) is determined by adding the starting number (September of previous year) and the ending number (August of present year) and dividing by 2.

Awards: There are three levels of achievement determined by the average number of points earned by each active member. These are Bronze, Silver, and Gold.

Minimum Average Points Per Active Member to Earn Awards

	Bronze	Silver	Gold
Social Development	150 - 299.9	300 – 599.9	600+
Public Service	80 - 159.9	160 – 319.9	320+
Environment	40 – 79.9	80 – 159.9	160+
Community Engagement	40 – 79.9	80 – 159.9	160+
Citizenship & Patriotism	40 – 79.9	80 – 159.9	160+

Any combination of man-hours, dollars, and projects that yields points in the above ranges will receive the award indicated.

Award Presentation: All awards will be presented to the clubs by the district governor during their district convention. The Gold Award achievers will be recognized by the Ruritan National President during the Ruritan National Convention.

Instructions for Completing Community Service Report Forms

These guidelines are to be followed in preparing your reports. The judges will use these to evaluate the reports and will reject those that fail to comply. Send a copy to your district governor no later than October 1. The completed reports will be used by the district cabinet to determine the level of achievement for your club.

Complete the Forms as Follows

1. Use the official forms from your secretary's handbook. If you have duplicated the form in its entirety into a spreadsheet program on your computer, those forms will also be accepted. Forms are also available through Ruritan.org under Forms.
2. Adhere to the stated purpose of the Service Committee for which you are reporting.

3. Report on one line each project that has been completed.
4. Type or neatly print. Legibility and clarity is important.
5. Report each project one time only.
6. State the actual (not estimated) active club member hours for each project (to the nearest half hour).
7. State the actual dollars spent from the club treasury for each project (round to the nearest dollar).
8. Be sure that at least two (2) club officers sign the report (or list their names as designated signees on a digital report).
9. Ensure that your district governor receives your club Community Service Reports postmarked (or emailed) no later than October 1.

Evaluation Will Be Based on the Following Criteria

1. Two (2) points for each project as defined.
2. Five (5) points for each club member hour.
3. Two and one half (2.5) points for each dollar.
4. Misplaced projects receive partial credit.
5. Fundraising labor and expenses are not considered community service. However, credit may be given to a project or event to benefit a specific cause.
6. Project claims associated with regular club meetings and Ruritan promotions is not considered community service.
7. Date the report was received by the district governor.

Points to Consider in Evaluating Reports

It is good to have persons evaluating Community Service Reports who are familiar with all phases of the report, including the preparation. Special attention should be placed on the Community Service Guide for the respective committees. Use them as follows:

1. Community Service Guide should be studied by evaluators.
2. Evaluators should know which committee various projects fall under.
3. Evaluators should refer to the Community Service Guide while evaluating reports, if necessary.

The Community Service reports show the work and accomplishment of Ruritan clubs during the year. They deserve much time and careful attention spent on their review.

Remember that an evaluator has a tremendous responsibility. Take the necessary time required to evaluate each report carefully.

Ruritan means providing service. It is important that Ruritans receive recognition for their services rendered to the community and the benefits given to others. This recognition can only be given through proper evaluation.

When the Community Service Report is received by the district governor, it should be initialed and the date of receipt recorded promptly and accurately. Emailed reports should be printed out and dated and initialed the same way.

NOTE ABOUT E-MAILING FORMS: As with all Ruritan awards, Community Service Merit Award forms WILL be accepted digitally and by e-mail, provided the appropriate recipient **has** an e-mail address. It is your responsibility to locate that e-mail address, and the form(s) you create on your computer must contain ALL of the information required for the award. Please keep a printed copy of your e-mail for your files showing dates sent, etc. Signatures may be omitted when a form is sent digitally; however, judges may make contact with designated signees for verification, so their names must be on the form. All award applications and/or forms must still be received on the appropriate deadlines.

Appeals Procedure Under Community Service Merit Systems

1. Clubs must have submitted their completed community service reports to the district governor postmarked (or e-mailed) no later than October 1.
2. The district governor shall have arranged for evaluating community service reports submitted. It is suggested that the district governor appoint a special knowledgeable reviewing committee from within the district (e.g., past district governors, honorary district cabinet members, etc.) or from another Ruritan district to review and evaluate the reports.
3. Clubs having questions about the district's evaluation process should direct their concern(s) to the district governor.
4. In the event a club disagrees with the decision by the district regarding decision(s) made about the evaluation and ranking process and awards recognition, the club should:
 - a. Within 30 calendar days after receipt of the district's official decision (normally, at the time of presentation of awards at the district convention), the club president should submit a written appeal to the district governor asking for a review and reconsideration. The district governor shall arrange for an official review of the club's request and report back to the club the findings/reasons for the decision within 30 calendar days from receipt of the club's notice.
 - b. The district governor may request an advisory opinion from the National Advancement Committee at any time prior to rendering a final decision on the club's initial request. The National Advancement Committee will provide an advisory opinion within 30 calendar days after receipt of such request or defer to the next scheduled National Advancement Committee meeting, as deemed appropriate. The Chair of the National Advancement Committee shall notify the district governor, in writing, of the time period required to provide an

Sample Reports

Sample Community Service Merit System reports are included in this manual for training purposes. Use the examples as a guideline for judging the community service achievements of Ruritan clubs in your district. These sample reports contain many typical Ruritan club projects, with sample hours and membership totals. On each report, the calculations have been completed for you so that you can see the relationship between service hours, donations, and active members.

Spirit of the Awards

The purpose of these awards is to encourage and document the giving done by Ruritan clubs every day in their communities. These awards are not designed to punish, judge, or criticize. Clubs are encouraged to be as honest as they can be when reporting. District judges are urged to be positive and supportive when judging community service reports.

opinion. The district governor shall notify the club, in writing, of the reason(s) for the pending final decision beyond the 30 calendar days.

c. If the club disagrees with the final review decision rendered by the district governor, the club may appeal directly to the National Advancement Committee. The request must be signed by the club president and contain a detailed statement of the reason(s) for the disagreement, a copy of the appropriate Community Service Report(s), and any other relevant information.

d. The National Advancement Committee will acknowledge receipt of the request and give an estimated time for rendering a decision (normally 30 to 90 days from date of receipt of request). A copy of the notice will be sent to the appropriate district governor with a request for a written statement with accompanying supporting documents regarding the club's request within 30 calendar days after receipt of request.

5. If the findings by the National Advancement Committee agree with the decision made by the district, a letter will be sent to the club notifying them of the final decision with a copy to the district governor.

6. If the findings by the National Advancement Committee favor the club's appeal, the National Advancement Committee will notify the club of the favorable final decision with a copy to the district governor. The National Advancement Committee will notify Ruritan National, in writing, that an award must be prepared for presentation to the appropriate club. Ruritan National will send the appropriate award to the district governor for presentation to the club. The inappropriate award will be returned to the district governor by the club president.

Ruritan National Form R-4 Community Service Committee Report

Period Beginning September 1
Period Ending August 31

YEAR

2021

2022

District Governor Approval
(Initials and date)

Club Name: Largetown Ruritan Club

Committee: Community Engagement

Number of active members in September 71

Number of active members in August 69

NOTE: Include Associate members in these numbers if you plan to include their hours below.

Please provide an official copy to the district governor and keep a copy for your club files



Project

your text is too long for the cell provided below it will automatically shrink the text size to fit.

Active Member Hours

Dollars Spent

1	Worked with local industry to hire permanent workers	240	\$75.00
2	Helped sponsor a local job fair - paid for refreshments	150	\$250.00
3	Recognized outstanding business leaders with an award	20	\$200.00
4	Sponsored a 4-H dairy livestock judging contest	250	\$245.00
5	Sponsored an FFA award at the local high school	18	\$800.00
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			
19			
20			
21			
22			
23			
24			
25			
26			
Grand Totals		678	\$1,570.00

I certify this to be a true and accurate report. At least two club officers must sign and date this document on the lines below. A

Tony Wilson, Secretary

Club officer's name, title, and date signed

Jason Jones, Treasurer

Club officer's name, title, and date signed

This section below will self-complete as the numbers are entered above. Once all the projects are entered, put the total number in the yellow box below. District officers will need to verify the computations. If you failed to enter your September and August active membership at the top of the page, the calculations will not compute.

			Points
Number of Projects	5	x 2 =	10.00
Number of Hours	678	x 5 =	3390.00
Number of Dollars	\$1,570.00	x 2.5 =	3925.00

Total Points Above 7325

Divided by average number of Active Club Members
(from box at right)

Total points per member 104.64

The membership numbers for September and August listed at the top of this form have been added together and divided by 2 to get the average number of active members shown below.

Average 70

Special Note (revised August 2005) You may count the hours worked by Associate Members, however you must also count them in the number of members divided into those hours

District Governor

RURITAN NATIONAL
Form R-4 Community Service
Committee Report



Middletown Ruritan Club: Reporting Period: Sept. 1, 2006 ; Aug. 31, 2007

Citizenship & Patriotism Committee:

No. of Active Club Members: Sept. 36 Aug. 34

Make a copy for your District Governor

PROJECT	Active Members Hours	Dollars Spent
1. <u>Sponsored boy to "Boys State" and girl to "Girls State"</u>	<u>3</u>	<u>550</u>
2. <u>Replaced flag and rope at Community Center</u>	<u>5</u>	<u>50</u>
3. <u>Presented flags to area veterans</u>	<u>1</u>	<u>300</u>
4. <u>Sponsored student to Model General Assembly</u>	<u>8</u>	<u>200</u>
5. <u>Sponsored Patriotic Essay Contest</u>	<u>6</u>	<u>115</u>
6. <u>Sponsored 4-H Member to Citizenship Washington Focus</u>	<u>1</u>	<u>250</u>
7. <u>Displayed U.S. flags on holidays in downtown</u>	<u>14</u>	<u>0</u>
8. <u>Provided fireworks for 4th of July celebration</u>	<u>6</u>	<u>4000</u>
9. _____	_____	_____
10. _____	_____	_____
11. _____	_____	_____
12. _____	_____	_____
13. _____	_____	_____
14. _____	_____	_____

I certify this to be a true and accurate report. At least two (2) Club Officers must sign below.

Jack Back, Secretary
Club Officer's Name and Title

9/25/07
Date

Jean Ford, Treasurer
Club Officer's Name and Title

9/25/07
Date

This Section To Be Completed by the District Cabinet

No. of projects	<u>8</u>	x 2	=	<u>16</u>
No. of hours	<u>44</u>	x 5	=	<u>220</u>
No. of dollars	<u>5465</u>	x 2.5	=	<u>13662.5</u>
Total Points Above			=	<u>13898.5</u>
Divided by Average No. of Active Club Members			=	<u>35</u>
(from box at right)			=	<u>397.10</u>
				Total Points Per Member

Calculate Average No. of Active Club Members
Add the membership numbers for September and August listed at the top of this form. Divide that number by 2 to get the Average No. of Active Club Members needed at left.
Average No. of Active Club Members: 35

Special Note: (revised August 2005):
You may count the hours worked by Associate members; however, you then must also count them in the number of members divided into the hours.

District Governor

RURITAN NATIONAL
Form R-4 Community Service
Committee Report



Best Ever

Ruritan Club: Reporting Period: Sept. 1, 2006 : Aug. 31, 2007

Public Services

Committee:

No. of Active Club Members: Sept. 38 Aug. 42

Make a copy for your District Governor

PROJECT	ACTIVE Members Hours	Dollars Spent
1. <u>Sponsored CPR in community</u>	<u>52</u>	<u>25</u>
2. <u>Erected two new Ruritan signs</u>	<u>14</u>	<u>125</u>
3. <u>Established a Crime Watch program</u>	<u>85</u>	<u>0</u>
4. <u>Worked to get crossing guards for school</u>	<u>26</u>	<u>0</u>
5. <u>Contributed to volunteer fire department</u>	<u>2</u>	<u>300</u>
6. <u>Donated 30 Rudy Bears to rescue squad</u>	<u>5</u>	<u>240</u>
7. <u>Constructed Community Picnic area</u>	<u>214</u>	<u>350</u>
8. <u>Sponsored community crime prevention program</u>	<u>30</u>	<u>150</u>
9. <u>Transported sick and needy citizens to the doctor</u>	<u>92</u>	<u>0</u>
10. <u>Worked to get new branch library established</u>	<u>46</u>	<u>0</u>
11. <u>Maintained athletic field for youth team</u>	<u>220</u>	<u>0</u>
12. <u>Painted local community hall inside and out</u>	<u>307</u>	<u>95</u>
13. _____	_____	_____
14. _____	_____	_____

I certify this to be a true and accurate report. At least two (2) Club Officers must sign below.

Jean Ford, Secretary

9.25.07

Club Officer's Name and Title

Date

Kate Ellis, President

9.25.07

Club Officer's Name and Title

Date

This Section To Be Completed by the District Cabinet

No. of projects	<u>12</u>	x 2	=	<u>24</u>
No. of hours	<u>1093</u>	x 5	=	<u>5465</u>
No. of dollars	<u>1285</u>	x 2.5	=	<u>3212.5</u>
Total Points Above			=	<u>8701.50</u>
Divided by Average No. of Active Club Members (from box at right)			=	<u>40</u>
			=	<u>217.54</u>

Total Points Per Member

Calculate Average No. of Active Club Members

Add the membership numbers for September and August listed at the top of this form. Divide that number by 2 to get the Average No. of Active Club Members needed at left.

Average No. of Active Club Members: 40

Special Note: (revised August 2005):
You may count the hours worked by Associate members; however, you then must also count them in the number of members divided into the hours.

District Governor

RURITAN NATIONAL
Form R-4 Community Service
Committee Report



Smalltown _____ Ruritan Club: Reporting Period: Sept. 1, 20 06 ; Aug. 31, 20 07

Social Development _____ Committee: _____

No. of Active Club Members: Sept. 17 Aug. 17

Make a copy for your District Governor

PROJECT	Members Hours	Dollars Spent
1. Built handicapped ramps for three disabled families	38.00	\$400.00
2. Sponsored Christmas decorating contest	18.00	\$250.00
3. _____	_____	_____
4. _____	_____	_____
5. _____	_____	_____
6. _____	_____	_____
7. _____	_____	_____
8. _____	_____	_____
9. _____	_____	_____
10. _____	_____	_____
11. _____	_____	_____
12. _____	_____	_____
13. _____	_____	_____
14. _____	_____	_____

I certify this to be a true and accurate report. At least two (2) Club Officers must sign below.

Jim Casey, President
 Club Officer's Name and Title

9/25/07
 Date

Bonnie Harper, Secretary
 Club Officer's Name and Title

9/25/07
 Date

This Section To Be Completed by the District Cabinet

No. of projects 2 x 2 = 4
 No. of hours 56.00 x 5 = 280
 No. of dollars 650 x 2.5 = 1625
 Total Points Above = 1,909.0
 Divided by Average No. of Active Club Members = 17
 (from box at right) = 112.29 Total Points Per Member

Calculate Average No. of Active Club Members
 Add the membership numbers for September and August listed at the top of this form. Divide that number by 2 to get the Average No. of Active Club Members needed at left.
 Average No. of Active Club Members: 17

Special Note: (revised August 2005):
 You may count the hours worked by Associate members; however, you then must also count them in the number of members divided into the hours.

Suggested Club Anniversary Commemoration

(Make copies and distribute to all members attending. Invite a visiting official – highest ranking zone, district, or national officer – or other special Ruritan guest to read the Ruritan Official's part while the club members respond.)

Ruritan Official: On behalf of Ruritan National, I congratulate you on this occasion of your _____ anniversary. You are a part of a significant movement that has enriched the lives of rural and urban people in the communities in which you live.

Members: We will endeavor to strengthen one another, as well as the citizens of this community in which we live.

Ruritan Official: Will you continue to unify the efforts of all members of our community toward making it an ideal place in which to live?

Members: We will do so, in the spirit of those who founded this great organization.

Ruritan Official: Will you continue to work with all agencies that provide unselfish service, and contribute to the progress of your community?

Members: We will cooperate fully with any who endeavor to make our community better.

Ruritan Official: Will you encourage and foster the ideal of service as the basis of all worthy Community Service?

Members: We dedicate ourselves to that goal.

Ruritan Official: Will you seek to create such a climate that rural and urban people may work together and understand the problems of each?

Members: We will keep our minds open to our mutual problems, and will seek to understand one another.

Ruritan Official: You, as Ruritans, have accepted some worthwhile and very admirable goals. Continue your fellowship and goodwill, that all of our communities may be enriched by your dedication to the ideals of Ruritan.

Members: We dedicate ourselves anew, on our _____ Anniversary, to the principles of Ruritan.

Ruritan Public Relations Guidelines

Formerly distributed as a separate manual.

Section 1: Understanding Public Relations

The Difference Between Publicity and Public Relations

Ruritan has been called the best kept secret in America, and with good reason. Although not as well-known as other community service organizations, more than 28,000 Ruritan members in twenty-four states enjoy the Ruritan spirit of “Fellowship, Goodwill, and Community Service”. Despite the efforts of dedicated Ruritan clubs across the nation, relatively few people know how Ruritans improve America’s communities. Gaining recognition for your club’s community service achievements is crucial to gaining new members and increasing the effectiveness of your local club.

Publicity and public relations can also help your club accomplish more than ever within the community. Before your club can start realizing the benefits of publicity and public relations, you need to understand the relationship between these two principles.

Publicity is “public attention.” In other words, publicity is the attention and recognition your Ruritan club should be earning for its dedicated efforts to improve the community. To gain the public’s attention, your club must learn how to build a *relationship* with the community. The first step to building any successful relationship are establishing trust and sharing information.

These are the basic elements of a public relations program.

Webster’s Third New International Dictionary (1986) defines public relations as “the degree of

understanding and goodwill achieved between an individual, organization, institution, and the public.” If you read the Objectives set forth in Article II of the Ruritan Club Bylaws, you’ll discover that Webster’s definition comes close to describing the established objectives of the Ruritan organization.

Establishing a public relations campaign in your community does not necessarily require a heavy investment of your club’s finances. A public relations campaign is simply distributing your Ruritan message to businesses, institutions, and the community at large, with the purpose of establishing goodwill and support within your community.

Any Ruritan club public relations program should inform the community about what your club has contributed to the community in the past (such as improvements to the local park, helping the elderly, sponsorship of youth programs, etc.) as well as what your club intends to accomplish for the community in the future.

What Your Club Gains from Public Relations: Publicity

After your Ruritan club has established the goodwill and support of the community through a public relations campaign, publicity will surely follow. If the media and the public at large are aware of your club’s previous contributions to the community, they will be more likely to lend support to your current or future projects. Remember, Ruritans can always use support from their

communities, whether it takes the form of increased patronage at fundraisers, increased media coverage in the area, or increased membership from new volunteers who take the Ruritan message to heart.

Publicity can yield many benefits for your club and your community. With increased publicity, local businesses are more likely to donate materials or funds to your club’s projects. Businesses may also be willing to co-

What Makes Publicity?

- √ Anything that is new or novel in the community.
- √ Anything that is important to a large number of people in the community.
- √ Events involving important figures in the community.
- √ Events or happenings that deal with the community’s future.
- √ Community improvement projects. Community fairs.
- √ Involvement with community youth.
- √ Community sports events, especially youth athletics.
- √ Annual fundraisers for community service work.
- √ Community awards or honors.

sponsor some club events, in exchange for proper recognition within the community. When approaching local businesses about such arrangements, remember that your club is not just soliciting support but is providing a valuable (and often reasonably priced) service in the form of advertising. Remind the business owner or manager that you *are* “America’s Leading Community Service Organization” devoted to making your community a better place to live and work.

In this sense, local businesses can only profit from their association with your Ruritan Club.

Public Relations Cycle of Benefits

A successful publicity and public relations program creates a cycle of continuous benefits for your Ruritan club. Publicity can increase patronage at club fundraisers and increase membership. Increased patronage allows your club to raise more money that will be used to improve the community. Increased service to your community creates even more publicity, which in turn creates more interest in club membership. Increased membership yields even more service to the community.

This is the cycle that begins with a successful public relations campaign in your community. However, successful public relations begins with a strong message.

Section 2: Policies and Guidelines

Ruritan Information Policy and Guidelines

This policy and guideline provides individuals and clubs with criteria for using Ruritan trademarks and other proprietary information. It also provides guidelines for disseminating information, especially electronically, through Internet-based information sites (websites) and through electronic mail (email). It is the intent of this policy and guideline to encourage the wide distribution of the Ruritan name and reputation. However, the use and distribution of Ruritan must be in accordance with this policy and guideline.

Permission to use Ruritan Emblems and Insignia

All Ruritan emblems and insignia are protected by U.S. Trademark and Copyright laws. The name “Ruritan” is similarly protected and may not be used without the express permission of the Ruritan National organization. Any misuse of Ruritan intellectual property, emblems, and insignia will be rigorously defended.

Club, Zone, or District Use

All active clubs, zones, and districts, as part of their formal charter, may freely use the name, emblems, and insignia for their normal operation, fund raising, and publicity.

Community Use

The emblems and insignia may be displayed by community promotional organizations, such as by Chambers of Commerce, in municipal directories, etc., and with other non-profit community organizations, but only in cooperation with Ruritan clubs, zones, or districts, and only for the express purposes of providing information about the Ruritan organization or a Ruritan sponsored event.

Examples include Ruritan signs at town entrances, listings or directories of community service organizations, and joint Ruritan sponsorship of major events, etc.

Commercial Use

Except where specifically licensed by the Ruritan National organization, the name, emblems, and insignia may not appear on any products, business promotions, or for any other commercial purposes, nor may they be used by individuals for non-club related activities. For instance, Ruritan National is the only organization or group that can enter into a commercial relationship where the Ruritan name or emblem is used, except as noted below. Examples of commercially licensed uses include items commonly sold by Ruritan Supply and relationships through the Ruritan “Partners” program. Individuals, clubs, zones, or districts cannot enter into commercial relationships that compete with Ruritan Supply, except for unique fundraising activities that have received specific written permission from Ruritan National. Clubs, zones, or districts can enter into specially designed advertising programs in cooperation with Ruritan National.

Specific examples include the use of billboards and the advertising on trucks that has been prepared by Ruritan National. Questions regarding the use of Ruritan trademarked and copyrighted items should be directed to the Ruritan National Office.

Using Ruritan Emblems and Insignia

For effective advertising, it is extremely important to always present a consistent “look.” A well-maintained advertising and image program provides instant recognition at a glance. Each time that an emblem or logo is seen, it reinforces the recognition

and reputation of the organization. Ruritan currently uses two separate “graphics” to identify itself. Both may be used interchangeably. A third, the “script” emblem is acceptable but has generally been superceded by the Ruritan Text Logo and the Ruritan Logo Seal.

Ruritan Text Logo

The simplest Ruritan logo is the Ruritan Text Logo. It may be used on any Ruritan related materials.

Proportions

The Ruritan logo should only be used from a graphic obtained by scanning or copying the clip art in this booklet, or by obtaining electronic art from the Ruritan web site. The text face (font), character spacing, and character size relationships are critical to the “look” of the logo, and they must be maintained. It may not be distorted or stretched in any direction, or other wise altered, in proportion to height, length, and character spacing, except for the requirements of special printing processes (flexo, pad printing, etc) where it is applied to non-flat surfaces, such as mugs, golf balls, etc. It is also permissible to stretch the proportions to show proper perspective when used as part of an artist’s rendering. The logo is designed for one color use only. It may be used as a “positive” where it is printed dark on a light background. It may be reversed (negative), where it is light on a dark background. It may also be “screened,” i.e., it is turning it into a series of very small dark and light specks to make it appear lighter than normal. It may be embossed, where it has no color of its own, but is simply a raised or depressed image. Outlining, except at very large sizes, is not recommended. Recommended printing or display colors are black, white, reflex blue (medium blue), Pantone 288 (dark blue), or flat gold. Except for embossing, all other uses should appear on a contrasting background.

Ruritan Logo Seal

The Ruritan Seal is probably the most recognized and most versatile Ruritan emblem. Wherever practical, it should be used to identify Ruritan club correspondence, awards, promotions, etc.

Typical Presentations of Ruritan Seal Logo

The seal should always appear as a perfect circle. It may be screened in one color, or in multiple colors, for use as a background, watermark, etc. It can be used in one color, either as a color on white, or reversed, as white on black. When used in a single color (normal or reversed), printing or

display is recommended in black or blue (Pantone 072/ Reflex). The single color logo is recommended in an appropriate matching or complimenting color if used in conjunction with special presentations that may use a combination of other colors. When printed in two colors, it is recommended that it be printed as either black or blue (Pantone 072/Reflex) over process yellow, or over flat gold. It may also be printed in red (Pantone 185) and blue (Pantone 072/ Reflex) over white. Other color combinations are discouraged.

Preferred Full Color Image

If you are planning on a banner or printed piece using the Ruritan Logo Seal, contact your supplier or Ruritan National for guidance before proceeding. When used, the Ruritan Logo Seal should be reproduced in color. It is permissible to reproduce the emblem in a “gray scale” format, which is the equivalent of a black and white photograph that displays colors as different shades of gray. If you are unfamiliar with this technique, seek guidance from Ruritan National or from the printing and graphics facility where the work will be completed. Do not reproduce at less than what is known as an “85 line screen” for a printing press or less than 600 dots per inch on a black and white laser printer.

Other Ruritan Logos and Emblems

There are a number of other Ruritan related logos and emblems. Each may be reproduced similarly to the guidance provided for the Ruritan Seal Logo described above. That is, they may be reproduced in a single color or two colors, and they may be used screened or reversed. None should be distorted or otherwise modified.

Section 3: Beginning with a Message

What Do You Want to Say?

You need only two things to create a public relations campaign within your community, a message and a medium. The message is what Ruritan membership means and, more importantly, what your Ruritan club has done to improve the community. The medium you use to spread this message can be many things. Flyers, posters, road signs, news releases to your local newspaper, radio announcements, paid advertisements, and word of mouth can all be important and inexpensive methods of gaining recognition for your club.

Think of your public relations campaign as selling Ruritan. If you've ever sold anything, you'll realize that the more you know and believe in the product you're presenting, the greater your ability to sell that product. If you, as a Ruritan member, are the salesperson, then everyone in your community who is not a member of your club is a potential customer. The key to successful sales (and public relations) is knowing your product.

As a salesperson, what is the product you're presenting? What is the message you should be spreading to your community? What should you tell people about "America's Leading Community Service Organization?" If someone asks you, "What is Ruritan?," can you answer the question?

From the Officers' Handbook, Ruritan is a community service organization with the purpose of creating a better understanding among people and, through volunteer service, making their communities a better place to live and work. The slogan of Ruritan is *Fellowship, Goodwill, and Community Service*.

This description of Ruritan barely scratches the surface of what Ruritan membership means.

Ruritan also means educating the community and club members (through scholarship programs and monthly Ruritan club programs), serving the needs of the community, and caring enough about others to help in times of need. Besides these things, Ruritan also means the *Goodwill* and *Fellowship* that members share both at meetings and in serving the community.

When you tell someone in your community about Ruritan, always focus on your club's activities. Tell people how each club meeting features a meal and also a program of entertainment or information. Tell your friends and co-workers what you learned at your last club meeting. And never forget to tell what your club is planning for future meetings. Last, but most important of all, tell people what your local Ruritan club has accomplished for *them*.

To successfully spread the Ruritan message, it is vital that you mention your club's latest contribution to the community. Has your club awarded a scholarship, sponsored a youth program (such as scouts or 4-H), helped with local disaster relief, adopted a local highway, or raised money to help someone in the community? These are the things that people want to know about Ruritan. Who better to tell them than you?

Tell people about what it means to be a Ruritan member. Tell the community what your Ruritan club plans to do in the future. Tell them how they can share the accomplishment and pride that comes from improving the community through Ruritan membership

Section 4: Publicity and Media

Choosing a Medium for Your Message

Now that your public relations campaign has taken off and everyone in your community knows what Ruritan is and what your club accomplishes, publicity for your achievements is not far behind. By establishing a strong public relations program, you have laid the foundation for future publicity about your Ruritan club.

Conventional wisdom says there are two kinds of publicity: good publicity and bad publicity. Good publicity comes from successful public relations. If your public relations campaign has fulfilled its purpose and created trust and goodwill between your club and the community, then good publicity will surely follow. Bad publicity usually comes from scandal or disagreement that originates within a

club. It is very important to avoid bad publicity when it comes to your Ruritan club. One incident of bad publicity can create a lasting impression and it may take months, or even years, for your club to recover the community's confidence.

As mentioned earlier, publicity is the attention and recognition your Ruritan club earns for its achievements within the community. Your club generates its own publicity through public relations, but the publicity that will help your club the most is publicity from sources outside your Ruritan club.

When you start to think of publicity (and your Ruritan message), keep two things in mind:

- (1) the source of the publicity, and
- (2) the target of the publicity.

The target for your publicity is everyone in your community. The source of the publicity is the type of media that you are using to spread your message

Using the Media to Share Your Message

Mass media, such as radio, television, and newspapers are what comes to mind when you think of outside publicity sources. Sources outside your club lend their own credibility and reputation to your club's activities. The general public, which has never been involved with Ruritan, will respect the newscaster's or the reporter's message as much or more than your own.

Which medium is best for your club? There is no easy answer to this question, but when deciding how to publicize club events, consider the following points:

1) Size of your community. Many communities do not have a local television or radio station, but most have a daily or weekly newspaper.

2) How many people are you trying to reach? How many people do you want to see your message?

3) Which media does your community rely on for its local news and announcements?

4) What is your club's budget for publicity?

Always remember that 10 volunteers passing out flyers may be more effective than a \$500 advertisement on your regional television station.

5) How much time do you have to plan publicity before an event?

Typically, media are rated by how many people they reach. The following media list, in order from least powerful to most powerful, may help you decide which media to use. Also note that these are also ranked from least expensive to most expensive, whether the expense is mostly money or time that your club needs to commit.

Flyers

Flyers can be posted at local stores and on road signs around your community. One volunteer can accomplish this, if given enough time to canvass the area. Don't rule out a door-to-door campaign around your community. It's a great way to meet new people and create support for Ruritan within the community.

Location is the key to getting your flyer read by people. Good places for posting flyers include busy intersections and local convenience stores (ask permission first). Anywhere there is a lot of foot traffic or automobile traffic is usually a good place for your message.

Newspapers

Newspaper advertisements or features may work.

These are more expensive, but most newspapers will design the advertisement or announcement for you. Be sure to give the newspaper's graphic arts department a clean copy of the Ruritan emblem to use in anything they may design for you. Also tell them to keep the image on file for future use.

Radio

Radio is more expensive because of the potential audience. Like newspapers, radio stations have a sales department that will write and produce your club's advertisement or announcement. You should always request to hear the announcement before the broadcast. When working with the radio sales department, try to work in "America's Leading Community Service Organization" or "Serving America (or your community) since 1928 (or the year your club was chartered)."

Television

Television is the most powerful mass media your club can purchase with money. Television can reach hundreds of thousands of people for pennies per person, *but imagine how much money that may cost your club!* If you're planning a television commercial, talk with the sales department about what you'd like to see. At this level, you are only limited by your imagination and how much money you want to spend on the project.

Word of Mouth

Word of mouth is truly the most powerful piece in your public relations tool kit. People, as a class, tend to trust what their friends, relatives, and co-workers say. There is no better way to build a lasting public relations program than with word of mouth. This public relations tool is listed last, because word of mouth is the most expensive medium to master if you consider the time involved. To be really successful, each member of your Ruritan club should introduce one person to the ideals of Ruritan each day. How long would it take your club to tell every person in the community about Ruritan? How many of these people would consider joining your club?

Section 5: Building an Image

Keep Ruritan in the Eyes of the Community

At any Ruritan event and on every Ruritan publication, flier, or sign display the Ruritan emblem. Every time this emblem is used, Ruritan becomes more recognizable and its accomplishments better known. Ruritan Supply in Dublin, Virginia, maintains a large stock of low cost cardboard Ruritan emblems in several sizes. Reusable plastic emblems and road signs are also available.

In addition, Ruritan Week church bulletin inserts, flags, and other available items can help your club improve the visibility of Ruritan in your community.

Ruritan road signs in your area should be well-maintained and attractive. This doesn't mean that your club should invest all its funds into fancy displays. Just make sure your signs reflect the club's pride in its Ruritan accomplishments.

Another great way to boost the image of Ruritan in your community is to wear Ruritan hats, vests, or other clothing while working at community service projects and fundraisers. Ruritan Supply, at the Ruritan National Office in Dublin, Virginia, stocks many attractive Ruritan items for every season.

The Membership Pin

Wearing your membership pin is another way of increasing Ruritan awareness in your community. The distinctive "R" emblem is an eye-catching testament to your dedication to the community.

Wear your membership pin to work, church, or to other social occasions and soon someone will ask you what the pin stands for. Then you can tell them about your Ruritan club, and the accomplishments

that have made your community a better place to live.

After you've explained the pin and Ruritan membership, invite the person to your next club meeting. Wearing your membership pin may be the way you meet your next best friend.

Rollin' Down the Road

Ruritan automobile decals, car flags, and license plate tags are also available to help you spread the Ruritan image. Others in your community could be seeing Ruritan "fellowship, goodwill, and community service" at the next stoplight.

Image Building Basics

It may seem that displaying the Ruritan emblem in all these ways is going to drive your community crazy. But think for a moment. We are surrounded and bombarded by other emblems everyday.

There's a reason that emblems (whether it's a logo on a soft drink bottle or a Ruritan road sign) are all around us: these devices work.

Can you spot your favorite products instantly in a lineup with similar products? This is called brand identity. If you answered "yes," you've experienced the association of a product with its emblem or logo. When building an image for Ruritan in your community, it's important to use the emblem as often as possible. Try to use the blue and gold colors of Ruritan too or the distinctive colors of the Ruritan road sign. Building the "brand identity" of Ruritan can go a long way in helping your club accomplish its objectives.

Section 6: Handouts and Flyers

Inexpensive Ways to Create Publicity

You don't have to spend a lot of your club's resources to spread your public relations message to the community. While mass media will reach the greatest amount of people, other economical methods can also be very effective.

Flyers posted around your community are an easy way to advertise your club's events. Flyers should be easy to read from a distance and are usually more effective if printed on colored paper. Use the Ruritan emblem and make the name of your club as large as possible to get people's attention.

Include the name of the event (for example: 10th Annual Fish Fry), the time and location of the event (for example: 8 a.m. to 4 p.m. at the local community center or your Ruritan club house), and any other

details people may want to know (such as admission prices, if any.) Try to put a telephone number on the flyer, so people can call for more information. Flyers are the cheapest form of advertising available.

Local print shops or copy shops can produce attractive flyers for your event at the cost of a few cents per page.

As mentioned before, the key to getting the most from your flyers is location. Be sure to place flyers in places with a large amount of foot traffic. The more people who see your message, the more people you'll have at your event.

Ideas for Promoting Your Ruritan Club with Flyers and Handouts

1) Maintain a supply of fliers, handouts, and brochures. Call Ruritan National for copies of “This is Ruritan” and other brochures.

2) Set up information booths at shopping centers, county fairs, and most importantly at your club’s projects. People who enjoy your fundraising events and community service projects will like Ruritan. Tell them about Ruritan. This is not only a good way to publicize your club but an excellent way to get new members.

3) Write a brochure or flyer about your club. Give some information about Ruritan and about your club and its projects. Be sure to include the name, address, and phone number of a member to contact.

4) As an alternative you may want to develop an insert to include in the “This is Ruritan” brochure giving your club’s meeting place; date and time; the name, address and phone number of a contact person in the club; and a place for anyone interested in more information to write their name, address, and phone number.

One successful brochure published by a Ruritan club listed all volunteer organizations in the county, including scouts, fire department, rescue squad, Lions, Sertoma, and of course the Ruritan clubs. It included a contact’s name and address for each organization and has been used for several years.

Section 7: Print Media

Print Media: Getting Your Ruritan News Published

News releases are an important tool for getting your message to the public. The more professional image your club presents to the press, the more respectable your club (and club projects) will appear to the public. Sample news releases are provided in this handbook for your Ruritan club to use. It is very important that you do not simply “fill in the blanks.” For the most professional appearance, re-type any sample in this booklet on your Ruritan club’s stationery. Use an envelope printed with your Ruritan Club’s name and address (if appropriate) to mail (or e-mail) the news release to the media. You may even want to hand deliver the news release to the media. Many times the personal touch pays off when the editor or news producer can match a person with a particular news release.

How to Write a Press Release

Sample news releases are included in this handbook to generate ideas. Here are some basic rules you can use to make your own news releases concise while providing the information a reporter or editor needs.

- 1) Keep it simple. Use short sentences and avoid descriptive language.
- 2) Keep it short. Your news release should not be more than one page in length.

3) Always provide the name, telephone number, and address of a contact person who can provide additional details. The reporter will want someone to contact if more information is needed about your event.

4) Take the time to look professional, and it will be time well-spent. Never handwrite a news release. Use a computer and correct your mistakes. Re-type any samples in this book on club stationery and use club stationery for *any* correspondence with the media.

Newspaper and television news are written in basically the same style, and this style is called the “inverted pyramid style.” This style is intended to get the most important information to the audience first. Remember, the more you make your news release look (and read) like someone on the newspaper staff wrote it, the greater your chance of getting your news published.

When writing the first paragraph of your news release, try this formula:

Who (your Ruritan club) did **What** (held a fundraiser or other club project) **When** (day and date of the event) **Where** (location of the event) and **Why** (who will benefit from the event).

For example, your first paragraph should read something like this:

North Drive Ruritan Club will hold a chicken barbecue, Saturday, June 10, at the Ballpark to raise money for a local girl who needs a heart operation.

After you've written the Who, What, When, Where, and Why of the news release, use the second and third paragraph for details, such as how many volunteers will be working the event, how many hours of volunteer time your club members have invested in this project, or additional details about the event:

More than 20 members of the North Drive Ruritan Club will prepare 1,000 pounds of barbecue chicken to raise money for Joan Smith. Smith is a fourth grade student at County Elementary School who needs \$5,000 for an operation to correct a birth defect in her heart.

End your news release with some details about your club's recent activities, prominent members, meeting time and location, or information about the Ruritan organization.

Last winter, the North Drive Ruritan Club raised nearly \$8,000 for the town library by holding pancake breakfasts. North Drive Ruritan Club is part of Ruritan National, an organization dedicated to improving communities across America through volunteer service. North Drive Ruritan Club meets the first Tuesday of each month at the Fire Station. For more information about Ruritan membership contact Club President John Jones at (555) 555-5555.

End your news release with the mark # # # centered on the page. This tells the reporter that your news release is finished.

Don't be disappointed if your news release isn't published. Many times a story will be put on hold if other news occurs. Newspapers are constantly faced with a limited amount of space to report the happenings of your community.

If your news release is not published before the event, send the press release to the media again, just after the event, but include details about what happened that day (*see the bold text*):

North Drive Ruritan Club held a chicken barbecue, Saturday, June 10, at the Ballpark to raise money for a local girl who needs a heart operation. More than 20 members of the North Drive Ruritan Club prepared 1,000 pounds of barbecue chicken to raise money for Joan Smith. Smith is a fourth grade student at County Elementary School who needed \$5,000 for an operation to correct a birth defect in her heart. It is estimated that more than 300 people showed up for the event. The fundraiser was so successful that North Drive Ruritan Club exceeded their goal by \$500. Although the club's supply of chicken sold out by 3 p.m., many people at the event contributed donations anyway.

Last winter, the North Drive Ruritan Club raised nearly \$8,000 for the town library by holding pancake breakfasts. North Drive Ruritan Club is part of Ruritan National, an organization dedicated to improving communities across America through volunteer service. North Drive Ruritan Club meets the first Tuesday of each month at the Fire Station. For more information about Ruritan membership contact Club President John Jones at (555) 555-5555.

A Little Consideration Goes A Long Way

Always include additional information with your news release, such as the "This Is Ruritan" brochure, the "Ruritan Is..." card, or your club's own brochure. Also include a list of current club officers with your news release. The more information you can provide to the media in abbreviated form, such as one page lists of club activities and prominent members, the better story they will be able to write.

If a reporter has to stop and research too much additional information to make the article complete, the chances are greater that your news release will end up in the garbage instead of tomorrow's headlines.

If you have the opportunity to meet the reporter or editor, make sure you mention what your club has done for the community recently. Use the same techniques for selling your Ruritan message to the press as you would for any other person in the community. Also, consider inviting this person to your next club meeting. Your future news releases benefit greatly if the editor or reporter has some personal involvement or familiarity with your club.

Remember that all media operate under constant deadline pressure. Take the time to find out

when your local newspaper goes to press, and be considerate enough not to call on a reporter or editor at their busiest time. Also, don't expect your local press to cover your annual fundraiser if you deliver your news release the day before the event.

And always give the media at least a week's notice (preferably two weeks) if you expect coverage for your event.

Decide Where Your News Should Go

When sending a news release, always indicate where your message fits best. For example, most local newspapers publish a section devoted only to community interest stories. Likewise, many news broadcasts have a segment focusing on local community events. Your chances of getting published are better if the reporter or editor can file your story with similar items.

Marking a story to the attention of the right editor

can avoid having a general editor put it down and forget to route it properly. If the story is sports oriented, send it to the Sports Editor... entertainment news to the Entertainment Editor... business news to the Business Editor... and so on.

Other Tips for Media Relations

Also, give media representatives free admission to your event or a complimentary meal if they attend a club meeting. The chances of media coverage are miserable if your club makes a reporter pay to cover *your* event. Remember that some media need special accommodations. For example, broadcast media may need access to electricity or other facilities.

Above all, ***never*** approach the media with the attitude that you are helping them. It is the media that can help your Ruritan club get its message to the public.

Section 8: Television and Radio

Advertising in Print Media

Advertising in your local paper is another way to get your news to the public, although your club should budget funds for advertisements early in the year (February at the latest). Prices for newspaper ads can vary depending on the amount of space your ad will occupy on the page and also where your ad is placed within the newspaper.

While newspaper ads can be effective, unless your ad is eye-catching and attractive to the reader, your club may be better off putting the money into other media, such as posters, flyers, or even a bulk rate mailing campaign to your community.

One last word on advertising with your local paper: newspapers depend on advertising revenue to stay in operation. When you have a fundraising event coming up, put a paid ad in the paper. Your business will be appreciated, and the paper may be more sympathetic to your club's promotional needs in the future.

Broadcast Media and Your Message

It's in the Air

Radio can be a great way to announce upcoming club events. However, as with newspapers, there are a few things to keep in mind when using radio to spread your Ruritan message.

Radio is more expensive than local newspapers, but you are buying a greater, usually regional, audience for your money. Negotiate with the radio

station to get the most exposure for your community service dollar. Also ask if the station has a "special rate" for community service, nonprofit organizations like your Ruritan club.

Radio is more immediate, but not as permanent as words in print. This is not the disadvantage it seems at first. Consider that the average newspaper reader is a "glancer" and may easily skip over your beautiful advertisement on the way to the headlines. A radio listener has no choice but to receive your announcement.

Radio is pure sound, so the quality of voice is important. Unlike a newspaper photograph or television broadcast, the tone of the speaker's voice must give the listener a sense of personality, professionalism, and seem completely trustworthy. The speaker's voice must accomplish all of these things while getting the message across in as little as 15 to 30 seconds. This is especially important if your club produces its own radio announcement. Keep accents and jargon out of recorded radio announcements whenever possible, and speak clearly and distinctly at all times.

If the radio station's sales department records an announcement for your club, always request to preview the announcement before it hits the airwaves. Make sure the recording says what you want to relay about your club or upcoming event and includes details about the time and place of your meeting or event. Whenever possible, include a contact phone number for more information.

The most expensive time to buy advertising on the radio is called “drive time.” This is the three hours as people are going to work and the three hours when people are driving home from work. These are the times when your announcement will be heard by the greatest audience, but you might have to pay more for the extra audience. Compare the costs of drive time to the radio station’s late night (midnight to 6 a.m.) and daytime advertising rates. Consider both your budget and audience when deciding which time slot is right for your message.

Tips on Public Service Announcements

Radio stations have time set aside for public service announcements and sometimes radio stations will run your announcements as a public service announcement or PSA. The key to getting the radio station to agree to run your announcement this way is to convince the station manager that your club performs a public service to the community. Explain what your club has contributed to the community in the past, giving specific names of people in your community who have benefited from scholarships, fundraisers, or other community service projects.

Another tactic to try is giving away tickets to club events on the air. If your club is planning a great public event or a special community fundraising meal, ask the radio station to assist in promoting the event in return for free tickets. If the radio station gives away tickets to your fundraising event, it generates publicity for your club and ultimately more ticket sales.

Many stations also broadcast a calendar of upcoming community events. This provides a great opportunity to spread news of your club’s activities to a large number of radio listeners at no cost. If your community has cable television, contact your local cable company about placing an advertisement or announcement on the local access channel. Cable television companies are required by law to provide some form of local access channel, usually as a scroll or listing of community events. Many times a cable company will block out certain times just for free community service announcements. Couldn’t your Ruritan club take advantage of this free time on cable television?

Big Media and Big Money

Radio and broadcast television reach thousands of people, but expect the costs of your advertising to increase dramatically over newspaper and local

cable television advertising. Radio stations and broadcast television both base their advertising rates on how many *thousands* of audience members will receive your message. Most radio stations (and some television stations) will write and produce an announcement or advertisement for you, usually for an additional cost.

Since costs for radio and broadcast television advertisements vary from community to community, the best way to get rate information is to contact the sales departments of your local media. Remember, always tell the salesperson about Ruritan. Volunteer community service organizations sometimes get preferred advertising rates or even free advertising during off-peak hours.

Collect Local Media Contacts

Collect the following information for each radio station, TV station, and newspaper that covers your club’s service area. Use the contacts to get your events and news covered by local media.

Newspaper:

Address: _____

Phone: _____

Publication schedule: _____

Day and Time Deadlines for Articles: _____

Contact Person: _____

Other Info: _____

Radio Station:

Address: _____

Phone: _____

Lead time for Public Service Announcements: _____

Contact Person: _____

Other Info: _____

Television Station:

Address: _____

Phone: _____

Lead time for Public Service Announcements: _____

Contact Person: _____

Other Info: _____

Section 9: The Web

Ruritan Web Site Guidelines

One of the best new ways to promote your Ruritan club is through the World Wide Web. The Web provides an opportunity to reach out to different audiences. Creating a club website with an e-mail link is an excellent way to let people from your hometown, and all around the world, know about your club. It has become increasingly easy to set up websites, and there are even many excellent free, or very low cost, methods for maintaining a “web presence.” Before beginning, check out Ruritan National’s official website at <http://Ruritan.org>. Taking a look at the site can give you a good frame of reference for understanding what makes a website effective. Your club site can link to <http://ruritan.org> and may duplicate a similar design and content if you like.

To get a web page started, ask around your club to find out if any of your members have web page design skills. In addition to the experience this person may have, he/she can also purchase a book on designing pages or go to sites on the web that offer instruction. Posting a message at a college requesting a student website designer is another way to get started. Once the person who will create the pages is identified, think about content. Be sure to include general information about your club on the website – when and where it meets, club activities, and how to get more information. Have an e-mail link to someone in your club for people to send their questions.

Other suggested items to include on your site are photos, a club history, and calendar of events. There are many items that could be included – be creative! Once your website is up and running, register with web search engines so when people enter a keyword search, they will be able to find your website. Do not forget to put your e-mail and web addresses on the items your club distributes. We also offer publications that can easily be downloaded through our web site at <http://ruritan.org>. However, because it has become so easy to set up a window to the world, there are cautions that should be observed.

- We encourage all publications (regular and on-line) about Ruritan and Ruritan National to maintain levels of good taste. Do not link your website to any site that might have questionable content. When in doubt, be conservative.

- Do not provide actual physical addresses and telephone numbers for ANYONE

connected with your Club, District, or Ruritan National.

- You may, however, provide the physical address of your meeting place and the date and time of your meetings in case someone would want to visit your club. You may also provide an E-mail address as a contact for someone interested in Ruritan.

- Keep your site as current as possible. Changing the first page of information will keep people checking back to see what is new.

- Make sure that your site references the latest information concerning Ruritan National. Feel free to copy Ruritan’s history, current National Convention information, or Ruritan National Foundation programs from the Ruritan National website at <http://ruritan.org>.

- It is not a good idea to publish club correspondence and minutes of your meeting on your website. E-mail, fax or write members directly with those kinds of things. Websites should be for general promotional vehicles not for specific record keeping. Internet regulation is very limited and anything put out on the web may be pirated for any number of inappropriate uses.

Ruritan Email Systems and Services Policy

To protect all Ruritans, it is required that you follow these policies when accessing and/or using Ruritan Email Systems and Services:

- The personal use of Ruritan Email Systems and services for unsolicited mass mailings, solicitations, campaigning, dissemination of chain letters, and use by non-Ruritan members is strictly prohibited.
- Unsolicited Email. Ruritans will not send unsolicited mass emails that are not requested by or directly intended for the recipients. Email from Ruritan Leaders informing the membership of pertinent information is not considered Unsolicited Email. For Official Ruritan events, it is acceptable to send information to other Ruritan clubs, much like you would send a news release to the local media.

- Forwarding Email. Ruritans will not forward emails, such as jokes, stories, warnings, news articles, etc., unless specifically requested. The potential for sending computer viruses is a real possibility. If you find it necessary to forward an email that you received, please do your recipients a favor and send only the pertinent information by removing the extraneous information and addresses that appear on the original email.
- Protecting Email Addresses. When sending email to multiple recipients when no reply is expected, please use the “BCC” (Blind Carbon Copy) recipient line. Names and addresses in an email’s BCC section cannot be inadvertently or intentionally added to undesired mailing lists.
- Compliance. Failure to comply with these policies will result in disciplinary action by the applicable governing body¹, from reprimand to termination of membership upon review of the case presented.

Section 10: Appendix

Sample Press Releases

Re-type any stories you use from this manual. Don’t just fill in the blank lines in the sample releases. Each press release should look as if you wrote it yourself. Use Club stationery for a more professional look. All of the sample releases included in this kit are just that, samples! Use your own ideas and your own language. Remember to answer the questions: Who? What? When? Where? Why? How?

New Ruritan Club Officers Elected

_____ Ruritan Club

Contact:: Name, address, and phone number

FOR IMMEDIATE RELEASE: **Date**

Full name of City or Town was elected President of the Ruritan Club for **year** at their **date** meeting.

Last name only, a occupation, employer, etc. has been active in a number of community activities including: list activities.

Other officers elected at the meeting were: Name, City, Vice-president; Name, City, Secretary; Name, City, Treasurer; and Name, City, for a three year term as Club Director.

Last name of President and the other new officers will be installed at the club’s annual installation banquet on **date** at location. The Ruritan Club regularly holds its monthly meetings on the **day of meeting** of each month at location. Contact name for more information.

Add information about the club’s activities and use all or part of the “Ruritan Fact Sheet” in this booklet.

Local Ruritan Club Wins Awards

_____ Ruritan Club

Contact: name, address, and phone number

FOR IMMEDIATE RELEASE: date

The _____ Ruritan Club was recognized for its outstanding community service at the District Ruritan Convention on date in community. President last name accepted the awards on behalf of the club for list awards. Recognized were the Ruritan Club's work mention specific projects done during the year. The _____ District of Ruritan includes over _____ Ruritans and covers _____ clubs in _____ counties and cities in state. Other club members present at the annual convention were list members and spouses. The Ruritan Club regularly holds its monthly meetings on the day of meeting of each month at location. Contact _____ for more information.

Add information about the club's activities and use all or part of the "Ruritan Fact Sheet" in this booklet.

Local Student Wins Ruritan Grant

_____ Ruritan Club

Contact: Name, address, and phone number

FOR IMMEDIATE RELEASE, date

Full name of student of Name of school, Town has been awarded a \$ amount of grant from the Ruritan National Foundation through the sponsorship of the Ruritan Club.

Club President full name announced the grant which will be/was presented date. Last name of student plans to use the funds for name of school, type of studies, etc.. He/She is the son/daughter of names of parents of Town.

The Ruritan National Foundation is a charitable trust affiliated with Ruritan National, which awards scholarships and grants annually to students nominated by some of the organization's 950+ Ruritan Clubs.

Funds for scholarships and grants come from tax deductible donations made by individuals, companies, organizations and Ruritan Clubs, and from interest on the Foundation's more than one million dollar endowment.

Ruritan Club President last name said, "We are proud to announce the grant to a student of students's name caliber. It is an honor for him/her and for our Ruritan Club. The Ruritan National Foundation receives hundreds of applications each year and the selection process is highly competitive."

Ruritan Club Monthly Meeting Notice/Invitation

_____ Ruritan Club

Contact: Name, address, and phone number

FOR IMMEDIATE RELEASE, date

The _____ Ruritan Club will hold its monthly dinner meeting on day of week, month and date at time at location.

____ Contact Club President Full Name at phone number for more information about serving your community through Ruritan.

Ruritan Club Speaker or Program Notice

_____ Ruritan Club

Contact: Name, address, and phone number

FOR IMMEDIATE RELEASE, date

(or hold for release on date)

Full name of speaker and title will speak at the next meeting of the Ruritan Club on day of week, month and day at time at the location. The public is invited to attend. Last name will talk about topic plus expanded information about topic. For more information, contact Club President full name at phone number.

This club is affiliated with Ruritan National, an organization of 950+ clubs dedicated to building better communities through local community service projects.

Sample Ruritan Week Proclamation

(Customize the proclamation to your club and local government.)

WHEREAS,

The **name of club** Ruritan Club has served the **name of community** community since its founding in **year**, and

WHEREAS,

Ruritan National had its beginning on May 21, 1928, by community leaders in Holland, Virginia; and

WHEREAS,

During the past **number of years** years, Ruritan has grown to an organization of more than 24,000 members and more than 950 clubs across the nation; and the **name of club** Ruritan Club will hold its annual **name of event** on **day of week, date**. Tickets are **cost** per person and sold only in advance. Proceeds will be used to support the club's community service projects. Contact **name and phone number** for more information about how you can support Ruritan efforts in the community.

WHEREAS,

Ruritan under its motto: Fellowship, Goodwill, and Community Service has made substantial contributions to the well-being of the citizens of this community and of the nation; now, therefore, be it

RESOLVED,

That the Board of Supervisors of **county name** County does hereby proclaim the week of May **date** through **date, year** as Ruritan Week

Rudy Bear Donation to Children's Agency/Police

_____ Ruritan Club

Contact: **Name, address, and phone number**

FOR IMMEDIATE RELEASE, **date** (or HOLD UNTIL **date**)

Local children involved in traumatic situations are now able to "bear" the situation a little easier, thanks to the donation of **amount** "Rudy Ruritan" teddy bears to the **name of agency** by the **name of club** Ruritan Club.

Ruritan Club President **full name** presented the bears at a special ceremony **when** and **where**.

"Rudy Ruritan" teddy bears are distributed by Ruritan Clubs to help fire departments, police, rescue squads and hospitals deal with children involved in auto accidents, fires, injuries and other frightening situations.

"The wonder of the Little Bear has calmed many a fear, become a mighty protector, given warmth and provided the security needed in such instances," said **Captain John Smith of the Virginia State Police**.

Add information about the Ruritan organization and about your Ruritan Club.

Ruritan Club Fundraising Event for Worthy Cause

_____ Ruritan Club

Contact: **Name, address, and phone number**

FOR IMMEDIATE RELEASE, **date** (or HOLD UNTIL **date**)

The **5th Annual name of the event** sponsored by the Ruritan Club will be held on **date** at **location** from **times**.

The event will include **describe event**. According to **name of club** Club President **full name** the **event** has gotten bigger and better every year, and this year will be no exception.

Proceeds from the **event** will support the _____ Ruritan Club's service projects in the community.

In recent years the club has made donations to the **list recipients**, and has plans for **outline some major Club projects**.

The _____ Ruritan Club is a member of Ruritan National, an organization dedicated to improving communities and building a better America through fellowship, goodwill, and community service. Ruritan has more than 24,000 members and 950 clubs in 24 states.



Ruritan National

CONSENT TO BE VIDEOTAPED, PHOTOGRAPHED,
RECORDED, AND INTERVIEWED

I, indicated below, do hereby consent to be videotaped, photographed, recorded, and/or interviewed while I am conducting Ruritan or Ruri-Teen business.

I understand that, once taken, such videotapes, photographs, motion pictures, and/or interview notes (the Materials) may be published at any time in any media, including, but not limited to, any circular, newspaper, catalog, brochure, publication, or broadcast. I hereby waive any right that I may have to direct the use or publication of the Materials, and waive any action I may have for payment or royalties in connection with any exhibition, televising or publication of the Materials, regardless of whether such exhibition, televising or publication of the Materials is under philanthropic, commercial, institutional or private sponsorship.

No photos will be posted on any website that identifies the names or addresses of youth. No information about you will be sold or given to any other organization or business.

I release Ruritan and its officers, directors, and employees from any liability which may arise from or out of the obtaining, use or publication of the Materials.

Minor in the picture _____

Date _____

Club Name _____

If under 18, the parent or legal guardian must sign below.

Signature of Parent/Guardian _____

Telephone/Email _____

Ruri-Teen and Ruritan Youth Members

Please refer to the Ruritan website ruritan.org to locate information about Ruri-Teen clubs and youth activities. There are other forms pertinent to Ruri-Teen and Ruritan Youth (i.e. awards) located within this Ruritan Club and District Officers' Handbook. The policies below are specifically for Ruritans working with youth in any capacity in the organization.

Child Abuse and Protection Policy

Justification

One mission of Ruritan is to create a supportive learning environment for youth. An environment that enables them to reach their fullest potential as capable, competent and caring citizens. The Youth Protection Policy represents a code of ethics, which all Ruritans are expected to observe. Its purpose is to protect the safety and well being of all youth, whether participants in Ruritan sponsored functions, or club members and adult Ruritan club members.

All Ruritans who work closely with youth, defined in this document as anyone under 18 years of age, have the potential to profoundly affect the well being of the youth with whom they come in contact. In addition to providing safe and appropriate environments, Ruritans must also be positive role models focusing on how they communicate with youth, their methods of discipline and problem solving, and how sensitive they are to the individual needs of all young people. The responsibility for the well being of these youth lies with each and every one of us. The Ruritan National Youth Protection policy is designed to help Ruritan Clubs conduct safe and successful community service activities aimed at our youth.

This policy provides an opportunity for all clubs adults working in Ruritan youth programs to:

- Protect youth and all program participants.
- Detect and change situations that may be harmful.
- Reaffirm their dedication to youth and their well being.
- Establish and follow policies that create safe environments for all youth program participants

Policy

- Ruritan members will endeavor to provide safe and healthy programs for youth. In cases of illness or injury, youth will be treated on site by an appropriate health care provider or taken to an appropriate health care provider if necessary, when a parent or guardian is not available for consultation.
- Ruritan members are encouraged to avoid, where possible, being alone with a single youth, including transporting non-related youth and sharing sleeping quarters with non-related youth. Written permission of parent/guardian should be obtained in the event it is unavoidable.
- When Ruritan sponsored activities require over-

night housing, supervision should be provided by club members or counselors in a nearby room.

- Ruritan members under any circumstances, may not discipline youth by the use of physical punishment or by failure to provide the basic necessities of care, such as food or shelter.
- Ruritan members working directly with youth will be provided training and information about identifying signs of possible child abuse. Staff training will include approved procedures for responding to the suspicion of child abuse. Ruritan National will provide training materials.
- Ruritan members should be alert to the physical and emotional state of all children each time they report for a program. Signs of injury or suspected child abuse should be reported to the appropriate local agency.
- Parents will be informed about their youth's participation in a Ruritan activity and invited to visit the activity at any time.
- Before taking pictures of youth, members should have a completed photo release form for each youth. Please respect the families that do not wish to have their youth photographed.
- Even with a signed release form, do not put photos of youth on web pages that identify the names or locations of the youth.

Summary

One-on-one situations of an adult with a child should be avoided as reasonably feasible. Avoid potential child abuse issues by having at least three people present at all times. The purpose is to provide a safe and caring environment in all aspects of the Ruritan program, and to protect members from situations where there is potential for being accused of abuse. It is recognized that there will be occasions where one-on-one situations are unavoidable. All Ruritans, should, whenever possible, avoid such situations with youth.

Consent to be Videotaped, Photographed, Recorded, and/or Interviewed

*It is important that clubs use this form, available on the website or on page 107 of this book. Completed form shall accompany photographs sent to the **RURITAN** magazine.*

Ruritan Sexual & Other Unlawful Harassment

RURITAN NATIONAL is committed to an environment in which all individuals are treated with respect. RURITAN NATIONAL expressly prohibits discrimination and all forms of harassment based on race, color, religion, sex, pregnancy, national origin, age, disability, military or veteran status, or status in any group protected by state or local law.

Sexual harassment is a form of discrimination and is prohibited by law. For purposes of this policy sexual harassment is defined as unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature that creates an intimidating, hostile, or offensive environment. Unwelcome sexual advances (either verbal or physical), requests for sexual favors, and other verbal or physical conduct of a sexual nature constitute sexual harassment when: (1) submission to such conduct is made either explicitly or implicitly a term or condition of employment or volunteerism; (2) submission or rejection of the conduct is used as a basis for making employment/ volunteer decisions; or, (3) the conduct has the purpose or effect of creating an intimidating, hostile, or offensive environment.

Sexual and unlawful harassment may include a range of behaviors and may involve individuals of the same or different gender. These behaviors include, but are not limited to:

- Unwanted sexual advances or requests for sexual favors
- Sexual or derogatory jokes, comments, or innuendo
- Unwelcome physical interaction
- Insulting or obscene comments or gestures
- Offensive email, voicemail, or text messages
- Suggestive or sexually explicit posters, calendars, photographs, graffiti, or cartoons
- Making or threatening reprisals after a negative response to sexual advances
- Visual conduct that includes leering, making sexual gestures, or displaying of sexually suggestive objects or pictures, cartoons, or posters
- Verbal sexual advances or propositions
- Physical conduct that includes touching, assaulting, or impeding or blocking movements
- Abusive or malicious conduct that a reasonable person would find hostile, offensive, and unrelated to the Organization's legitimate business interests
- Any other visual, verbal, or physical conduct or behavior deemed inappropriate by the Organization

Harassment on the basis of any other protected characteristic is also strictly prohibited.

Complaint Procedure:

RURITAN NATIONAL strongly encourages the reporting of all instances of discrimination, harassment, or retaliation. If you believe you have experienced or witnessed harassment or discrimination based on sex, race, national origin, disability, or another factor, promptly report the incident to a member of your Governing Body¹.

Any reported allegations of harassment or discrimination will be investigated promptly, thoroughly, and impartially.

Anyone found to be engaged in any form of sexual or other unlawful harassment shall be subject to appropriate disciplinary action.

¹ Governing Body – Any officer or director at any level of leadership, inclusive of the Executive Director, as applicable.

Each investigation is to be thoroughly documented; all documents are to be kept secured at the level the investigation was conducted (Club, District, National records); with a complete copy forwarded to the National Office. Retaliation Prohibited:

RURITAN NATIONAL expressly prohibits retaliation against any individual who reports discrimination or harassment or assists in investigating such charges. Any form of retaliation is considered a direct violation of this policy and, like discrimination or harassment itself, may be subject to appropriate disciplinary action.

Disciplinary Action:

Disciplinary action at RURITAN NATIONAL is intended to fairly and impartially correct behavior early on and to prevent recurrence.

RURITAN NATIONAL reserves the right to administer disciplinary action at its discretion and based upon the circumstances.

Ethics Policy for Ruritan Members and Paid Personnel

Ruritan National's policy is to uphold the highest legal, ethical, and moral standards.

Ruritan National believes strongly that its members must uphold the highest standards of ethical and professional behavior.

We recognize that the chief function of Ruritan National at all times is to serve the best interests of our stakeholders, constituents, members, and clubs.

All paid personnel, volunteer personnel, board members, officers, trustees, and volunteers are expected to serve with respect, concern, courtesy, and responsiveness in carrying out the organization's mission.

The paid and volunteer staff of the organization respect the structure, authority, and responsibilities of the board of directors. We are committed to providing the board with facts and advice as a basis for policy decisions, and we are further committed to upholding and implementing policies adopted by the board.

All paid personnel, volunteer personnel, board members, officers, trustees, and volunteers must demonstrate the highest standards of personal integrity, truthfulness, honesty, and fortitude in carrying out the organization's functions.

Ruritan National will comply with all applicable laws and regulations and expects its board members, officers, trustees, employees, and volunteers to conduct business in accordance with the letter and spirit of all relevant laws.

The organization's paid personnel, volunteer personnel, board members, officers, trustees, and volunteers will treat all persons with respect and consideration, regardless of race, religion, gender, age, sexual orientation, or national origin.

Respect for and the commitment to protect confidential or otherwise privileged information is an important value.

All personnel will strive for personal and professional excellence and encourage the professional development of others.

Rationale: This is to develop a policy to reduce risk to Ruritan National. (See BDM Apr 2010, motion 05)

BYLAWS OF RURITAN NATIONAL

**The most up-to-date Bylaws of Ruritan National, Ruritan Districts and Ruritan Clubs can be found on the Ruritan National website (links below).*

Ruritan National Bylaws:

<http://ruritan.org.temp.realssl.com/library/318.pdf>



Ruritan District Bylaws:

<http://ruritan.org.temp.realssl.com/library/732.doc>



Ruritan Club Bylaws:

<http://ruritan.org.temp.realssl.com/library/813.pdf>



Recommended Club Audit Committee Guidelines

CLUB AUDIT COMMITTEE GUIDELINES

An audit committee shall be appointed (by club President) to review the financial and secretarial records of the club at the end of the fiscal period each year. The Secretary, Treasurer and President shall not serve on the committee. The annual audit is the closing step before handing over financial and secretary documents to the incoming officers.

WHO COMPLETES THE AUDIT?

It is the responsibility of the club Treasurer and Secretary to provide documents to the Audit Committee or outside audit agency and remain available to field questions regardless of their term having expired. The current year's members are required to complete the audit before the 1st club meeting the following year. The President, Secretary and Treasurer should remain available to the Audit Committee to answer questions.

AUDIT SCOPE & DUE DATE

Audits should cover the period between October 1 and September 30. It is ultimately the responsibility of the club Treasurer or Secretary or President to submit the club audit on time to the membership. The report should be presented to the club prior to the installation of the officers of the New Year.

AUDIT CHECKLIST

The following checklist will assist you with the audit. If items do not apply, please skip.

FINANCIAL OVERSIGHT

Are there systems or procedures in place intended to make sure the assets of the club are properly used, consistent with the mission of Ruritan National?

Does the club annually approve a budget?

Does deviation from the budget require club approval? Does the club have a written policy for document retention?

Does the club use the approved conflict of interest policy established by Ruritan National? Does the club use the approved ethics policy established by Ruritan National?

Does the club use the whistleblowers policy established by Ruritan National?

Are policies in place to assure that no individual receives financial benefit from their membership in the club? Legitimate and approved expenses are not financial benefit.

BANK RECONCILIATIONS

Are monthly financial statements prepared on a timely basis and submitted to the Club? Do the financial statements include all funds managed by the club?

Are account balances in the financial records reconciled with amounts presented in the financial reports? Verify bank reconciliations are performed within 30 days of bank statement end date. Follow up on items that did not clear in the prior month. If items remain outstanding over the course of several months, ask if the check was voided or if the check was lost and a new check reissued. Is there a policy in place for handling outstanding checks over 90 days?

The audit committee should teste arbitrarily selected months during the year tracing transactions from the bank statements and financial records for completeness and timeliness. Are the bank reconciliations presented to the club along with the financial report of the club Treasurer?

SAVINGS AND INVESTMENT ACCOUNTS

Are all savings or investment accounts recorded in the financial records? Are all savings or investment accounts reconciled on a timely basis?

Are all savings or investment accounts included in the financial reports from the treasurer to the club? Are all earnings or losses from savings and investment accounts reported in the treasurer's report to the club?

LAND, BUILDING, AND EQUIPMENT RECORDS

Are there detailed records of land, building, equipment including the date acquired, description and cost or fair market value at date of acquisition?

Does the club conduct a physical inventory of all assets annually?

DEPOSITS & DONATIONS

Verify addition on deposit totals. Compare deposit slip amount to what is posted on the bank statement. Is money deposited within 5 days of receipt? Are donors given a receipt for their donation? Verify all deposits have supporting documentation (e.g., keep copies of checks or a member roster with method of payment documented for specific purposes, print copies of PayPal, Square or other electronic receipting methods, include a cash count sheet for cash or coin that is deposited). Examine Treasurer's report. Review the beginning and ending balances to verify balances were carried forward correctly. Is other information presented correctly? Randomly pick bank statements and compare to Monthly Club Treasurer's Report.

CASH RECEIPTS

Does the club have written policies that establish a procedure for handing cash? Are at least two unrelated members present when cash receipts are counted?

Are money counters rotated so the same people are not handling cash receipts at every event? Is counted cash recorded in a cash receipts journal either manually or electronically?

Is cash deposited on the same or next business day?

Are cash deposits verified from the cash receipts journal?

Is the cash receipts journal reconciled to cash deposits on bank statements?

Is cash stored in a safe or other secure place if not deposited on the same day?

Are all cash receipts deposited intact? (Cash collected should not be used to pay expenses creating a net deposit)

RECORDS/RECEIPTING

Are records kept so that individual payments are recorded separately from club dues, individuals, donations and other miscellaneous receipts?

CASH DISBURSEMENTS

Are there at least two names listed on the club's checking, saving and investment accounts? (Ruritan National recommends that at least three club member names be listed on the club checking account and that any two of the three should be required to write checks).

Does more than one person receive a copy of the bank statements?

Are two signatures required on all checks written? (Ruritan National recommends that at least three check signers be listed and that two signatures should be required to write a check).

Are all disbursements paid by check except for minor expenditures paid through the petty cash fund? Is written documentation available to support all disbursements? (Receipts, lists for petty cash, disbursements journal)

Does the club use pre-numbered checks?

Does the club account for all the check numbers including voided checks?

Are there any occurrences of backdating or forward dating documents? (Documents should not be forward or backdated).

If a petty cash fund is used for disbursements of small amounts, is the petty cash fund periodically reconciled and replenished based on proper documentation of the cash expenditures?

Is a club approved policy established for the use of petty cash that establishes thresholds for using petty cash versus check writing?

PAYMENTS & PURCHASES

Examine checks. Who are the authorized signers? Are two signatures required on all checks or checks that are over a stated amount (e.g., two signatures required on checks >\$250.00). Are checks clearing in sequential order? If not, why? Are there missing checks (were they marked VOID, lost, never cashed?) Are checks clearing the bank for the amount written? Are all checks or electronic debits supported by a receipt or invoice? Were checks written for cash (for a change fund or other purpose)? Was the purpose documented and how was the cash documented (who was it given to, in what denominations and when was it redeposited (if applicable))? Does each check have an associated documentation to support the expense?

AMORTIZATION OF DEBT

Is there a schedule of debt such as mortgages, notes or other loans outstanding? Can balances owed to all lenders be verified by the lenders?

Have the verified balances of all mortgages, notes or other loans outstanding been compared to the obligations outstanding as recorded in the balance sheet (financial records)?

SECURITIES, NEGOTIABLE DOCUMENTS, AND SAFE DEPOSIT BOXES

Does the club own any marketable securities or bonds (or any other type of negotiable document)? Are the marketable securities, bonds or other negotiable documents stored in a safe deposit box? Have the contents of the safe deposit box been examined and recorded?

Do at least two members of the club have access to the safe deposit box?

MEMBERSHIP AND DUES

Have all Club members paid their club dues quarterly or annual? Has membership payments been made to Ruritan National quarterly for membership dues? Has Club made annual payment to District for District dues?

INSURANCE

Does the club have liability or property insurance? If so make sure that policies are current. Also does club take advantage of Ruritan National's General Liability Insurance, if so are the documents filed in the Secretary's Binder?

Is there a schedule of insurance coverage in force (other than that provided by Ruritan National)? Does the schedule reflect effective dates and expiration dates?

FUND-RAISERS

Review cash handling procedures (how to establish a change fund, are proceeds counted under dual control, when are funds required to be deposited)? Ensure tax-exempt forms were used to purchase eligible items. Ensure fund-raiser application was prepared and submitted to the campus on time. Did the Treasurer provide a fund-raiser recap noting if the fund-raiser was profitable? Ensure that there is documentation to support each transaction.

FEDERAL TAXES

Confirm federal taxes have been filed with the IRS (990). Look for an e-mail confirmation or printed copy of the filing.

SECRETARY'S DOCUMENTATION

Review Secretary's minutes by randomly picking board and club meetings to make sure that attendance, votes, and actions taken by the club at that meeting are properly documented.

TREASURER BONDING

It is recommended that the club's treasurer be bonded

AUDIT REPORT

The audit committee should endeavor to answer the following questions in their report to the club President:

Do you believe that the financial statements fairly and accurately present the financial position of the club?

Do you believe that the information is presented in a way that the average reader would accurately understand the financial position of the club?

Is the committee aware of any instance that seemed to be an income or expense manipulation? Was there any evidence of fraud?

Are there any weaknesses in the policies of the club that would contribute to the likelihood of fraud? List any business practices that you believe would strengthen club's current practices.

Did you find any practice or activity that you felt uncomfortable with or would consider unusual? Is there any situation that you feel warrants further investigation?

Was the treasurer and secretary cooperative with regard to financial records being delivered to the committee?

Is there any situation, activity or practice that if exposed to the general public would cause embarrassment to the organization?

Describe any improvement that you believe would add value.

District Audit Committee Guidelines

An audit committee shall be appointed consisting of three members to review the financial records of the district at the end of the fiscal period each year. The chair of the committee shall be a member of the district cabinet other than the treasurer. The treasurer shall not serve on the audit committee. The remaining two members of the committee may be district cabinet members or other Ruritan members that the district governor appoints. All District Audit Committee members should be Ruritan members with relevant experience as determined by the district governor. None of the members of the district audit committee should be related to the treasurer of the district. The audit committee should deliver their report to the district governor who will in turn inform the district cabinet of the findings.

The following is a check list for use by the Audit Committee:

Financial Oversight:

Are there systems or procedures in place intended to make sure the assets of the district are properly used, consistent with the mission of Ruritan National?

Does the district annually approve a budget?

Does deviation from the budget require district cabinet approval?

Does the district deliver a copy of the budget (R-36) to Ruritan National?

Does the district have a written policy for document retention?

Does the district use the approved conflict of interest policy established by Ruritan National?

Does the district use the approved ethics policy established by Ruritan National?

Does the district use the whistleblowers policy established by Ruritan National?

Are policies in place to assure that no individual receives financial benefit from their service on the district cabinet? Legitimate and approved expenses are not financial benefit.

Financial Statements:

Are monthly financial statements prepared on a timely basis and submitted to the District Cabinet ?

Do the financial statements include all funds managed by the district?

Are account balances in the financial records reconciled with amounts presented in the financial reports?

Cash receipts:

Does the district have written policies that establish a procedure for handing cash?

Are at least two unrelated members present when cash receipts are counted?

Are money counters rotated so the same people are not handling cash receipts at every event?

Is counted cash recorded in a cash receipts journal either manually or electronically?

Is cash deposited on the same or next business day?

Are cash deposits verified from the cash receipts journal?

Is the cash receipts journal reconciled to cash deposits on bank statements?

Is cash stored in a safe or other secure place if not deposited on the same day?

Are all cash receipts deposited intact? (Cash collected should not be used to pay expenses creating a net deposit)

Records / Receipting:

Are records kept so that individual payments are recorded separately from club dues, individuals, dues refunds from Ruritan National and other miscellaneous receipts?

Is income from the district convention recorded separately from other income?

Cash disbursements:

Are there at least two names listed on the district's checking, saving and investment accounts? (Ruritan National recommends that at least three district cabinet member names be listed on the district checking account and that any two of the three should be required to write checks).

Does more than one person receive a copy of the bank statements?

Are two signatures required on all checks written? (Ruritan National recommends that at least three check signers be listed and that two signatures should be required to write a check).

Are all disbursements paid by check except for minor expenditures paid through the petty cash fund?

Is written documentation available to support all disbursements? (receipts, lists for petty cash, disbursements journal)

Does the district use pre-numbered checks?

Does the district account for all the check numbers including voided checks?

Are there any occurrences of backdating or forward dating documents? (Documents should not be forward or backdated).

If a petty cash fund is used for disbursements of small amounts, is the petty cash fund periodically reconciled and replenished based on proper documentation of the cash expenditures?

Is a cabinet approved policy established for the use of petty cash that establishes thresholds for using petty cash versus check writing?

Bank Statement Reconciliation:

Are bank reconciliations prepared on a timely basis?

The audit committee should test arbitrarily selected months during the last fiscal year tracing transactions from the bank statements and financial records for completeness and timeliness.

Are the bank reconciliations presented to the district cabinet along with the financial report of the district treasurer?

Is there a policy in place for handling outstanding checks over 90 days?

Savings and investment accounts:

Are all savings or investment accounts recorded in the financial records?

Are all savings or investment accounts reconciled on a timely basis?

Are all savings or investment accounts included in the financial reports from the treasurer to the district cabinet?

Are all earnings or losses from savings and investment accounts reported in the treasurers report to the district cabinet?

Land, Buildings, and Equipment records:

Are there detailed records of land, building, equipment including the date acquired, description and cost or fair market value at date of acquisition?

Does the district conduct a physical inventory of all assets annually?

Insurance policies:

Is there a schedule of insurance coverage in force (other than that provided by Ruritan National)?

Does the schedule reflect effective dates and expiration dates?

Amortization of debt:

Is there a schedule of debt such as mortgages, notes or other loans outstanding?

Can balances owed to all lenders be verified by the lenders?

Have the verified balances of all mortgages, notes or other loans outstanding been compared to the obligations outstanding as recorded in the balance sheet (financial records)?

Securities, negotiable documents, and safe deposit boxes:

Does the district own any marketable securities or bonds (or any other type of negotiable document)?

Are the marketable securities, bonds or other negotiable documents stored in a safe deposit box?

Have the contents of the safe deposit box been examined and recorded?

Do at least two members of the district cabinet have access to the safe deposit box?

Federal Reporting Requirements:

Has the district prepared the R-35 financial statement and delivered the document to Ruritan National?

Were the amounts listed on the R-35 compared to the amounts listed in the financial record of the district?

Audit Committee findings:

The audit committee should endeavor to answer the following questions in their report to the district governor:

Do you believe that the financial statements fairly and accurately present the financial position of the district?

Do you believe that the information is presented in a way that the average reader would accurately understand the financial position of the district?

Is the committee aware of any instance that seemed to be an income or expense manipulation?

Was there any evidence of fraud?

Are there any weaknesses in the policies of the district that would contribute to the likelihood of fraud?

List any business practices that you believe would strengthen district's current practices.

Did you find any practice or activity that you felt uncomfortable with or would consider unusual?

Is there any situation that you feel warrants further investigation?

Was the treasurer cooperative with regard to financial records being delivered to the committee?

Is there any situation, activity or practice that if exposed to the general public would cause embarrassment to the organization?

Describe any improvement that you believe would add value.

Policy for Conducting Inspections/Audits of Districts or Clubs

Under the Bylaws the Ruritan National Board will conduct **Inspections/Audits** of a District's or Club's Finances under the following condition(s).

A. Conditions to require **Inspections/Audits** of a District's or Club's Finances:

1. A direct request is received by the National Board or via the Assigned National Representative from a District, Club Officer, or member, with documentation, citing the valid reason for the request.
2. District or Club has not provided their financial report(s) in accordance with current Bylaws for multiple months to the members.
3. District or Club expenditures are cited with supporting documentation as questionable or unauthorized by current Bylaws.
4. Club is behind on payment of National Dues by one or more quarters (see numbers one and two in section B. below).
5. Club has made no effort to contact the National Board, assigned National Representative, or National Treasurer to explain reasons for being behind in dues payment.
6. District has not reported its annual audit by February 1st to Ruritan National.
7. Club has not reported their annual audit by February 1st to its members.
8. District or Club has failed to file the 990 as the IRS rules require.

B. The Assigned National Representative with the appointed auditing committee will direct the **Inspections/Audits to** be ordered:

1. When a club is behind on payment of National Dues by one Quarter, the District Governor shall be directed to contact the Club and consult with Club Officer(s) to conduct an **Inspection/Audit**.
2. When a club is six months (two quarters) behind in dues, the National Representative and District Governor shall contact the club to conduct an **Inspection/Audit of the club's financial records**.
3. When a district has not reported their annual audit by February 1st to Ruritan National. The assigned National Representative shall be directed to appoint two additional Ruritans to assist them in conducting the **Inspection/Audit of the District Financial Records**.

C. Disposition of results of the **Inspections/Audits** conducted:

1. All **Inspections/Audits shall be completed within 45 days** after being ordered.
2. The results of any **Inspections/Audits shall be reported in writing to the National Board within ten days of completion**.
3. The results of **Inspections/Audits shall be reported in writing to the District or Club members within ten days of completion of review by the National Board with its recommendations included**.
4. Any Club Officer(s) refusing to cooperate with the directive to conduct an Inspection/Audit, the assigned auditor with concurrence of the National Board or its Assigned Committee shall then notify all Club members of record of the refusal and reason for the Inspection/Audit why it was ordered.
5. Any District Cabinet refusing to cooperate with the directive to conduct an Inspection/Audit, the assigned auditor with concurrence of the National Board or the Assigned Committee shall notify all Club Officers of record of the District's refusal and the reason for the Inspection/Audit.

Ruritan Document Retention and Destruction Guidelines

PURPOSE: Ruritans should have a written, mandatory document retention and destruction guideline which will eliminate accidental or innocent destruction and abide by federal laws.

Document Destruction

The Ruritan Document Retention and Destruction Guideline identifies the record retention responsibilities of Ruritan staff and volunteers/members for maintaining and documenting the storage and destruction of the organization's documents and records.

The Ruritan staff and volunteers/members should follow the below rules:

- a. Paper or electronic documents indicated under the terms for retention in the following section will be transferred and maintained by Ruritans clubs, zones, districts, and National;
- b. All other paper documents will be destroyed after three years;
- c. All other electronic documents will be deleted from all individual computers, databases, networks, and backup storage after one year;
- d. No paper or electronic documents will be destroyed or deleted if pertinent to any ongoing or anticipated government investigation or proceeding or private litigation (check with your Officers or the Ruritan Executive Director for any current or foreseen litigation); and
- e. No paper or electronic documents will be destroyed or deleted as required to comply with government auditing standards (Single Audit Act).

Record Retention

Type of Document	Minimum Requirement
Accounts payable ledgers and schedules	7 years
Audit reports	Permanently
Bank reconciliations	2 years
Bank statements	3 years
Checks (for important payments and purchases) ¹	Permanently
Contracts, mortgages, notes, and leases (expired)	7 years
Contracts (still in effect)	Contract period
Correspondence (general)	2 years
Correspondence (legal and important matters)	Permanently
Correspondence (with customers and vendors)	2 years
Deeds, mortgages, and bills of sale	Permanently

¹ Important payments and purchases include, but are not limited to, Mortgage payoff and items that could be considered in taxation law. For additional information or if you have questions, please see your tax professional.

Type of Document	Minimum Requirement
Depreciation schedules	Permanently
Duplicate deposit slips	2 years
Employment applications	3 years
Expense analyses/expense distribution schedules	7 years
Year-end financial statements	Permanently
Insurance records, current accident reports, claims, policies, and so on (active and expired)	Permanently
Internal audit reports	3 years
Inventory records for products, materials, and supplies	3 years
Invoices (to customers, from vendors)	7 years
Minute books, bylaws, and charter	Permanently
Patents and related papers	Permanently
Payroll records and summaries	7 years
Personnel files (terminated employees)	7 years
Retirement and pension records	Permanently
Tax returns and worksheets	Permanently
Timesheets	7 years
Trademark registrations and copyrights	Permanently
Withholding tax statements	7 years

Resources

National Council of Nonprofits www.councilofnonprofits.org

BoardSource Record Retention and Document Destruction Policy—Download 4 Samples (E-Policy Sampler) www.boardsource.org/Bookstore.asp?Type=epolicy&Item=1071

Independent Sector www.independentsector.org/issues/sarbanesoxley.html

AICPA Management of an Accounting Handbook—2003 and IRS Appendix Document www.cpa2biz.com/AST/Main/CPA2BIZ_Primary/PracticeManagement/PracticeAdministration/PRDOVR~PC-090407/PC-090407.jsp

Guide to Record Retention Requirements in the Code of Federal Regulations: Contact the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402-9325 or from CCH, Inc. at www.onlinestore.cch.com

Was the hood and duct system installed with recommended clearances between unprotected combustible materials?

Yes	No	N/A

Do you have a contract for the commercial clearing of the complete hood and duct system on a regular basis based on use?

--	--

Does your kitchen have a complete, automatic fire protection system installed?

--	--

Is there an automatic timing device with signal light installed on exhaust fan system?

--	--

Is exhaust fan, hood and filter system completely inspected on a regular basis?

--	--

Housekeeping:

Are storage and supply rooms kept clean and orderly?

--	--

Are trash and rubbish stored in metal, rubber or plastic containers?

--	--

Are all flammable items (paint, lacquer, paint thinner, etc) kept in proper containers and stored in approved cabinets?

--	--

Are adequate ashtrays and metal waste receptacles provided in each room?

--	--

Are only non flammable cleaning agents used throughout the entire building?

--	--

Is ready disposal of combustible wastes provided?

--	--

Are areas used for public meetings or other functions always thoroughly checked before occupied by the public?

--	--

Are these areas checked again after use?

--	--

Are rags, dust cloths, etc. used in cleaning stored in approved containers after use?

--	--

Fire protection:

Are all fire extinguishers serviced and inspected annually?

--	--

Are all fire extinguishers tagged with latest service record and inspection date?

--	--

Are all fire extinguishers located within 75 feet from any point of exit on each door?

--	--

Are fire extinguishers properly protected from damage and freezing?

--	--

In fire alarm and or detection system inspected and tested regularly?

--	--

Is there a fire hydrant in close proximity to your property?

--	--

Yes	No	N/A

- Are stairway and exit doors kept closed?
- Do all interior stairways have anti-slip treads?
- Do all interior stairways have properly secured handrails?
- Are all interior stairways kept free of storage and obstructions?
- Are interior stairways properly lighted?

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Heating and airconditioning equipment:

- Has heating equipment been inspected by a qualified service person in the last year?
- Is heating equipment (including flues and pipes) properly insulated from combustibles?
- Are heating and air conditioning rooms free of storage?
- Are heating and air conditioning rooms restricted areas?
- Are they plainly marked as a restricted area?
- Is air conditioning equipment cleaned and serviced at least annually?

- Electrical Equipment and Control Panels:**
- Are electrical panels always kept closed?
 - Are electrical panels always kept clean and free of storage and obstruction?
 - Is circuitry adequate to handle load demand (not requiring frequent circuit breaker resetting)?
 - Was electrical system installed by a competent licensed electrician?
 - Is electrical system regularly maintained by a competent licensed electrician?
 - Are all electrical appliances properly grounded and cleared?
 - Are electric motors adequately ventilated to prevent overheating?
 - Are electric motors cleared frequently?
 - Are proper size electrical cords used and are they in good condition?
 - Are electrical cords cleared from walkways as not to be a tripping/falling hazard?

--	--	--

Kitchen Equipment commercial type:

- Is all cooking equipment installed and protected from fire properly?
- Is hood and duct system installed properly?
- Are grease filters provided in hood?

Yes	No	N/A

- Has the Ruritán Club contacted the General Liability Provider for Ruritán National to obtain a certificate of insurance for the event/fundraising activity sponsored by the club?
- Has Certificate of Insurance been received?
- Have written release/permission been obtained for all minors involved?
- Have written release/permission to use photos or video releases been obtained for all minors involved?
- If using transportation, have certificates of insurance naming the Ruritán Club as an additional insured been obtained?
- State limits if known:
- Have adequate chaperones been planned? (see facility use agreement for guidance).
- Are any or all of the chaperones trained in first aid?

List comments or notes below:

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National Deadlines and Important Dates



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- January** Ruritan National Convention.
Dues payable to Ruritan National.
- February** Awards applications for Blue Ribbon, Outstanding Club President, and Outstanding Club Secretary applications postmarked (or submitted electronically) to Ruritan National Office by the 10th.
- March** Club prepares information to file tax form 990, 990 EZ, or 990 N (electronic postcard) with IRS in May.
- April** Dues payable to Ruritan National.
- May** Club files tax form 990, 990 EZ, or 990 N (electronic postcard) with IRS by May 15.
Ruritan Founders' Day held week of May 21st.
- June** Build Your Dollar Claim Form postmarked to Ruritan National Office by June 30.
- July** Dues payable to Ruritan National.
- August** Club President appoints Nominating Committee.
Build Your Dollar Deposit Form by September 1.
- September** Community Service Reports postmarked (or submitted electronically) to district governors by October 1.
- October** Officers elected by club.
Clubs select delegates to district convention.
Dues payable to Ruritan National.
- November** Clubs select delegates to Ruritan National Convention.
New club officers' training held.
New officers' names added to the Member Management System (MMS) or sent to Ruritan National Office by November 10.
- December** New club officers installed.

Ruritan National

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