



## 2014 March YE e-Newsletter

## 2014年3月國際扶輪青少年交換電子報

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### Congrats to YEX alum Matthew McConaughey

Congratulations to former Rotary Youth Exchange student—and Academy Award winner—Matthew McConaughey for his role in Dallas Buyers Club. [Read more](#) about this example of how Youth Exchange takes you places!

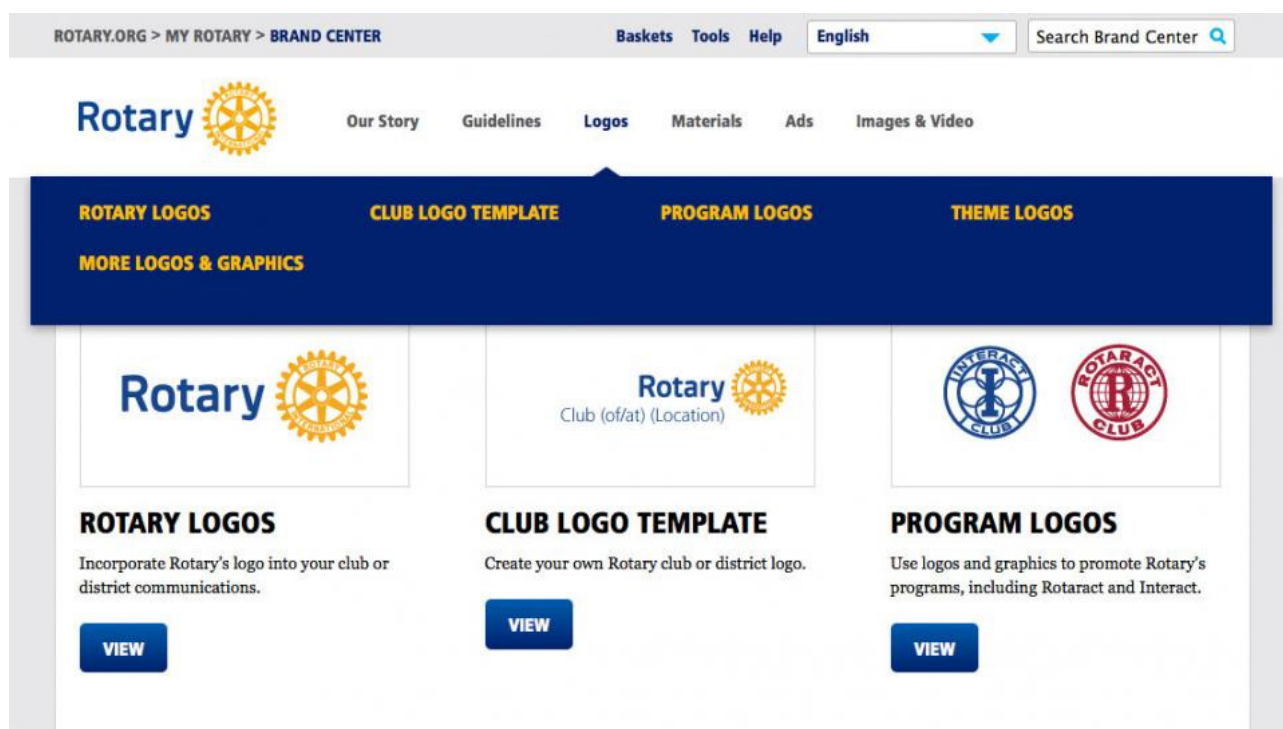
### Tell us what you think about youth program logos

As part of the effort to strengthen Rotary's image, the communications team is exploring ways to update the logos used for Rotary's programs for young leaders. [Complete this survey](#)--and share it with young people who are not yet involved with Rotary--to help make the Youth Exchange, Rotaract, Interact, and RYLA logos consistent with Rotary's brand.

To learn more about the Strengthening Rotary initiative, [read about the launch](#) of the Rotary Brand Center, your gateway to creating professional-looking communications and visuals with our refreshed look. To get started, just sign in to My Rotary and click on Brand Center under the Manage tab.

Note that the Youth Exchange logo is not currently available in the Brand Center, as the communications team is gathering feedback about aligning program logos with Rotary's brand. When a logo that is consistent with Rotary's new visual identity is developed, it will be posted in the Brand Center.

## Five reasons you should use the Rotary Brand Center



It's now easier than ever to strengthen Rotary's image in your community with the materials and resources available in the [Rotary Brand Center](#).

Launched earlier this month, the Brand Center offers a simple and intuitive way to customize your club logo, create a marketing brochure, or give your newsletter a fresh look. You'll also find guidelines and answers to frequently asked questions as well as information about why telling our story is important.

"The Brand Center enables everybody to play an active role in promoting Rotary to the world," says Alan Buddendeck, general manager and chief communication officer for Rotary International.

"What's exciting is that the site has been designed in cooperation with Rotary members worldwide, which is critically important to the user experience," Buddendeck says.

Here are five reasons you should use the Brand Center:

1. You can create your own club and district logos featuring Rotary's masterbrand signature and see your edits in real time.
2. You can develop professional-looking PowerPoint presentations, press releases,

and newsletters that incorporate Rotary's visual identity. Templates can be customized as much -- or as little -- as you want.

3. You can find guidelines for using Rotary's logos and answers to frequently asked questions about our new visual identity. For instance, did you know that your member pin remains unchanged? Or that free fonts are available along with the commercially licensed options?
4. You can upload and store the materials and logos you create for future use by creating a basket. Use the Quick Share function to email your basket and share your new materials with members.
5. You can download broadcast-quality public service announcements, videos, and images to help tell Rotary's story. Choose from a variety of topics to illustrate including Join Leaders, Exchange Ideas, and Take Action -- our three organizing principles.

"With the new Brand Center, anyone can use the tools and templates to create logos and documents that reflect a unified look, yet are personalized to the club or district," says Elizabeth Smith Yeats, incoming governor of District 6400, which includes parts of Ontario, Canada, and Michigan, USA. "And they can achieve first-class results without hiring a designer or purchasing expensive software."

Sign in or register to your My Rotary account to discover all the Brand Center has to offer.

## TEDx talk by a YEX student



Caroline Shapiro describes her Rotary Youth Exchange to Peru as "the most amazing year of my life." [Hear more](#) about her experience, which she described at a TEDxYouth conference in October.

## Our newest certified districts

Congratulations to **District 7255** (New York, USA), which has met full certification requirements to participate in Rotary Youth Exchange. Congratulations also to **Districts 3281** (part of Bangladesh) and **9211** (Uganda and Tanzania), which are now certified for outbound-only exchanges. See the current list of [noncertified districts](#).

## Nepal club wins Interact video contest



*Interactors in Nepal work in the herb garden they planted to raise funds for their service projects.*

Congratulations to the members of the **Interact Club of Kathmandu Mid-Town**, Nepal (District 3292), who earned the grand prize in the 2013 Interact video contest! Their entry, [Seeds of Change](#), chronicled their cultivation of an herb garden to raise funds for a hygiene education project. [Read more](#) about their project.

Using ingenuity, lunch money, and herb seeds, members of the Interact Club of Kathmandu Mid-Town in Nepal organized a community project to provide hygiene products to underprivileged students at their school.

The 35-member club cultivated a garden of mustard, cilantro, and other herbs. The Interactors then sold their produce to teachers, parents, and neighbors, earning \$60, enough to purchase hygiene kits for 50 classmates. Each kit included a toothbrush, toothpaste, soap, shampoo, and hand wipes.

Maintaining proper hygiene is often a challenge for underprivileged children in Nepal, according to Rotary member Chandra Lekha Tuladhar, the Interact club's adviser.

"[The Interactors] wanted to build a sustainable project through which they could pool into community development by initiating consciousness of better health," says Tuladhar. "With the recent success, the Interactors have been further motivated and are planning to look for other social issues where they can contribute to make some difference." To augment their efforts, club members also conducted a class to teach the recipients how to properly use the products and tips on how to wash their hands.

The project teaches the Interactors about entrepreneurship, teamwork, environmental conservation, and community networking, adds Tuladhar.

The club also used proceeds from the herb garden to buy more seeds in hopes of expanding the project to neighboring schools.

### **Club produces winning video**

The Kathmandu Mid-Town Interactors documented their project in the award-winning video [Seeds of Change](#). This year's Interact video contest asked clubs to create a short video

showing how their actions have led to a positive change in their community.

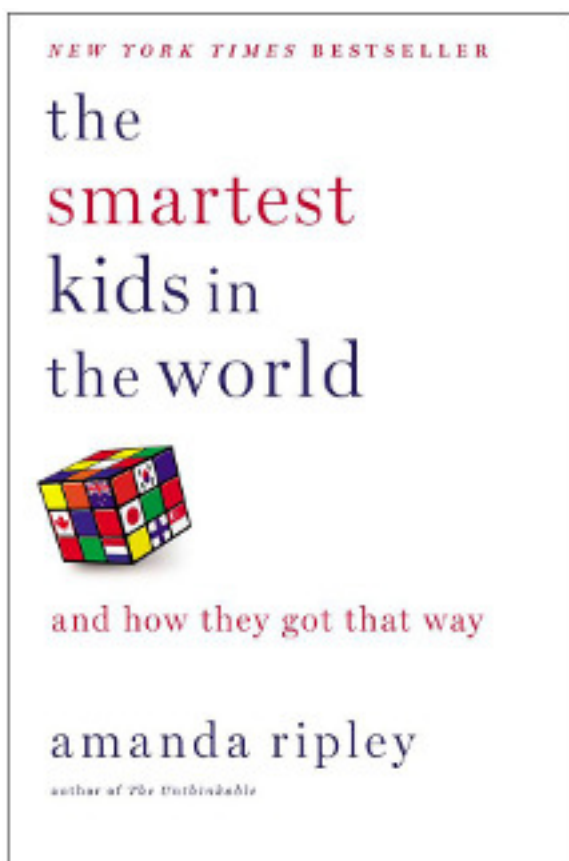
“The best part of making this video was we learned that happiness truly comes from being able to help others through one’s own effort,” says Aditi Dhakal, president of the Kathmandu Mid-Town Interact Club. “It was a once-in-a-lifetime chance to present our project to the international community.”

The video, narrated by several Interactors, shows footage of club members working in the herb garden, distributing the kits, and teaching the hygiene class.

Seeds of Change won for its creativity, style, and effective messaging. The video beat 50 other entries to win the \$500 prize. The Interactors directed, produced, and edited the video themselves.

In addition to the grand-prize winner, three entries were selected as finalists: [Beyond Our Actions](#) by the Interact Club of CSI-San Salvador Noroeste in El Salvador, [Ripple Effect](#) by the Interact Club of Cempaka Damansara in Malaysia, and [Hugh Boyd Interact Superpowers](#) by the Interact Club of Hugh Boyd Secondary in Richmond, British Columbia, Canada.

## Book features Rotary Youth Exchange student



In her 2013 book, *The Smartest Kids in the World*, author Amanda Ripley tells the story of Eric, a Rotary Youth Exchange student from Minnesota who travels to Korea, where he learns to view high school, and education in general, in unexpected ways. Five people recently received free copies of the book after responding to a discussion on the Rotary Facebook page. [Read about the experiences they shared.](#)

## Connect in our new LinkedIn group

To make it easier for Rotary Youth Exchange alumni and supporters to connect with one another, we are combining two similarly named LinkedIn groups. Join the 1,462 Youth Exchange enthusiasts who are already members of the [combined group](#).

## Find inspiration on the Rotary Service Connections blog

The new [Rotary Service Connections blog](#) features project resources, success stories, upcoming events, and best practices. During March, which is Literacy Month, literacy experts from around the world are writing about resources, best practices, and service projects that can be replicated in your community. In addition to English, the blog is available in [French](#), [Japanese](#), [Portuguese](#), and [Spanish](#).

## Latest Youth Exchange Directory

The Youth Exchange Directory is updated and emailed quarterly, but the current version can be downloaded anytime from the Youth Exchange workgroup site. If you are a district or multidistrict chair, you can access the site by clicking on **Rotary Workgroups** from your profile page after signing in to [My Rotary](#). Note: In order to sign in, district and multidistrict chairs must use the same email address they used when they registered for an account.

If you help administer exchanges and do not have the most recent directory, contact your district or multidistrict chair.

## Answers to your policy questions

The [Rotary Code of Policies](#) (PDF in English) contains details about the Youth Exchange program. The most relevant sections are Youth Protection (2.110), District Finances (17.060), and Youth Exchange (41.060).

Translated versions of these sections are available on the Rotary Youth Exchange workgroup site, which district and multidistrict chairs can access by clicking on **Rotary Workgroups** from their profile page after signing in to [My Rotary](#) or by contacting [youthexchange@rotary.org](mailto:youthexchange@rotary.org).

## Upcoming events

近期活動

### [Presidential New Generations Conference](#)

*Rosario, Argentina*

15 March





### **Webinar: Lifecycle of a Service Project (Part 4) -- Project Implementation**

[25 March, 10:00-11:00](#) Chicago time (UTC-5) (English)

[25 March, 18:00-19:00](#) Chicago time (UTC-5) (English)

[Check your local time.](#)

In this fourth webinar of the five-part series, you will:

- Learn best practices for implementing your project and leading volunteers
- Understand how to define and coordinate roles and responsibilities within your project team
- Get advice about how to manage your service project budget

Register now. Webinars in [French](#), [Japanese](#), [Portuguese](#), and [Spanish](#) will be held in April.

[View slides](#) and [watch a recording](#) from part 3 in this series, about acquiring resources.

### **CANCELED: [Presidential New Generations Conference](#)**

*Santa Clara, California, USA*

29-30 March

### **[Global Youth Service Day](#)**

11-13 April

This event, organized by Rotary's service partner [YSA](#), is an opportunity for young people to join others worldwide in community service projects.

**CANCELED: [Presidential New Generations Conference](#)**

*Birmingham, West Midlands, England*

12-13 April

**Rotary Youth Exchange Multidistrict Taiwan Conference**

*Taichung, Taiwan*

26-27 April

[Email conference chair Archi Liu](#) for details.

**[2014 Youth Exchange Officers Preconvention Meeting](#)**

*Sydney, Australia*

30-31 May

All YEOs are invited to register for a [tour of Australia](#) 23-28 May and a Sydney Harbour cruise on 31 May, both organized by Rotary Youth Exchange Australia.

Do you know of an event we should add to this list? Email us at [youthexchange@rotary.org](mailto:youthexchange@rotary.org).

**Contact us**

聯絡我們

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