



## The Dick Hedke Award 2009 – 2010

The Dick Hedke Award is a prestigious recognition tool in our district that celebrates club success. It is a device that empowers all clubs regardless of size or past track record to strive for excellence. There is a built in balance for all clubs to be evaluated equally.

As you begin the 2009–2010 Rotary year, take a look at last year's submission for the Hedke Award. See where you would like to improve. Then take real steps to get there – and have fun doing it!

It is how you do with your own evaluation that reflects your clubs ability to function as a well-rounded group of Rotarians. The more honest you are the better your club will perform - remember the 4-Way Test prevails!

Our District Governor for 2009–2010, Neil McBeth has asked me to form a committee charged with finding the club(s) in the District, which perform in the highest traditions of Rotary during the twelve months from March 31st, 2009 to April 1st, 2010.

At the District Conference at the Grand Hotel on Mackinac Island, awards will be presented to the clubs exemplifying tireless accomplishments in each of the Five Standing Committees of the Club Leadership Plan: Club Administration, Public Relations, Membership, Service Projects and The Rotary Foundation. The club excelling in all of the Categories and fulfilling the remainder of the award's qualifications will receive the prestigious Dick Hedke Award. **A Rotary Club may earn only one of these awards.**

Remember - while all clubs are eligible to receive an award, the most important benefit of the Hedke Application is the process of examining your own activities. **For this reason, it is most important that every club participate by submitting an entry.**

**And now the rest of the story...**Richard C. Hedke was President of Rotary International in 1946. A Detroit Rotarian and President of that club between 1926-27, Hedke moved on to become Governor of what is now District 6400 in 1928-29. He was elected Director of Rotary International for the year 1930-31. Throughout his years in Rotary, his commitment to the Object of Rotary was nothing less than total. He brought to countless Rotary meetings an expanded view of Rotarian concepts and, by his example, led Rotary in every facet to new heights of achievement.

After Hedke's death in 1969, then-Governor Hugh Archer called for a study group to plan for a suitable memorial to keep alive the memory and vision of Dick Hedke. The group was composed of Governor Hugh, PDG Jack Maynard, Rotarians Joseph Hallissey and Tom Saunders.

The study group devised what is now known as the **Dick Hedke Award.**

Warm Rotary Regards, Kim Towar DG 2010-2011

Due: April 9, 2010

## The Dick Hedke Award Application 2009 - 2010

This form is for Rotary Clubs to conduct a *self-evaluation* and *review* of current club performance and operations. Please be as objective as possible in determining the standard operations of your club. In this way, you will discover the strengths of your club and areas for improving your performance and operations. Many questions have scoring assigned. Where judgment is expected, *evaluate your club* on a scale of 5 to 1, where five = excellent; four = good; three = satisfactory; two = fair and one = poor. Where a yes/no answer is required Yes = five points and No = zero points.

You will also note that there are *additional points* that will be allocated by the judging panel. This will allow clubs an opportunity to showcase specific strengths. The panel will be able to assign “additional consideration” for a *maximum of five points*. Please include a separate sheet (Attachment A) with the information requested for these 13 questions.

There are five areas that your club will need to evaluate. They include Club Administration, Membership, Public Relations, Club Projects and The Rotary Foundation. The club that scores the best overall score will win the Dick Hedke Award, while the club that achieves the best score in each category will receive an award for that category. A club can win only one award.

**In preparing this report be sure to use the *Four Way Test*.**

**Please return to: Kim Towar DG 2010-2011  
15324 Mack Avenue  
Grosse Pointe Park, MI 48230  
FAX: 313.884.3779  
Email: kim@towar.com**

**All entries must be submitted to me and received by:  
Friday, April 9, 2010.**

Due: April 9, 2010

# 1. Club Administration

## A. Strategic Planning

- The club has developed a strategic plan to ensure the continued growth and success of the club. Yes (5); Will develop this year (2); No (0)
- Club members have participated in a Club Visioning session with the District Facilitation team. Yes (5); Have scheduled; (3); No (0)

## B. Meetings

- Each meeting was orderly and well conducted. Score 5, 4, 3, 2 or 1
- The club meeting room is conducive to a well-run meeting with appropriate sound system, lectern, decorations, flags, banners and other appropriate items. Score 5, 4, 3, 2 or 1
- The quality of the club speakers and programs was good: Score 5, 4, 3, 2 or 1
- Regular, well-planned club assemblies were held during the year. Monthly (5); Quarterly (4); Twice a year (3); Once a year (1).
- A working and active committee system was in operation in our club with regular meetings and reports to the membership. Score 5, 4, 3, 2 or 1
- Club members served on one or more club committees: All (5); Most (4); Some (3); Few (2); Very Few (1)
- The club promoted the District Conference and RI Convention at club meetings and among the membership. Score 5, 4, 3, 2 or 1
- The club Board of Directors met on a regular basis with a well-planned agenda. Monthly (5); Bi-monthly (2); Irregularly (0)
- The club recognized special months and the anniversary of Rotary International. At least 4 of the months (5); 2-3 months (3); 1 month (1); 0 (0)
- The club promoted the Rotary International Theme for this year. Yes (5); No (0)
- The club held Club officer elections according to their club bylaws and elected a President –Elect for the 2009-2010, President-Nominee for 2010-2011 and President-Nominee Nominee for 2011-2012. All three elections (5), only the PE and PN (3), only the PE. (0)
- The club President, Past-President, President-Elect and President-Nominee met as a committee to plan strategies for club administration continuity and strategic planning. Monthly (5); Quarterly (3); At least once since club elections (1); none (0)

### C. Attendance

- The club maintained a regular attendance that averaged:  
90-100% (5); 80-89% (4); 70-79% (3); 60-69% (2); 50-59% (1); 49% or less (0).
- Members of the club “make-up” at other clubs when they are absent from our meeting.  
75 – 100% of the time (5); 60-74% of the time (4); 50-59% of the time (3); 30-49% of the time (2); 20-29% of the time (1); 19% or less (0)
- The club gave recognition to those Rotarians with 100% attendance:  
Regularly (5); Occasionally (3); Once-in-a-while (1)
- The club **always** sent the monthly attendance report to the District on time.  
Yes (5); Missed once (2); Missed more (0)

### D. Business and Financial Operations

- The club’s district and international dues were paid by the due date. Yes (5); No (0)
- The club conducted various fund raising projects, rather than merely relying on financial contributions from members. Yes (5); No (0)
- The club has an annual budget for both “club operations” and for “service projects.” Yes (5); No (0)
- An annual financial report of all income and expenses was given to all club members. Yes (5); No (0)
- The club filed all monthly and special reports to the District Governor and Rotary International within the appropriate time. Yes (5); Missed one or two (2); Missed more (0)
- The club returned its Official Directory Data card by the deadline date so that the club’s information is correctly listed in the directory this year. Yes (5); No (0)

### E. District and International Affairs

- The club president-elect (President for 2010-2011) attended the Multi-PETS Presidents-Elect Training Seminar. Yes (5); No (0)
- The club president-nominee (President for 2011-2012) attended the Presidents-Nominee Training Seminar. Yes (5); No (0)
- What percentage of the club attended the district conference at the Grand Hotel, Mackinac Island in 2009:  
75+% (5); 60-75% (4); 40-59% (3); 20-39% (2); 5-19% (1); 4% or less (0)
- The club submitted a Dick Hedke Award Application for 2008-2009. Yes (10); No (0)
- The club submitted a Hugh Archer Award Application for 2008-2009. Yes (5); No (0)
- Members of the club attended “Meet the Governor Night” in Harrow in June 2009.  
75+% (5); 50-75% (4); 25-49% (3); 10-24% (2); at least 1 member (1); None (0)
- Member(s) of the club attended the RI Convention in Birmingham, England in June 2009.  
Yes (5); No (0)
- Member(s) of the club attended the Polio Eradication dinner in Southgate on April 17, 2009.  
At least 5 members (5); 4 (4); 3 (3); 2 (2); 1 (1); 0 (0)

Due: April 9, 2010

Club leadership attended the District Assembly April 18th, 2009.  
At least 5 members (5); 4 (4); 3 (3); 2 (2); 1 (1); 0 (0)

Members of the club are represented on District Committees.  
More than 5 (5); 4 (4); 3 (3); 2 (2); 1 (1); none (0)

## F. Fellowship and Social Activities

A spirit and atmosphere of warm and friendly fellowship exists within the club.  
Score 5, 4, 3, 2, 1

Each week Rotarians are encouraged to greet each other in a special way at the beginning of the meeting.  
Yes (5), No (0)

Visitors are given special recognition during club meetings. Yes (5), No (0)

Club social events were planned for members and partners/family throughout the year.  
5 or more (5); 3 or 4 (4); 1 or 2 (2); None (0).

Family members of Rotarians are encouraged to participate in service projects and fellowship activities and events. Yes (5), No (0)

What percentages of the club members attended the fellowship or social events:  
85-100% (5); 70-84% (4); 60-69% (3); 40-59% (2); less than 40% (1).

Club holds "fireside chats" or home meetings, designed for members to become better acquainted and discuss the club and its activities. Yes (5); No (0)

## 2. Membership

### A. Membership Development

The club has set a realistic and achievable membership goal for 2009–2010. Yes (5); No (0)  
*Additional Consideration - Provide specific examples (50 words or less):*

This year our membership: Increased (5); Remained Static (2); Decreased (0)

There is an active membership development committee in the club that held regular meetings during the year. Yes (5); No (0)

The club has a specific plan to sponsor a new club within the next year. Yes (10); No (0)  
*Additional Consideration - Provide specific examples (50 words or less)*

The club has joined a mentoring project with another Rotary club in the district (weaker or stronger) with the purpose of helping one another to become stronger and to increase membership. Yes (10) No (0)  
*Additional Consideration - Provide specific examples (50 words or less)*

The club has a specific plan for membership development. Yes (5); No (0)  
*Additional Consideration - Provide specific examples (50 words or less)*

The club has a specific program for engaging new members. Yes (5); No (0)  
*Additional Consideration - Provide specific examples (50 words or less)*

- The club provided a comprehensive “new member package” of Rotary information to each new member. Yes (5); No (0)
- The club has a classification survey of the community conducted within the past 3 years. Yes(5); No (0)
- Club Members attended the Membership seminar held October 22, 2009. At least 25% (5); 20% (4); 15% (3) 10% (2); 5% (1); none (0)
- The membership of the club is considered balanced and representative of all segments of the community. Score 5, 4, 3, 2, 1
- The club has a specific plan to invite younger members, who are qualified, into club membership. Yes (5); No (0)
- The average age of the members of our club is: 39 or less (5); 40-49 (4); 50-59 (3); 60-69 (2); 70 and over (1)
- This year our current president sponsored a new member. Yes (5); No (0)
- The club has an effective new-member orientation program. Score 5, 4, 3, 2, 1
- The club has an impressive induction ceremony or procedure when a new member is introduced and welcomed into the club. Yes (5); Sort of (2); No (0)
- The club gives special recognition to the sponsors of new members. Yes (5); No (0)
- The club secretary advises the club in another city when one of our members moves to another community. Yes (5); No (0)

### 3. Public Relations

#### A. Rotary Information

- The club submitted a Frank Devlyn Public Relations Award Application for 2008-2009 Yes (5); No (0)
- The club regularly conveys important Rotary news to the local media by means of personal attention or a Media Release. Yes (5), No (0)
- The club has a plan for disseminating important information regarding club events and activities to the public. Yes (5), No (0)  
*Additional Consideration - Provide specific examples (50 words or less):*
- Members of the media are invited to important club meetings. Yes (5), No (0)
- Regular information about Rotary programs, activities, history, traditions and achievements was provided at each club meeting. Yes (5); Sometimes (2); No (0)
- The club encourages members to read The Rotarian by regular emphasis on doing so at club meetings and in club bulletins. Yes (5); Sometimes (2); No (0)
- The club makes regular use of Rotary International publications, such as RI News, District Governor’s Newsletter, etc. Yes (5); Sometimes (2); No (0)
- A club bulletin or newsletter was published Weekly (5); Bi-weekly (3); Monthly (2); Not at all (0).
- The club bulletin would be rated: Score 5, 4, 3, 2 or 1

- The club has an Internet web site that is regularly updated. Yes (5); No (0)
- The club or president has an email address for each club member. Yes (5); No (0)
- A copy of the club bulletin is forwarded by electronic means to the DG, DGE, DGN. Yes (5); No (0)
- A copy of the bulletin is forwarded by electronic means to the District Webmaster. Yes (5); No (0)
- Upcoming club fundraisers, club projects and pictures of important club events are posted to the District webmaster. Yes(5); No (0)
- Public Relations is an element of every one of the Club's committees. Yes (5); No (0)

## 4. Club Projects

### A. Vocational Projects

- Ask each member of the club to share information about Rotary International and the club's activities with their place of business. Yes (5); No (0)
- The club conducted at least one *new* vocational service project this year. Yes (5); No (0)
- Club members presented vocational talks at club meetings regarding their business, industry or profession. Monthly (5); Quarterly (3); Never (0)
- There is an active vocational service committee in the club that holds regular meetings. Yes (5); No (0)
- The club has a regular program to promote the Four Way Test in the Club and in the community. Yes (5); No (0)
- The club has at least one Four Way Test project outside of the club this year. Yes (5); No (0)
- The club observed "Vocational Service Month" in October with special emphasis. Yes (5); No (0)
- The club conducted a career development program in the local schools for young people seeking career selection. Yes (5); No (0)
- The club conducted one or more projects to promote and recognize high ethical standards, professional dignity, or service performance in the community. Yes (5); No (0)
- The club recognized exceptional service by public employees and humanitarian work in the community (i.e. teachers, police, firefighters, hospital workers, etc.). Yes (5); No (0)
- One or more members offered volunteer vocational service to the community or on international service projects. Yes (5); No (0)  
*Additional Consideration - Provide specific examples (50 words or less):*

## B. Community Projects

- The club has an active Community Service Committee that met regularly and reported its activities to the club. Yes (5); No (0)
- The club conducted at least one *new* community service project this year. Yes (5); No (0)  
*Additional Consideration - Provide specific examples (50 words or less):*
- The club conducted a “community needs survey” in 2008-2009 to determine needed community projects for the Rotary club to undertake. Yes (5); No (0)
- The club has an active program or project to promote a better environment. Yes (5); No (0)
- The club has an active program or project that is created to promote literacy. Yes (5); No (0)
- The club has an active program or project that provides food for hungry persons in the community or teaches people proper nutrition. Yes (5); No (0)
- The club has an active program or project that benefit seniors or those with physical or developmental challenges in the community. Yes (5); No (0)
- The club has an active program or project to provide health care, medical services, or public safety activities for people in the community. Yes (5); No (0)  
*Additional Consideration - Provide specific examples (50 words or less):*
- The club has an active program or project to provide care and recreation or sponsors activities for children or youth groups in the community. Yes (5); No (0)
- The club has an active program or project to help in improving the economic, social or cultural quality of life in the community. Yes (5); No (0)  
*Additional Consideration - Provide specific examples (50 words or less):*
- The club regularly utilized the special talents and resources of club members and non-club members in the conduct of community service programs. Yes (5); No (0)

## C. Youth and Young Adult Projects

- The club sponsors one or more Interact Clubs. Yes (5); No (0)
- The club sponsors one or more Rotaract Clubs. Yes (5); No (0)
- The club has a Youth Committee that meets regularly and reports its activities to the club. Yes (5); No (0)
- The club sponsored or hosted an inbound or outbound youth exchange student this year. Inbound and Outbound (10); One or the other (5); None (0)
- A substantial number of club members personally entertained the youth exchange student or students in their homes, or at special family occasions. Often (5); Sometimes (3); Never (0)
- The club sponsored/hosted a Youth Exchange event, party or program this year. Yes (5), No (0)
- The club invites student leaders to club meetings on a regular basis (e.g. Student of the Month; Youth Exchange Student, etc.). Yes (5); No (0)

Due: April 9, 2010

- The club supports a youth program in the community (Boy Scouts, Girl Scouts, Girl Guides, Campfire Girls, 4-H Program, athletic teams, etc.). Yes (5); No (0)
- The club participated by sending a student (s) to RYLA (Rotary Youth Leadership Awards) program. Yes (5), No (0)
- The club participated by sending a student to the District Interact Conference program. Yes (5), No (0)
- The club sponsors awards, scholarships or recognition programs in local schools for outstanding students and student leaders. Yes (5); No (0)
- The club contributes regularly to camps, schools and special programs for physically and developmentally challenged children or young adults. Yes (5); No (0)

#### **D. International Projects**

- The club has an active International Service Committee that met regularly and reported its activities to the club. Yes (5); No (0)
- The club conducted at least one World Community Service project this year. Yes (5); No (0)
- The club conducted at least one *new* international service project this year. Yes (5); No (0)  
*Additional Consideration - Provide specific examples (50 words or less):*
  
- The club maintains a special relationship (twinning, sister club, matched club, etc.) with one or more Rotary clubs in another country. Yes (5); No (0)
- The club has an active program or project in literacy education or clean water initiatives. Yes (5); No (0)  
*Additional Consideration - Provide specific examples (50 words or less):*
  
- One or more members of the club participated by traveling to a foreign country to provide service. Yes (5), No (0)
- The club conducted or participated in an annual "Rotary Friendship Exchange" with another club or district. Yes (5); No (0)
- The club participated in a special program for World Understanding Month in February. Yes (5); No (0)
- The club hosted at least one member of the Inbound Group Study Exchange Team this year. Yes (5); No (0)
- The club nominated a team member/team leader for the Outbound GSE Team this year. Yes (5); No (0)
- The club promoted TRF Programs by having a club program on GSE, Ambassadorial Scholars or Peace and Conflict Resolution Scholar. Yes (5); No (0)

## 4. The Rotary Foundation

### E. The Rotary Foundation

- The club has an active Rotary Foundation Committee that met regularly and reported its activities to the club. Yes (5); No (0)
- Club Members attended the Foundation seminar held October 22, 2009.  
At least 25% (5); 20% (4); 15% (3) 10% (2); 5% (1); none (0)
- The club actively offers and encourages Electronic Fund Transfer or credit card debit for Rotary Foundation donations. Yes (5); No (0)
- A number of club members made a contribution to The Rotary Foundation this year.  
100% (10), 75%+ (5); 51% - 74% (4); 26% - 50% (3); 1% - 25% (2); None (0)
- Percentage of current club members who are Paul Harris Fellows.  
Over 75% (5); 26% to 75% (4); 11% to 25% (3); 1% to 10% (2); None (0)
- Percentage of current club members who are Paul Harris Fellows who made additional annual contributions to the Foundation.  
Over 75% (5); 51% - 75% (4); 26% - 50% (3); 1% - 25% (2); None (0)
- Percentage of current club members who are Paul Harris Sustaining Members.  
Over 75% (5); 51% - 75% (4); 26% - 50% (3); 1% - 25% (2); None (0)
- Percentage of Sustaining Members who made their annual \$100US contribution to TRF this year.  
75%+ (5); 51% - 74% (4); 26% - 50% (3); 1% - 25% (2); None (0)
- Percentage of the club who are members of the Paul Harris Society.  
Over 75% (5); 51% - 75% (4); 26% - 50% (3); 1% - 25% (2); None (0)
- Percentage of club members who are Benefactors to The Rotary Foundation:  
75%+ (5); 51% - 75% (4); 26% - 50% (3); 1% - 25% (2); None (0)
- The club had a special observance of The Rotary Foundation Month in November.  
Each week in November (5); Twice (4); Once (3); No (0)
- The club sponsored a candidate for an Ambassadorial or Cultural Scholarship or received and hosted a scholar in our community. Yes (5); No (0)
- The club had one or more Rotary Foundation Scholars, Alumni or Foundation Volunteers speak at club meetings this year. Yes (5); No (0)
- The club had one or more Rotarians serving as Official Rotary Volunteers in 2008 -2009.  
Yes (5), No (0)
- The club made a proposal that was approved for a Matching Grant from The Rotary Foundation this year.  
Yes (5); No (0)
- The club made a proposal that was approved for a District Simplified Grant this year. Yes (5), No (0)  
*Additional Consideration - Provide specific examples (50 words or less):*
- The club made a request and set a special occasion for all members to make an annual contribution to The Rotary Foundation at least once this year. Yes (5); No (0)

- The club showcased the Rotary Foundation at club meetings during in each quarter of the year. Four quarters (5); Three quarters (3) Two quarters (2); Once (1); No (0)
- A member of the club received The Rotary Foundation’s Certificate of Citation for Meritorious Service or Distinguished Service Award this year. Yes (5); No (0)
- The 2009-2010 Club Foundation Annual Giving goal was given to the District Governor by March 31, 2009. Yes (5), No (0).

## Summary

There are 139 questions on the Hedke Report. A perfect Rotary club would score 780 points. However, it would be such a great club that Paul Harris would probably not be eligible for membership. This is a self-directed questionnaire based upon the first statement of the Four Way Test (Is it the Truth?). Please use this report as a way to improve your club’s performance. If you want additional forms, they are available at [www.rotary6400.org](http://www.rotary6400.org).

Category	Possible total (730)	Your Club
<b>1. <u>Club Administration</u></b>		
A. Strategic Planning (10)		_____
B. Meetings (65)		_____
C. Attendance (20)		_____
D. Business and Financial Operations (30)		_____
E. District and International Affairs (55)		_____
F. Fellowship and Social Activities (35)		_____
<b>2. <u>Membership</u></b>		
A. Membership Development	(100)	_____
<b>3. <u>Public Relations</u></b>		
A. Rotary Information (75)		_____
<b>4. <u>Club Projects</u></b>		
A. Vocational Projects (50)		_____
B. Community Projects (55)		_____
C. Youth and Young Adult Projects (65)		_____
D. International Projects (55)		_____
5. <b><u>The Rotary Foundation</u></b>	(105)	_____
<i>For use by the judging panel only.</i>		
<b><u>Club Total</u></b>		_____
<b>Additional Consideration (possible total 65)</b> <b>(At the discretion of the Judging Panel)</b>		_____
<b><u>Grand Total</u></b>		_____

**Please complete the following information.**

Read and Approved by our Club Board of Directors on \_\_\_\_\_

Club Name: \_\_\_\_\_

Club President: \_\_\_\_\_

Club Hedke Award Chair: \_\_\_\_\_

Chair's Phone Number: \_\_\_\_\_

**The following chart gives a realistic evaluation of your club.**

- SCORE OF 500+ = Outstanding and Exceptional Performance
- 400 TO 499 = Excellent Club Operations
- 300 TO 399 = Very Good Club
- 250 TO 299 = Average Performance
- 200 TO 249 = Club Performance could be greatly improved and expanded
- 150 TO 199 = Club needs assistance from District and Secretariat to improve its performance
- BELOW 150 = Club operations need substantial help to achieve minimum expectations of a Rotary Club

**Please return to:**  
**Kim Towar DG 2010-2011**  
**15324 Mack Avenue**  
**Grosse Pointe Park, MI 48230**  
**FAX: 313.884.3779**  
**Email: kim@towar.com**

**All entries must be submitted to me and received by: Friday, April 9, 2010.**