

ROTARY STYLE GUIDE

March 2024



We all have a role in telling Rotary’s stories to members, program participants, and the public. The Rotary Style Guide offers guidelines for communicating those stories in a clear, consistent voice to our diverse and global audience.

Please refer to the **inclusive language and images** entry and its cross-references for guidance on how to reflect this diversity in our communications.

This guide also shows how we capitalize, punctuate, and use Rotary-related terms, such as abbreviations and club and program names. It states our style decisions in cases where more than one style is widely accepted, such as using the spelling *adviser* rather than *advisor* and the time format *17:00* rather than *5 p.m.* A few other key style points:

- Use just one space between sentences, after colons, and before and after a dash.
- Set off the last item in a series with a comma: *I want this, that, and the other.*
- Spell out numbers under 10.
- Use the correct names of our programs, products, and resources, including My Rotary and Rotary.org.
- Use the international date style: *23 February 1905.*
- Capitalize personal titles only when they directly precede a name: *Trustee Chair Arch Klumph, the trustee chair.*

You’ll also find entries on common grammar and usage questions, such as *it’s* versus *its*, *comprise* versus *compose*, and *lay* versus *lie*.

Rotary style is based on Associated Press style, with some exceptions, and our dictionary is Webster’s New World College Dictionary, 5th edition. For matters not covered by this guide, refer to those sources, or write to globalcontent@rotary.org with your questions. Other helpful resources are [Rotary Voice Basics](#) and the [Rotary Writing Checklist](#). You can also take our courses in the Employee Learning Center: [Rotary Voice Basics](#) and [Become a Global English Writer](#).

Key to entries

Bold is used for entry words and cross-references.

Italics are used for examples and to indicate a word that we’re specifically talking about, as well as for subheadings within entries.

UPDATE indicates a notable style change or addition.

! signals an incorrect term or usage.

We welcome corrections, additions, and suggestions. Send them to globalcontent@rotary.org.

— Global Content
March 2024

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A

abbreviations and acronyms For specific Rotary abbreviations and guidelines on when to use them, see [Rotary Abbreviations](#) at the end of this guide.

Common abbreviations. Very widely used abbreviations are acceptable on first reference: *TV, DVD, ATM*. Set less well-known abbreviations in parentheses immediately after the spelled-out phrase or use the abbreviation as the second reference if it follows soon after. (Don't include the abbreviation if the term it stands for is used only once.) When spelling out the words that form an abbreviation, capitalize only the words that would normally be capitalized: *memorandum of understanding (MOU), regional Rotary Foundation coordinator (RRFC)*.

Club names. In club names, spell out the name of the state, province, prefecture, etc.: *Rotary Club of Syracuse, New York, USA* (not *NY* or *N.Y.*), *Rotary Club of Parramatta, New South Wales, Australia* (not *N.S.W.* or *NSW*).

Addresses. In U.S. mailing addresses, spell out words such as avenue, boulevard, drive, and street. Use U.S. Postal Service abbreviations for [states](#).

See also **courtesy titles; initials**.

acknowledgment

Action Plan Use this term when you're talking about the strategic plan for all of Rotary. Other Rotary entities might also have strategic plans, and anyone can have an action plan, but those aren't capitalized.

Action Plan champion **UPDATE** Don't capitalize *champion* even when the term appears before a name: *Action Plan champion Jill Pietrusinski*.

adviser

affect, effect Most of the time, *effect* is a noun meaning "result" or "consequence" and *affect* is a verb meaning "to influence" or "to have an effect on": *The drug has an immediate effect. The chemicals affect the brain.*

Less often, *effect* acts as a verb that means "to bring about" or "produce": *to effect change*. Even less often, *affect* acts as a noun that usually means "facial expression or body language that expresses an emotional state": *a flat affect*.

African American (adj., n.) No hyphen. Use only when you're certain that the person is a U.S. resident of African descent and only if race is relevant. To avoid misidentification, use **Black** instead.

afterward

ages Spell out ages one through nine and use numerals for 10 and above: *age five, five years old, age 11, 11 years old, ages five and 11*. Note that we use *ages*, not *aged*, to avoid confusion with the word used to describe cheddar. Use numerals for all stand-alone numbers: *Mary, 5, had a little lamb*. Use numerals for ages given in decades: *He's in his 30s*.

Hyphenated forms. Use hyphens between words that indicate age when they modify a noun or act as a noun: *her two-year-old son, the two-year-old is her son* but *her son is two years old; a 50-year feud* but *feuding for 50 years*.

aide to the president Shorter term *president's aide* on second reference, except as a title preceding personal name

alumni Participants in current and discontinued programs are considered Rotary alumni. Rotaract is now a membership type, but former Rotaractors are still considered alumni.

Current programs

Interact

New Generations Service Exchange

Rotary Peace Fellowships

Rotary Scholarships (funded by global grants, district grants)

Rotary Youth Exchange

RYLA

Vocational training teams (funded by global grants, district grants)

Discontinued programs

Ambassadorial Scholarships

Grants for University Teachers

Group Study Exchange

Rotary Volunteers

For groups, use *alumni*. For one person, you can use *alumnus* for a man and *alumna* for a woman if that's how a person refers to themselves, but if you don't know their preference *alum* is the more inclusive choice. Related terms: *Alumni Day of Giving*, *district alumni chair*, *district alumni committee*.

Ambassadorial Scholarships Former Rotary Foundation educational program that ended in 2013. A recipient is an *Ambassadorial Scholar*; on second reference they are a *Rotary Scholar*.

Americanisms See **English spelling and usage**.

ampersand Use & (not *and*) when the symbol is part of the official name of a company, organization, or Rotary club: *the Bill & Melinda Gates Foundation*, *the Rotary Club of Thornaby & Yarm*. Use ampersands in website menu titles and their related page headings and if necessary to save space in newsletter subject lines. Otherwise, don't use ampersands in regular text or in titles.

and/or This term is sometimes needed, most often in precise legal contexts, but it frequently appears where it's unnecessary or doesn't make sense. Use just *and* or *or* if either of those words covers your meaning or if it isn't absolutely necessary to convey whether one or both apply. Usually, *or* is the best substitute. *If you'd like to donate or volunteer, call Derek.* (Even if someone might want to do both, *donate and/or volunteer* isn't necessary.) *Are you an Interactor or Rotarian?* (Not *Interactor and/or Rotarian*, because nobody is both.)

Annual Fund Donations can be directed to **SHARE**, the World Fund, or an area of focus fund. Related term: *Annual Fund-SHARE*. See also **Every Rotarian, Every Year**.

apostrophes See **possessives** and **it's, its**.

app Plural *apps*. Short for *application* and used mostly for programs used on phones, tablets, and other mobile devices.

appendix, appendixes Lowercase as a numbered part of a book and use numerals: *You'll find the agenda in appendix 2.*

applied field experience Part of the **Rotary Peace Centers** master's program

Arch Klumph Society Rotary Foundation recognition for donors of US\$250,000 or more. On second reference, *Klumph society* or *the society*. Don't use *AKS*. Donors are called *society members*. Recognition levels:

Trustees Circle — \$250,000-\$499,999

Chair's Circle — \$500,000-\$999,999

Foundation Circle — \$1,000,000-\$2,499,999

Platinum Trustees Circle — \$2,500,000-\$4,999,999

Platinum Chair's Circle — \$5,000,000-\$9,999,999

Platinum Foundation Circle — \$10,000,000 and up

Related terms: *Arch Klumph Society Circle of Honor*, *Arch Klumph Society Dinner*, *Arch Klumph Society Gallery*. What used to be called the *Arch Klumph Society interactive display* is now known as the *Leaders in Philanthropy interactive display*.

area of focus major gifts adviser

areas of focus Categories of service activities supported by **global grants**. The term *areas of focus* and each area's name are lowercase. Don't use *AOF* or specify that there are seven of them.

Use this official wording and order for communications to members and donors, in terms and conditions, applications, and other such contexts:

peacebuilding and conflict prevention

disease prevention and treatment

water, sanitation, and hygiene

maternal and child health

basic education and literacy

community economic development

environment

But use this wording with the public to describe the areas as causes or service efforts:

promoting peace

fighting disease

providing clean water and sanitation

saving mothers and children

supporting education

growing local economies

protecting the environment

army Lowercase except for specific armies: *U.S. Army*. Be judicious about using military terms figuratively (such as *armed with* or *combating*), especially in anything related to peacebuilding and conflict prevention.

Asian American (adj., n.)

assistant governor Not *assistant district governor*

assistant regional Rotary Foundation coordinator If an abbreviation is necessary, use *assistant RRFC*, not *ARRFC*.

assure, ensure, insure *Assure* means “to make promises to,” *ensure* means “to make certain,” and *insure* means “to take out insurance.”

at large No hyphen, except before a noun

Atlas Travel Rotary’s travel management company. Don’t call it a partner of Rotary. (Our online booking tool for travel is Concur.)

Avenues of Service There are five Avenues of Service: Club Service, Vocational Service, Community Service, International Service, and Youth Service. Always use this order when citing the full list. Individually, *an Avenue of Service, the Avenue of Club Service*.

The number of avenues is not part of the name and isn’t capitalized: *five Avenues of Service* (not *Five Avenues of Service*).

awards Rotary recognizes achievements in service, membership, and other areas with awards and citations:

For members

Avenues of Service Award
Membership Society for New Member Sponsors
Rotary Foundation Citation for Meritorious Service
Rotary Foundation Distinguished Service Award
Rotary Foundation District Service Award
Service Above Self Award
Service Award for a Polio-Free World
Sylvia Whitlock Leadership Award

For clubs

Club Excellence Award **UPDATE**
Interact Awards (formerly the Interact Video Awards)
Rotaract Outstanding Project Award
Rotary Citation for Interact Clubs
Rotary Citation for Rotaract Clubs
Rotary Citation for Rotary Clubs
Rotary International Award of Honor
Significant Service Award
World Interact Week Recognition
World Rotaract Week Recognition

For nonmembers

Polio Eradication Champion Award (*for nonmember public officials*)
Rotary Alumni Association of the Year Award
Rotary Alumni Global Service Award
Rotary Award for Excellence in Service to Humanity

B

bachelor's degree In full, *Bachelor of Arts* or *Bachelor of Science*, but *bachelor's degree* or *bachelor's* is OK on first reference. Abbreviations are *BA* and *BS* (no periods).

Bahçeşehir University Host of one of the **Rotary Peace Centers**, expected to open in 2025, in Istanbul, Turkey. Note that the *i* in *Bahçeşehir* retains its dot even when capitalized: *BAHÇEŞEHİR UNIVERSITY*.

basic education and literacy One of Rotary's **areas of focus**. You can use the cause-based wording, *supporting education*, in communications directed toward nonmembers.

bed net

Benefactor of The Rotary Foundation, Benefactor Someone who gives at least US\$1,000 to the Endowment as an outright gift or bequest

beneficiaries Use sparingly. Instead, describe how people are connected to the project: *participants, residents, community members*. If we don't know those things, use people-first language: *the people who will benefit*.

bequest A contribution promised by an individual or couple in an estate plan (as opposed to an outright gift made during one's lifetime). Spendable earnings generated by a bequest to The Rotary Foundation's Endowment may be directed to the World Fund, SHARE, the Rotary Peace Centers, or an area of focus.

Bequest Society Recognition for donors who make a commitment to give US\$10,000 or more to The Rotary Foundation. These donors are called *Bequest Society members*.

between you and me Not *between you and I*

bi-, semi- ! Don't use the prefixes *bi-* (every other) and *semi-* (twice) with *weekly, monthly, and annually*. For clarity, use *every two weeks, months, or years, or twice a week, month, or year*. Exception: *Semi-* is OK in *semiannual dues*.

Bill & Melinda Gates Foundation Donor to **PolioPlus** and partner in the **Global Polio Eradication Initiative**. Use an ampersand in place of *and*. Use *the Gates Foundation* on second reference.

Black Capitalize when referring to race. *African American* may also be used when it's certain the person is a U.S. citizen and not from another country. In plural, use *Black people*, not *Blacks*. Don't mention a person's race unless it's relevant to the story.

Board of Directors In reference to Rotary International, *Board of Directors* is always capitalized. So is the shortened form *Board*. *The Board* is a collective noun, so it takes a singular verb, and the pronoun is *it*: *The Board issued a statement. It held its last meeting in October.*

Bosnia and Herzegovina *Bosnia* on second reference, except in a club name

brackets Use brackets, not parentheses, around clarifying material inserted into quotations: *Martin, a Rotary Peace Fellow, said, “I didn’t know what to expect at Chula [Chulalongkorn University].”* But it’s often more graceful to explain a confusing reference outside of the quotation: *Martin received a Rotary Peace Fellowship for study at Chulalongkorn University in Bangkok. “I didn’t know what to expect at Chula,” Martin said.*

Brand Center Rotary’s [Brand Center](#) is where members can find logos, templates, and guidelines to help them create communications that have a consistent look and feel. The term *Brand Center* can stand alone as an adjective and uses an article as a noun: *Use Brand Center resources to create your template. You can find resources in the Brand Center.*

Brazil office International office of the Secretariat in São Paulo

British English See **English spelling and usage**.

buy-in Outside of a business context, the informal *buy-in* means “an agreement to support a decision.” If your audience might not understand the informal use, use *support* instead.

bylaws Don’t italicize the names of bylaws: Bylaws of The Rotary Foundation, Rotary International Bylaws. Lowercase *bylaws* in a generic reference: *Have you checked the bylaws?* When citing bylaws, use this format — including a period at the end of the citation, regardless of where the citation appears in the sentence: *RI Bylaws section 12.030., Rotary Foundation Bylaws section 9.3.*

C

Cabo Verde Formerly *Cape Verde*, which we no longer use.

Cadre of Technical Advisers Acceptable on second reference for *The Rotary Foundation Cadre of Technical Advisers*; the *Cadre* is also OK. Don't refer to one person as a *Cadre*.
Related terms: *Cadre adviser*, *Cadre chair*, *Cadre member*, *operational audit*, *site visit*, *technical coordinator*, *technical review*, *technical sector*.

cafe

call name Rotary term for *nickname*, specifically, the name a member goes by in their club

cancel, canceled, canceling, cancellation

CDC Abbreviation for the **U.S. Centers for Disease Control and Prevention**. Use the full name on first reference.

-centric, -friendly Avoid adding terms like *-centric* or *-friendly* to other words. These constructions can be awkward, as well as difficult to translate and difficult for second-language users to understand. Often it's best just to rephrase, but in some cases, *-centered* works in place of *-centric*: *the club leaders committed to focusing on members' needs* or *the club leaders use a member-centered approach* but not *the club is member-centric*.

chair (n.) Not *chairman*, *chairwoman*, or *chairperson*. Hyphenate *co-chair*.

change-maker

check in (v.), **check-in** (adj., n.)

check out (v.), **check-out** (adj., n.) Use *check out* sparingly in the sense of asking someone to read something, because much of our global audience may be most familiar with the term as it relates to checking in or out of a hotel.

China Mainland China is officially known as *the People's Republic of China*, but except when the precise name of the political entity is called for, use just *China*.

Chulalongkorn University Former host of a **Rotary Peace Center** in Bangkok, now closed. Use the nickname *Chula* only in direct quotes and in class citations such as (*Chula, 2016*).

citations See **awards; Club Excellence Award; Rotary Citation for Rotary Clubs, Rotary Citation for Interact Clubs, Rotary Citation for Rotaract Clubs, the citation**.

city names See **place names**.

classification principle, classification survey

club See **Rotary and Rotaract clubs**.

Club and District Support, Club and District Support staff *CDS* and *CDS staff* are OK on second reference. Use *staff member* or *representative* when referring to one person.

Club Excellence Award **UPDATE** The award once known as the *Rotary Citation* will have this name starting in 2024-25. When we need to mention the club type, it can come before or after the name of the award, like this: *Interact Club Excellence Award* or *Club Excellence Award for Interact Clubs*, *Rotaract Club Excellence Award* or *Club Excellence Award for Rotaract Clubs*, *Rotary Club Excellence Award* or *Club Excellence Award for Rotary Clubs*.

Club Finder Club and district search tool on Rotary.org, formerly called *Club Locator*. The mobile app is still *Rotary Club Locator*.

club invoice The dues bill that clubs receive. It replaced the semiannual report.

Club Leadership Plan (official RI Board plan), **club leadership plan** (an individual club's plan)

club-level (adj.)

club management system

club president Lowercase unless it's directly before a personal name

Club Service One of Rotary's **Avenues of Service**

co- Hyphenate words formed with the prefix *co-* that indicate title or role: *co-chair*, *co-author*, *co-sponsor*, *co-worker*.

code of policies Plural *policies*, not *policy*. Capitalize but don't italicize these names: *Rotary Code of Policies*, *The Rotary Foundation Code of Policies*. When citing either of the codes, use this format, including a period at the end of the citation, regardless of where the citation appears in the sentence: *Rotary Code of Policies section 53.020.*, *Rotary Foundation Code of Policies section 11.030.*

codes of conduct These include the [Diversity, Equity, and Inclusion Code of Conduct](#), the [RI Programs Code of Conduct](#), and the [Rotarian Code of Conduct](#).

commas The serial comma, also known as the series comma or Oxford comma, precedes the conjunction at the end of a series of items: *Would you like Cheerios, Frosted Flakes, or Lucky Charms?* Exception: No serial comma in the phrase *of the things we think, say or do* in The Four-Way Test.

Use a comma before a conjunction that joins two independent clauses. (An independent clause has both a subject and a verb.) *Should I stay, or should I go?* Don't use a comma before a conjunction that joins two verbs. *They got up and shouted in the middle of the meeting.*

committees Names of club and district committees are not capitalized; only words within them that would otherwise be capitalized are: *She chairs the district Rotary Foundation committee.* RI and Rotary Foundation committees are capitalized. Titles of committee

members and chairs at all levels are usually lowercase but are capitalized when they precede the person's name: *Administration Chair Julie Mendez is also the chair of the public image committee.* Use just *chair* rather than *committee chair* in most cases: *the district Rotary Foundation chair*, not *the district Rotary Foundation committee chair*; *Service Projects Chair Wyatt Lee* not *Service Projects Committee Chair Wyatt Lee*.

community assessment

Community Assessment Tools

community economic development One of Rotary's **areas of focus**. You can use the cause-based wording, *growing local economies*, in communications directed toward nonmembers.

Community Service One of Rotary's **Avenues of Service**. If it's not used in the context of the avenues, lowercase *community service*.

comprise, compose ! Don't use *comprised of*. Use either *comprises* or *is composed of*: *The district comprises 40 clubs* or *The district is composed of 40 clubs*. Often, *is made up of* is clearer.

Concur Rotary's online booking tool for travel

Congo, Democratic Republic of *Congo* on second reference (not *DRC*). The capital is Kinshasa. Not to be confused with *Republic of the Congo* (*Congo Republic* on second reference), whose capital is Brazzaville.

constitution Don't italicize the names of constitutions: *Constitution of Rotary International*, *RI Constitution*, *Standard Rotary Club Constitution*. Lowercase the word in a general reference: *The Board reviewed the club's constitution*.

contents Not *table of contents*

contractions Acceptable in our communications because the Rotary voice is conversational, not academic

convener Not *convenor*

convention The Rotary International Convention is our annual gathering of Rotary members and their guests, held in May or June. On first reference in most contexts, use the full name: *Rotary International Convention*. After that, use *Rotary Convention* or *the convention*. Referring to a convention by year is also acceptable after the first reference: *the 2024 convention*. Don't use *RI Convention* or *RI convention*. Don't refer to it by location, such as *the Houston convention*.

Always use an article — usually *the*, or sometimes *a* — before the name: *Join us at the Rotary International Convention in Houston! Promote the Rotary International Convention to your club. Have you ever been to a Rotary Convention?*

Related terms: *convention goer*, *general session*, *preconvention*.

convention.rotary.org The site used to promote the Rotary International Convention. Always name it; do not call it *the convention website*. Formerly *riconvention.org*. (Note that we don't call it a *microsite* publicly.)

coronavirus See **COVID-19**.

correspondence For most letters sent from the Secretariat, use one of the official Rotary letterhead templates posted on [Rotary's Public Image page](#) on the portal. You can find [tips for writing on behalf of the RI president](#) and [tips for writing on behalf of the Trustee chair](#) on the [Rotary's Senior Leaders page](#) on the portal.

Salutations and closings. Guidelines for business correspondence differ from culture to culture. If you know your audience's preferences and expectations, use them. Otherwise, use the salutation *Dear* and the closing *Sincerely*. Don't end a salutation with an exclamation point. When possible, use a singular address: *Dear club president*, not *Dear club presidents*. Remember that, in general, titles that don't have names along with them should be lowercase. For the closing, set a person's name, title (which is capitalized), and *Rotary International* or *The Rotary Foundation* each on its own line:

R. Gordon R. McNally
2023-24 President
Rotary International

See also **email; personal names and titles**.

co-sponsor

Côte d'Ivoire Use this name for Ivory Coast when referring to Rotary clubs and activities in the country.

Council on Legislation A legislative meeting held every three years that's attended by representatives of each Rotary district. (Don't call the representatives *delegates*.) On second reference, use *the Council* if it's clear you aren't talking about the **Council on Resolutions**. Don't use *COL* except with an audience already especially informed about the Council and to avoid confusion with the Council on Resolutions.

Council on Resolutions A meeting held online every year to vote on proposed resolutions, which express opinions and make recommendations to the RI Board. It can also take action on urgent enactments. On second reference, use *the Council* if it's clear you aren't talking about the **Council on Legislation**. Don't use *COR* except with an audience already especially informed about the Council and to avoid confusion with the Council on Legislation.

countries See **place names; Rotary countries**.

courtesy titles In general, courtesy titles such as *Dr.*, *Mr.*, *Mrs.*, *Miss*, and *Ms.* aren't necessary. On first reference, introduce an adult by first and last name, and use last name for later mentions. In recognizing donors, it's fine to make exceptions that reflect donors' preferences. See also **personal names and titles**.

Doctors. Identify people by their profession or specialty if it's relevant to the context. For example, identify someone as *Karen Jones, a pediatrician*, when she's interviewed about her role on a vocational training team at a pediatric hospital but as *Karen Jones* when she's interviewed about serving as club president.

COVID-19 First reported in 2019, the name stands for *coronavirus disease 2019*. The World Health Organization declared the COVID-19 outbreak a pandemic on 11 March 2020. It's unnecessary to refer to it as a *global pandemic*.

cross-section

crowdfunding, crowdfund, crowdsourcing, crowdsource

currency State U.S. monetary amounts with *US\$* and the number, with no space between them: *US\$5 million, US\$250,000*. You can use \$ alone if your message is only for U.S. audiences and in contexts such as financial reports or charts with a note that all figures are in U.S. dollars. In conversions to U.S. dollars from other currencies, use *US\$* and round the total using *about* or *nearly*.

In general, give amounts in whole dollars and round up or down: *US\$45, US\$32* (not *US\$45.00, US\$32.11*). Three-letter currency exchange codes (e.g., USD, EUR) are OK only in financial contexts, such as travel expense reports.

For amounts of less than a dollar, use numerals and *cents*: *32 U.S. cents*.

D

dashes When you use dashes to set off material within a sentence or to attribute a quote, use an em dash (—), not an en dash (–) or hyphen, and put a space on each side of it: “*War cannot go on forever. Peace must and shall come.*” — Paul Harris.

Note that setting off separate thoughts with dashes can be confusing to ESL readers and can be harder to translate, so use them sparingly.

data Can be used with either singular or plural verbs and pronouns, depending on whether it refers to a unified collection of items or to individual items: *The data is readily available* or *The data are being gathered from three studies.*

database

dates Use the international date style: *1 July 2024, 1 July*. Commas aren’t needed within the date: *30 June 2024; February 1905* (not *30 June, 2024, or February, 1905*). If you’re also specifying a day of the week, use commas to set off the date: *The convention starts on Saturday, 1 June, and ends on Wednesday, 5 June*. Other options: *The convention is Saturday to Wednesday, 1-5 June. The convention is 1-5 June (Saturday-Wednesday).*

Inclusive dates. Separate the days or years in a range with a hyphen. In a span of years, except in very formal contexts, state the full year of the start date but just the final two digits of the end year: *2024-25*, not *2024-2025*. But do include the full year for both if the years are not of the same century: *1998-2002*.

Don’t use the preposition *on* or *from* to introduce a hyphenated range: *The convention is held 11-14 May*, not *on 11-14 May* or *from 11-14 May*.

Omitting the year. If you’re referring to a date within a year before or after publication, and if confusion is unlikely, don’t include the year: *The group will meet on 20 January* is correct for a reference to a meeting on 20 January 2024 that appears in a September 2023 newsletter.

Alternate forms. Some date styles that appear on My Rotary (e.g., 01-Jan-24 or 14-FEB-2024) are generated by the site’s content management system and may contradict Rotary style. Don’t use this style elsewhere.

Decades. Add an *s* to form the plural: *the 1960s, the mid-1990s*. If you’re using a shortened form, insert an apostrophe before the number: *the ’80s*.

deadline ! Don’t use. *Due date* is a good substitute in most instances. Or rephrase: *The application is due 30 June* or *Apply by 30 June* instead of *The deadline to apply is 30 June*.

decision-maker, decision making (n.), **decision-making** (adj.)

different from, different than In nearly all instances, *different from* is the preferred form.

directed gift A gift to the Foundation of at least US\$15,000 to be spent entirely for a specific purpose (usually in the year after the gift is made) on a Foundation project or program. An example is a global grant project, vocational training team, scholarship, or Rotary Peace Fellowship that will bear the name of the donor or their loved one.

directors See **Board of Directors**.

disabilities Refer to a disability only if it's relevant. Then, the general rule is to put people first. That is, identify people with physical or mental disabilities as people, rather than using the disability as a noun that designates the person. Examples of insensitive and outdated language and alternatives:

| <u>Not this</u> | <u>But this</u> |
|-------------------------|---|
| the disabled | people with disabilities |
| diabetics | people with diabetes |
| the blind | people who are blind |
| cancer victim | person with cancer, cancer patient |
| child crippled by polio | child disabled by polio |
| handicapped | person with a physical disability |
| wheelchair-bound | person who uses a wheelchair, wheelchair user |
| this crippling disease | the paralyzing disease |

Two common exceptions to the people-first approach: Many people prefer to be called *deaf* or *autistic*. Some people also do prefer *disabled people*. Whenever possible, find out a person's preference and use wording that reflects it.

Writing about people who have disabilities requires care and precision. We want to highlight our programs and involvement without presenting people as feel-good inspirations, in need of fixing, or as burdens on others. We should focus on the issues being addressed, not our own altruism. We should always try to include the perspective of disabled people rather than just that of the program organizers, advocates, or people's families. If we can't do so, we should explain why.

Avoid negative words that imply tragedy, such as *victim*, *sufferer*, *suffers from*, *stricken with*, *unfortunate*, and *tragedy*. One substitute: "a person who has experienced." See also **victim**.

The [National Center on Disability and Journalism](#) style guide has details about the most current language and practices.

Disaster Response Fund The fund where donations toward disaster response grants are collected

Discussion Groups, discussion groups Capitalize *discussion groups* as the name of the area of My Rotary but not more general references: *Join a discussion group; exchange ideas in the Discussion Groups on My Rotary*. Capitalize the names of discussion groups: *Leave comments in the Rotarians Worldwide discussion group. Get advice in the Projects discussion group.*

disease prevention and treatment One of Rotary's **areas of focus**. You can use the cause-based wording, *fighting disease*, in communications directed toward nonmembers.

Distinguished Service Award A Rotary Foundation award. Prerequisite is *Citation for Meritorious Service*.

district **UPDATE** An administrative unit of clubs designated by Rotary International, led by a **district governor**. Capitalize *district* only when naming one or more specific ones: *District 6740; Districts 6740 and 6760*. Don't use, for example, *D6740* or *D-6760*.

When it would help the reader to know where a district is, we often include its location in parentheses after the number: *District 6740 (Kentucky, USA)*, *District 2740 (Japan)*. If the district covers a number of countries, it's OK to mention just the relevant country: *District 9150 (Chad)*, not *District 9150 (Burundi, Cameroon, Central African Republic, Chad)*.

Democratic Republic of Congo, Equatorial Guinea, Gabon, Republic of the Congo, Rwanda, and São Tomé and Príncipe).

District meetings and learning events: *district conference, district membership seminar, district Rotary Foundation seminar, district team learning seminar, district training assembly, grant management seminar, and presidents-elect training seminar.*

District Designated Fund When singular, it refers to the fund itself. As the plural, *District Designated Funds* refers to the money within the fund. Both are abbreviated *DDF*.

district governor A Rotarian elected by Rotary clubs to lead a district. The governor is an officer of Rotary International and has responsibilities to RI as governor-elect as well as during the year in office. Capitalize directly before a personal name. Related terms: *district governor-elect* (plural: *governors-elect*), *district governor-nominee*, *district governor-nominee-designate*, *past district governor*, *assistant governor*.

district grants Lowercase in all instances. A type of grant that funds smaller, short-term activities that address local and international community needs. Each district chooses the projects it will fund.

district international service chair

District Leadership Plan (official RI Board plan), **district leadership plan** (an individual district's plan)

district learning facilitator **UPDATE**

district-level (adj.)

district resource network

district training assembly Formerly *district assembly*

district vibrant club workshop

diversity, equity, and inclusion DEI is acceptable on second reference. Capitalize it in the names of **Learning Center** courses or as the title of our organizational statement: *Rotary's Commitment to Diversity, Equity, and Inclusion*. In most cases, use *Rotary's DEI commitment*. Related term: *Diversity, Equity, and Inclusion Task Force*.

Don't capitalize the full phrase when you're referring to general practices: *diversity, equity, and inclusion policies*.

dollars See **currency**.

donor advised fund Use *DAF* only in financial and planned giving contexts, if needed.

door-to-door (adj.), **door to door** (adv.)

double-check

double-click

drop-down menu

dues Takes a plural verb: *Dues are paid twice each year.*

Duke University and University of North Carolina at Chapel Hill Co-hosts of one of the **Rotary Peace Centers**, in the United States

E

e-club Capitalize *e-club* in an official e-club name: *Rotary E-Club of Taipei*. Otherwise, it's lowercase: *Join a Rotary e-club*. Don't use *eClub*, *eclub*, *cyberclub*. Related term: *hybrid e-club*.

eco club As with all clubs, eco clubs should be called by their official, Board-approved names in Rotary materials: *Rotary Club of Duluth Superior Eco*, not *Eco Rotary Club of Duluth Superior*.

e.g., i.e. Be careful not to confuse these abbreviations: *e.g.* means "for example," and *i.e.* means "that is." It's clearer to spell these out, unless space is tight. If you do use one of these abbreviations, set it off with commas: *Offer a small welcome gift. E.g., give a calendar that includes important district dates. She wore all her Rotary clothing, i.e., a baseball cap, her End Polio Now cycling jersey, and four presidential theme scarves, to the ceremony.*

-elect, -nominee These suffixes are added to the titles *governor*, *director*, *trustee*, and *president* to designate those who have been chosen for a role but aren't in those offices yet. They are also roles in their own right. A person who serves as governor in 2024-25 serves as governor-elect in 2023-24 and governor-nominee in the last part of 2022-23, after being selected.

Plurals and possessives. To form the plural of one of these terms, add an s to the first word. But to make it possessive, add the 's to the end: *all governors-elect attend the assembly; the president-elect's partner is friendly; the governors-elect's partners also may attend; presidents-elect travel, but presidents-nominee do not have large travel budgets.*

ellipses Use three periods, with no space in between but spaces before and after, to stand for an omission or a speech that trails off. "*I don't know ... just don't know what to think. ... We'll see.*"

email (n., v.) No hyphen. Lowercase all elements in an email address, even those that are usually capitalized: *grants@rotary.org*, *paul.harris@rotary.org*, *info@shelterboxusa.org*.

Endowment Formerly called the *Endowment Fund*. We can still include *Fund* when talking about Rotary's Endowment in conjunction with other funds: *give to the PolioPlus Fund, World Fund, or Endowment Fund*. The full name is *The Rotary Foundation Endowment*. Don't call it *TRF Endowment*.

endowment/major gifts adviser It's OK to use *adviser* or *E/MGA* on second reference. Related term: *fund development staff partner*. See also **regional leaders**.

End Polio Now Rotary's public relations campaign and fundraising activities for polio eradication. Don't refer to it as an *initiative* or *program*. The dedicated website is endpolio.org (no need to include *www*). See also **polio**; **PolioPlus**.

End Polio Now coordinator This role is no longer called *End Polio Now zone coordinator*. It's OK to use *EPNC* on second reference or when you're writing for audiences who will know the abbreviation. Or shorten it to *coordinator* if the context makes it clear which kind of coordinator is meant. See also **regional leaders**.

English spelling and usage English is Rotary’s official language. Because Rotary’s headquarters is in the United States, we use American English in our English-language communications.

British English broadly refers to the English used in the United Kingdom, Australia, India, and other countries and in Ireland and the United Nations.

American and British spelling. Common differences between British and American spelling are with word endings such as *-ence/-ense*, *-ise/-ize*, *-our/-or*, *-re/-er*, and *-yse/-yze*. Examples:

| <u>British</u> | <u>American</u> |
|----------------|-----------------|
| defence | defense |
| authorise | authorize |
| favour | favor |
| centre | center |
| analyse | analyze |

Even if the British spelling of a word is an accepted alternative in American English, use the American spelling, except in proper names. Examples:

| <u>Alternate</u> | <u>Rotary style</u> |
|------------------|---------------------|
| acknowledgement | acknowledgment |
| amongst | among |
| backwards | backward |
| burnt | burned |
| catalogue | catalog |
| forwards | forward |
| theatre | theater |
| towards | toward |
| travelled | traveled |

Americanisms. Avoid words and references used only in the United States. Common culprits include sports terms, public holidays, and structures, such as:

| <u>Americanism</u> | <u>Alternative</u> |
|--------------------|--|
| bathroom, restroom | toilet |
| college | university |
| drive (event) | fundraiser, fundraising event |
| fall | autumn (but see seasons) |
| grade, grader | primary school, primary school student |
| high school | secondary school |
| touchdown | goal |
| Veterans Day | 11 November |

ensure See **assure**, **ensure**, **insure**.

environment One of Rotary’s **areas of focus**. You can use the cause-based wording, *protecting the environment*, in communications directed toward nonmembers.

EREY Abbreviation of **Every Rotarian, Every Year**

euro Plural is *euros*. Currency symbol is €.

Europe/Africa office International office of the Secretariat in Zurich. Note the slash.

European Union *EU* on second reference

every day, everyday *Every day* means “each day.” *Everyday* means “ordinary” or “routine.”

Every Rotarian, Every Year Fundraising initiative that encourages Rotary club members to contribute to the **Annual Fund** every year. In addition, members are encouraged to get involved in a Foundation project or program. It can also be referred to as an *effort*, but not a *campaign* or *program*. *EREY* is OK on first reference if the meaning is clear from the context.

exclamation points Minimize the use of exclamation points in most materials. Let your words provide the emphasis. Never use multiple exclamation points or combine them with question marks in professional contexts.

F

facilitated discussion

fact sheet

family of Rotary Don't capitalize *family*.

FAQ Abbreviation of *frequently asked questions*. Not *FAQs*.

fellowship ! Don't use in most cases. Use *friendship*, *relationships*, or *connections* instead: *Join Rotary for friendship and service. Fellowship* (and *fellow*) can be used in the names of Rotary programs, such as Paul Harris Fellows, Rotary Fellowships, Rotary Peace Fellowships, or in RI's core values, mission statement, or other language from the RI and Rotary Foundation Code of Policies.

female, woman Use *female*, not *woman* or *women*, to modify a noun: *female Rotarians, female health workers*. But make sure gender is relevant.

first come, first served Not *first serve*. Hyphenate directly before a noun: *a first-come, first-served basis*.

firsthand

flash drive

flip chart Don't use *flip chart* as a verb.

flyer Not *flier*

follow up (v.), **follow-up** (adj., n.)

food bank

Foundation See **Rotary Foundation, The**.

Four-Way Test, The Not the *4-Way Test*. Note capitalization of *The*: *Herbert Taylor created The Four-Way Test*. Note that there's no serial comma in the phrase *of the things we think, say or do* in *The Four-Way Test*.

-friendly See **-centric, -friendly**.

Friendship Exchange *Rotary Friendship Exchange* on first use; on second reference, *Friendship Exchange*. Related term: *district Rotary Friendship Exchange chair*.

front line (n.), **frontline** (adj.)

fundraise, fundraiser, fundraising

G

Gates, Bill Co-chair of the **Bill & Melinda Gates Foundation**, along with Melinda Gates. Bill Gates Sr., who died in 2020, had been a co-chair as well.

Gates Foundation See **Bill & Melinda Gates Foundation**.

Gavi, the Vaccine Alliance A partner in the **Global Polio Eradication Initiative**

gearwheel See **logos**.

GELS **UPDATE** See **governors-elect learning seminar**.

general secretary Lowercase except directly before a person's name. For a non-Rotary audience, use *Rotary general secretary* or *Rotary's general secretary*. The general secretary also sometimes adds the title *chief executive officer* or *CEO* for non-Rotary contexts. On second reference, use just his last name, not his title.

general session Not *plenary session*

Giving Tuesday A global campaign to promote charitable giving. Don't call it *#GivingTuesday* or *GivingTuesday*. It falls on the first Tuesday after the U.S. Thanksgiving holiday, which is the fourth Thursday in November. In 2023, it's 28 November.

global grants A type of Rotary Foundation grant. Global grants support large international activities — humanitarian projects, scholarships, and vocational training teams — with sustainable, measurable outcomes in at least one of Rotary's **areas of focus**. Related term: *global grant scholar* (not *global grants scholar*).

Global Peacebuilder District Rotary Foundation recognition for a district that provides US\$25,000 a year for Rotary Peace Centers or the peacebuilding and conflict prevention area of focus

Global Philanthropy Seminar Learning meeting for E/MGAs and EPNCs. (In the past, the meeting E/MGAS attended was called first *Regional Leaders Training Institute* and then *Endowment/Major Gifts Training Institute*.) See also **Global Support Seminar**.

Global Polio Eradication Initiative Led by national governments with six core partners: the **World Health Organization**, **Rotary International**, **U.S. Centers for Disease Control and Prevention**, **UNICEF**, the **Bill & Melinda Gates Foundation**, and **Gavi, the Vaccine Alliance**. *GPEI* or *the initiative* on second reference. The GPEI site is polioeradication.org.

Global Support Seminar Learning meeting for RCs, RPICs, and RRFCs (formerly known as *Regional Leaders Training Institute* and *Regional Leaders Global Institute*). See also **Global Philanthropy Seminar**.

GNLS See **governors-nominee learning seminar**.

goal setting (n.), **goal-setting** (adj.) But write *setting goals*, which sounds more natural, when you can.

goodbye

goodwill

governor See **district governor**.

governors-elect learning seminar **UPDATE** Formerly *governors-elect training seminar*. The abbreviation *GELS* is OK on second reference. Not *governor-elect*s. Usually held in conjunction with the governors-nominee learning seminar. Related terms: *GELS facilitator*, *GELS team leader*.

governor's monthly communication Not *governor's monthly letter*

governors-nominee learning seminar **UPDATE** Formerly *governors-nominee training seminar*. The abbreviation *GNLS* is OK on second reference. Not *governor-nominee*s. Usually held in conjunction with the governors-elect learning seminar.

GPEI See **Global Polio Eradication Initiative**.

Grant Center The area of My Rotary where members can apply for, manage, report on, and close grants.

grant-making

grant management seminar District event for clubs that want to apply for **global grants**. Conducting the seminar is a mandatory part of district **qualification**. When referring to the series of courses in the **Learning Center**, it's *Grant Management Seminar*.

grants Rotary districts can receive up to half of their District Designated Funds each year in the form of **district grants** and then distribute the funds to club and district projects. Other grant types include disaster response grants (paid from the **Disaster Response Fund**) and special initiative grants (paid from the Fund for Special Initiatives). Rotary clubs and districts can apply to The Rotary Foundation for **global grants**. See also **Programs of Scale, qualification**.

grassroots

grow The verb *grow* is acceptable in phrases such as *grow a business*, *grow club membership*, *grow economies*. But use *increase*, *expand*, or *develop* in most other instances.

Guinea worm, Guinea worm disease

H

hand washing Two words. Exception: *Global Handwashing Day*.

Harris, Paul Founder of Rotary. His full name was *Paul P. Harris*, but *Paul Harris* is OK on first reference. Harris was born on 19 April 1868 in Racine, Wisconsin, USA.

hashtag Don't use a space between the symbol and the search term. Use mixed case for all words to ensure readability and accessibility: *#EndPolio*, *#WorldPolioDay*, *#PeopleOfAction*, *#RotaryResponds*.

headings, headlines Use sentence-style capitalization for headlines: *Rotary members plant red mangrove trees*. Avoid awkward punctuation (colons, dashes, plural possessives) in headlines. Set quotations in single quotation marks.

health care (n., adj.)

historic, historical Something that's significant in history is *historic*; something that simply occurs in the past or relates to history is *historical*. Both words take the article *a*: *a historic win*, *a historical play*.

homepage

Host Organization Committee Group of members from the area where the Rotary International Convention is being held who arrange logistics for the gathering and organize related events, such as sightseeing opportunities. Note that it's *organization*, not *organizing*. Avoid the abbreviation *HOC*; instead, use *host committee*, *the committee* (if clear in context), or simply *host*.

House of Friendship Exhibition and retail space at the Rotary International Convention. Don't use *HOF*.

hyperlinks A hyperlinked phrase should name or describe what readers will reach or should indicate what they'll do when they follow the link. In general, avoid the word *here* in links. Example: [Read more about project fairs](#). Avoid using *Read more about project fairs here*, or *For information about project fairs, click here*, or *For information, go to [Rotary.org](#)*, with *Rotary.org* linked to the specific content. (If you link *Rotary.org*, the destination should always be the [Rotary.org](#) homepage, not any other page. Similarly, *My Rotary*, if linked, should lead to the [My Rotary](#) homepage.) See also **URLs**.

Accessibility. Specify, in the linked text, what readers will learn or read about: [Learn how the club planned a successful peace project](#).

Examples: *Read about [the power of the Rotary logo](#) on Rotary Voices. Find [membership resources](#) on My Rotary. Visit the [Supporting Education](#) page.*

Punctuation. If a whole sentence is linked, include the period or other end punctuation in the link. If linked text within a sentence is followed by punctuation, that punctuation isn't linked.

I

i.e. See **e.g., i.e.**

impact **UPDATE** The positive, long-term change resulting from our actions. These are measurable improvements that wouldn't have occurred otherwise.

Don't use *impact* as a verb. Use *affect*, *has an effect on*, or other alternatives. An even better approach is reworking the sentence to use *impact* as a noun or replacing *impact* with stronger, more specific verbs and adjectives.

See also **input; outcome; output; sustainability.**

impactful **!** Don't use. *Impactful* is a marketing buzzword but not an accepted one.

Use *powerful, effective, compelling, meaningful, or forceful.*

inclusive language and images Rotary's audience is global and diverse, and we should celebrate that in our communications. We use words and images that reflect the diversity inherent in Rotary's global nature and empower all people to feel engaged and inspired. We put people first and choose words and images with precision to avoid reinforcing stereotypes or making assumptions about who our readers are. We use straightforward wording that will be understandable to people for whom English is a second or third language. We write about the people who benefit from our programs with respect. Some examples of how we write with inclusivity are using *they* rather than defaulting to a *he or she* binary, using *resident* rather than *citizen*, choosing verbs like *find* rather than *see*, or choosing a photo of a female scientist as the main image for a story.

See also **African American; Asian American; beneficiaries; Black; disabilities; diversity, equity, and inclusion; female, woman; Indigenous; languages; LGBTQ+; names; seasons; spouse; third world, third-world; victim; white.**

Indigenous Capitalize when referring to people.

infographic

initials In a person's name, don't use a space between initials: *K.R. Ravindran, D.K. Lee.*

Inner Wheel A separate organization for women who support the Rotary movement

input **UPDATE** The funding, time, training, or other materials that we invest in a project. See also **input; outcome; output; sustainability.**

in regard to Not *in regards to*. Sometimes used where *about* or *regarding* would be better.

Institute for Economics and Peace Abbreviated *IEP* (not *the IEP*). See also **Positive Peace.**

insure See **assure, ensure, insure.**

Interact Rotary service program for people ages 12-18. Individual Rotary clubs support Interact clubs. Club members are *Interactors*. Lowercase *club* except in a club's full name.

intercountry committee Capitalize when part of a name: *Poland-Ukraine Intercountry Committee*. Abbreviation is *ICC*.

International Assembly Annual learning meeting for district governors-elect and their partners, usually held in January. Shorter form *assembly* is OK; don't use *IA*.

International Christian University Host of one of the **Rotary Peace Centers**, in Tokyo

International Institute Meeting for Rotary senior leaders held before the Rotary International Convention. Shortened term is *the institute*. See also **convention**.

international offices Six administrative groups of **the Secretariat** that support Rotary clubs that aren't supported by **Rotary International World Headquarters**

International PolioPlus Committee Abbreviation is *IPPC*.

International Service One of Rotary's **Avenues of Service**. If not used in the context of the avenues, lowercase *international service*.

Interota A worldwide Rotaract meeting held every three years. It is not an official Rotary event but is somewhat supported by Rotary.

italics Use italics, not boldface or capital letters, to emphasize a word or phrase. Presidential themes are also set in italics: *Rotary Opens Opportunities*.

Less common uses include:

- Foreign words that will be unfamiliar to readers
- Word as a word (e.g., "Participants circled the words *helpful* and *inspiring* to describe their experience.")

it's, its *It's* is a contraction of *it is*. *Its* is a possessive adjective like *his*, *her*, or *our*, and possessive adjectives don't include an apostrophe: *It's an old restaurant famous for its sushi*.

J

Japan office International office of the Secretariat in Tokyo

junior, senior Don't use a comma between a last name and a suffix, such as *Jr.*, *Sr.*, or *III*:
Martin Luther King Jr.

K

keyword

Klumph, Arch C. A past Rotary president best known as the father of The Rotary Foundation. (Don't call him a past RI president, because the name of the organization was not yet *Rotary International* during his term.) We sometimes use his middle initial, but it's not required and shouldn't be used in the name of the **Arch Klumph Society**.

Kolkata Not *Calcutta*, except in an official club name

Korea Not *South Korea*, except when necessary to distinguish it from *North Korea*

Korean names Names of Korean Rotary members are presented in a Western style: *Dong Kurn Lee*, not *Lee Dong-kurn*. Names of Korean nonmembers follow the usual Korean style, with family name first, followed by a hyphenated given name in which the part after the hyphen is lowercase: *UN Secretary-General Ban Ki-moon*.

Korea office International office of the Secretariat in Seoul

Kyiv Not *Kiev*, except in certain club names

L

land mine

languages Rotary produces its websites, print materials, and similar content in English, which is its official language, and in seven primary languages, listed here with their language codes:

| | |
|------------|----|
| English | EN |
| French | FR |
| German | DE |
| Italian | IT |
| Japanese | JA |
| Korean | KO |
| Portuguese | PT |
| Spanish | ES |

Translations are sometimes also provided in:

| | |
|---------|----|
| Chinese | ZH |
| Swedish | SV |
| Thai | TH |

Rather than say that materials are available *in English and languages*, list the languages that they're available in or say how many languages are available. When you list several or all of the languages, alphabetize them.

large-scale

lay, lie These two closely related words are often confused. In the present tense, *lie* is something a person or other subject does all by itself, with no object. *He lies awake wondering what the convention will be like. Lay* is something you can do only to something else. *I lay my clothes out on the bed. Let's lay the groundwork for the next project.* Tip: If substituting *sit* yields a sentence that makes sense, you probably want *lie*; if substituting *set* does, you probably want *lay*.

The confusion is compounded because *lay* is also past tense of *to lie*: *Tonight he lies awake; he lay awake all last week, too.* And *to lay* is also irregular in past tense: *she laid the groundwork for the project.*

leader's guide Not *leaders' guide*

leadership *Leadership* should be reserved for the concept; people are *leaders*. *The club's members discussed the matter with district leaders, not The club membership discussed the matter with district leadership.*

Learning Center Rotary's interactive learning platform at rotary.org/learn, which can be used by anyone with a My Rotary account. Call it *Rotary's Learning Center*, *the Rotary Learning Center*, or *the Learning Center*, but not just *Learning Center*. Don't capitalize *course* or *learning plan* after the title of a course or learning plan: *Take the Microaggressions course in the Learning Center*. Related terms: *leaderboard*, *learning topic* (for an individual topic), *Learning Topics* (for that area of the Learning Center).

learning meetings **UPDATE** In general, we capitalize only the names of global meetings like the International Assembly. Club, district, and regional learning meetings and events are not capitalized: *district conference, district Rotary Foundation seminar, district training assembly, district vibrant club workshop, Go.Learn app, governors-nominee learning seminar, presidents-elect training seminar.*

learnings, a learning ! Don't use. Alternatives include *findings* or *what we've learned*.

Legacy Society Recognition for donors who promise a gift of US\$1 million or more to the Endowment in their estate plans. See also **Bequest Society**.

lessons learned ! Don't use. Just *lessons* may be sufficient, or try *what we learned, what they learned, etc.*

letters See **correspondence**.

LGBTQ+ Abbreviation for lesbian, gay, bisexual, transgender, queer (or questioning), and other sexual identities. Use as an adjective, not a noun: *An LGBTQ+ student group*. No need to spell out on first use.

licensed vendors, RI

lifecycle One word only when talking about the stages of service projects. Not all kinds of projects have the same lifecycles. When possible, focus instead on developing effective projects.

like When using the social media senses of this term, whether noun or verb, you don't need to set it off with quotation marks or other special treatment: *Post this on your own Facebook timeline and see how many likes it gets. Like RYLA on Facebook.*

LinkedIn

links See **hyperlinks**.

lists In all lists, items should be grammatically parallel. For example, don't have some items in command form and others that are declarative sentences:

Ways to expand membership:

- Invite a friend.
- Nag your partner to join Rotary.
- Even cousins can make good Rotarians!

Introduce any set-off list (numbered or bulleted) with a colon. Start each item in the list with a capital letter. If the list items are complete sentences, or if they contain multiple sentences, use end punctuation. If the list items are sentence fragments, don't use any end punctuation. Don't mix fragments and sentences in one list.

Here's an example of a full-sentence list:

1. This is a full sentence.
2. So is this. And I could even expand on it in another sentence.
3. Full sentences are a joy, aren't they?

List items can also be fragments:

- Clauses
- Phrases
- Various ideas that aren't full sentences

Run-in lists appear in the run of text; that is, a new line isn't started for each item. When list items are numbered or lettered, use parentheses around the numbers or letters. *You can stay in touch with Rotary programs alumni by (1) inviting them to meetings, (2) asking them to participate in projects, or (3) offering to sponsor their attendance at the Rotary International Convention.*

livestream See also **stream**.

locality An area served by a Rotary club

log in, log into, log on, log onto, log off, log out ! Don't use. Use **sign in, sign in to, sign out**.

logos Rotary's logo is the name *Rotary* with the Mark of Excellence, or Rotary wheel, to the right. The Rotary Foundation, Interact, and Rotaract logos are formatted in the same way. For Rotary Youth Exchange and RYLA, use the term *visual identity*, not *logo*. See the [Brand Center](#) for more information.

long term (n.), **long-term** (adj.)

longtime

low-cost shelter

Luxembourg Not *Luxemburg*

-ly Don't use a hyphen between an adverb that ends in *-ly* and the adjective that follows: *partially funded, easily managed*.

M

Major Donor Rotary Foundation recognition for anyone who has contributed US\$10,000 to US\$250,000, with [four levels](#)

major gift A donation of US\$10,000 or more

Makerere University Host of one of the **Rotary Peace Centers**, in Kampala, Uganda

make-up (n.), **make up** (v.) Term for attending a meeting of another Rotary club in order to get attendance credit for a missed meeting at one's own club

Manual of Procedure

Masterbrand Signature, Masterbrand Signature Simplified The Mark of Excellence, or Rotary wheel, paired with the word "Rotary." Refer to the [Rotary Brand Book](#) for more information about Rotary's brand identity.

master's degree Formally, *Master of Arts, Master of Science, Master of Business Administration*, and so on. In abbreviations, don't use periods for *MA, MS, MBA*, etc.

maternal and child health One of Rotary's **areas of focus**. You can use the cause-based wording, *saving mothers and children*, in communications directed toward nonmembers.

member The term *Rotarian* can be used to refer to a member of a Rotary club. It's preferable to use *Rotary member* in communications aimed primarily at the public and in anything that also involves members of Rotaract clubs. Where appropriate, refer to projects as what *Rotary members* are doing, rather than as what *Rotary* is doing.

Member Center An area of My Rotary that houses products and services, and links to tools and resources that any Rotary member might use.

Membership Assessment Tools Formerly *Club Assessment Tools*

membership leads

membership recognition See **awards**.

Membership Recognition Gallery

Membership Society for New Member Sponsors *Membership Society* is OK on second reference.

memorandum of understanding The abbreviation is *MOU*, and the plural is *memorandums of understanding*. Use *an MOU*, not *a MOU*. Related terms: *club MOU, district MOU*.

micro- In most cases, close up words formed with the prefix *micro*: *microcredit, microlending*.

months, Rotary See **observances**.

more important, most important Not *importantly*

motto Capitalize a motto but don't italicize or set it in quotes: Service Above Self, One Profits Most Who Serves Best, Doing Good in the World. If you use a variation, don't capitalize it: *Would you like to do good in the world?* See also **theme, presidential**.

MOU See **memorandum of understanding**.

multiclub

multidistrict

multidistrict information organization (MDIO)

multiyear

Myanmar Not *Burma*. For references to someone or something from the country, use *people of Myanmar* or *from Myanmar*.

My Rotary See also **Rotary.org**. My Rotary is Rotary's site for members, though much of it is accessible to the public, and other parts can be seen by anyone who registers on the site, member or not. When referring to the site, use *My Rotary*, never *Rotary International's website*, *the RI website*, or *Rotary's website*. Capitalize parts of the site: *the Brand Center*, *Discussion Groups*, *the Grant Center*, *the Learning Center*, *the Member Center*, *the Press Center*, *Rotary Club Central*, *Rotary Showcase*.

Related term: *Sign in to My Rotary*.

myself ! Don't use *myself* for *I* or *me*: *Sarah and I organized the meeting. Please send your feedback to Sarah or me.*

N

named endowed fund

names See **courtesy titles; initials; Korean names; organization names; personal names and titles; place names; Taiwanese names; titles.**

National Immunization Day Abbreviation *NID* is OK on second reference. Plural: *National Immunization Days (NIDs)*. Use *an NID*, not *a NID*. See also **polio; Subnational Immunization Day.**

national PolioPlus committee When naming a specific nation, replace *national* with the country name and capitalize *committee*: *India PolioPlus Committee*.

navigational instructions When explaining how to use an online tool or navigate a website, use words that apply to as many devices as possible, not only desktop computers but also smartphones, tablets, or laptops with touchpads. *Choose, select,* and *go to* work well, and *scroll* is almost universal. *Click* or *tap* can also work, depending on the context.

To guide readers through several steps, keep instructions clear, simple, and succinct. Use boldface to call attention to menus, options, and actions. Spell and capitalize them exactly as they appear. List steps in the order in which they're taken: *Sign in to My Rotary. On the welcome page, go to **FEATURED LINKS** and choose **Rotary Direct**.* Don't use strings with arrows (for example, *My Rotary > Exchange Ideas > Interact Clubs > Sponsor an Interact club*).

Netherlands, the In the official names of Rotary clubs in the Netherlands, capitalize *The*. Otherwise, *the* is lowercase: *The Rotary Club of Heerlen, The Netherlands, sponsored the project. Rotarians in the Netherlands donated to the project.* Don't use *Holland*. *Dutch* is the adjective.

New Generations ! Don't use, except in **New Generations Service Exchange**. *New Generations* as a term for Rotary programs for children and young people has been phased out. Use *Programs for Young Leaders* or *Rotary's programs for young people*. These include **Interact, Rotary Youth Exchange,** and **RYLA**. When describing members of all of these programs, use *young leaders* or *young professionals*. Note that **Rotaract** fell under the Programs for Young Leaders umbrella until 2019, when it was elevated to a type of Rotary membership. It is no longer a program.

New Generations Service Exchange A vocational or community service program for university students and professionals up to age 30. Volunteers may participate individually or in groups for up to six months.

nicknames See **personal names and titles.**

NID Abbreviation of **National Immunization Day**

Nobel Prize A current recipient is a *Nobel Prize winner*. A past recipient is a *Nobel laureate*. Related terms and examples: *Nobel Prize in literature, Nobel laureate John Nash, Nobel*

Prize-winning writer, Nobel Peace Prize, Nobel Peace Prize laureate Muhammad Yunus, the peace prize.

nominee See **-elect, -nominee**.

nongovernmental organization Don't hyphenate *nongovernmental*. NGO is OK on second reference.

nonprofit

number one Don't use *No. 1*, which could confuse translation tools or our global audiences. Consider alternatives like *main* or *top*: *DEI is the committee's number one priority. DEI is the committee's main priority. What is the number one reason people donate? What is the top reason people donate?*

numbers Use commas in numbers of four or more digits: *Rotary clubs hosted nearly 2,000 World Polio Day events.*

In general, spell out numbers one through nine and use numerals for 10 and above: *eight desserts; four flavors; eight clubs in Canada and 15 clubs in Brazil; children ages seven and 12.*

The same rule applies to ordinals: *fourth annual fundraiser, 15th anniversary.*

Always spell out a number that begins a sentence: *Seventeen students have volunteered.* If spelling out the number is awkward, rework the sentence: *Eight hundred thirty-seven students applied* could be recast as *More than 800 students applied* or *They received 837 applications*. Don't start a sentence with a year.

Always use numerals with millions, billions, and so on: *RI President M. Bishus wants Rotary to reach 5 million members.*

Also use numerals in headlines. In infographics and pull quotes, you may also want to use numerals for numbers under 10.

Fractions. Spell out and hyphenate simple fractions: *a two-thirds majority, one-third of the club members.*

Inclusive numbers. Use a hyphen between inclusive numbers: *pages 25-38, 2020-21, sessions 3-17*. But don't use the hyphen if you introduce the first number with a preposition: *Read from page 25 to 38* (not *Read from page 25-38*).

Measurements. Use numerals for measurements, even those under 10: *200 miles, 2 feet, 39 acres, 8 gallons, 3 seconds*. Hyphenate a measure that directly precedes a noun: *a 6-inch-tall statuette* (but *a statuette 6 inches tall*). Use the following format for a set of measurements used as an adjective: *3 x 5 inch index cards, 8½ x 11 inch paper*.

In materials for global audiences, use both metric and imperial or U.S.-style units unless the metric version is widely used everywhere. In a story that takes place in a particular country, use the units that country uses first and put the conversion in parentheses.

Percentages. Use the percent sign (%) and numerals for all percentages, even those under 10: *50%, 5%, the final 1%, 8.5%*. As with all numbers, spell out a numeral and *percent* if it is the first word in a sentence: *Twenty-five percent of the questionnaires were returned*. Always use % in these terms: *100% Major Donor Club, 100% Paul Harris Fellow Club, 100% Paul Harris Society Club*.

Roman numerals. Avoid Roman numerals (exceptions: personal name suffixes such as III, IX).

Virus types. Use numerals for virus types: *poliovirus type 1*.

See also **ages; dates; phone numbers; time**.

O

Object of Rotary Individual objects are set lowercase: *third object of Rotary*. See the RI Constitution for more details.

observances All months are designated as Rotary months, which emphasize Rotary's areas of focus and other Rotary interests. Other observances mark significant anniversaries.

| | |
|-----------|---|
| January | Vocational Service Month |
| February | Peacebuilding and Conflict Prevention Month |
| March | Water, Sanitation, and Hygiene Month |
| April | Environmental Month |
| May | Youth Service Month |
| June | Rotary Fellowships Month |
| July | Maternal and Child Health Month |
| August | Membership and New Club Development Month |
| September | Basic Education and Literacy Month |
| October | Community Economic Development Month |
| November | Rotary Foundation Month |
| December | Disease Prevention and Treatment Month |

| | |
|-----------------------------------|---|
| Rotary Alumni Reconnect Week | Monday through Sunday that includes 7 October |
| World Interact Week | Monday through Sunday that includes 5 November |
| World Rotaract Week | Monday through Sunday that includes 13 March |
| World Understanding and Peace Day | 23 February (Rotary's anniversary, but don't call it Rotary's birthday) |

Odesa Not *Odessa*, unless it's spelled that way in an official club name

OK

One Profits Most Who Serves Best Rotary's secondary **motto**. Don't use *he* in place of *one*.

One Rotary Center **UPDATE** Vanity address for the **Rotary International World Headquarters** building. Always include it in the address block:

Rotary International
One Rotary Center
1560 Sherman Avenue
Evanston, IL 60201-3698 USA

For the physical location, use *One Rotary Center*. For our headquarters, use *Rotary International World Headquarters*. Examples: *Rotary International World Headquarters is located in Evanston. Breakfast will be available at One Rotary Center before the meeting begins.*

online Use *online* only when needed. For example, it's not necessary in *You can register online at My Rotary*. The fact that it's happening at My Rotary makes it clear it's online. It's OK to use *online* for clarity or emphasis, but using it unnecessarily makes us sound outdated.

on-site (adj., adv.)

Open World program

oral polio vaccine Can be abbreviated *OPV* after the first reference in charts or technical contexts

organization names Capitalize the full names of companies and organizations but lowercase generic references to them: *Rotary International, the organization; Points of Light Foundation, the foundation; University of Bradford, the university.* Exception: *The Rotary Foundation, the Foundation.*

Initial “the.” With the exception of The Rotary Foundation, don’t capitalize the initial *the* in an organization name, regardless of the organization’s preference: *They accepted the award from the Bill & Melinda Gates Foundation. The committee has planned an evening at the Field Museum of Natural History.*

Club names. Give the full official name of a Rotary, Rotaract, or Interact club on first use: *Rotary Club of Evanston, Illinois, USA. Rotary Club of Stockholm, Sweden. Rotaract Club of Paris-Quai D’Orsay, France.* On second use, a shortened form is OK: *the Evanston club, the Stockholm club.* See also **place names.**

“Inc.,” “Ltd.,” and such. Don’t use commas to set off *Inc., Ltd.,* and similar abbreviations in company names: *She is president of Acme Products Inc.*

Lowercase initial letter. Retain the style of company names that begin with a lowercase letter (e.g., eBay), but avoid beginning a sentence with such a name.

British spellings. Retain British spellings such as *centre, organisation, and programme* that are part of a proper noun, such as an organization name: *the UN Environment Programme.*

outcome **UPDATE** The intermediate results of our actions, such as changes in attitude or behavior in the target population. See also **impact; input; output; sustainability.**

output **UPDATE** The immediate results of activities that have taken place, such as the number of people trained or the amount of materials delivered. See also **impact; input; outcome; sustainability.**

P

Palestine Use *Palestine* when referring to individuals, clubs, and members there. Rotary's Official Directory uses Palestine in alignment with the UN's recognition and usage. Examples: *Moh Eid is a Rotary Peace Fellow alum from Palestine. District 2452 includes Palestine and Jordan. Rotary has three clubs in Palestine.* But use *the region* or *the Middle East* when referring to the conflict or humanitarian response: *Rotary supports our members in the region who are responding to humanitarian needs during the ongoing conflict.*

parameters Don't use *parameters* unless you're writing about mathematics. Use *guidelines*, *requirements*, etc.

partnerships Rotary has four categories of partnerships: strategic, resource, service, and project. When writing about partners, you don't always need to say which category they are in, but take care not to use *partnership* or call an organization a *partner* of Rotary if it isn't officially one. Alternatives include *collaborating with* and *working with*.

Strategic partnerships. Strategic partners work with Rotary at the program level. They include Global Partnership for Education, **Institute for Economics and Peace**, and **USAID** in the **Rotary-USAID Partnership**.

Resource partnerships. Resource partners provide resources, including financial, in-kind, human, and technical resources, for up to three years to support Rotary projects or events. Resource partners include the Eleanor Crook Foundation, Power of Nutrition, and **USAID** in the Hearts of Europe global grants initiative.

Service partnerships. These partnerships provide expertise, networks, and opportunities that enhance club or district projects. Service partners include Ashoka, Habitat for Humanity International, Mediators Beyond Borders International, and Peace Corps.

Project partnerships. Project partners also provide expertise, networks, and opportunities and are organizations started or managed by Rotary or Rotaract members, clubs, or districts. ShelterBox is a project partner.

Corporate projects. The **World Health Organization**, **UNICEF**, **USAID**, **U.S. Centers for Disease Control and Prevention**, the **Bill & Melinda Gates Foundation**, and **Gavi**, the **Vaccine Alliance** are partners for our corporate PolioPlus project.

past Use *past*, not *former*, to indicate a previously held Rotary role. Capitalize *past* directly before a title and personal name: *All past district governors are invited. The keynote speaker is Past District Governor Paul Harris. I'm having lunch with Past RI President Sakuji Tanaka on Tuesday.*

Paul Harris Fellow, Paul Harris Society A Paul Harris Fellow may be either a donor who makes a one-time gift of at least US\$1,000 to The Rotary Foundation or an honoree designated by such a donor. Members of the Paul Harris Society commit to give at least US\$1,000 every year. For both, contributions must be directed to the Annual Fund, PolioPlus, or approved Foundation grants. For most audiences, shorten *Paul Harris Society* on subsequent references to *the society*, but *PHS* is OK for specialized audiences, like the Paul Harris Society coordinators. Related terms: *Paul Harris Fellow recognition; 100% Paul Harris Fellow Club; multiple Paul Harris Fellow, Paul Harris Society coordinator.*

Paul Harris Society coordinator PHSC is acceptable on second reference but *coordinator* is preferred, unless multiple types of coordinators are being discussed. These coordinators are appointed by district governors and are not a part of the group called **regional leaders**.

peacebuilder, peacebuilding, peacekeeper, peacekeeping, peacemaker, peacemaking

peacebuilding and conflict prevention One of Rotary's **areas of focus**. You can use the cause-based wording, *promoting peace*, in communications directed toward nonmembers.

peace centers See **Rotary Peace Centers**.

Peace Corps Related terms: *Peace Corps volunteer, returned Peace Corps volunteer*. Don't use *PCV* or *RPCV*.

peace fellow See **Rotary Peace Fellow, Rotary Peace Fellowship**.

People of Action Don't call it a *campaign*. If a noun is needed, try *People of Action messaging*. When using the term to describe members or others, don't capitalize it: *Show your community that your club's members are people of action*. The verbs used in the Together, We ads so far are *Inspire, Connect, Transform, End Polio, Mentor, Empower, Learn, Save Lives, Promote Peace, Fight Hunger*.

percentages Use the percent sign (%) with numerals: *5%, 20%*, except at the beginning of a sentence, when the number and *percent* should be spelled out. *Eighteen percent of students passed the test*. See also **numbers**.

personal names and titles Follow these guidelines for naming Rotary members and participants:

- On first reference, give the person's full title (if applicable) and name. Use the full name as it appears in NetForum, but leave out any middle initials unless you know the person prefers to use them: *Past RI President Jonathan B. Majiyagbe*.
- On second reference, use only the person's last name: *Majiyagbe* (not *President Majiyagbe* or *President Jonathan*). Thereafter, the last name and title can be used interchangeably but not together: *Majiyagbe* or *the RI president* (not *RI President Majiyagbe*, unless needed for clarity).

Capitalization. Capitalize a Rotary title — president, trustee, district governor, general secretary, etc. — that directly precedes a name or that is used after a name in a signature block. (One exception is *Trustees*. We do capitalize that when it's used as a short name for The Rotary Foundation Board of Trustees.) Otherwise, lowercase it. Examples:

- *The general secretary is John Hewko. General Secretary John Hewko is also a Rotary member.*
- *Two trustees served on the panel. The panel included Trustees Mark Chan and Marina Lopez.*
- *All district governors attended. Did you meet District Governor Kate Shaw there?*

Which Rotary title to use. Identify a Rotary member by their highest current role. If the member has no current title, use the highest past office held. Just as the current role takes precedence over a past one, a past role takes precedence over a future one. Additional guidelines:

- Current, past, and future RI and Foundation officers should always be identified as such.

- Current titles override past ones. However, always identify past RI presidents and past trustee chairs on second reference (or as close to first reference as possible), and state past titles of other officers if space allows.
- In biographical material, list RI Board roles before Rotary Foundation Trustees positions.

Civil and military titles. Spell out on first use: *U.S. Senator Edward M. Kennedy, General Douglas MacArthur*. Drop the title thereafter: *Kennedy*, not *Sen. Kennedy*.

Nicknames. Set a nickname in quotation marks when it appears with the full name: *Irving J. “Sonny” Brown*. Otherwise, treat it as any other personal name: *Sonny Brown*. See also **Taiwanese names**.

Children. On second reference, use just the first name for children up to age 15. Use last name for age 18 or older. For 16- and 17-year-olds, use last name unless the context is particularly lighthearted.

See also **courtesy titles; titles**.

PETS See **presidents-elect training seminar**.

PhD Not *Ph.D.*

Philippines *The* isn’t part of the official name. Related terms: *Philippine* (adj.), *Filipino* (n.), *Filipina* (n.).

phone numbers Format U.S. and Canadian phone numbers like this: +1-XXX-XXX-XXXX.

photo captions In general, captions should describe the action in the photo in present tense. Whenever possible, a photo with clearly recognizable people, especially people obviously posing for the shot, should be accompanied by the names of those people, if not in a caption, then in a text reference. If necessary, identify people by position from the viewer’s point of view, not by physical characteristics or clothing. Use *from left*, not *from left to right*, and terms like *second from left*, not *second left*.

pilot, pilots Lowercase; *pilot project* isn’t part of any official pilot name.

place names In general, when there’s an accepted English name for a city or country that differs from the name in the local language, use the English version. *Munich*, not *München*; *Lisbon*, not *Lisboa*. One exception: Use the local name when it is part of a proper name: *Instituto Politécnico de Lisboa*.

Rotary country names. Use these spellings and versions of these countries, which may differ from Webster’s: Bosnia and Herzegovina, Cabo Verde, Côte d’Ivoire, Korea (*not* South Korea), Democratic Republic of Timor-Leste (*Timor-Leste* on second reference).

Spell out *and* when it’s part of a country name: *Trinidad and Tobago* (not *Trinidad & Tobago*). An ampersand is acceptable only if needed for space, for example, in a table.

Alphabetizing names in a series. List place names, including club names, in alphabetical order, unless another organizing principle (e.g., geographical, order of importance, chronological) is readily apparent.

British countries. Great Britain comprises England, Scotland, and Wales; the United Kingdom comprises Great Britain and Northern Ireland. The country names for Rotary clubs in this region are *England, Scotland, Wales, and Northern Ireland*. In most other instances, *Great Britain* or *Britain* and the adjective form *British* are acceptable: *More than 750 clubs in Great Britain participated in the annual event, first held by the Rotary Club of Stanley, Durham, England; British Rotarians participated in the event.*

Aside from direct references to the regional organization Rotary International in Great Britain and Ireland, use either *United Kingdom (UK)* or *Great Britain and Northern Ireland* if Northern Ireland's status is emphasized.

Indian city names. The names of several major Indian cities have changed since the 1990s, including Chennai (formerly Madras), Kolkata (formerly Calcutta), Mumbai (formerly Bombay), and New Delhi (referring to the capital only; the city itself is still known as Delhi). Use the former names only in historical contexts or as part of a Rotary club name.

Political divisions. Capitalize words for political divisions — *state, province, county, city*, and the like — when they follow a place name and are used as an accepted part of the name: *Lagos State, Washington State, Guangdong Province, Cook County, New York City*. Before a place name, however, such words are usually lowercased below the national level: *the state of Washington, the province of Guangdong, the county of Cook, county Galway, the city of New York*, but *the Republic of Albania*.

See also **China, Palestine, Taiwan, and Turkey**.

planned giving Includes life income agreements, charitable bequests, and life insurance

plenary session ! Don't use. The term is *general session*.

P.O. box

podcast

policymaker, policymaking

polio In full, the name of the disease is *poliomyelitis*, but *polio* is OK in most uses. Remember that Rotary supports polio eradication, not polio. Also make sure to distinguish between the virus and the disease; for example, don't talk about *cases of poliovirus* (use *cases of infection* or *cases of polio* instead). Related terms: *2-to-1 match, acute flaccid paralysis (AFP), circulating vaccine-derived poliovirus (cVDPV), cold chain, Day of Tranquility, gentian violet, high-risk country, mop-up campaign, polio-free, poliovirus, postpolio syndrome, pulse polio day, purple pinkie, wild poliovirus, World Polio Day*. See also **End Polio Now; National Immunization Day; Subnational Immunization Day; variant poliovirus**.

Polio Eradication Strategy 2022-2026: Delivering on a Promise The full name of the Global Polio Eradication Initiative's current strategy document. It's not necessary to use the full name; *Polio Eradication Strategy 2022-2026* is OK, as is *the GPEI's 2022-26 polio eradication strategy*.

PolioPlus The program that supports Rotary's polio eradication efforts. In general, use **End Polio Now** or *Rotary's polio eradication efforts* rather than *PolioPlus*. Related terms: *PolioPlus Fund, PolioPlus national advocacy adviser, PolioPlus Partners*.

PolioPlus Society District-administered recognition for donors who pledge to give a certain amount to the PolioPlus Fund each year. Each district is understood to have a separate society, so it's OK to talk about *a PolioPlus Society* or *PolioPlus societies*. (Note that that's not true for the Bequest Society, the Paul Harris Society, or the Arch Klumph Society.) Don't use the abbreviation *PPS*. You can shorten the name to just *the society* if the context makes it clear which society you mean.

Positive Peace More than just the absence of violence, Positive Peace puts in place the structures, institutions, and attitudes that allow peace to flourish. Related terms: *Pillars of Positive Peace, the pillars, Positive Peace Activator Program, Positive Peace Activator, activator, Positive Peace Index, the Rotary Positive Peace Academy*. See also **Institute for Economics and Peace**.

possessives In general, follow AP style for possessives. Here are the basics:

| <u>To make this possessive</u> | <u>Do this</u> | <u>Examples</u> |
|-------------------------------------|----------------|--------------------------|
| singular noun that doesn't end in s | Add 's | the president's desk |
| singular common noun that ends in s | Add 's | the address's first line |
| singular proper noun that ends in s | Add ' | Paul Harris' birthday |
| plural noun that ends in s | Add ' | the presidents' desks |
| plural noun that doesn't end in s | Add 's | women's rights |

postal code Use instead of *ZIP code*, a U.S. term.

postconvention

PowerPoint

preconvention No hyphen. OK as a noun or adjective. Don't use *preconvention meeting*.

prefixes, suffixes In general, don't hyphenate words formed with prefixes and suffixes.

Do use a hyphen if the base word:

- Is a proper noun or adjective
- Would be spelled the same as another word (for example, use *re-create* if something is created again, not *recreate*, which means to take recreation)
- Has more than two words

Or if the resulting compound would:

- Contain repeated vowels (with some exceptions)
- Have a numeral adjacent to the prefix or suffix
- Be misleading or puzzling

| | |
|-------|--|
| anti | antimalarial, antisemitic, antismoking, antitheft (but <i>anti-intellectual</i>) |
| bi | bilateral, bilingual, bipartisan |
| co | coordinate, coexist (but hyphenate words for shared roles: <i>co-chair, co-sponsor</i>) |
| ex | use a hyphen to indicate a former title or role: <i>ex-president, ex-Marine</i> |
| inter | intermingled, intercountry, interrelated |
| long | daylong, weeklong, yearlong |
| mid | midtown, midyear, midcentury (but <i>mid-20th century</i>) |
| multi | multicultural, multitask, multidistrict |
| non | nonexistent, nongovernmental, nondistricted, nonmember (but <i>non-Rotarian</i>) |
| post | postwar, postconvention, postpolio (but <i>post-World War II</i>) |
| pre | preconvention, prepaid, preapproved (but <i>pre-existing, pre-Columbian</i>) |
| re | remodel, reinstate, reapply (but <i>re-cover, re-create</i>) |
| semi | semiconscious |
| sub | subnational, subdivision |
| un | unmoved, unbelievable, unavailable (but <i>un-American</i>) |
| wide | districtwide, worldwide, Chicago-wide |

pre-learning ! Avoid if possible. Try *advance preparation* or just *preparation*.

president, president-elect, president-nominee Capitalize *president* when it's used directly before a personal name: *Hey, that's RI President K.R. Ravindran! Oh, that's not the president.* Don't capitalize *elect* or *nominee*, even with a personal title: *Has the committee selected the president-nominee? I saw that President-nominee Paul Harris spoke at the meeting.*

The plurals of *president-elect* and *president-nominee* are *presidents-elect* and *presidents-nominee*. See also **-elect, -nominee**.

presidential conference Don't capitalize this term unless it's part of the official name of an event.

presidents-elect training seminar Abbreviation is *PETS*. Annual learning meeting for incoming club presidents. Capitalize if naming a specific seminar: *District 6450 Presidents-elect Training Seminar*. Not *president-elects*.

president's representative

Press Center The part of Rotary.org where we post press releases, stories about Rotary that appear in the media, and other information. Use *in the Press Center*, not *on the Press Center*.

preventative ! Don't use. It's *preventive*.

privacy policy In general, lowercase this term. In legal contexts, Rotary's [privacy policy](#) may be referred to as *the policy* after the first mention.

problem-solver, problem-solving

Programs of Scale A Rotary Foundation program that awards one US\$2 million grant each year to a program sponsored by a Rotary or Rotaract club or a district that has already demonstrated success. Refer to both the grants themselves and the annual competition by the calendar year in which the award is announced: *the 2022 award recipient, Together for Healthy Families in Nigeria*. Also, *the 2024 Programs of Scale award, the competition for the 2024 Programs of Scale award*. Note that the grant process for any year's award begins in June of the prior year. Related terms: *Programs of Scale grant, a program of scale, Programs of Scale adviser, concept note, proposal, target population, theory of change, World Vision U.S.*

public-private (adj.)

public relations Abbreviation *PR* is acceptable on second reference or on first if context is clear and audience knows the term.

public service announcement Abbreviation *PSA* is OK on second reference. The plural is *PSAs*.

Q

QR code

qualification A process that districts must complete in order to receive grant funding from The Rotary Foundation. Clubs that want to apply for **global grants** must be qualified by their districts.

question-and-answer session, Q&A For Q&A, leave one line space between the question and answer; no need to use bullet points or bold text. Particularly for longer lists, be sure to include a Q: before the question and an A: before the answer for easier scanning.

quotation marks Use curly, not straight, quotation marks. Use double quotation marks for quotes, dialogue, and some titles. Use single quotation marks for quotes within quotes or quoted text in a headline.

Periods and commas always go inside the end quotation mark: *“I bet,” she said.*
See also **titles**.

quotations Take care to quote people accurately. We can edit senior leaders’ quotations lightly for clarity, style, grammar, or brevity, with their permission.

Attributions. Always attribute quotations. After quoted speech, Rotary style prefers, e.g., *Rhonda said/says to said/says Rhonda.*

Insertions and omissions. If you add any words to a quote to explain or clarify, put brackets around them. If you omit part of a quote, use three periods (not the ellipsis character) with no spaces between them but a space before and after: *“We thought that ... year would never end. It was tough for everyone [in the world].”*

Tense. Use past tense in attributing quotes if a speaker said something at a meeting or event or at another specified time. Use present tense if the person spoke in an interview or conversation. *At the assembly, the RI president-elect said he wanted governors-elect to communicate clearly. Martin says the project succeeded because its planners worked closely with the school’s teachers and students’ parents.*

R

Raise for Rotary

RC ! Don't use this for *Rotary club*. It's OK to use it for **Rotary coordinator** after the first mention or when writing for audiences that know the abbreviation.

RCC ! Don't use this abbreviation to mean *Rotary Club Central*. In Rotary materials, *RCC* is used only for **Rotary Community Corps**.

recognition points In full, *Foundation recognition points*.

Recommended Rotary Club Bylaws Use *club bylaws* or *the bylaws* on second reference.

regional grants officer

regional leaders The regional leaders help clubs and districts support the priorities of Rotary's Action Plan. They are: *regional Rotary Foundation coordinators, Rotary coordinators, Rotary public image coordinators, endowment/major gifts advisers, and End Polio Now coordinators*. The types of regional leaders are usually listed in this order. Regional leaders serve three-year terms. Related terms: *Global Philanthropy Seminar, Global Support Seminar, Regional Leaders Library, Regional Leader's Reference Guide* (formerly known as the *Regional Leader's Manual*), *Regional Leaders Workgroup*.

regional membership plan

regional Rotary Foundation coordinator *RRFC* is OK on second reference or for audiences who will know the term; *coordinator* is preferred as long as it's clear which type of coordinator is meant. See also **regional leaders**.

regional Rotary magazine ! Don't use. The term is *Rotary regional magazine*.

representative A Rotarian selected by their district to attend and vote at the **Council on Legislation** and **Council on Resolutions**. Don't use *delegate*. See also **RI representative**.

résumé

RI See **Rotary International**.

RIBI The abbreviation for **Rotary International in Great Britain and Ireland**. Use it after first mention or for audiences that will definitely know it.

RI Board of Directors See **Board of Directors**.

RI representative A Rotary member who represents Rotary International to the United Nations or other nongovernmental organizations

RITS Abbreviation of **Rotary International Travel Service**. On first reference of RITS, use a superscript registered trademark symbol, RITS®.

road map (n.) Two words. If possible, avoid this vague and jargonistic term.
Try *plan*, *instructions*, or *guidelines*.

role-play (v.), **role-playing** (n.) Don't use *role-play* as a noun.

Rotaract Service clubs for adults. Don't refer to Rotaract as a program. Rotaract was part of Programs for Young Leaders until 2019, when it was elevated to a type of Rotary membership. It was originally a club for ages 18-30, but now a Rotaract club can choose whether to have an upper age limit. Rotaract clubs are also no longer required to have a sponsor club, although they can. A club member is a *Rotaractor* but is also considered a Rotary member. Related terms: *Rotaract Giving Certificate*, *Rotaract multidistrict information organization (MDIO)*, *Rotaract Outstanding Project Awards*, *Rotaract Preconvention*, *sponsor club* or *sponsor Rotary club*.

Rotaract Giving Certificate

Rotarian A member of a Rotary club. In content that's primarily for a non-Rotary audience, use *Rotary club member* or *Rotary member*.

Rotarian Code of Conduct Formerly named *Rotary Code of Conduct* and, earlier, *Declaration of Rotarians in Businesses and Professions*. See also **codes of conduct**.

Rotary Used alone particularly in materials for the public and in discussing Rotary International and The Rotary Foundation taken together, or the Rotary world as a whole, or what is now known as *Rotary International* before that name was adopted in 1922. See also **Rotary International**.

Rotary Action Group A group of Rotary members and others who share an interest in a particular service area. Formerly *Rotarian Action Groups*. Avoid calling them *RAGs*. Instead, shorten the term to *action groups* after the first mention. Avoid using an abbreviation like *RAG4CLUBFOOT* or *WASRAG* in Rotary materials, even if the action group itself uses it.

Rotary Alumni Reconnect Week The Monday through Sunday that includes 7 October. Shorten to *Reconnect Week*.

Rotary and Rotaract clubs On first use, give the full name of a Rotaract or Rotary club, along with the country it's in. Include its state, province, or prefecture if that is listed in the top line of the club's listing in [Club Finder](#): *Rotaract Club of Ibarra, Imbabura, Ecuador*. Always spell out all parts of the name, except *USA* in U.S. club names or abbreviations or nicknames that are part of the official club name: *Rotary Club of Springfield, Illinois, USA*. On second reference, use a shortened form: *the Rotary Club of Springfield*, *the Springfield Rotary Club*, *the Springfield club*.

Capitalize *club* only when it's used in club names: *Rotary Clubs of Springfield and Bloomington*, *Bloomington Rotary Club*, but *Illinois clubs*, *Rotary clubs in Sri Lanka*.

A club (or a district) is a singular entity and, except in very informal contexts, should take singular verbs and pronouns: *The club requested the advice of its community*, not *the club requested the advice of their community* or *the club invited the governor because they*

wanted her help. If it seems inappropriate or awkward to attribute certain actions or feelings to the whole club, use “members” or rephrase to avoid the pronoun or verb: *The club’s members want to know how to settle a conflict. The club requested the governor’s advice.*

Rotary Citation for Rotary Clubs, Rotary Citation for Interact Clubs, Rotary Citation for Rotaract Clubs, the citation **UPDATE** The name of this award will change after 2023-24. The awards formerly known as the *Presidential Citation* are now known by these names.

Rotary Club Central ! Don’t abbreviate it as *RCC*, which is used only for **Rotary Community Corps**.

Rotary Community Corps A group of non-Rotarians who carry out service projects in the area where they live, under the guidance of a Rotary club. Abbreviated *RCC* or, for the plural, *RCCs*.

Rotary coordinator *RC* is acceptable on second reference or when you’re writing for audiences that will be familiar with the term, but *coordinator* is preferred if it’s clear which type of coordinator is meant. See also **regional leaders**.

Rotary countries When referring to Rotary’s presence worldwide, say *Rotary has clubs in more than 200 countries and geographical areas* or *Rotary has clubs in nearly every country in the world*. ! Don’t use *Rotary has clubs in 200 countries*. (There are fewer than 200 countries in the world.)

Don’t refer to territories and dependencies such as Bermuda as countries.

See also **place names**.

Rotary Day at the United Nations An annual event, usually in November. *Rotary Day at the UN* is OK after first mention.

Rotary Direct The Rotary Foundation’s recurring-giving program. Formerly *TRF-DIRECT*.

Rotary Fellowships Groups of Rotary members and others who share interest in a hobby, recreational activity, or profession. Use just lowercase *fellowship* or *fellowships* on second reference. Not to be confused with Rotary Peace Fellowships.

Rotary Foundation, The Rotary’s charitable arm, which runs programs and supports members’ service. Use *The Rotary Foundation* on first reference. On second reference, use *the Foundation*. The full name is *The Rotary Foundation of Rotary International* but of *Rotary International* isn’t necessary in most contexts. *Rotary’s Foundation* is also acceptable. The capitalization of *The* is an exception to Rotary style for **organization names** and doesn’t apply to other foundations: *the Bill & Melinda Gates Foundation*.

Although *TRF* is commonly used by staff and some members, avoid it in most content, except when it’s needed to save space in publications or to avoid awkward repetition of the full name.

Related terms: *associate foundation, club foundation*.

Rotary Foundation Board of Trustees See **Trustees of The Rotary Foundation**.

Rotary Foundation grants See **grants**.

Rotary Friendship Exchange *Friendship Exchange* on second reference. Don't shorten to *RFE*. A visit is called a *homestay*.

Rotary Global Media Network Collective name for all of Rotary's magazines.

Rotary Healthy Communities Challenge Awards support programs. Don't call them *projects*.

Rotary institute A zone-level meeting for Rotary districts. Governors-elect learning seminars are often scheduled in conjunction. Formerly *Rotary zone institute*.

Rotary International *RI* on second reference or on first reference for a Rotary audience. The name is also sometimes used to distinguish the offices of Rotary International from other entities, like Rotary clubs. The name *Rotary International* was adopted in 1922. For references to the organization before that, use *Rotary: 1916-17 Rotary President Arch Klumph*, not *1916-17 RI President Arch Klumph*. See also **Rotary**.

Rotary International Convention See **convention**.

Rotary International in Great Britain and Ireland Use the abbreviation *RIBI* after first mention or when writing for audiences that will know it.

Rotary International Travel Service Singular *service*, not *services*. You can use the abbreviation *RITS* in writing for all members.

Rotary International World Headquarters **UPDATE** Capitalize the full name only. Otherwise, it's *Rotary headquarters*, *world headquarters*. To refer to the building, use *One Rotary Center*. See also **international offices; One Rotary Center; Secretariat, the**.

Rotary magazine The flagship publication for Rotary members, formerly known as *The Rotarian*

Rotary Marks Collective name for the Rotary logo and all other Rotary service marks and trademarks

Rotary.org *Rotary.org* is Rotary's site primarily for the public. **My Rotary** is aimed at members and others familiar with Rotary. Anyone can visit My Rotary, but users who have My Rotary accounts can access more information, features, and tools depending on their roles — club member, club officer, district governor, etc.

Never use *Rotary International's website*, *the RI website*, or *Rotary's website*. Use the name of the site.

Rotary Peace Centers Lowercase shortened references such as *peace centers* or *centers*. Five centers offer a master's degree program:

- Duke University and University of North Carolina at Chapel Hill in Durham and Chapel Hill, USA
- International Christian University in Tokyo, Japan
- University of Bradford in Bradford, England
- University of Queensland in Brisbane, Australia
- Uppsala University in Uppsala, Sweden

One center hosts a professional certificate program:

- Makerere University in Kampala, Uganda

Another center is expected to open in 2025 at **Bahçeşehir University** in Istanbul, Turkey.

Class year. For the master's program, identify a class by the whole study term: *2002-04* (not *2004*). For the certificate program, identify classes by start month (either January or June) and year: *January 2010, June 2021*. In talking about a particular fellow, however, the month may be omitted to save room, and the school or its nickname is often given: *Danilo Estranero (International Christian University, 2006)* or *Danilo Estranero (ICU, 2006)*.

Related terms: *Rotary Peace Centers Major Gifts Initiative, Rotary Peace Centers Major Gifts Initiative Committee, Global Peacebuilder District, university partner, the Otto and Fran Walter Rotary Peace Center, the Otto and Fran Walter Foundation.*

Rotary Peace Fellow, Rotary Peace Fellowship Lowercase *peace fellow* and *peace fellowship* on second reference. Formerly *Rotary World Peace Fellow*.

Rotary Peace Symposium Rotary-organized meeting of Rotary Peace Fellows and program supporters held before the convention

Rotary public image coordinator *RPIC* is OK on second reference; *coordinator* is preferred if it's clear which type of coordinator is meant. See also **regional leaders**.

Rotary regional magazines Some Rotary members subscribe to a Rotary regional magazine rather than to *Rotary* (formerly *The Rotarian*). Together, *Rotary* and the regional magazines form the **Rotary Global Media Network**. See more on [regional magazines](#).

Rotary's Change Model

Rotary's Global Women of Action

Rotary Showcase Site where Rotary clubs can post projects and seek funding, volunteers, materials, and partners

Rotary's polio ambassadors

Rotary's Promise Club A club in which 100% of the dues-paying members have made commitments or outright gifts of US\$1,000 or more to the Endowment

Rotary Support Center Its email address is rotarysupportcenter@rotary.org. Its phone number is +1-866-9ROTARY (+1-866-976-8279) and its fax number is +1-847-328-4101.

Rotary-USAID Partnership On second reference, *the partnership*.

Rotary Voices Rotary's blog at blog.rotary.org

Rotary Youth Exchange Rotary program in which secondary school students ages 15-19 visit or study in a country other than their own. It can also be called *Youth Exchange* on second reference when it's clear from context that it's a Rotary program. Three types of exchanges are available: long-term (one academic year), short-term (as short as a few weeks), and virtual (an alternative to in-person exchanges). Rotary clubs or districts select and sponsor students. Related terms: *district Youth Exchange chair, host father, host*

*mother, host parents, Rotex, Youth Exchange officer, Youth Exchange Officers
Preconvention.*

Rotary Youth Leadership Awards *RYLA* on second reference. Leadership development event for people ages 14-18 and 19-30; most are conducted as a seminar or a leadership camp. Related terms: *International RYLA, RYLarian*. See also **RYLA**.

Rotex A group of Rotary Youth Exchange alumni that functions as an alumni association but may or may not be officially chartered as one

round table (n.), **roundtable** (adj.)

RPIC Abbreviation of **Rotary public image coordinator**

RRFC Abbreviation of **regional Rotary Foundation coordinator**

RYLA Acronym of **Rotary Youth Leadership Awards**. It's pronounced as a word, not as R-Y-L-A, so use *a*, not *an*, before it: *a RYLA event*. ! Don't use *RYLAs*.

S

Sabin, Albert Researcher who developed the oral polio vaccine in 1961. Because it's easily administered, the oral form of the vaccine is used in most immunization campaigns in countries where polio is endemic.

said, says Use *says* (present tense) in attributing quotes from an interview, conversation, email exchange, etc. Use *said* (past tense) if a speaker said something at a meeting or event or another specified time, for example, in a speech at the convention.

Salk, Jonas Researcher who developed the first vaccine against polio — an injectable, inactivated (killed) virus — in 1955

scholar The term *Rotary Scholar* is used for former Ambassadorial Scholars and recipients of scholarships funded by **district grants** and **global grants**.

schoolchildren

screenshot

seasons ! Don't use seasons as time references, because they occur in different months according to hemisphere and may not have any familiar meaning in some parts of the world. For example, instead of *summer*, use *June to August*, if that's what you mean.

Secretariat, the **Rotary International World Headquarters** and our **international offices**

semiannual, semiannually, semimonthly ! Don't use these terms, since they're easily confused, except in *semiannual dues*. See also **prefixes, suffixes**.

senior leader An unofficial term for a Rotary member who holds an international-level role, such as president, director, or trustee. Don't use the abbreviation *RSL* for *Rotary senior leader*. And although *Rotary senior leaders* is a common term among staff, try to avoid it in written materials. Be specific if possible (*directors and trustees*) or use *senior leaders* or *senior Rotary leaders*.

sergeant-at-arms, sergeants-at-arms

serial comma The serial comma, also known as the series comma or Oxford comma, precedes the conjunction in a series of items: *this, that, and the other*. Rotary's style is to use it. Exception: the phrase *Of the things we think, say or do* in The Four-Way Test.

Service Above Self Rotary's primary **motto**. Don't italicize or set in quotation marks.

service-learning

service partner Organization that has an official service partnership with Rotary. See also **partnerships**.

service project Often, this term is redundant. Use just *project* or *service* when one or the other expresses your meaning. Exception: *club service projects committee*.

set-up (n.), **set up** (v.)

SHARE Use all capitals but don't italicize the name of Rotary's system for distributing Rotary Foundation funding to districts. Despite the capitalization, SHARE is not an acronym. See also **Annual Fund**.

ShelterBox

short-term (adj.)

side-by-side (adj.), **side by side** (adv.)

sign in, sign in to, sign out Use *sign in*, *sign in to*, and *sign out* to describe accessing an online account. Note that when *to* follows *sign in*, it's spelled *in to*, not *into*. Nouns are *sign-in* and *sign-in email*.

sister club See **twin club**.

slideshow

small-group discussion

smartphone

SNID Abbreviation of **Subnational Immunization Day**

social media Rotary has accounts on social media services including Facebook, Instagram, LinkedIn, Twitter, Vimeo, and YouTube. [See the full list](#). Don't use just *social* to mean *social media*. *Social media engagements* refers to likes, shares, comments, retweets, favorites, replies, and video views. Depending on your audience, you may want to explain that and other social media terms. For a social media call to action, use the format *Find us on social media: [Facebook](#), [X](#), [YouTube](#)*.

South Asia office International office in New Delhi

South Pacific and Philippines office International office in Norwest, New South Wales, Australia. Norwest is a suburb of Sydney.

spearhead Avoid this jargonistic term. Try *lead*, *start*, or *initiate* instead. Also, note that the **Global Polio Eradication Initiative** no longer uses the term *spearheading partner*. Rotary is a *core partner* of the initiative.

sponsor club Not *sponsoring club*

spouse ! Rotary generally prefers *partner* to *spouse*.

stakeholder **UPDATE** ! Avoid using this vague term. If possible, be specific: *the project team, community members, local officials, or people affected by the initiative.*

If you're referring only to the people in control, you can use *decision-makers* or *the project sponsors*. If you're not sure who's involved or if you've already specified them, use a phrase such as *the people and groups involved* or *interested local groups*. Don't use *partners* unless it refers to one of Rotary's official partners.

Standard Rotary Club Constitution

start-up (adj., n.)

strategic partner See **partnerships**.

strategic plan For the strategic plan for all of Rotary, call it the **Action Plan**.

stream To deliver or consume audio or video content in real time over the internet. The verb form *stream live* and verb and noun *livestream* are also OK. For programs that were offered live but can now be watched in recorded form, *watch, view, or listen* is better.

subcommittee

Subnational Immunization Day The abbreviation *SNID* is OK on second reference.

Plural: *Subnational Immunization Days (SNIDs)*. Use *an SNID*, not *a SNID*.

See also **National Immunization Day; polio**.

suffixes See **prefixes, suffixes**.

sustainability **UPDATE** The capacity for outcomes to be maintained locally and to serve the community's continuing needs. See also **impact; input; outcome; output**.

Sustaining Member Rotary Foundation recognition for someone who contributes US\$100 or more per year to the **Annual Fund**. Related terms: *100% Rotary Foundation Sustaining Member Club*.

sync, synced, syncing Not *synch*

T

Taiwan Taiwan’s official name is *Republic of China*, but except when the precise name of the political entity is called for, use *Taiwan*.

Taiwanese names In the full name of a Taiwanese member, place the **call name** or nickname first, without quotation marks: *Jackson San-Lien Hsieh*. Some Taiwanese nicknames relate to a person’s profession: *Computer Chiu-Lin Chiu*.

task force

terms and conditions

thanks to Consider using alternatives to this expression, which often appears in Rotary materials. Use *because of*, *with help from*, and similar phrases when possible: *They were able to help because of a Rotary grant* (not *They were able to help thanks to a Rotary grant*).

thank-you (n. or adj.), **thank you** (used to express gratitude) Examples: *Thank you for contributing; send a thank-you; the yearly thank-you dinner*

theme, presidential A motivational motto or slogan for the year, chosen by that year’s RI president and often mentioned in Rotary materials, especially letters signed by the president or pieces about their initiatives. Don’t call it the *RI theme* or *Rotary International theme*. Italicize presidential themes and treat them like **titles** (with prepositions and conjunctions of four or more letters, and all verbs, pronouns, etc., capitalized): *Be the Inspiration, The Future of Rotary Is in Your Hands, Serve to Change Lives*. If the theme wording is used in text in an even slightly altered way, don’t use italics or capitalize it like a title: “Together, we *Serve to Change Lives*” but “thank you for serving to change lives.” [Get information about the current presidential theme.](#)

third world, third-world ! Don’t use. Substitute, for example, *developing countries*.

time Unless you’re writing for a U.S. audience only, use the 24-hour time format, and always give four digits, with a colon between the hours and minutes: *The general session begins at 17:00. The House of Friendship hours are 09:00 to 18:00.*

Time zones. It’s not necessary to specify a time zone for events that are attended in person only, but for webinars or other online or hybrid events whose participants may be in various time zones, give the date and time like this: *24 September, 14:00 Chicago time (UTC-5)*. Use “(UTC-6)” for events during standard time in the United States and “(UTC-5)” for events during daylight saving time, which begins the second Sunday in March and ends the first Sunday in November. In 2023, daylight saving time in the United States begins 12 March and ends 5 November. In 2024, it lasts from 10 March to 3 November.

See also **dates; seasons**.

time frame

timeline

timetable

Timor-Leste Use on second reference for *Democratic Republic of Timor-Leste*. Not *East Timor*.

titles This entry covers names of works, including books, periodicals, films, and TV programs. For personal titles, see **personal names and titles**.

With titles of works, consider capitalization style and whether to use quotation marks.

Rotary does not italicize titles, with one exception: *Rotary* magazine.

Capitalization. Titles are set in either sentence case or title case; find the type of work in the table below and follow the example. In sentence case, capitalize only the first word of the title and any words that would be capitalized in regular text. In title case, we capitalize most words. Lowercase prepositions and conjunctions of three or fewer letters, with these exceptions:

- Capitalize prepositions of any length that are parts of phrasal verbs (for example, *On* in *Taking On a Literacy Project*)
- Capitalize the first and last word of a main title or subtitle (*I Didn't Give Up: On When I Was Barely Getting By*)

Quotation marks. Titles are set in quotation marks or not, depending on the type of work, as detailed in the table below.

| Quotation marks | No quotation marks | Title examples |
|--------------------------------|---|---|
| | Apps | Rotary Events app |
| | Blogs | Rotary Voices (but blog.rotary.org) |
| Books | | "A Century of Service: The Story of Rotary International" |
| | Brochures | Rotary Focus Works brochure |
| | Courses | Building a Diverse Club |
| | Events (see also learning meetings) | Rotary Day at the United Nations |
| | Flyers | Rotary Fellowships flyer |
| | Governance documents | Bylaws of Rotary International |
| | Guides | Grant Management Seminar Leader's Guide, Rotary Style Guide |
| | Handbooks | RYLA Handbook |
| | Kits | Engaging Younger Professionals toolkit |
| | Learning plans (in the Learning Center) | Increase Your Impact learning plan |
| Magazine articles and features | | "The Gift of Reading" |
| | Magazines | <i>Rotary</i> magazine, Rotary Down Under, Rolling Stone, The New Yorker, Time magazine |
| | Manuals | Grant Management Manual |
| Movies | | "Star Wars" |
| News articles and features | | "Polio shows that vaccines work" |

| Quotation marks | No quotation marks | Title examples |
|-----------------|--------------------|---|
| | Newsletters | Peace in Action |
| | Newspapers | The New York Times, the Chicago Tribune |
| Press releases | | “Rotary rallies the world for safe water and improved sanitation” |
| Songs | | “My Way” |
| TV shows | | “Get Smart” |
| Videos | | “Women Uplifting Women” |
| | Webinars | How You Can Help Eradicate Polio |
| | Websites | Rotary.org, endpolio.org, convention.rotary.org |
| | Workbooks | GELS Workbook |

Descriptors. Words that indicate the format of a work or the type of product aren’t capitalized if they aren’t part of the title: *multiple donor form, End Polio Now poster, memorial envelopes, Rotaract promotional card, How to Add a Member quick guide.*

Parts of a book. Don’t capitalize generic names of components such as *contents, glossary, index, introduction, and preface.* Lowercase numbered parts of a book, such as *chapter* and *appendix*, and use numerals: *Read chapter 4 for tomorrow. You’ll find the agenda in appendix 2.*

Toastmasters International Rotary has an alliance with Toastmasters; don’t call it a *partnership.*

toolkit

toward Not *towards*

train in, train on Say that we train people *in* a skill rather than saying we train them *on* it.

training Avoid using *a training* or *trainings*. Substitute *training meeting* or *training session*, etc., or just *training*: *Develop the training by May*, not *Develop the trainings by May*.

training leaders seminar

Trustees of The Rotary Foundation On first reference, use *Trustees of The Rotary Foundation* or *The Rotary Foundation Trustees* (the full name, the *Board of Trustees of The Rotary Foundation of Rotary International*, isn’t necessary in most Rotary materials). Use *Foundation Trustees* or *the Trustees* on second reference.

Group or individual. The capitalized *Trustees* refers to the whole group as a governing body.

When talking about individuals, use *trustee* or *trustees*. *The Trustees announced the initiative in June. I enjoyed talking with the trustees at the staff appreciation dinner.*

Titles. As a title, *trustee, trustee chair*, and so on are lowercase unless they immediately precede a personal name: *Trustee Chair Arch Klumph made the announcement. Arch Klumph, the trustee chair, made the announcement. The announcement came from the trustee chair.*

Turkey The name used by major global news organizations instead of *Türkiye*. We are monitoring usage and will update this entry if our guidance changes.

twin club A Rotary club that has a long-term relationship with a club in another country, based on mutual service interests or other factors. Use *sister club* if more than two clubs are in the relationship. Related term: *twin club relationship*.

U

Ukraine Not *the Ukraine*

underway

UNESCO Use the acronym in all mentions of this UN agency.

UNHCR The full formal name is still *the Office of the United Nations High Commissioner for Refugees*. For the first mention, use that or, in most cases, it's fine to introduce the abbreviation more simply: *the United Nations refugee agency, UNHCR*.

UNICEF Use the acronym in all mentions of the UN agency formerly known as *United Nations Children's Fund*. UNICEF is a member of the **Global Polio Eradication Initiative**.

unique Means "one of a kind." *Unique* cannot be qualified (*very unique, most unique*). Unless the thing being described is truly the only one of its kind, use another adjective, perhaps *unusual, uncommon, innovative, remarkable, or striking*.

United Kingdom *UK* is acceptable on first mention. When you're writing about Rotary clubs, districts, programs, alumni, or events, distinguish between England, Scotland, Wales, and Northern Ireland, which are all treated like Rotary countries. For example: *She is a peace fellow at the University of Bradford in England (not in the UK). The Rotary Club of Cowbridge, South Glamorgan, Wales, interviewed her*. See also *British countries* under **place names**.

United Nations *UN* after first mention. The UN refers to many of its agencies by abbreviation only. See **UNESCO, UNHCR, and UNICEF** for Rotary style.

United States *U.S.* (adj., n.) is acceptable on first use: *Is the meeting held outside the U.S.? Several U.S. and Canadian clubs participated. United States is preferred over United States of America*. Use *USA* only in the full name of a U.S. club or after other locations within the country: *Rotary International World Headquarters is in Evanston, Illinois, USA. Rotary's headquarters are in Illinois, USA. Rotary's headquarters are in the United States. Ron D. Burton lives in Norman, Oklahoma, USA. Ron D. Burton is from the United States*.

units See *measurements* under **numbers**.

University of Bradford Host of one of the **Rotary Peace Centers**, in Bradford, England

University of Queensland Host of one of the **Rotary Peace Centers**, in Queensland, Australia

UN Sustainable Development Goals Capitalize *Sustainable Development Goals* when writing about the [17 goals](#) adopted in 2015 for achievement by 2030. Resist the abbreviation *SDG* except in pieces that mention the goals many times.

upper-left corner, upper-right corner Not *upper left-hand* or *right-hand corner*

Uppsala University Host of one of the **Rotary Peace Centers**, in Uppsala, Sweden

up-to-date (adj.), **up to date** (adv.)

URLs Use the article *a*, not *an*, with *URL* (pronounced U-R-L).

Linking text. Whenever possible, avoid giving a full URL. Instead, in email, e-newsletters, webpages, and any other materials that will be used online, hyperlink text to the target content. See also **hyperlinks**.

Spelling out URLs. When writing for print, it is sometimes necessary to give a URL. When you do, use the shortest form that works or a vanity URL that you've confirmed, for example, *rotary.org/membership* in place of *https://my.rotary.org/en/learning-reference/learn-topic/membership*. If you want to see what vanity URLs are available or create a new one, talk to Digital Content.

www. Include *www* only if it is needed to get the reader to the page. Note that Rotary.org,

My Rotary, endpolio.org, and convention.rotary.org URLs do not start with *www*.

See also **navigational instructions**.

U.S., USA See **United States**.

USAID Acceptable on first use for *U.S. Agency for International Development*. See also **Rotary-USAID Partnership**.

U.S. Centers for Disease Control and Prevention A partner in the **Global Polio Eradication Initiative**. Abbreviated *CDC* after first mention. *Centers* is plural but the name takes a singular verb: *The U.S. Centers for Disease Control and Prevention reports that you don't want to get bird flu.*

US\$, USD See **currency**.

V

variant poliovirus This term replaces *circulating vaccine-derived poliovirus (cVDPV)*, but use both on first reference: *The cases were caused by circulating vaccine-derived poliovirus, also known as variant poliovirus.* See also **polio**.

vice Don't use a hyphen between *vice* and the word it modifies: *vice chair, vice president, vice chair-elect.*

victim Acceptable in the context of natural disasters or civil conflict: *earthquake victims, victims of war.* But also try alternatives such as *residents displaced by.* Don't use *victim* in talking about someone with a serious illness or disability. See also **disabilities**.

videoconference

vitamin Lowercase *vitamin* in specific names: *vitamins A and C, vitamin D.*

Vocational Service One of Rotary's **Avenues of Service**. If it's not used in the context of the avenues, lowercase *vocational service*.

vocational training team A group of professionals who travel abroad either to learn more about their profession or to teach local professionals about a field. Unless it could cause confusion, shorten to *team* rather than *VTT*. See also **global grants**.

voicemail

W

Washington, D.C. *Washington* on second reference

WASH in Schools Target Challenge

WASRAG ! Do not use as an acronym for the Water, Sanitation, and Hygiene Rotary Action Group. Instead, use *action group* after the first mention.

water, sanitation, and hygiene One of Rotary's **areas of focus**. You can use the cause-based wording, *providing clean water and sanitation*, in communications directed toward nonmembers. Avoid the abbreviations *WAS* and *WASH*. Exception: **WASH in Schools Target Challenge**.

web Do not capitalize: *The form is available on the web*. The synonyms *online* and *on the internet* may be better choices, but consider whether it's clear, without any of these words, that the item is online. If you're referring to one of Rotary's sites, it's better to name it: *The application is available on My Rotary*. See also **online**.

Webdam Rotary's digital asset management system for staff use. Because only staff members have access to it, don't refer to it in materials for members or the public. Don't use *WebDAM* or *WebDam*, and don't put *the* before the name.

webinar

webpage

website

weeklong

white In plural, use *white people*, not *whites*. Don't mention a person's race unless it is relevant to the piece.

WHO Abbreviation of **World Health Organization**.

who, whom *Who* is a subject, like *he*, *she*, or *they*, and *whom* is an object, like *him*, *her*, or *them*. To determine whether to use *who* or *whom*, rephrase the sentence using pronouns *they* or *them*. If *they* sounds OK, use *who*. If *them* sounds better, use *whom*:

The president decided who should serve on the committee. (They should serve.)

The president decided whom to name to the committee. (He decided to name them.)

If the context is informal and *whom* sounds stilted, it's usually OK to substitute *who*.

When you're unsure, use *who* or [ask Global Content](#).

Wi-Fi

World Fund

world headquarters See **Rotary International World Headquarters**.

World Health Organization *WHO* is acceptable on second reference; in most cases, don't use *the* before the abbreviation unless another noun that follows requires it: *she represented WHO at the meeting; she is the WHO representative at the meeting*. WHO is one of Rotary's partners in the **Global Polio Eradication Initiative**.

World Interact Week Observed the Monday through Sunday that includes 5 November, Interact's anniversary

World Polio Day An annual opportunity for Rotary members and supporters around the world to rally to fight to end polio. We use 24 October as the official date, even if Rotary events may fall on 23 October in some countries. Avoid saying that we *celebrate* World Polio Day. Use *observe, take action, join us*, etc. Related term: *World Polio Day Toolkit*.

World Rotaract Week Observed the Monday through Sunday that includes 13 March, Rotaract's anniversary

World Understanding and Peace Day Observed on 23 February, Rotary's anniversary

worldwide

Y

year-end (n., adj.)

yearlong

Your Legacy, Rotary's Promise An initiative to raise awareness of The Rotary Foundation's Endowment and encourage donors to make commitments to the Foundation in a will or estate plan

youth The plural is *youths*.

Youth Service One of Rotary's **Avenues of Service**. If it's not used in the context of the avenues, it's lowercase *youth service*.

YouTube

Z

ZIP code ! Don't use. The preferred term is *postal code*.

zip file

zone One of the 34 groups of Rotary clubs that nominate members to the RI Board of Directors and elect members of the nominating committee for RI president. *Zone 4; Zones 9 and 22.*

Zone meetings and learning events: *Rotary institute, governors-elect learning seminar, governors-nominee learning seminar, and regional seminars.*

Rotary Abbreviations

Many writers confuse or irritate their readers by using too many abbreviations. But abbreviations can also be invaluable. By eliminating unneeded words, they can reduce verbal clutter and save your readers time. Nobody wants to read *regional Rotary Foundation coordinator* and *Rotary Youth Leadership Awards* over and over when *RRFC* and *RYLA* will do.

So, how do you know when to use them? First, check the lists below for your abbreviation, and see which audiences we use it for. If it's in the red staff-only list, don't use it in any Rotary materials. If it's in one of the other lists, no matter which it is, decide whether using it serves your readers. Consider your audience, the medium, any space limitations, and how many times the term appears in your text. Abbreviations are most helpful when they're already familiar to the reader or will quickly become familiar through repeated use. They are also more acceptable in social media. Abbreviations are usually not appropriate in the most formal writing. And when we minimize them, the result is a voice that is more welcoming to newcomers. Don't use an abbreviation just because you happen to know it, or because it's easier for you, or because you often use it with other staff members and assume everyone knows it.

Rules for using abbreviations:

- Use the full term at the first mention in body text. Follow it with the abbreviation in parentheses. You can do this right after the first mention or use the abbreviation without parentheses at the second mention, if that follows soon and what the abbreviation stands for will be obvious.
- In most cases, don't include periods. (One exception: *U.S.*)
- Don't introduce an abbreviation for a term that's used only a few times or if the instances of the term are far apart.

Additional tips:

- Opt for a shorter version of a term, rather than an abbreviation, when possible. For example, shorten *district governor* to *governor*, not *DG*, and *The Rotary Foundation* to *the Foundation*, not *TRF*.
- If a piece already uses many abbreviations, avoid using them for terms that are less central to the content.

The following lists indicate which abbreviations are used for various audiences.

The public

Don't use Rotary abbreviations — not even *RI* — when writing for those who are not already familiar with Rotary.

All Rotary members

The most familiar abbreviations can be used with any Rotary audience.

| | |
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| RCC | Rotary Community Corps (don't use it for Rotary Club Central) |
| RI | Rotary International |
| RITS | Rotary International Travel Service |
| RYLA | Rotary Youth Leadership Awards |

Rotary leaders

It's appropriate to use common Rotary abbreviations with club and district leaders who are well versed in Rotary topics or will encounter these terms routinely in performing their roles.

| | |
|------|---|
| AG | assistant governor |
| CDS | Club and District Support |
| DDF | District Designated Fund, District Designated Funds |
| DG | district governor |
| DGE | district governor-elect (plural <i>DGEs</i>) |
| DGN | district governor-nominee (plural <i>DGNs</i>) |
| DMC | district membership chair |
| DRFC | district Rotary Foundation chair |
| EREY | Every Rotarian, Every Year |
| GELS | governors-elect learning seminar |
| GNLS | governors-nominee learning seminar |
| GPS | Global Philanthropy Seminar |
| GSS | Global Support Seminar |
| IPPC | International PolioPlus Committee |
| PDG | past district governor |
| PETS | presidents-elect training seminar |

Specialized Rotary audiences

Members who perform specialized roles within Rotary (for example, regional leaders, Council representatives, or Rotary Youth Exchange officers) can be expected to learn some specialized terms and their abbreviations.

| | |
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| COL | Council on Legislation |
| COR | Council on Resolutions |
| DGND | district governor-nominee-designate |
| DGSC | district grants subcommittee chair |
| DISC | district international service chair |
| DRN | district resource network |
| DRR | district Rotaract representative |
| Duke-UNC | Duke University and University of North Carolina |
| E/MGA | endowment/major gifts adviser |
| EPNC | End Polio Now coordinator |
| GPS | Global Philanthropy Seminar |

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|------|---|
| GSS | Global Support Seminar |
| ICC | intercountry committee |
| MDIO | multidistrict information organization |
| MGI | major gifts initiative |
| PHS | Paul Harris Society |
| PHSC | Paul Harris Society coordinator |
| RC | Rotary coordinator |
| RIBI | Rotary International in Great Britain and Ireland |
| RPIC | Rotary public image coordinator |
| RRFC | regional Rotary Foundation coordinator |
| RYE | Rotary Youth Exchange |
| TRF | The Rotary Foundation |
| YEO | Youth Exchange officer |

Rotary staff only

Use the following abbreviations only when communicating with other Rotary employees. Do not use them in materials for Rotary members, program participants, or the public.

| | |
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| ABTRF | Associação Brasileira da The Rotary Foundation |
| AKS | Arch Klumph Society |
| AOF | areas of focus |
| ARC | assistant RC |
| ARRFC | assistant RRFC |
| BEL | basic education and literacy |
| CED | community economic development |
| DPT | disease prevention and treatment |
| EAO | Europe/Africa Office |
| ENV | environment |
| GS | general secretary |
| HOC | Host Organization Committee |
| HOF | House of Friendship |
| IA | International Assembly |
| IC | International Convention |
| IO | international office |
| KO | Korea Office |
| MCH | maternal and child health |
| NGSE | New Generations Service Exchange |
| NPO | Rotary Foundation Japan |
| ORC | One Rotary Center |
| PCP | peacebuilding and conflict prevention |
| PPS | PolioPlus Society |
| PRID | past RI director |
| PRIP | past RI president |
| RAG | Rotary Action Group |
| RDG | Rotary Deutschland Gemeindienst |
| RF (I) | Rotary Foundation (India) |
| RGO | regional grants officer |
| RIJO | Japan Office |
| RIP | Rotary International president |
| RIPE | Rotary International president-elect |
| RMGO | regional major gifts officer |

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|--------------|--|
| RPC | Rotary Peace Centers |
| RPF | Rotary Peace Fellow |
| RSL | Rotary senior leader |
| SME | subject matter expert |
| TARFT | The Australian Rotary Foundation Trust |
| TRF (Canada) | The Rotary Foundation (Canada) |
| VTT | vocational training team |
| WASH | water, sanitation, and hygiene |