

Rotarians for Wildfire Readiness

Program Use Agreement and Implementation Guidelines

The Rotarians for Wildfire Readiness program was developed to support Rotary Clubs in delivering consistent, credible, and effective wildfire education within their communities. This initiative reflects Rotary’s commitment to “Service Above Self” and recognizes the growing wildfire risk facing many communities across the region and beyond.

The Rotarians for Wildfire Readiness program is committed to providing support to their partner Rotary Clubs in the joint mission to help save lives and get residents prepared for wildfire. The mutual goal of becoming a Rotary Wildfire Ready partner is to help communities become fire-adapted with residents who are knowledgeable, engaged and prepared for wildfire. To conclude, these guidelines by Rotary Wildfire Ready (RWR) and partnering Rotary Clubs seek to clarify and effectively communicate the agreements and understanding of being a Rotary Wildfire Ready Partner.

Program Purpose

The purpose of this program is to provide Rotary Clubs with structured, professional, and ready-to-use wildfire education materials that support community awareness, preparedness, and risk reduction efforts. Through collaboration and shared messaging, Rotary Clubs can create meaningful and lasting community impact. The RWR materials provided are designed to support Rotary Clubs in conducting meaningful community outreach while maintaining consistency and credibility across participating clubs.

Guiding Principles

- Maintain the integrity and credibility of the Rotary Wildfire Ready Program
- Promote accurate and responsible wildfire preparedness education

Program Use Expectations

- Maintain Program Branding: Participating clubs shall not alter program branding, logos, or core messaging.
- Preserve Educational Content: Technical content shall not be modified without coordination.
- Clubs may add local contact information and partner logos as shown in the RWR Brand Guidelines.
- If a Rotary Club discontinues its RWR Partnership, then the Rotary Club agrees not to use the RWR materials.

Implementation Guidance

Rotary Clubs may implement this program through community events, educational workshops, printed materials, digital campaigns, and partnerships with community stakeholders.

Club Acknowledgement

By utilizing the Rotary Wildfire Ready program materials, the participating Rotary Club acknowledges the intent to follow the guidelines and expectations outlined in this document and to uphold the integrity of the program.

Rotary Club Name:	
Club Representative Name:	
Title:	
Signature:	
Date:	

Thank you for becoming a Rotary Wildfire Ready Partner. Please send this completed form to:

RotaryWildfireReady@gmail.com