



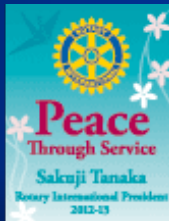
Rotary on the Move

Zones 8 and 7B

Rotary Coordinator Newsletter

December 2012

Volume 3 - Number 6



In this issue:

1

Membership Plan

2

Keeping Alumni involved

3

Perceptions

4

- Benefits of a VTT
- Rotary PR Tips

5

Tips for Recruiting

6

- Social Media and finding new members
- Club Brochures

7

- Garden Project grows membership
- Rotary Day

8

- Raising the flag
- Season's Greetings
- The Team

“Governors support three year Regional Membership Development Plan”

Article by PDG Noel Trevaskis, Rotary Coordinator



At the Rotary Zone Institute in Adelaide last week the District Governors, Governors Elect and Governors Nominee accepted and approved the Regional Membership Development Plan for Zone 7B & Zone 8. The three Governor groups from New Zealand accepted and approved the plan at their Institute in October. Rotary International Director John Boag said that this was an exciting time for Rotary in Australia, New Zealand and the South Pacific Islands as it was the first time that all groups of Governors across the Zone have committed to growing the membership of Rotary by a minimum of 5% a year for the next three years. The Plan was put together by a working group of 22 Rotarians, RI staff and RDU staff. The three Governor groups all had representatives on the Membership Development Committee and will continue to do so.

The next step will be for members of the Membership Development Committee to work with District Governors and their District Leadership Teams to make sure that we do achieve our goals of membership. A key to the success of the plan is that clubs will need to make sure that they are “right” for new members. Our clubs need to be friendly, accepting, understanding of the new members needs and what they expect to get out of Rotary. Our club meetings have to be well organised, interesting and above all fun to attend. If people enjoy themselves at the Rotary meeting they will want to join and if they already Rotarians they will stay. We have to become more flexible in how we conduct our meetings and with our expectations of attendance at meetings etc. We need our members to be involved in the club, we want them to enjoy Rotary not endure Rotary!

The membership development plan will be rolled out across Australia, New Zealand and the South Pacific over the next few months. Your District Governor will be able to give you more details of the Membership Plan. Can we achieve our target of 5% growth? I believe we can. If you think about it for a moment, for a club with 20 members it means that they will increase by one new member in the first year. A club with 40 members will increase by two members to 42. You need to take into account the losses that you will have throughout the year from people moving away, natural causes etc. Some clubs may find it daunting, however if you form your club into teams of three and ask each team to bring in a minimum of one new member each year you will achieve your target relatively easily.

Teams of three in your club will motivate each other to identify people in their community. People will work in teams, clubs need to capitalise on that. Club Presidents are critical in making this happen it won't happen for a club unless the President is committed to membership growth and talks about membership at the meeting constantly. They need to follow up each week with each of the teams as to where they are up to in the identification process of potential members. The other area that clubs need to concentrate on is retention of their members. Why have members left Rotary? Are they too busy? Did we place too high an expectation on them? Was the Club “right”? Did we look after them? Did we care for them? Did we get them involved with the club? Did we tell them about Rotary?

All clubs will have the support of their District Governor, District Governor Elect, District Governor Nominee and District Leaders plus support from the national Membership Development Committee. We have to make membership happen and we need to do it now, we need all Rotarians to take up the challenge, the benefits to our communities nationally and internationally are too great not to do something about our membership now. Membership? It is up to you and me; we just need to do it!

“Why should we keep alumni involved in Rotary?”

Rotary Leader, November 2012, Vol. 3, Issue 3

Karen Wentz, Rotary Foundation alumna and general coordinator of The Rotary Foundation alumni coordinators, makes the case for staying connected.



“It changed my life!”

This is a common refrain I’ve heard from alumni who are asked about their experience in a Rotary program.

And not only did it change their lives, but their humanitarian and educational work changed the lives of people across the globe.

Over 115,000 men and women worldwide proudly call themselves Rotary alums. Although they’ve participated in different programs, our alumni share a common bond: a commitment to Rotary and the clubs and districts that sponsored them.

Alumni are advocates for Rotary. Many are qualified to become Rotarians and should be encouraged to join a Rotary club after they complete their program. As prospective members they also are:

- Knowledgeable about Rotary
- Outstanding speakers
- Skilled volunteers
- Potential donors

In 2010-11, alumni accepted a challenge issued by RI President Ray Klinginsmith — himself a former Rotary Scholar — to contribute to Rotary’s US\$200 Million Challenge to combat polio. Their efforts raised more than \$800,000.

The 41 Rotary Foundation alumni coordinators strive to encourage alumni to build a strong and lasting connection to Rotary. Through social media and the 133 Rotary Foundation alumni associations around the globe, alumni are able to stay in touch with one another and with the Rotarians who sponsored them.

It’s our responsibility, as club and district leaders, to ensure that our alumni remain involved in Rotary.

Read [more tips](#) for staying connected with your club and district alumni.

FYI

117,710 Total Rotary Foundation Alumni:

40,000 Ambassadorial Scholar, 70,000 GSE participants, 6,500 Rotary volunteers, 500 University teachers, 600 Peace Fellows, 27 Global Grants scholars, 83 Vocational Training Team members.

Only 2,000 of these Alumni became Rotarians.

“Our Foundation has turned Rotary from a group of service clubs into an international network capable of truly great achievement. Without a strong Foundation, we could never have begun a project as ambitious as PolioPlus. Because of the generosity of Rotarians around the world, we have brought polio close to eradication.”

RI President Sakuji Tanaka



2013 Rotary International Convention

Lisbon, Portugal | 23-26 June



“Top Ten Perceptions of Rotary in District 6690”

Article from [Rotary Coordinator Blog](#), 6 Nov 2012

Extracts from a Survey conducted by C. Lee Smith, District 6690 Public Image Chair.

This Public Image survey was conducted in [D6690](#). Although created as a public image piece, the survey has clear implications for member attraction and engagement.

The survey was conducted in **October 2012**, by [Ad-ology Research](#). 300 adults, 50-50 female-male, not current Rotarians, from Central and Southeast Ohio took the survey.

Below are samples of the questions asked, also how to correct the misconceptions and how to reinforce the positive perceptions, edited by this Newsletter’s editor.

Perception: ‘Rotary is an old boys club’

1 of every 3 people think this about us
and 40% expect Rotarians to be old, rather than young or middle aged

Correction

Avoid photos with only older men
Quote female members in media releases
Promote the involvement, activities of your younger members

Perception: ‘Rotary is only for business people’

3 times as many people think of Rotarians as “corporate”
rather than “entrepreneurial”
More than 10% think Rotary is just a “business networking club”

Correction

Don’t always show people in suits
Promote members who are educators, community leaders
Don’t oversell networking

Perception: ‘Rotary isn’t much fun’

Almost 3 of 4 believe this. Only 19% say Rotarians are fun
3 times as many think Rotarians are “formal” than “casual”

Correction

Don’t be afraid to inject some fun into every meeting and event
Feature social activities on your website, social media feeds
Avoid photos of people just standing around
Promote what you do with funds raised as much as the fund-raising events

Perception: ‘Rotary must invite you to participate’

54% believe this

Correction

So, invite them! Use your website, flyers, social media to make people feel welcome
Make it easy for your members to invite people to be a guest at meetings
Publicly welcome non-Rotarians to help with service projects in the community

Perception: ‘Many would consider Rotary, if asked’

1 in 3 are Yes/Potential Yes

Reinforcement

Target the people who would be good Rotarians
Reinforce the positive perceptions
Ask yourself: Do your public image efforts speak to existing members... or to those who COULD BE Rotarians?



Less of this



More of this



View the full survey, as a slideshow, click [here](#)

“Benefits of a vocational training team – VTT”

‘PDG Philippe Lamoise explains the differences between a VTT and a GSE’.

Rotary Leader, September 2012, Vol. 3, Issue 2

In late 2010 and early 2011, I led a **vocational training team** (VTT) from **District 5340** in Southern California to **District 9200** in Uganda, both Future Vision pilot districts. Ten years earlier, I was part of a Group Study Exchange (GSE) between the same two districts. While both trips were a great experience, I’m especially proud of what we accomplished as a VTT.

VTTs are groups of Rotarian and non-Rotarian professionals who travel to another country to learn more about their vocation or to teach local community members about a particular field. Our VTT, funded by a Rotary Foundation **global grant**, helped kick-start an **Adopt-A-Village project** in Nkondo, Uganda, that involved four areas of focus: water and sanitation, basic education and literacy, disease prevention and treatment, and economic and community development.

During the trip, our team of four Rotarians and three other professionals provided training in farming techniques, financial planning, and microcredit. We laid the groundwork for a clean water system, trained staff at a health clinic, and renovated a school’s computer room. We motivated the local government to provide additional public funding for the school and clinic, and paved the way for partnerships with three local nongovernmental organizations to help sustain the project.



VTT team leader Philippe Lamoise provides microcredit training to farmers as part of an Adopt-A-Village project in Nkondo, Uganda.

GSE supports travel for teams of non-Rotarians from a variety of professions, hosted by Rotarians who organize an itinerary of vocational, educational, and cultural experiences.

My GSE was a great way to discover four countries in East Africa and establish new relationships with the Rotarians there.

While the relationship-building aspects of a GSE are extremely important, I believe the VTT offers more value.

In July 2013, the GSE program will end with the implementation of the Foundation’s **new grant model**, also known as Future Vision, but districts will still be able to build relationships and find partners in service through the International Assembly, Rotary Convention, **Rotary Showcase**, **Project-LINK**, and other Rotary avenues. It will also be possible to use **district grants** to fund exchanges similar to a traditional GSE.

“Rotary PR Tips”, 19 Nov 2012 - edited by Joseph Lorenz

‘Promoting Rotary this holiday season’

During the holiday season, local media will be looking for stories of service, so be sure to share your club’s holiday service projects with your local media outlets. Whether your club is collecting items, raising funds, or just spreading goodwill and cheer, make sure to get the word out.

‘Make January count for Rotary Awareness’

Because January is Rotary Awareness Month, it’s a great time to reflect on what it means to be a Rotarian, and this is the time to make sure that your community knows who you are and what you do. Consider these activities for Rotary Awareness Month:

- Place a localized **Facebook advertisement** to promote an upcoming event or service project.
- Invite a non-Rotarian friend or colleague to attend your next service project or social event.
- Partner with your local **Rotaract** or **Interact** club for a joint service project, social event, or fundraiser in order to make Rotary more visible in your community.
- Share why you are a Rotarian through your personal Facebook, Twitter, or LinkedIn account.
- Get to know young professionals in your club or district. Listen to their ideas and ask them to share their thoughts about how your club can attract more qualified young professionals.

“Rotarians share tips for recruiting new members”

By Arnold R. Grahl, *Rotary News*, August 2012

Eight years ago, Géné Villaça-Crestia was asked by her district governor to start a new Rotary club in her country, Benin.

She had been a Rotarian for only four years and didn't really know where to begin. But she had a few things working in her favour: Villaça-Crestia is extremely passionate about Rotary, and she doesn't take no for an answer.

“I don't hesitate to drive to people's places and come back again,” says Villaça-Crestia of her recruitment style. “I don't wait for them to get back to me and tell me they don't have time. I insist and go after them until they understand what Rotary is all about and the good it will do them to join.”

Within three months of her district governor's request, she helped launch the Rotary Club of Cotonou Rive Gauche, Benin, and became the charter president. During the next two years, she helped form three other clubs, including two composed almost entirely of younger Rotarians.



The Rotary Club of Cotonou Ifê, Benin, celebrates Rotary's anniversary with a cake in February. The club is one of several formed recently in Benin. Photo courtesy Boris Crestia.

Be passionate and persistent

Villaça-Crestia says the key to recruiting new members is to show them how passionate you are about Rotary and be persistent.

“People say they came to Rotary because they felt my passion and I could communicate it to them,” she says. “In this state of mind, any challenge is never really impossible.

“More than once, I had to wait hours in a reception area in order to meet an important or busy person and be able to convince them to join Rotary or give to The Rotary Foundation,” she adds.

Villaça-Crestia says her favourite thing to say to prospective members is that by being Rotarians, they can be a bridge between the millions of dollars available through The Rotary Foundation and the poorest populations of the world. “Knowing that, and not becoming a Rotarian, is almost criminal,” she says.

Be involved in service and be visible

Brazilian Claudio Spiguel is another Rotarian who has succeeded in recruiting members. When Spiguel became president of the Rotary Club of Guaxupé in 2005, the club was hovering below 20 members and in danger of losing its ability to make a significant contribution to the community.



Claudio Spiguel, third from left, and other members of the Rotary Club of Guaxupé, Minas Gerais, Brazil, with a car they purchased for a school for at risk youth. Decals on the car helped publicize Rotary's involvement, and led to several membership inquiries. Photo courtesy Claudio Spiguel

By focusing on getting members involved in service projects and publicising those projects, he had helped raise membership to 34 by the end of his second stint as president.

Spiguel shared the following tips:

- Teach club members the Foundation's grant process and immediately engage them in pursuing projects that benefit well-known service organizations in need in your community. “To date, we have done five Matching Grant projects, and each has improved our credibility in the community.”
- Broadcast the results of your work through partnerships with local media. “We created a weekly program at a regional TV station called ‘Rotary in the Community,’ a talk show with interviews and presentations about our work and Rotary in general. It has reached many people with our message.”
([Read a blog post from Spiguel](#))

“Find new members through social media”

Rotary Leader, November 2012, Vol. 3, Issue 3

One new Rotary club used sites to get up and running fast. With the help of social media, it took less than two months for the Rotary Club of Edmond Boulevard, Oklahoma, USA, to become a chartered, active club.

Rotarians Michelle Schaefer and Hal Stevens met early in April to develop their social media strategy, and by late May the new Rotary club was officially chartered. The two used Facebook and LinkedIn to recruit members.

“We had more than 25 people email us with signed charter forms within two weeks of posting and sending messages on Facebook and LinkedIn,” says Stevens, the club’s charter president. They found potential members by looking at Facebook profiles and interacting with people on LinkedIn message boards.



Charter board members (from left): Stevens, president; Jermaine Harrison, president-elect; Michelle Gee, vice president; Tracey Romano, secretary; Lisa Hodson, treasurer; and Schaefer, sergeant-at-arms.

Schaefer and Stevens were interested in creating a multigenerational club using all the technology available. “I knew it was possible to start a new club quickly through social media,” says Stevens, who had started three Rotaract clubs in his district with the help of Facebook.

“Social media helps us engage a diverse audience who might not know anything about Rotary, get their feedback, and respond to questions immediately,” says Schaefer, who is 2014-15 governor-nominee for District 5750 (Oklahoma).

Stevens stresses the importance of being engaging and interesting when using Facebook as a recruiting tool. Post photos of club projects and information about your guest speakers, for example.

On LinkedIn, he suggests, join groups with local members and answer questions through message boards to draw attention to your club.

Stevens also recommends designating a club member to manage your Facebook, LinkedIn, and Twitter accounts. “And if you want to attract new members who will get involved and help you promote your club, then a social media strategy is a must,” he adds.

“Finding prospective members, Using Club brochures and web ad”

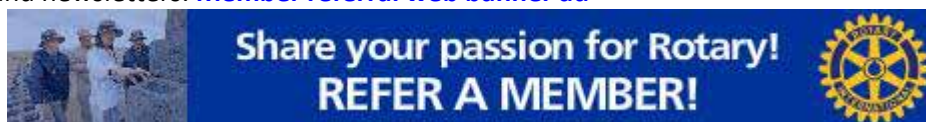
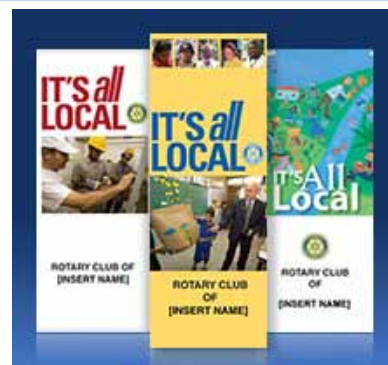
RI website

- Use the [club brochure templates](#) to tell prospective members about your club and its activities. Combine it with your Club Membership Inquiry Form for an even more effective approach.

Three templates (zipped kits) are available to download and are easily customised and edited to promote Rotary, advertise your Club’s projects, past and current, mention the membership’s benefits, add your own photos ...

An easy way to publicise Rotary and entice new members.

- Make it easy for club members to access Rotary’s online membership forms by adding a web ad to your club and district websites and newsletters: [Member referral web banner ad](#)



“Garden Project Grows Membership”

Miss NZ is Rotary's newest recruit

Article by Nikki Harris, from *Rotary Down Under*, November 2012 edition, Issue 545



The Rotary Club of New Lynn, Auckland, NZ, recently inducted its newest and youngest member, 18-year-old Collette Lochore who is Miss World NZ 2012.

At a time when Rotary as an organisation is struggling internationally with recruitment and discussion continues as to how clubs can attract younger members, it is interesting to know Collette's reasons for joining the Rotary Club of New Lynn.

Collette's introduction was thanks to New Lynn Rotarian Desmond and Rose Foulger, who are also the NZ Directors of Miss World. Collette was attracted to the theme of 2012's pageant "Beauty with a Purpose".

After learning about Rotary as an organisation, Collette found common ground between the aims of Rotary and her own ideals.

Collette is passionate about her role as a speech and drama teacher, working with children aged 3-18, and particularly the opportunity to work with disadvantaged youngsters, to help them develop confidence and communication skills. As Miss World NZ she has also taken on a major commitment in fundraising for Variety, the children's charity.

Collette has attended a few Rotary meetings and also volunteered to assist with the New Lynn Rotary Club's recent service project, involving the construction of vegetable gardens at New Lynn Primary School. Her assistance at the working bee in May was just after she had been crowned Miss World NZ 2012. Collette's presence and that of her fellow pageant contestants was not only great PR, but the four beauty queens also demonstrated proficiency with hammers and power tools!



Samuel Dolbel and Collette Lochore

Collette identified with New Lynn Rotary's aim of supporting and empowering young people in the community, so she made the decision to become a Rotarian.

Collette believes membership of Rotary will assist her as she embarks on her life's work, and the Rotary Club of New Lynn have been pleased to welcome this new, young and vibrant member.

Collette credits her partner Samuel Dolbel as the largest influence in herself becoming a Rotarian. They both helped at the garden project and joined New Lynn Rotary at the same time.

“Celebrate a Rotary day on 23 February”

From *Rotary PR Tips*

With Rotary's 108th anniversary coming up on 23 February, every club is encouraged to plan events on or around the day, and to share the [End Polio Now](#) message. Clubs planning an End Polio Now lighting event during the anniversary week should check out rotary.org/lightings.

Beyond celebrating Rotary's anniversary, your club can designate any day a Rotary day in your community. Your public relations plan for the event should focus on service, which will help communicate what Rotary is and does around the world.



The first Rotarians: Silvester Schiele, Paul Harris, Hiram Shorey and Gustavus Loehr

“Globetrotter raises Rotary flag over South Pole”

By Susie Ma, *The Rotarian* -- November 2012

Albert Bosch started his trek to the South Pole on 30 October 2011, hauling food, water, shelter, and a Rotary flag in honor of his late father, Josep Bosch.

On 4 January, after 52 days on foot, pulling everything he needed on his nearly 300-pound sled, Bosch made it to the pole, where this photo was taken.

“I just held the flag for the picture. I always try to leave the environment as I have found it,” he notes. Reaching the South Pole may be his latest accomplishment, but it’s far from his only adventure.

Bosch has climbed the highest peaks on every continent, ending with Mount Everest in May 2010, where he also brought a Rotary flag.



“I have a special feeling for Rotary due to its importance in my father’s life,” he says. The elder Bosch founded the Rotary Club of Ripollés, Spain, then joined the Rotary Club of Barcelona-Diagonal; he served as district governor in 1995-96.

Bosch’s next challenge will be trekking from Canada to the North Pole in 2014. “Of course I will be carrying a Rotary flag,” he says. “It is already in my luggage.”

Rotary Coordinator Team 2012 - 2013

Zone 8 and 7B

Zone 8; Australia, Papua New Guinea, Solomon Islands, Timor Leste and Nauru.

Zone 7B; New Zealand, New Caledonia, Norfolk Island, Vanuatu, American Samoa, Cook Islands, Fiji, French Polynesia, Kiribati, Tonga and Samoa.

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The next issue of this Newsletter will be published in February 2013.

Past editions of the “Rotary on the Move” Newsletter can be accessed by clicking on the following link:

<http://www.rotm.rotarysouthpacific.org/>

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