



Rotary on the Move

Zones 8 and 7B

Rotary Coordinator Newsletter

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“Club Visioning, Helping to Develop a Vibrant Club”

Article by PDG Rob Wylie, Visioning Qld, NT, National Coordinator.



Rotary Clubs are encouraged to develop long-range goals that address the elements of an effective club. These goals should be consistent with the core values and the strategic plan of Rotary International, but it's essential that the goals and the plan to achieve these goals be developed within each individual club.

If you don't know where you want to go, you're not going to get there.

In developing a plan for the future, the first thing that a club needs is a Vision. The Vision is a picture of the club, as its members want it to be, three to five years in the future. Every club is different. The club's Vision needs to be developed and owned by its members, not imposed by Rotary International or the Rotary district.

Club Visioning is a proven process which has been developed to help members of a club through a facilitated process to define their Vision. Trained facilitators in each District using the process will visit that club to lead the members through an intensive, inspiring, and fun-filled session, in which every member is encouraged to express their wishes, and all members' opinions are of equal value. All aspects of club life are looked at, and a Vision is developed which can later become the beginning of a strategic or long-range plan for the club.

Vision Facilitators are experienced Rotarians trained at District or multi-District level to form a Club Visioning Team within each District, with enough members so that no one has to facilitate their own club. It is a great advantage to have the facilitators at a club event seen to be independent of the Club's previous history, so they can be completely unbiased in listening to and extracting the views of all club Rotarians, and allowing a voting process to determine the ideas which will go into the draft Vision document.



Picture taken from D6250 website

A majority of Districts within Australia and New Zealand are now using this tool to develop stronger clubs. If your District has a Club Visioning Team, contact that team to get more information or to arrange a visit to your Club. A preliminary visit by a District team member may be helpful to explain the process so that members know what to expect when they participate in the full Visioning session.

If your District does not at present utilise this valuable program, but would like to become involved, contact one of the following for more information:

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“ Young professionals bring their vision of Rotary to the table ”

By Sallyann Price. Story originally appeared in the September 2013 issue of *The Rotarian*.

How will you make room for the next generation of young professionals and volunteers in your clubs? We asked Rotaractors and young Rotarians to weigh in on how it should work and what it will take to turn today's young leaders into tomorrow's Rotary members.

Here's an excerpt from the roundtable discussion.

WHAT SHOULD OLDER ROTARY MEMBERS UNDERSTAND ABOUT YOUNG PEOPLE?

Alyssa Gapske, 22, [Rotaract Club of Kalamazoo](#), Michigan, USA: A major difference is the way we connect. The greatest advantage of social media is that it allows us not only to share meeting and project details but also to communicate with clubs around the world. As a moderator of my club's Facebook page, I see messages every week from clubs hoping to work with us, or community members interested in attending meetings or joining our club.

Evan Burrell, 32, [Rotary E-Club of Greater Sydney](#), New South Wales, Australia; past Rotaractor, RYLA participant, and GSE team member: Our spirit of community service is no different from that of older generations; we just have different methods. We're results-driven, we move quickly — some might think too quickly. We want to feel that our work has purpose when we participate in something, and we get frustrated when our ideas aren't considered just because they're unfamiliar.



Evan Burrell, a member of the Rotary E-Club of Greater Sydney, NSW, participated in Rotaract, RYLA, and Rotary's Group Study Exchange.

Greg Garofolo, 44, [Rotary Club of Sharon](#), Massachusetts, USA, and Rotary E-Club of New England; past Rotaractor and Rotary Youth Exchange student: The workplace has changed a lot: People commute longer distances or take a pay cut to work from home and spend more time with family. We're protective of our spare time and less willing to tolerate wasted time, like spending time in costly meetings discussing information that could be shared through email.

Regardless of generation, gender, or vocation, our most valuable resource is the time we give to Rotary and one another.

THESE ARE DIFFICULT TIMES FOR YOUNG PEOPLE STARTING THEIR CAREERS. CAN YOU BE A ROTARY MEMBER AND STILL LIVE IN YOUR PARENTS' BASEMENT?

Kristi Breisach, 26, [Rotaract Club of Kalamazoo](#), Michigan, USA: Trying to catch a break as a young professional feels like an uphill battle these days, but joining Rotary or Rotaract is one of the smartest things a recent college graduate can do. Being a Rotarian opens the door to professional connections as you rub elbows with the "who's who" of your community. You'll find great volunteer opportunities, and maybe it will lead to an unexpected professional opportunity.

Garofolo: Our members are facing hard times financially. This isn't just a young person's problem. But anyone can make a difference. Some can give more money, some can give more time and muscle, and others can give access to networks. We're a richer organization when we recognize all of these commitments.

WHAT HAVE YOU FOUND HELPFUL IN YOUR ENCOUNTERS WITH OLDER ROTARY MEMBERS? WHERE IS THERE FRICTION?

Jennifer Petrichenko, 30, [Rotaract Club of Cloverdale](#), British Columbia, Canada: I once asked a Rotarian how my Rotaract club could help with an upcoming project, and the event chair told me they could really use help with the coat check. A typical misconception is that Rotaractors are young and inexperienced. Some Rotarians I've met have had a hard time comprehending that I'm not a student and I'm in a professional career.

Holly Ransom, 23, [Rotary Club of Crawley](#), Western Australia, Australia: Some of the best Rotarians I've encountered have been genuine believers in the capabilities of young people. They were willing to throw their support behind me as a young club president, invest their time in explaining Rotary's nuances to me, and offer me advice on everything from projects to finding the right people for leadership roles.

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WHAT TRADE-OFFS ARE YOU WILLING TO MAKE WHEN DEALING WITH OLDER ROTARY MEMBERS? WHAT'S A DEAL BREAKER?

Krissie Bredin, 28, [Rotaract Club of Crosslands](#), New South Wales, Australia; past RYLA participant: I have no problem with Rotarians targeting business and professional leaders for membership, but if you want to recruit younger members, you need to remember that Rotary has the power to make great leaders. For years I focused on my club's presidency and major Rotaract projects while my career took a back seat, which could make me a less appealing Rotary candidate. There are so many people who have the time and the passion to make a difference in the world — they just need Rotarians to believe in them and give them that opportunity.

Gapske: We may not have the same experiences or resources yet, but we're adults just like the Rotarians we meet, and they can help us. It never, ever helps to talk down to us. Our generation may have a reputation for laziness and entitlement, but that doesn't mean we as individuals have those qualities. In fact, it's often the opposite for young people in Rotary.

Ransom: We have a lot of energy and passion and a burning desire to make a difference. We don't want to be patronized or micromanaged. We'll tolerate positive club traditions and different ways of serving, even if some projects don't particularly excite us. But Rotarians shouldn't be too critical of a young person trying a new approach. It'll be a different leadership style because we don't have 30 years of experience, but be constructive: Rotary provides an incredible vehicle for us to learn and grow, and we're hungry for the wisdom and experience of older Rotarians.

WILL YOU BE A ROTARY MEMBER IN 20 YEARS?

Breisach: As Rotaractors approach the end of the Rotaract age range, I sense a bit of panic. We try to visualize ourselves in what we call the "grown-up Rotary" and keep coming to the same questions: Will it be a good fit for us? Do we see ourselves surrounded by white-haired executives in suits? Can we imagine going from a small hands-on club to an enormous check-writing club? I'm not sure what my life will be like in 20 years, but I hope that Rotary will be part of it. I've spoken to my grandfather about this; he's been trying to recruit me to his club ever since I became president of my Rotaract club. Not quite yet, Grandpa.

Andera Tirone, 28, [Rotaract Club of Toronto](#), Ontario, Canada; past RYLA participant and Ambassadorial Scholar: When I applied for an Ambassadorial Scholarship, one of the questions asked of me was, "Where do you see yourself in relation to Rotary in the future?" My answer: "This is for life." I was already a Rotaractor and the prospect of becoming a Rotarian had always appealed to me. I definitely have "I need to leave Rotary" days, but I also have "I need to leave my job" days and "I need to leave Toronto" days. Of all those things, I'm least likely to leave the Rotary family.

Petrichenko: It'll happen in good time. I'm a Rotaractor by name, Rotarian at heart.

“Great testament to our leadership in the fight to end Polio”

Polio Message from John Hewko, RI General Secretary

As part of our continuing efforts to highlight Rotary's work to end polio, we are pleased to share with you a story which aired on PBS, Public Broadcasting Service, a major and highly influential U.S. television network. The segment highlights Rotary's work to end polio in Pakistan, as well as the challenges we continue to face in eradicating this disease. The story includes the voices of health workers, religious leaders, and Rotary Pakistan, including National PolioPlus Chair Aziz Memon.



In addition, many of the polio workers appearing in the segment are wearing hats and carrying gear clearly bearing Rotary's End Polio Now logo.

This story first aired on the network's Religion & Ethics Newsweekly program early October 2013. You can view the segment online by clicking [HERE](#).

As you may know, PBS has an immense reach throughout the country. According to PBS, nearly 90% of all U.S. television households – 220 million people – watch PBS in a given year.

The Secretariat's communications team has been working closely with PBS on this project over the past year, and it is satisfying to see that their hard work has paid off.

“How a young club added 80 members in three years?”

Strength in Numbers. Strategic Plan Spells Success.

Rotary Leader September 2013 edition

The **Rotary Club of Crawley**, W.A., Australia, was chartered in February 2010 with about 20 members. Today, the club has more than 100.

The key to the club's growth was neither a big advertising budget nor blind luck. Club leaders credit an effective strategic plan that stressed understanding their audience and ways to reach potential members.

“From the outset,” explains James McLeod, club president, “we aimed to create a professional service club that engages people from a wide range of ages who are looking to give back to the local and international community.”

But to attract a new and younger audience, they eliminated some typical Rotary club formalities.

“We had a group of experienced founding Rotarians who knew how to attract members and build momentum,” McLeod says. “And we've had a style of Rotary that breaks a lot of people's perceptions.”

For example, members call their club “ROC” rather than the **Rotary Club of Crawley**, especially in material aimed at the public. And, says 2012-13 president Holly Ransom, “You'll find our club on **Facebook, Twitter, LinkedIn, YouTube**, and more. “We're not waiting for people to stumble onto our **website**. We made sure we were actively engaging in social media channels.”



Rotarians and friends celebrate a win at a sports day fundraiser in Australia.

The event raised money for Pashello Trust in Malawi, which helps impoverished widows and orphans.

The Club Offers These Tips For Recruiting New Members:

Decide which group to target.

Determine why these people would join a service club.
Then, highlight those qualities in your club.

Consider changing activities.

Some activities might turn off potential members in your target group.

Ask for pro bono assistance.

Speak with local communications professionals and offer to advertise their business in exchange for services.

Engage your potential members.

Find out where they interact, such as on Facebook.

“Presidential message”

RI P Ron Burton. Rotary.org, Oct 2013

By valuing all occupations equally and by maintaining a classification system in our clubs, we ensure that our clubs reflect our communities – and can serve them well. A Rotary club of all lawyers wouldn't be capable of nearly as much as one that also had teachers, engineers, business owners, and dentists; in Rotary, our diversity is our strength. That diversity is an advantage not only to our service but to our members: It gives us all a valuable way to find the connections and opportunities that help us in our own careers.

That aspect of membership is as old as Rotary. Paul Harris himself wrote often of the business advantages of Rotary membership, believing, as I do, that being a Rotarian means a person holds a certain set of values that will make him or her a good person to do business with. Today, with the world more connected than ever, **Rotary membership is an honour that we should be proud to share.**

“Actively engaging new members”

Posted on 22/10/2013 by [regionalcoordinators](#)
By PDG Alan Hurst, Rotary coordinator, zone 32



On 7 September, we held a “Success Seminar” in Zone 32 with a twist: a post-lunch panel of four Millennial Rotary program alumni talking about their challenges to joining Rotary. The four panelists were a current and a past Rotaract President and two former exchange students.

Some of the comments we have heard time and time again but some were revelations.

- Carrie, a former exchange student, commented that she had been embraced by the family of Rotary, had been asked to be a Rotary Exchange (ROTEX?) member and help with exchange orientations, but had never been asked to attend a Rotary meeting.
- Beth, a 21 year old member of a Rotary e-club, said that we need to engage and empower younger members in meaningful ways. Millennials do not just want to participate in Rotary projects; they want to help lead them too.
- Kristina, a Rotaract club president, further elaborated on this topic by pointing out that there are leadership-building commonalities between Rotary, Rotaract and Interact programs but that newer generations aren’t asked to lead. Don’t assume they just want to be another committee member.
- Enrico, a former exchange student from Italy and past President of the Rotaract club of Yale, opened our eyes when he talked about the passive invitations to meetings and events he has received from some Rotarians.
- Enrico also commented that sometimes when he attends a meeting he is afraid to start a conversation because he doesn’t know what to talk about.



Let’s think about these comments for a minute. We have all heard these tips before. Be more active in inviting members. Don’t just ask potential members to participate by putting your name on the sign-up sheet. Provide the newer generations with leadership and service opportunities. Actively engage them in conversation when they are a meeting.

We discovered that the younger generation is much more interested in service while many of us older and more experienced Rotarians enjoy the fellowship aspect of Rotary. We have done a great job equipping this generation with leadership skills, now we need to let them lead and encourage them to achieve their fellowship through participation in meaningful service.

If we want to engage more Rotarians let’s give some newer members opportunities to be up front!

Please read this post and [post a comment](#).

“YOU CAN HELP”

From ‘Rotary Leader’, Sept 2013, Vol 4, Issue 2



WHAT IF... All Rotary clubs were vibrant and engaging?

THEN... Younger members would be more likely to join.



WHAT IF... Every club brought in 2 new members this year?

THEN... We could expand Rotary’s impact in communities around the world.

“Why we don’t want Rotary to be like baseball?”

Article from *Rotary Voices*, 16 August 2013, by David Postic, a member of the Rotaract Club of Norman, Oklahoma, USA, and a member of the 2013-14 Rotaract and Interact Committee

Baseball is a sport so historically beloved in the United States that it is called “America’s pastime.” Yet few Americans I know actually watch baseball on a regular basis. Why? Because when you really look at the game, it can seem slow, boring, and it can get old pretty quickly.



David Postic at the 2011 Rotaract Preconvention Meeting in New Orleans.

Most people love the *idea* of baseball; they just don’t love watching it. Similarly, there are many young people out there (like me) who love the *idea* of Rotary. But when you really look at any given Rotary club it can seem, well, slow and boring.

I had the luxury of growing up around Rotarians, so when I see Rotary I see something ground breaking, something transformational. Yet of all the Rotary meetings I have been to, never once have I heard someone say, “*Did you know that, through Rotary, you can change the world?*” That is Rotary’s most powerful message, and it is the one young people need to hear. And if they do not hear it, I can guarantee you they will not be engaged in Rotary.

Generation gap: The problem boils down to this: there can sometimes be a generational gap in Rotary clubs. There are older Rotarians who see it as a social club and younger people who see it as a retirement home. As a result many young people choose not to join those old clubs and instead form new ones. New clubs are by no means bad things, but when all the young people are creating new clubs the math says those old clubs will eventually die.

How do we fix this problem? As a near expert on 22-year-olds, allow me to offer two pieces of advice for any Rotary club looking to recruit young people like me:

First, wake up. If your meetings or service projects are not more exciting than going to the mall, watching the latest episode of American Idol, or even spending an hour on Facebook, young people will not be engaged and they will not join. Get out into the community and serve. Develop innovative projects that truly make a difference.

Writing cheques is not enough to keep us interested.

Second, let go of your club. Give up control. People my age want to feel like they are making an impact. Give young members responsibilities. Listen to their ideas. Most importantly, make them the leaders and let them *change* things. If you make it a habit to continuously evolve as a club, you will continue to engage young people and flourish, and when clubs flourish, Rotary flourishes. It is as simple as that.

Rotary is a great idea, and I want to be a part of it. There are millions and millions of young people like me who want to be a part of it too. But as long as Rotary, like baseball, seems to be slow and boring, what reasons do we have to join? If you want to engage young Rotarians, wake up and let go. We think that’s awesome.

“Presidential message”

RI P Ron Burton, from ‘Rotary Leader’, Sept 2013, Vol 4, Issue 2

It’s time to recognize that the real challenge we face isn’t bringing new members into Rotary clubs; it’s turning them into true Rotarians who are engaged and understand how their Rotary service can change lives.

We’re committed to increasing Rotary membership to 1.3 million by 2015. And that’s an achievable goal — if we make sure that as we bring in new members, we keep the ones we have. We need to work harder to make sure that Rotary works for people of all ages. Whether that means being more flexible with our meeting times and locations, or encouraging members to invite their families to volunteer activities, or even welcoming kids at our meetings, we need to look at all the options to find the ones that work.

We all have a job to do — to get fully engaged in Rotary, to lead by example, and to inspire others to join us. Sharing the Rotary story begins with each of us.

“Junee Resurgence”

Article provided by PDG ARC Neal Fogarty

Junee in southern NSW is typical of many Rotary Clubs in small country towns. It has been very active and made great contributions to the community for over 50 years. However membership was declining and members were aging and not able to do many of the projects they had in past years. The decline was gradual, they had difficulty attracting new members and the club members didn't recognise the problem until membership plateaued at about six members.



Federal MHR Michael McCormack with some of the new hard-working Junee Rotarians Neil McKenzie, Ian Good, Chris Paton and current President Doug Bell.

Then AG and now DGN Gary Roberts decided to do something to help the Club. With assistance from PDG John Egan and Assistant AG Peter Gissing, they developed a plan that had several elements:

- Identifying Community Leaders who weren't yet Rotarians
- Arranging an information night
- Identifying other community members and sending them a personal invitation
- Asking the surrounding clubs for their support
- Follow up

The process targeted individuals in the community who would bring others with them as well as other people who may be interested if they knew more about Rotary. They were all invited to an information night with a cocktail type meal provided by the Rotary Club. There were 3 good speakers on Rotary and its programs, with an information pack given to everyone. Those showing some interest were subsequently invited to a Rotary meeting.

Junee is surrounded by several Rotary Clubs, and these undertook to have their weekly meeting with Junee, on a roster basis. This provided interesting guest speakers and the visitors were able to experience some of the wider perspective and opportunities offered in Rotary.

This effort saw a very popular former town councilor Peter Commens join Rotary. In very short time he was able to take over the responsibilities of President. Prior to this there were only two people who took on this job year about and they were very relieved to pass on the reins.

The new President set about inviting and encouraging new members, and the Club has rapidly grown to almost treble membership to around 17. There is a new vibrancy and optimism within the club, and new and old members are finding new enthusiasm for things Rotary.

The success of this program rested on the encouragement from the surrounding clubs, and the continuing follow up by new and old members.

Share your Club or District Service Project

We would like to hear from clubs or Districts telling us what they have done. Please include a summary, contact details, and a couple of photos, and email to [Issa Shalhoub](mailto:Issa.Shalhoub@rotary.org.au), this Newsletter's editor.

“Social Media Guide”

From D6690

Why is Social Media Important?

- > 66% of online adults use social networking sites. (Pew Research, Feb. 2012)
- > More than 90% of online adults 25-44 – a prime demographic for future Rotarians – have used social media in some form. (Ad-ology AudienceSCAN, Jan. 2013)
- > There is a strong correlation between U.S. adults who use social networking and adults that “want to become more active in their community” and those that “want to volunteer for a cause or charity.” (Ad-ology AudienceSCAN, Jan. 2013)

1 Social Media and Rotary

Our Goals

- > To increase brand awareness for Rotary and the clubs in our district.
- > To connect with our audiences by creating two-way communication channels.
- > To listen to what our audiences say about Rotary, our clubs and our members.



Our Audiences

- > Other community leaders that are potential Rotarians.
- > Local businesses that are potential service partners.
- > Local media.
- > Fellow Rotarians in our clubs, our district and worldwide.
- > Current/potential members of Interact and their parents.
- > Current/potential members of Rotaract.
- > All members of the local communities we serve.

2 Our Social Networks

Rotary, Social Media and You

Rotary’s presence in the social space does not begin and end with your club’s website and public image specialists. All members are welcome and strongly to participate in our social networks. We are all marketers of Rotary!

The viral nature of social media makes it quick and easy for you to help spread Rotary’s messages, benefits and related news throughout your networks.

The Essence of Social Media Marketing:

“I told two friends about Rotary...
and THEY told two friends...
and so on, and so on, and so on...”

Read [more](#).

All past editions of the “Rotary on the Move”
Newsletter can be accessed by clicking [HERE](#)

If you wish to receive an electronic copy of this Newsletter, or you know of someone who would like to receive one, please email the editor; Issa Shalhoub shalhoubissa@shoal.net.au

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