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## "YOLO - YOU ONLY LIVE ONCE"

**Article by PDG Malcolm Lindquist, Zone 8 Rotary Coordinator**

I recently had the privilege of attending and participating in Rotary District 9710 Conference in Goulburn and had the opportunity to listen to a young lady Karin Wong who referred to herself as one of the YOLO generation.



***Karin Wong at Goulburn***

Karin spoke of the friendships made and the opportunities to assist others in a mentoring role. As a law graduate who has attended the prestigious Global Leadership Institute in the USA, RYLA (Rotary Youth Leadership Award) and NYSF (National Youth Science Forum) she feels that she is able to think outside the square in regards to her future.

At the same conference, we were reminded that Malaria kills 400,000 people each year and that research and financial support can assist in the control of this scourge. Studying flight patterns of mosquitoes and researching for a possible vaccine are changing the ways in which we tackle this problem.

We are asked on so many fronts to assist with time and donations to support a myriad of causes. It may not be Rotary Against Malaria (RAM) that we support but if we follow the YOLO philosophy and are in the position to support financially or with our physical efforts then I would like to think that doing nothing is not an option.

You Only Live Once

# "UPCOMING MEMBERSHIP WEBINARS FOR 2016-17"

Supplied by PDG Jessie Harman, Project Lead, Regional Membership Plan

No special software is required to participate in a webinar; you simply need to register via the link provided.

## RI Director's Update, RI Director Noel Trevaskis

Thursday 8 December 2016, 5.00 pm (AEST)

Monday 12 December 2016, 8.15 am (AEST)

Register: <https://attendee.gotowebinar.com/rt/1913432084078720513>



## Attracting the next generation of Rotarians: Re-connecting with Rotary alumni

Wednesday 22 February, 2017, 5.00 pm (AEST)

Register: <https://attendee.gotowebinar.com/register/86569325273197058>

## Using technology to strengthen Rotary: online meetings, e-clubs and other things

Thursday, 27 April 2017, 5.00 pm (AEST)

Register: <https://attendee.gotowebinar.com/register/5922169015578240003>

## Telling our story: Communicating about Rotary in the community

Wednesday 24 May 2017, 8.15 am (AEST)

Register: <https://attendee.gotowebinar.com/register/1455062179133675523>

## Trends in volunteering: Opportunities for membership and your club

Monday 5 June 2017, 5.00 pm (AEST)

Register: <https://attendee.gotowebinar.com/register/4753329881136224258>

For more information;  
contact Jessie Harman  
at [j.harman@gmail.com](mailto:j.harman@gmail.com)

## DID YOU KNOW?

From Rotary Leader, issue Nov 2016

### Keep new members excited about Rotary with the information in [Introducing New Members to Rotary: An Orientation Guide](#).

Learn the importance of assigning mentors, introducing them to other club members, and tapping into your new members' passion so you get them on the right committee.

**Make sure that prospective members** are left with a good feeling about their experience with your club — regardless of whether they end up joining.

[Creating a Positive Experience for Prospective Members](#) offers tips and ideas for connecting with prospective members so they'll want to stay involved with Rotary.

Have you ever been asked, "**What's Rotary?**" and found yourself stumped for a simple but inspiring answer?

Our [What's Rotary? PowerPoint presentation](#) can help. Customize it with images and content specific to your club and show it at community and prospective-member events.

**Ensure that your club is still relevant** to your members and the community by taking the [Rotary Club Health Check](#).

This engaging new exercise helps club leaders pinpoint opportunities for growth and offers resources for correcting potentially serious problems.



## "ARE YOU READY FOR YOUNGER VOLUNTEERS?"

From Rotary Down Under Oct 16 issue, page 39

According to the Youth Affairs Council of Victoria (YACVic), organisations wishing to attract younger volunteers should:

- Recognise and value the contribution of young people;
- Ensure the physical environment is accepting and comfortable;
- Provide mentoring and encouragement;
- Offer networking and professional development;
- Provide meaningful and fun volunteering opportunities.

# “COMBINED EFFORT KNOWS NO LIMITATION”

*Excerpts from RI President’s Nov 16 Message, Rotary leader, issue Nov 2016*

In the summer of 1917, only a few months after the United States entered World War I, Rotary held its eighth annual convention in Atlanta, Georgia. Although many Rotarians at the time felt the convention should be cancelled, the Board of Directors ultimately agreed with Paul Harris that it should continue as planned. In the midst of such uncertainty and fear, Harris penned, as part of his convention greeting, some of the most-quoted words in Rotary: *Individual effort when well directed can accomplish much, but the greatest good must necessarily come from the combined efforts of many men. Individual effort may be turned to individual needs but combined effort should be dedicated to the service of mankind. The power of combined effort knows no limitation.*

Fittingly, it was at this convention that then-President Arch C. Klumph proposed the idea of a Rotary endowment fund “for the purpose of doing good in the world.”

## “WELCOME TO THE CLUB”

### PRACTICAL TIPS TO KEEP NEW MEMBERS CONNECTED

*From Rotary Leader July 2016 edition*

Sometimes, getting people to join your Rotary club is the easy part. It’s keeping them, long after the glow of the induction ceremony has worn off, that can prove challenging.

The [Rotary Club of Evanston](#), Illinois, USA, has used several strategies that help new members feel connected. “You have to get them involved, give them a responsibility,” says club president Wally Bobkiewicz. “Every new member is asked to join at least one committee.”

Bobkiewicz also gives new members a club meeting assignment, such as acting as greeter or sergeant-at-arms, and makes certain they sign up for social events and service projects.

“And it’s worked,” he says. Since December, the 98-year-old club has increased its membership 10 percent, to 48 members. One of the newcomers is Cindy Beebe, a retired federal agent who now operates her own security business.

Within 24 hours of joining, Beebe had signed up for the garden committee. She’d also received the [New Member Welcome Kit](#), along with a club roster and custom club brochure.

Beebe says she found the roster, which includes each club member’s name, photo, and business affiliation, the most helpful. “I’m good at faces but not names,” she admits.

Another strategy that Beebe and Bobkiewicz believe keeps members engaged is providing opportunities for socializing.

“This group does fun things!” says Beebe. “It’s not just sitting at a luncheon and hearing someone speak. That’s great, and I love learning about new things, but they also have activities outside of the regular meetings, including a recent celebration at an Irish bar in town.”

- Offer your ideas for engaging new members in the [Membership Best Practices Discussion Group](#)
- Create a custom club brochure, available from RI | Brand Centre | Materials
- Share [Connect for Good](#) or the new [Prospective Member Brochure](#) with new and prospective members

Sign In to RI website and Brand Centre to access some links.



**Membership brochures can help further engage and retain new members.**

## "HOW DO YOU CREATE STRONGER CONNECTIONS IN YOUR COMMUNITY?"

*From Rotary Voices, posted 7 Oct 16, by Michael Bucca, president of The Central Ocean Rotary Club of Toms River, New Jersey, USA and co-chair of the District 7500 Public Image Committee.*

Rotary clubs are always looking for ideas on how to increase membership and develop meaningful service projects. Sometimes, the answers lie outside our own club or organization.

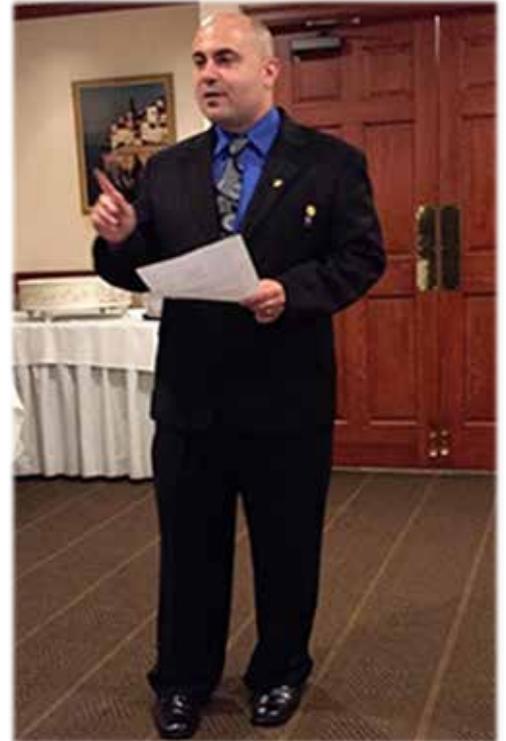
Partnering with other local charities, or joining a service project already in progress, are excellent ways of furthering our mission of Service Above Self. Look around for organizations that share similar goals as Rotary. Invite someone from their group to come and speak to your club. In doing so, you develop an immediate contact that can be built into a deeper relationship.

The Central Ocean Rotary Club of Toms River, New Jersey, USA has been doing this long before I was a member. Directors and board members of about two-dozen organizations are on a first name basis with at least one of our members. About half of our club members either run a local non-profit organization or serve on a charity's board. Some of this has evolved organically over time, but this year it has been a focus of our club.

The opportunities for service this has opened up are outstanding. We have plenty of activities to choose from for service. We also participate in about a dozen or more events, which continually puts Rotary front and centre in the community at large.

How can you go about creating service connections in your community?

- Contact non-profits in your area about opportunities to serve them. Assign one of your members to create a relationship with a representative from their organization, and invite them to speak to your club.
- Ask your club members to participate as board members for other charities that they feel passionate about. This creates a link between the two organizations and makes the member feel engaged by acting as liaison for Rotary and the other non-profit.
- Co-sponsor a fundraiser or event with a local organization. By sharing the event, the public relations opportunities for Rotary become more far reaching, especially if the charity is widely known.



**Michael Bucca addresses a club about raising its profile in the community**

This is by no means an overnight process. But in time, you will find community leaders coming to your Rotary club looking to get something accomplished. Your Rotary club can become the hub of community activity, maximizing the potential to perform Service Above Self.

## USING SOCIAL MEDIA TO ATTRACT MEMBERS

*From Rotary Membership Minute, Oct 2016 edition*

How does your club use social media to raise awareness and interest in your club? The Rotary Club of Summerville Evening, in South Carolina, USA, found that Facebook ads are a cost-effective tool for attracting new members, offering wider exposure than print ads the club had used in the past.



The Rotary Club of Ashburn, Virginia, uses [MeetUp](#) to promote lunch meetings, professional development sessions, monthly networking events, and service projects. The club has inducted four new members as a result, and continues to use the site as an attraction and engagement tool.

Of course, not all social media channels are created equal, so focus on the ones that reach your audience most effectively. By mixing entertaining content with useful information, you're more likely to engage both potential and current members and to inspire them to become involved. Keep content diverse and interesting by asking members who are active on social media to contribute to articles and posts. Using social media allows you to [expand your event's reach](#) and get your club noticed.

## "I'M READY FOR MY CLOSE UP!"

*From 'Rotary Down Under', Nov 2016 issue 589, article by Evan Burrell, Rotary Club of Turrumurra, NSW.*



HAVE you considered sharing short video content as a membership recruitment strategy?

If you haven't explored short video to promote your Rotary club, you may be missing out on a perfect opportunity to connect with a wider audience over social media.

But, I hear you ask, is video really possible for my little ol' Rotary club? Absolutely! Nowadays you don't need professional gear, expert editing skills or software. You don't even need to be super-confident in front of the camera - all you need to do is tell a story. When you look into the lens of the smartphone camera and you talk directly to your Facebook fans as if you're in a room with them, this creates more intimacy and connection.

Film impromptu, personal videos to get some great engagement on your Rotary club Facebook fan page. Keep the videos short in length - one to two minutes is fine - and don't worry about getting it just right, usually the first take is the best. So, what do you film? Film a real personal story that is unique to your club, perhaps the reasons why you joined. Film your members in action on a project; maybe even the process of how you cook the world's greatest Rotary sausage!

Interviews are another great way to bring people to watch your videos. Perhaps after your guest speaker has spoken to the club take them aside and record a small summary interview about what they just presented. Remember, the more interesting and unique your interview is, the more likely people will share it across their own social media network.

Remember, though, not all video content needs to be produced by you; instead, guide your audience to videos that help communicate Rotary's objectives. A search on YouTube will provide you with plenty of Rotary- related video content.

Lastly, what do you want your viewers to do once they've watched your video? Present a distinct call to action, like: "Learn more about joining our club by visiting our website" or "Donate towards our fundraising appeal".

As online video continues its huge rise, hopefully you'll find plenty of inspiration about how you can use it to show off the best side of your club!

## "TRAINING TIP"

*From Rotary Training Talk, Oct 2016 edition*

Does your event website offer an inviting experience for site visitors? Our websites are generally the first opportunity we have to introduce prospective participants to our events.

Steve Denning, past district governor of District [7710](#), offers these tips on how to improve your event website for potential guests:

- Make your site clean, easy to navigate, efficient, and friendly.
- Consider building a responsive website, which adjusts the content's size and layout to a user's device.
- Include content directly relevant to the goals you've set for the site.
- Minimize animation - a simple design makes it easy for visitors information on your site.

See more of Denning's training tips on [website design](#) from the Multi-District PETS Alliance website.

## "DEFINITION OF ROTARIAN"

*From D9520 District Governor's Newsletter, August 2016*

A Rotarian is someone who, through their efforts:

- **Digs** wells from which they will never drink
- **Restores** eyesight for those they will never see
- **Builds** houses they will never live in
- **Vaccinates** children they will never meet
- **Plants** trees they will never sit under
- **Educates** children they will never know
- **Feeds** hungry people, regardless of colour, race or politics
- **Knows** real happiness.

# "ROTARY AND SCHOOLS COOPERATE TO ASSIST IN EAST TIMOR"

**Article supplied by D9500 Governor John Pohl, written by Maddison Papantoniou, Communications & Marketing Officer, Nazareth Catholic Community | Campuses at Findon and Flinders Park**

Since 2012, [Nazareth Catholic Community](#) has been working in partnership with the Rotary Club of West Torrens to develop Nazareth Outreach Work projects in Timor-Leste.

In November 2012 the first group of young adults and staff from the Nazareth Catholic Community and West Torrens Rotarians (Max and David) travelled to Timor-Leste to work with the Good Crocodile Foundation in the village of Triloka, which is situated 130 kilometres from Dili.

Since 2012, 5 groups of Nazareth young adults and staff and West Torrens Rotarians have travelled to Triloka to work in this community. All participants register as RAWCS (**Rotary Australia World Community Service**) volunteers.

The West Torrens Rotary Club have provided invaluable support during our tireless collection of funds and donations from our local community in the lead up to these trips. This has meant we have been able to send five shipping containers of goods, which have included school furniture and equipment, paint and painting equipment, clothing, toys, uniforms, building supplies, medical equipment, sporting goods as well as a number of computers, monitors, projectors and other IT equipment (kindly donated by SAAB Australia). These computers were installed by Nazareth and Rotary volunteers and are now being used to manage medical information, for admin work and for training and education. The costs of the container sent in 2016 were generously covered by Pacific International Lines.



***Young Adult Volunteers working with the children in local schools***



***Young Adult Volunteers teaching IT and computing skills to Community Workers from The Good Crocodile Foundation in Triloka***

Whilst in Triloka, we painted and repaired community buildings, taught sport and dance in the local schools and assisted with the health program. Additionally, we were able to present the Triloka Community with a cheque for \$20,000 to assist in the construction of a Birthing House and Mother and Child Clinic which was completed in late 2013.

Throughout 2014, Rotary assisted the Nazareth Community in fundraising for a 4WD vehicle. In August 2014, this Vehicle was presented to the Good Crocodile Foundation and Triloka community. It is now being used by Health Workers as a Mobile Health Clinic, visiting the isolated villages in the mountains.

Whilst these donations have been invaluable to the Timorese community, above everything the most important thing we've found in [Nazareth Outreach Work](#) is developing relationships. Our relationship with Timor is constantly strengthening, which means our desire to do outreach work is constantly growing, and our projects are getting bigger each year. Our Timorese friends have become family to us, and we plan to continue working in Timor well into the foreseeable future.

Without the support of our partners at the West Torrens Rotary Club, our work wouldn't be possible and we are extremely thankful for this ongoing support that is providing us with the capacity to change lives.

For further information please contact: [maddi.papantoniou@nazareth.org.au](mailto:maddi.papantoniou@nazareth.org.au)

# "6 INGREDIENTS FOR MEMBERSHIP GROWTH"

**From Rotary Voices. Posted on November 4, 2016**

**By Quentin Wodon, a member of the Rotary Club of Capitol Hill, Washington, D.C., USA**



Let's admit it: achieving a high growth rate (negative or positive) is easier with a small club. Still, after more than five years of almost continuous decline in membership, my club was excited to report a 60 percent growth in membership from July to October. We had 18 members on 1 July. Now we have 29, with 11 new members inducted in the first trimester of the new Rotary year.

How did we do it? Let me share our recipe:

**Ingredient 1: Less meetings, more service and public events.** Rotary's [Council on Legislation](#) has given a lot of freedom to clubs on how they organize their meetings. So we decided to reduce our regular meetings from four to two per month, which gives us more time for service work and organizing public events.

**Ingredient 2: Better service opportunities.** Many Rotarians are professionals and business leaders, yet most do not use their skills when they volunteer with their club. We changed that in our club by creating teams of Rotarians and non-Rotarians combining their skills to provide free advice to local nonprofits on the strategic issues they face. This is not only more interesting in terms of volunteer work, but it is also more impactful to create positive change in the community.

**Ingredient 3: Lower cost.** By the standards of Washington D.C., our membership dues are not very high, at \$600 per year. But this is too much for many. So we created two new membership types – a membership at half the regular dues for young professionals under 35 years of age, and a spouse/partner membership at one third of the dues.

**Ingredient 4: Stronger public image.** We are organizing better and more regular public events. One of our recent events was a seminar at the World Bank with great speakers on education for peace and social change. That same week we also had a stand at the main festival in our neighborhood. In addition, we have been writing articles for a local blog, the local magazine for our neighborhood in Washington, D.C., and a free newspaper.

**Ingredient 5: Strategic planning.** We now have a strategic plan, our first since the club's creation in 2003. [The plan](#) gives us a vision, and clear milestones and targets that we are trying to achieve.

**Ingredient 6: Luck.** Part of our gain in membership was just luck, as two new members transferred from other clubs due to changes in jobs and the location of their workplace. What's great is that they bring with them a lot of experience in Rotary.

It remains to be seen whether we will continue on the path of membership growth for the rest of the year. We expect some members to relocate, so we will need to recruit more members to compensate. But we are making progress, and we have exciting initiatives coming up that should help us become better known in the community, make a larger difference for the less fortunate, and hopefully continue to grow.

*About the author: Quentin Wodon is a lead economist at the World Bank. He holds PhDs in economics and in theology and religious studies, and has taught at universities in Europe and the U.S. He is currently President of the Rotary Club of Capitol Hill, in Washington, D.C. He is also author of the Rotarian Economist blog at [www.rotarianeconomist.com](http://www.rotarianeconomist.com)*



**One public event the club organized included a booth at a neighborhood festival.**

## SHARE YOUR CLUB OR DISTRICT SERVICE PROJECT AND MEMBERSHIP BEST PRACTICES.

We would like to hear from Clubs or Districts telling us what they have done. Please include a summary, contact details, a couple of captioned photos, and email to [Issa Shalhoub](#), this Newsletter's editor.

We also would like readers to share their experiences and stories on Best Practices in their Clubs and what has worked for their Clubs in gaining new members and also what has helped in keeping members.

# "LONG'S LONG DONATIONS IN KIND SERVICE"

Article by Tony Thomas, RC Central Melbourne-Sunrise

Donations In Kind volunteer at West Footscray, Ngoc Long Dang 70, has been DIK's resident "boxologist" for the past 13 years.

Long fled Vietnam by makeshift boat with his seven-months-pregnant wife Chau in 1978 to escape reprisals for his South Vietnamese army service. They reached a Malaysian camp and within a month the Australian Government had them resettled into Melbourne.

His volunteering is gratitude towards his adopted country. DIK store manager Laurie Fisher says Long nominally works there 9.30am to 2.30pm on Tuesdays and Thursdays but Long never says no when asked to do extra hours, such as going with the DIK van for collections and drop-offs. "He likes to be called 'Short Long'. He's endeared himself to all of us, he's so dependable and willing to pitch in," Laurie says. "He sweeps, cleans the toilets and the kitchen, acts as packer/storeman and cheers us all up with his chatter and advice. "Originally, he wouldn't say 'boo' but now he chairs our lunchroom table and we can't shut the little bugger up."



**Long-standing Mr "Short" Long at work in the DIK warehouse, West Footscray**

The West Footscray depot is DIK Victoria's biggest and operates for four Districts. In the 15 years to June 2015, it shipped out 455 containers of recycled goods worth \$45m, including school, hospital and computer equipment. Its logistics costs of more than \$70,000 a year are covered by Rotarians, enabling the depot to ship out \$5.5m in aid in 2014-15.

District 9800 Governor Nominee Bronwyn Stephens presented him with District's Paul Harris Fellow recognition at West Footscray Rotary in June (2016), and the club gave him its vocational service award.

Long's work career was mainly in Chinese restaurant kitchens. Both Long's daughters became university graduates. Belinda 38, is a construction project manager and Anne 35, graduated in psychology.

**Season's Greetings**

*and best wishes  
from the Newsletter's Team.*

**THE NEXT ISSUE of this Newsletter  
will be published in February 2017.**

**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](mailto:shalhoubissa@shoal.net.au)**

## ROTARY COORDINATORS TEAM

2016 - 17

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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