ROTARY ON THE MOVE



Rotary Coordinators' Newsletter

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In this issue:

- Welcome To The New Rotary Year
 - Best Nonprofict Act
- Membership Officer Update
- Are We Rotary Or Are We Probus?
 - How To Attract Younger Members?
- Why Should Someone Join Rotary?
- Increase Through An Open House - Regency Park And
 - Regency Park And Yass
- 6 Ideas Factory Shed
 Lights On Club
 Innovation
- Clubs Unite To Save Lives
- Meet ARC Linda - Meet ARC Doug - The Team

"WELCOME TO THE NEW ROTARY YEAR!"

Article by RC PDG Tim Moore

It was great to have our own Rotary International World President Ian Riseley asking us to *Make a Difference* in our communities locally and overseas. Now we welcome our new world President Barry Rassin – who asks us to *Be The Inspiration* for 2018-19.



All Rotarians like to think they have done a great job as the Rotary year ends and the new one takes off. I particularly like to reflect on whether I have done well in how I serve Rotary. Have I contributed to our districts and clubs being strengthened? To be honest the figures for Australian membership looked good at the end of April – at least on the surface – 15 of our 21 districts had positive membership growth! Australia had a net gain of a modest 217 members. While we should be pleased at this result, when you look deeper into the statistics, only 2 of our Districts (D9465 and D9630) had a net gain above the end of last year's district totals. Alas, we now face the dreaded end of year final edit of members by clubs – semi-annual invoice time is upon on us. While we won't know the results until August it is almost certain we will show a significant decrease in membership as of the end of June, 2018.

I take heart that it would even been worse if our world President, our directors, our Rotary Coordinators and assistants, our RI team here and overseas, our governor train, district leaders and membership chairs and, of course, our club leaders had not been working hard on membership retention and growth throughout the year.

I think of all those who worked so hard to this end. It is frustrating that others shrug off our efforts as more bad news and meddling in their activities. So many members and clubs are resisting getting help but others are flourishing, what is the secret? We need to ensure Clubs care and share our goals. Many are making a membership plan the whole club owns. Many are trying some of the flexible membership options now available, to promote their clubs, to connect with their community — and yes, they are growing!

I look forward to more clubs taking on board this self-help project. I read with pleasure the articles in this newsletter and the many other sources of successful ideas. Please pass on 'Rotary on the Move' to your friends in Rotary and let's kick start membership for our new Rotary year!

"ROTARY WINS BEST NONPROFIT ACT FOR ITS POLIO ERADICATION WORK"

By Ryan Hyland

Rotary's commitment to eradicating polio worldwide won Best Nonprofit Act in the Hero Awards of the One Billion Acts of Peace campaign, an international global citizens' movement to tackle the world's most important issues.

The campaign is an initiative of PeaceJam Foundation and is led by 14 Nobel Peace Prize laureates, including the Dalai Lama, Desmond Tutu, and Rigoberta Menchú Tum, with the ambitious goal of inspiring a billion acts of peace by 2020.

Each year, the campaign picks two finalists in each of six categories for their work to make a measurable impact in one of the 10 areas considered most important by the Nobel laureates. Winners are chosen by people from around the world.

Rotary and Mercy Corps were the two finalists in the Best Nonprofit Act category. Rotary and the five other winners were recognized at a ceremony in Monaco. Betty Williams, who won the Nobel Peace Prize in 1977 for her advocacy for peace in

"REGIONAL MEMBERSHIP OFFICER UPDATE"

Article by Julie Aubry, Regional Membership Officer for Zones 7b and 8 (based in Evanston, IL, USA). Julie.Aubry@rotary.org | +1-847-866-4480 | www.facebook.com/julie.aubry.rotary

Happy Rotary New Year!

A huge welcome to all of our new district leaders! As your Regional Membership Officer and RI staff membership contact, I will be sharing membership information from RI, new and updated membership publications, tools, and resources, data to help you track changes reported in your region, and success stories and strategies to create vibrant and engaging club experiences.



Increase your Membership through an Open House

Zoë van der Meulen, governor of District 7170 (New York, USA) is building upon a tradition in which clubs from the same community get together and host open houses to invite community members to learn more about their club. Her small Rotary Club of Unadilla has brought in 10 new members thanks to open houses.

"At each open house there's someone who says, 'I've always been interested in Rotary' or 'I was a Rotary Youth Exchange Student, but I never knew how to get involved,'" says van der Meulen. "So many people think very highly of Rotary but need this extra nudge to join."

Read more in May 2018 Rotary Leader issue and share 10 tips for successful open houses with clubs in your district.

Looking for resources to share with prospective members? Impact Begins with You is a great brochure that helps prospective members understand what Rotary is and what sets it apart from other organizations. Or, create your own club brochure!

Membership Reporting Dates Reminder

Remember that new members added on or before 30 June will count toward the current Rotary year, while members added with 1 July effective dates will count toward the new Rotary year.

- Members added with 1 July 2018 effective dates will not be included in your annual 1 July 2018 membership start number, but they will be billed on the 1 July 2018 club invoice and counted toward 2018-19 membership growth.
- Members terminated with effective dates on or before 1 July 2018 will reduce your club's 2017-18 membership achievement, reduce your 1 July 2018 membership start number, and will not be billed on the 1 July 2018 club invoice.

Below are two examples of how the changes would affect a club's 2018 annual membership start number and July 2018 invoice number.

Rotary Club A	Rotary Club B
30 June 2018: 60 members	30 June 2018: 40 members
1 July 2018: +15 members (these 1 July membership changes will not affect the 1 July 2017 annual membership start number)	1 July 2018: -12 members (these 1 July membership changes will affect the 1 July 2017 annual membership start number)
1 July 2018 annual membership start number: 60 members	1 July 2018 annual membership start number: 28 members
July 2018 invoice number: 75 members	July 2018 invoice number: 28 members

Membership Start Figures

Official 1 July membership figures will not be ready until **15 August.** As you run membership reports in Rotary Club Central, please keep in mind that membership numbers are subject to change. Staff are working diligently to process end-of-year membership changes like new club charters, member terminations and new member additions that are submitted in a variety of forms (online, email, fax and post). If you have any questions, please contact me. Please note that because the official start figures are not finalized, I will not be including your membership reports this month.

"ARE WE ROTARY OR ARE WE PROBUS?"

Opinion article by Euan Miller, D9520 Membership Chair

At the joint Presidents Elect Training Seminar (PETS) for 9500 and 9520 this year I asked the 90 plus President Elects (PEs) how many, like me, were over the age of 70. Around half of them were! Other DGs tell me the pattern would not be too different in their districts.



If half of our clubs are relying on PEs of this age, you can assume that the majority would have been in the role before. In fact, one 84-year-old admitted he was coming around for the 7th time!

Surely if we can't allow over 70s to enjoy their autumn years in Rotary without having to lead the club then our club member age profile is in trouble.

Are we not allowing younger members to be PEs by not providing a supportive environment and adjusting the role to help them with work and family commitments? Or are saying they haven't got enough experience to lead a Rotary club? I was told when we delegated the job to the 18-25-year old, they did a pretty good job for both countries in the two World Wars. Or do we not have the younger members to take on the role? If the last is the case then we really are in trouble!

But I think the problem is even bigger than this. I don't believe the present PE and District Training Assembly (DTA) training is appropriate if we want effective club leaders. PEs resent being asked to attend training when they have already been through the cycle before. Why don't we have separate streams for the repeat Presidents?

It is even worse with DTAs. Attendance at DTAs has declined faster than our membership with less than half the Rotarians attending that attended 10 years ago. The reason: the training is the same year after year. If there is nothing new to learn why go?

Instead of focusing on RI Presidents' themes and other Rotary matters which can be learned elsewhere, we should be training PEs to be leaders of their clubs.

First, we need trainers who are skilled in adult learning and this suggests that maybe regional or national PETS should be used (as they do in NZ) to enable us to get skilled trainers. PDGs are not necessarily good trainers and they tend to replicate what they, themselves learnt.

We need a fresh approach.

PEs need to be trained in how to lead and inspire a club of volunteers, how to set a vision, how to develop and manage a strategic plan, how to delegate authority but not responsibility, how to work as a team with past and future leaders so we are not changing direction every year, how to set KPIs to manage the club's progress – in fact the RI President gives you these each year in the Citation but only 3% of the clubs in the world use them! One of the critical skills that never seems to be taught is disturbance handling. 20% of Rotarians leave a club because of unresolved conflicts. What a waste.

It is too late in districts to fix this for next year but maybe you can *Be the Inspiration* by doing two things yourselves that will take your clubs a significant way along the path.

- 1. Ask the district to run a *Club Visioning* workshop for your club to set up a strategic plan
- 2. Ensure all your new members, and any existing members who would benefit, attend one of the district run *Rotary Leadership Institutes*. My club pays for all new members to attend. Over a weekend they will learn more leadership skills and gain more Rotary knowledge than in a lifetime as a Rotarian.

"HOW CAN MY CLUB ATTRACT YOUNGER MEMBERS?"

Rotary Membership Minute, February 2018

Younger professionals can bring new perspectives, expertise, and energy to a club. But do you understand who these emerging leaders are and what they need? Will your club attract them? Do you know how to engage with them and

show them the benefit of their continued membership? Engaging Younger Professionals, a new online toolkit, will help your club answer these questions.

The toolkit will help you rethink membership, from a broad perspective down to a tactical level. It contains features like videos, testimonials, graphics, and publications that support a younger, more diverse membership. Explore the toolkit and discover how you can get to know your audience, enhance your club's culture, and engage emerging leaders.



"WHY SHOULD SOMEONE JOIN ROTARY?"

A Membership Minute by PDG Brent Rosenthal, Rotary Coordinator Zone 30, D6690

The number 1 question a prospective member asks is "why should I join Rotary?" Can you answer that question in a way that will inspire that person to become the enthusiastic and engaged Rotarian that you are?



A few years ago, RI prepared a list of the benefits of Rotary membership – the "value" that Rotary has to offer its members. That list is included with this Minute, and it is very worthwhile for every Rotarian to review. I am convinced that many, maybe even most, Rotarians don't know all the benefits that are available to them as Rotarians. Or they take them for granted and thus never realize the full benefits of Rotary membership. We know we love Rotary. We know we feel that our Rotary friends and Rotary experiences are priceless parts of our lives. Yet when asked by someone what they will get from Rotary we have trouble relating the depth and breadth of the Rotary experience.

However, the Benefits of Rotary list that I attached serves another very important function. It is also an excellent tool for club leaders to assess their clubs and their leadership by asking, "does our club provide these benefits?" If the answer is anything but a resounding yes, the next question should be, "What changes do we need to make so we can provide them?"

Obviously, no Rotary Club can be all things to all people, and each club is unique, with its own strengths and weaknesses. However, it is self-apparent that the more well-rounded a club is, the better its chances to be attractive to more potential members – and that its members remain active and enthusiastic.

We can't attract new members to Rotary if we cannot explain how the benefits they will receive far outweigh the costs of time, money and personal engagement they will be asked to incur. Take time to look over the attached list of Benefits. Even better, include them in your club's brochure so the person who reads it, and hears your Rotary story, is inspired to become a Rotarian!

Benefits of Rotary Membership

Professional Development

- Leadership skills · Leading projects · Leading leaders · Leading volunteers
- Public Speaking · At club, district, and large events
- Project Management · Club projects · Community projects
- International projects
- Fundraising · Club members · Community members · Events
- Event Production Club meetings Fundraisers Club events District meetings Zone meetings
- Continuing Education · Leadership · How to sell our cause, and our membership · Raising funds · Humanitarian projects · Grant writing · Budgeting and management · Computer applications · How to train others
- Exposure to Other Professions · Broader perspective of business and life · Understanding of industries/professions other than own
- Non-profit Education Grant writing Grant management Global exposure to other NGOs

Networking

- Represent your industry Diversity of professions
- Exposure to owners, top level management, and extraordinarily well-connected business and community leaders
- Ability to build awareness and credibility among other members based on work you do in Rotary
- Assumption that in working with other Rotarians you are being treated fairly, and you will treat them fairly in business dealings

Relationships

- Local and International
- Lifetime professional, personal, and family relationships
- Exposed to top level within local and international community
- An extraordinarily diverse group based on age, vocation, focus, and experience
- Opportunity to create long-term relationships quickly in spite of cultural or language challenges
- Assumption that other Rotarians are talented, educated, community leaders who are ethical
 principled, and wanting to help others

Family Experience and Opportunity for Unique Experience for Children

- Rotary programs are fun for adults and children and bring families together Youth Exchange Interact Rotaract Speech contest
- Community service projects with Rotarian family member
- International travel opportunities on Rotary projects
- Strong network in the community for use by family Doctors, dentist, lawyer, financial planner, architect, accountant, etc.
- Friendships that can support family
- Trusted relationships
- Sense of community and commitment
- Network to help in emergency

Personal Development

- Opportunity for extraordinary experiences
- Opportunity to improve the lives of others
- Opportunity to do things through Rotary you cannot do alone
- Leverage of Rotary Foundation funds use, expertise, and connections
- Opportunity to live and express yourself internationally
- Opportunity to meet people and make friends all over the world
- Opportunity to leave the world better than you found it. **Identified for High Level of Integrity**
- Better understanding of components of ethical behaviour in business and community
- Recognized and differentiate by others for high ethical standards

Satisfaction of Making a Difference to People Who Need Your Help

- Can help others while keeping your day job
- Rotary's worldwide presence allows service on a local or international level

"INCREASE YOUR MEMBERSHIP THROUGH AN OPEN HOUSE"

Rotary Leader, Vol 8 – Issue 6

Zoë van der Meulen, PDG 7170 (New York, USA) is building on a tradition established by district leaders before her: She's encouraging clubs to invite community members to receptions, or "open houses," to learn more about Rotary's work.

A member of the Rotary Club of Unadilla, New York, USA, van der Meulen says her small club has brought in 10 new members, thanks in part to open houses.

"At each open house there's someone who says, 'I've always been interested in Rotary' or 'I was a Rotary Youth Exchange student, but I never knew how to get involved,'" says van der Meulen. "So many people think very highly of Rotary but need this extra nudge to join."

Although the concept of an open house, also sometimes called a mixer, is not new to Rotary, a growing number of districts are urging clubs to organize these events as an effective grassroots effort to promote Rotary. Van der Meulen has created an invitation template and tips (see graphic) that she shares during training sessions and club visits.

Programming for open houses varies from planning formal events to inviting guests to a regular club meeting to afterwork gatherings. Wherever the events are held, van der Meulen says it is important that members talk to visitors about what Rotary means to them personally.

"At every [event], Rotarians have spoken from the heart about why they joined and what it means to them to be a Rotarian," she says. "The stories and sentiment help compel others to serve through Rotary."

10 TIPS FOR A SUCCESSFULOPEN HOUSE

- 1. **Plan** with other clubs in your area so that prospective members have a variety of options for meeting times, formats, etc.
- 2. **Do a survey of professions** to identify any that are not currently represented in your club.
- 3. **Send invitations** a month before the event, and make follow-up calls two weeks beforehand.
- 4. **Update club brochures and communications** with content from the Brand Center at least three weeks before the event, and hand out the printed materials at the event.
- 5. A week beforehand, **assign specific event tasks** to club members. Put someone in charge of organizing the flow of guests as they arrive so that the event lasts no longer than 90 minutes.
- **6. Create a relaxed atmosphere** so people can mingle informally, and remind members to share their personal Rotary stories.
- 1. **Invite and recognize** RYLA students and Youth Exchange students.
- **Discuss Rotary's global causes** using the Discover Rotary presentation, to which you can add your club's own projects, both local and international.
- 9. **Share information** about your club's format and the club's expectation for membership.
- 10. Follow up by inviting to a future club meeting anyone who has expressed interest. Be persistent but patient

Download Creating a Positive Experience for Prospective Members for more ideas.

"REGENCY PARK AND YASS"

Email from Russell Green, Membership Director, Regency Park Rotary, D9500 SA

In early May we (Regency Park RC) held a Membership Promotional Evening. We followed the guidelines of the 'Yass' procedure and organised a stand-up function with finger food and drinks. A number of pull-up banners and an assortment of RDU magazines were placed on tables.

Regency Park is a club of only 15 members and between us we managed to attract 12 interested people. The evening was only planned to run for an hour with three of our members giving a short 5-minute (or less) talk, but additionally two Rotaractors who are friends of our club also spoke. Our members mingled and spoke with the guests.

We meet at the Caledonian Hotel in North Adelaide and the hotel was very helpful in organising the food and drink, with everything running very smoothly.

Our guests were given a promotional package as they left, containing a membership application form. A week later at our Board Meeting we had three membership applications to approve and another likely to be received shortly. We will also improve our female participation.

This was a great result and has shown members what can be achieved with a little bit of effort.

From this Newsletter's editor; please check 'Rotary On The Move' October 2014 issue page 6, March 2015 page 6 and July 2015 page 6 and 7. Copies of these issues can be found here.

Also go to the Rotary Club of Yass, Running a Membership Night.

"IDEAS FACTORY SHEDS LIGHT ON CLUB INNOVATION"

Rotary Voices, Posted on March 30, 2018

By Daniel Vankov, president of the Rotary Club of Brisbane, Queensland



A facilitator leads the discussion during the Ideas Factory.

At the Rotary Club of Brisbane, we attempt to be the motor behind major community initiatives in our community, in Queensland, and beyond. As members, we have a duty to continue our impact and expand it. Getting a good measure of the club, our strengths and weaknesses, so we can build on them is not easy. For humans, we can look in a mirror to do a self-assessment. At least externally. But organizations don't have it so easy. We knew we needed to create the right mirror to get a good look inside our club.

The Queensland University of Technology launched an "Ideas Factory" in 2016 which provides future business leaders, executive level MBAs and other MBAs an opportunity to leverage their experience, insight, and collective efforts to solve real world industry problems. Our club quickly recognised the potential synergies. Are not those future leaders our target group; the people we would like to see as members? We seized the opportunity and assembled a room full of these individuals to help us answer this question: How can we promote community engagement amongst Brisbane professionals in the central business district through the Rotary Club of Brisbane?

Twenty-three participants, divided in five groups and supported by two facilitators and four Rotarians, pushed their collective brain power to the limit for a day. All sacrificed their weekend to make sure the Rotary Club of Brisbane can prevail in its mission. A structured process ensured that participants got results. We made available to them in advance a summary of the club, including membership data, club history, club strategy and other relevant information. As president, I spoke to them about Rotary in general and the club in particular. I had to answer quite a few tricky questions, but it paved the way for fruitful and creative work later on.

Each of the five groups had its own "cave" to look for "light." Our Rotary team had the task of moving between the groups and answering any questions that came up. The results were impressive. They were video recorded and are currently being shown to our members one video per meeting. As a result, every meeting we learn something new about what the world around us thinks and believes both about Rotary and about our club.



Daniel Vankov fills the participants in on his club's activities.

Even if that might sound like a nice end to our exercise, it's actually just the beginning. What was learned will be turned into a comprehensive strategic plan for our club. We've recruited a strategy consultant to assist. She will be working in close cooperation with 1) our president-elect and president-nominee to incorporate their views and aspirations for the coming two years, 2) the Ideas Factory participants themselves and 3) all club members including some former members. We will grow as a club, together with the people we serve!

Encourage members to get involved for a more meaningful Rotary experience with the ideas in Connect for Good and other membership resources.

"KIAMA AND GERRINGONG ROTARY UNITE TO SAVE LIVES"

From D9710 Newsletter May 2018, as it also appeared in the 'Kiama Independent' 19 April 2018



Dr Robyn Dalley and Dr John McAlpine examine a patient.

Statistics reveal two out of three Australians will develop a skin cancer in their lifetime, with Melanoma killing more young Australians (15 to 39-year-olds) than any other single cancer. With early detection, more than 95 per cent of skin cancers can be easily treated.

The Rotary Clubs of Kiama and Gerringong, with the support of a local benefactor, have taken action in the early detection of skin cancer in our area. In the last six months they have conducted three free skin screening sessions in Kiama and Gerringong providing full skin checks.

The next free screening will be at the Presbyterian Church Hall in Kiama, on the corner of Shoalhaven and Terralong Streets, on Sunday, April 29 between 12pm and 3pm. Local GPs, Dr Robyn Dalley, Dr John McAlpine, Dr Brian Cox and Dr Mark Burgess have volunteered their services.

Of the 185 people screened, so far, almost 30 per cent have been referred to their GPs for further investigation of skin lesions. Unfortunately, we have two confirmed reports of Melanomas from those who have been screened. Both have had good out comes as a result of early detection.

Melanoma is the fourth most common cancer diagnosed in Australia and Australia has one of the highest incidence rates of melanoma in the world. Rare melanomas can occur in parts of the skin or body that have never been exposed to the sun. Melanoma is the most prevalent cancer in young people.

In 2013, 12,744 new cases of melanoma were diagnosed in Australia, accounting for nearly one in ten cancer diagnoses. There were 1467 deaths due to melanoma in Australia in 2014.

Early detection saves lives and it could be yours or someone you love. If you cannot attend the free screening take the time to make an appointment for a skin review with your GP or a GP who has specialised in skin cancer detection, today.

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.

"MEET NEW ARC LINDA McLERIE"

Linda McLerie was invited to join the Rotary Club of Hannans-Kalgoorlie in 2003 and has held most positions within the club including three terms as President. From 2004 she had held various positions within District 9470 and after redistricting with District



9465 including Rotary Youth Exchange and other Rotary Youth Programs.

Linda has had three terms as Assistant Governor and was privileged to be District Governor in 2016-17.

Linda has travelled to India on three occasions to take part in National Immunisations Day's and was very honoured to be present at the 2012 Rotary International Convention in Bangkok when it was announced that India was Polio free. It was during this Convention and subsequence Conventions in Sydney and Atlanta that Linda truly appreciated how the membership of Rotary is aging.

Linda believes Rotary must foster and support their youth and during her term as District Governor, and in consultation with the G Train, she invited the District Rotaract Representative to attend board meetings enable the exchange o information and ideas. Linda is looking forward to her new role as Membership Assistant Coordinator for Western Australia.

Linda is a clinical nurse and midwife, working for the Western Australian Country Health Service, and is married to Greg. They have two beautiful daughters, three precious grandchildren, a very pampered Rottweiler, three very chatty weiros and a pet python.

"MEET NEW ARC DOUG St CLAIR"

Doug continues to be an active member of his club, the Rotary Club Sunnybank Hills and has been Secretary, President, a Paul Harris Fellow sapphire, a District Conference Chair, Rotary Australia World Community Service (RAWCS) team member to the Solomon Islands,



and India for the Polio Plus campaign, and recently Samoa, a Group Study Exchange Team Leader to Denmark, a Peace Fellow Counsellor, an Assistant Governor and District Governor 2016-17.

Doug and his wife Sue, a proud member of the Rotary e-club of Australia Nomads, have hosted numerous Youth Exchange Program students, visiting GSE Teams, Peace Fellows and NYSF students.

Doug retired as a school Principal but has maintained an interest in education and training and in fact will take on the role of Learning and Development Coordinator in his Rotary District 9630 in the 2018-19 Rotary year. He will supplement this role as a member of the Transition Management Team for the Redistricting of Districts 9630, 9600 and 9640 which has been approved for commencement as District 9620 in the 2021-22 Rotary year.

All past editions of the "Rotary on the Move" Newsletter can be accessed by clicking HERE

ROTARY COORDINATORS TEAM 2017 - 18 ZONES 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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