ROTARY ON THE MOVE

Rotary Coordinators' Newsletter

June 2020



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'KEEPING ENGAGED WITH MEMBERS'

Article by RC PDG Adrian Roach

What a crazy few months it has been! Amazing how a virus can change our world so much and especially our Rotary world.



Member engagement is vital to the retention of our organisation's ability to survive in these strange times. We all work hard to create

a strong relationship between our Club and members', and we don't want to see those members walk out the door from a lack of engagement. Member engagement and member retention go hand in hand. Here are a few tips;

- 1. Offer opportunities for continuing education. Point members towards the Rotary learning and Reference Centre . There are lots of interesting topics and roles to learn.
- 2. Hold events. There's a ton of value meeting in person, but when you can't then find another way. There are some great opportunities for some very interesting guest speakers during the COVID-19 isolation.
- 3. Regularly communicate using members' preferred channels. It's essential to keep communication channels open.
- 4. Maintain a community. A strong community formed among your members helps keep them engaged.

How to engage current members and club leadership

- Assess and evaluate the health of your club and its membership by using our Rotary Club Health Check (PDF). Create awareness around the challenges your club faces.
- Ask yourself, "Does my club need to evolve?" If it does, download our Membership Assessment Tools for step-by-step guidance.
- Ask your fellow members what they want. Build trust and respect with them — former members, longstanding members, and current members. They hold the keys to your club's traditions and to its future. Our Member Satisfaction Survey (PDF) can help.
- Coordinate events, speakers, and service projects that are challenging, exciting, and relevant to your club. Visit Develop Projects.
- Find ideas for activities that reflect your members' diversity and personalities in Be A Vibrant Club.

Last Month we held a Webinar "Projects that Rotary Clubs can deliver during Isolation". This was a great success with many great ideas shared. Special thank you to our Presenters; Jasmin Dhillion— President Elect Rotary Club of Southbank; David Hanlon — District Membership Chair 9820, Rotary Club of Frankston North;



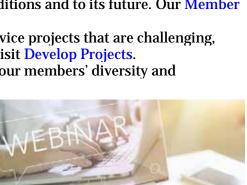
Neill Sheldon - Knox Art Show Chair and from Rotary Club of Bayswater; Lenard Sciancalepore– President Rotaract Club of Adelaide University; Rajeev Wadhwa– Rotary Club of Rowville-Lysterfield and Georgina Richards – Trainer New Zealand.

Our next Zoom Webinar "Our Virtual Rotary World: Best practices for holding online meetings, changeovers, PHFs and World Convention" is on soon and you are invited, don't miss this one;

When: Wednesday Jun 3, 2020 18:00 Canberra, Melbourne, Sydney

Topic: Our Virtual Rotary World: Best practices for online meetings, changeovers, PHFs and World Convention **Register** in advance for this webinar: https://us02web.zoom.us/webinar/register/WN_ZC3MT6bzQXuBK-mKOrBleg

After registering, you will receive a confirmation email containing information about joining the webinar.



'REGIONAL MEMBERSHIP UPDATE'

Article by Barbara Mifsud, Regional Membership Officer, Membership Development, South Pacific and Philippines Office, barbara.mifsud@rotary.org, https://www.facebook.com/barbara.mifsud.1

Clubs and districts during COVID-19

Here are some highlights of how clubs and districts are putting RI's fourth strategic pillar 'the ability to adapt' into action:



- Cancelling the district conference was probably one of the hardest decisions that DG Jane Owens in D9500
 has had to make, however the committee recently launched a virtual conference. Watch the opening session
 here with keynote speaker Senator Andrew McLachlan. The committee is busily recording and collating
 speaker presentations which will be released incrementally.
- The Provisional Rotary Club of Sunshine Coast Passport has not let COVID-19 stop them in their efforts to recruit enthusiastic members developing a new club. They've already held a number of on-line interest meetings and you can register for their next one here.
- The Rotary Club of Kurrajong North Richmond conducted a 'field' induction of new member Melissa at a local butcher while maintaining social distancing! Watch the surprising video here.
- Adelaide University Rotaract Club is running a successful series of on-line cooking classes, featuring different cuisines from around the world. The club has also held an on-line games night, a seminar on managing stress and anxiety during COVID-19, joined in on a pancake breakfast with other Rotaractors around the world, had interesting speakers at their meetings including The Purple House and are organising an online resume writing session.
- District Membership Chairs Mary Brell and Judy Ford, from D9700 and D9710 soon to become D9705 attended a zone level membership meeting and decided to join forces and replicate the format for their club membership chairs and any other interested members. It was a wonderful opportunity for clubs from each district to come together and swap stories about staying engaging and supporting their communities.

NEW! Leadership Development courses in Rotary's Learning Center

As Rotary clubs explore ways to offer unique and interesting development opportunities to their members, Rotary is happy to share new online courses on enhancing presentation skills. A product of Rotary's alliance with Toastmasters International, these first two courses in our new leadership and communication series are now available in the Learning Center:

- Develop a speech Learn how to organize a speech that leaves a lasting impression on your audience.
- Deliver a speech Explore and practice the effect your voice and body language can have when giving a speech.

These courses include assignments to help you put your new skills into practice and peer evaluations to help you grow through collaboration. Watch this video to learn more and share with district and club leaders to use during a club meeting or for personal and professional development.

NEW! Starting a New Rotary Club 101 video

Why start a new Rotary club? What do you need to get started? Who can you reach out to for help and support? If you're looking for answers to these questions and additional guidance on starting a new Rotary club, check out Starting a New Rotary Club 101. This 15-minute video, voiced by District 5020 Membership Chair Corey Lapardi and Regional Membership Officer Julie Aubry, outlines the 9 step process of establishing a new club, from the initial idea to the charter celebration and beyond.

Membership Resource Guide

Your regional Membership Resource Guide has been updated in English and French, with helpful new resources and publications noted in red. If you have any questions about the materials listed, please let me know.

Membership Leads report

Despite the pandemic, or perhaps as a result, prospective members are still expressing interest in joining Rotary clubs through rotary.org/join. Remember that it's still important to follow up these potential members. See how your district is doing in this report: Australia, New Zealand and Pacific Islands as at 30 April 2020

Membership statistics as at 30 April 2020

Comparison to 1 JulyWorldwideAustralia, New Zealand and Pacific IslandsDemographicsAustralia, New Zealand and Pacific Islands





'VIRTUAL ROTARY CLUB CHANGEOVERS'

Article by Stephen Sennett, Cloud Technology Enthusiast, Emergency Management, Humanitarian, Rotarian

The Rotary year's end is fast approaching. Officers-Elect are planning their year in office. Serving Officers are ready to put their feet up. And everyone prepares to celebrate a year of hard work with one of our annual ceremonies: The Changeover.



Our traditional Changeovers, like many things in the world of COVID-19's Global Pandemic, aren't an option. But where some clubs are opting to cancel or postpone their Changeovers, many are asking another question: "How might we do our Changeover online?"

Whilst we might feel this a challenge beyond what we can execute, we see just how much has adapted recently. My fellow Australians would remember the recent highly successful re-imagining of ANZAC Day; an entire set of cultural ceremonies build around physical proximity. And unlike ANZAC Day, we already have lots of experience in the world of virtual events.

WHAT'S IMPORTANT IN A ROTARY CLUB CHANGEOVER?

The "Rotary Chicken" dinner aside, why is it that Changeovers are important to us? This answer will vary from Club to Club. It's important to think about what is important to us. We can design Changeover events that reflect what we value most and remembering why they are so important.

Celebrating Accomplishments are integral to Changeovers, and being able to look back on a year of hard work. Such reflection shouldn't just be a vanity for the President and Board, but something all Rotarians can take pride in.

Acknowledging Service follows on to this. Honouring those Rotarians who stand out among us remains ever so important. Hard work in service to the club and their community, and generous to our Rotary Foundation are things to be celebrated.

Looking Forward to the year ahead, where we can see new opportunities for Service above Self, and working together to build an even brighter future for the world.

Fellowship and Banter can be more difficult over Zoom, but is even more critical than ever. Let's remember why we love doing what we do, joined with our fellow Rotarians not just as partners in service, but as dearest friends.

HOW SHOULD WE STRUCTURE OUR AGENDA?

Fortunate news here: It doesn't necessarily have to change! If your club has a Changeover program that they are particularly attached to, see what you might do to convert it to working online.

If in doubt, think about the discussions above around what is vital for your club. Discuss it with others in your club, including your President's incumbent and elect, your Sergeant-at-Arms/Master of Ceremonies, your Changeover committee, or your general members.

Unlike most things that we do, Changeovers are absent presence in our Constitutions, Bylaws, or formal practices. Instead, let us make it something to reflect what our Club wants and needs it to be

HOW DO WE PRACTICALLY RUN THE EVENT?

Most active Rotarians will now have experience using videoconferencing for their club meetings.

Online Meetings can be a bit like herding cats; things are constantly changing, everyone wants to do their own thing, and nobody is quite sure what the purpose of what having a herd of cats is in the first place. So, what is the magical solution to running a good online event?

We already know the answer: Having a good Master of Ceremonies

Being able to keep the event flowing, audience interested, everything on-time, and in order is the hallmark of a good MC, equally online as it is in person. Having someone in charge who can keep things going in the face of disruptive audiences, or an honoured member wanting to recant the history of their Rotary life is a essential to a good event.

But there's another part here: Knowing the platform

Zoom and other videoconferencing platforms have a lot of useful features for an event host. Being able to forcibly mute participants, having people raise their hands to indicate a desire to speak, and sharing presentations are all handy.

Don't worry, your MC doesn't have to be an expert on Zoom. You might find it useful having an Assistant MC to manage the technology. Meanwhile, the MC oversees the event itself. You could also consider technically experienced friends of the club, including family members, or Rotaractors to act as Assistant MC.

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HOW MIGHT WE RUN OUR PARTICULAR RITUALS?

Award Ceremony

Honouring our fellow Rotarians is just as important this year, as any other. And the process can be very much the same, with the Club President announcing the recipients of the awards.

Not all awards are a surprise. Your Paul Harris Society members likely know they're due to receive the upgrade for their PHF. Mail them early, and have members show off their new award as they're announced.

Surprise awards are still similar; just mail the award on the day of the Changeover. They'll find out before it arrives, and receive it soon after

Investitures

Due to the limitations of the physical universe, your Club's Presidential Collar (or other regalia, like a gavel) can only be in one place at any given time. How might we handle this difficult challenge?

How should you do this? Consider the significance of the physical transfer, and how it works with your club, given your own culture and traditions. Is it a symbol of the end of a year, or the start of a new year? Does the special significance attach to the Collar, or the President? Does the Collar hold any special significance for your club at all?

You might consider whether to physically hand over the collar between Presidents before, or after the event. You might have each President take a photo or video with the Collar as part of the presentation. You might simplify the process by not using the Collar in this year's formal ceremony at all.

Badges for Officers are much simpler and can be mailed ahead of time, similarly to awards. As the incoming President calls their names, they can display the badge of their position to the audience.

National Anthem

Ever heard two people trying to talk at once on a video call? Multiply that by several dozen, and you have an attempt to sing the National Anthem together at your changeover. Even with disciplined timing, the nature of the technology is that it just doesn't work.

Another option might be for a recording of the National Anthem to be played, and having your members sing-along on mute. Or if that might feel a little silly, even having everyone listen silently on mute is an option.

Other Things

Your club may have other ceremonies, rituals, or habits that you like to undertake at a Changeover event. So, how might you handle it?

Experiment. Practice.

Get your Changeover Committee together, and try things on a smaller scale in a meeting. There is no substitute for experimentation, and practice will reveal what can work. Other rituals may need to be adapted, modified, or in some case, sidelined for the year.

What if we have a large number of attendees?

Anyone who has been in a large Zoom call knows that it's hard to spot who is talking, or where a particular person is, even if they're the only ones unmuted.

Another option is to use the Spotlight Video feature of Zoom. Similar to Speaker view, it allows the Host to display to everyone, a single person of the Host's choice on the screen. During Awards or other processes, this could help share the focus of the audience. Other videoconferencing platforms have similar features.

Even larger events with hundreds of participants or complex practices may find that they require additional tools to broadcast their Changeover effectively. In this, the advice is simple and no different to any major event: Start planning now.

Could we put it on hold until after the pandemic?

Of course. Your Club's Changeover belongs to your Club, and the event is run for the benefit of the Rotarians of your Club.

Before deciding on that, there are two things to be considered:

Changeovers are moments in time, and we hold them as close as possible to the turn of the Rotary year as a point of significance in transition. The further away from July 1 the event is, the less meaning it may hold. So, we might ask ourselves; Would a physical Changeover in November be more meaningful than a virtual one in June?

COVID-19 is challenging member engagement, and even with all of our efforts, it can be harder to feel as attached to Rotary at the moment as we might otherwise be. Changeovers are a beautiful occasion for us all to celebrate what we do, and the value of being a part of our Club's. If we just ignore such a pivotal event, would it be harder for the individual Rotarian to justify paying those annual dues come July?

'SHOULD ROTARY CLUBS CHANGE THEIR BUSINESS MODEL POST-COVID?'

Article by Euan Miller, Secretary and Director, Partnerships. Rotary Club of Norwood Inc

With shutdowns, border closures and social distancing all businesses have had to look at their business models and come up with solutions to trade profitably in the new environment. Regretfully many won't find solutions and will close.



What about Rotary? Can we survive if our members face ongoing unemployment or substantially reduced retirement incomes? Social distancing and border closures will continue for years' ahead without a vaccine. There is no guarantee of a vaccine and this is the fourth SARS type virus in the last 20 years.

Some of the learnings from the last few weeks are:

- Online meetings reported by most clubs suggest that attendance and engagement is higher than we had with face-to-face. They are also cheaper to run, are shorter, some say more productive, can attract guest speakers from all over the world and best of all members don't have to put up with endless chicken dinners. While clubs have had to adjust for a minority of members unfamiliar with digital technology, everybody is learning fast. If Rotary is to continue to grow, computer savvy millennials will be our future so maybe online meetings will be our future as well?
- In jurisdictions where groups of up to 10 can meet (while maintaining social distancing) committee meetings are still being held successfully in members' homes with as much or more fellowship as we have had in the past. Small group projects rather than whole of club may become the norm for the same reasons.
- International service projects are continuing and the Foundation is still approving Global Grants. International travel to countries that have controlled the virus is likely to recommence later this year so countries in our Zone will be accessible with individual SE Asian countries coming a few months later. Sadly the rest of the world still seems inaccessible. Some exciting changes to The Rotary Foundation funding are coming as well in 20/21 which will make international projects even more attractive and accessible to all clubs.
- Community, Youth and Vocational projects have been markedly affected and any projects that are likely to attract or benefit large numbers of people in a group setting are unlikely for months, and regretfully, maybe years ahead. Clubs will have to focus on distributed service projects that maintain social distancing, youth and vocational group programs may have to be converted to online and exchange programs will have to be restricted to the region.
- Fundraising has almost come to a stop. Without revenue our service programs will cease as well and this is the greatest threat to our business model. However this presents the greatest opportunity for clubs to find alternatives. A number of clubs are asking their members to donate their former meal money to the service account. It is amazing how much this raises easily over \$1,000 per member per year and if clubs manage this wisely, members can get a tax deduction on some or all of it as well. Perhaps a Rotary crowd-funding app could be developed using our unique selling advantage 100% of the donation will go to the project. There will be no exorbitant platform fees that other providers charge and no club administration fees either. We can also offer the donors an opportunity to volunteer to work alongside Rotarians on the project. Cause related projects are a great way to get new members as well. RI has already announced a new cause related club model.

'ROTARY SOCIAL IMPACT CLUB'

Article by Launceston's Holly Corbet, journalist, 2020 Australian Rotaractor of the Year

Our innovative and personalised style of Rotary brings together community-minded leaders from across the world to create tangible social change. The Rotary Social Impact Network (RSIN) features a Charter Membership of 30 Rotary Alumni and chartered on 5 May 2020.



Our club model was inspired by the Rotary eClub of Silicon Valley but it evolved with a dedicated focus on ensuring that the Rotary experience of every member was the same. Developing a personalised model was a vital step that was realised after Charter President Rebecca Fry attended the International Assembly in San Diego in January 2019, followed by the Australian Rotaract Convention in Adelaide in February 2019. Soon after she presented on Millennial Engagement at South Pacific Presidents Elect Training and uncovered a reccurring theme.

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With significant attention centred on why Rotaractors were not joining Rotary, Bec realised many people were actively engaged but unable to find their place in the Rotary family. Rotary Alumni became the target audience for a new type of club, which promises a low cost, low time model with high social impacts.

Within a week of reaching out to a group of Rotary Alumni about the vision for RSIN, there were 70 people who vocalised their support in joining a club with a personalised model.

A core group of 20 was formed, focusing on infrastructure development, strategy and governance. The process took longer than anticipated because the group were not afraid to ask questions and ensure the foundation was strong and we offered the best possible Rotary product to our members.

Reflection and consultation were critical in this process, significant time and effort was spent ensuring we asked questions of ourselves as each step towards chartering was taken. Importantly, we do not have weekly or fortnightly meetings. That decision was made after months of working towards creating our club when we realised we were going to be having meetings for the purpose of information sharing but we already had a more efficient communication framework planned.

This was in the form of our Members Portal, hosted by Microsoft Teams. This is the heart of our club and was exciting for us to develop. With different 'channels' of themed information, our members can choose to be informed about only the topics of interest to them.

Importantly, RSIN needed a champion. Without someone inside, driving a vision forward a new model of approach won't get off the ground. We are excited to have become one of the newest members of the Rotary International Family and will be celebrating our chartering online at 3pm AEST on Saturday 27 June 2020.

'USING SCIENCE OF RESILIENCE TO STRENGTHEN ROTARY CLUBS DURING COVID-19'

From Rotary Voices. Article by Jenny Stotts. Posted on May 14, 2020

Resilience is the process of adapting in the face of adversity. When we experience a traumatic or stressful event, our brains activate a number of pathways to protect us. These biological processes help keep us safe. It's in the recovery from these events that we grow and change and become stronger.



Many of us are living this reality right now in the face of the COVID-19 pandemic. The good news is, there are ways to grow our capacity for resiliency. And we can use this time to strengthen Rotary, by working together to grow and foster resilience in our fellow members and our clubs. Here are a few tips:

Connect: A critical building block for resilience is simply connecting with others. Check in with fellow members. Call them, send them a message, work to make sure they can access your virtual meetings. As a club, consider connecting with other clubs to weave yourself further into the global fabric of Rotary.

Perspective: When we experience ongoing adversity, it is far too easy to lose hope. Help members maintain a realistic and positive perspective. Rotary clubs are facing challenges right now including adjusting to new meeting platforms and worrying about membership or giving. Remember that the challenges you face today are not a reflection of your future. How you respond to today's challenges will shape the future.

Wellness: We are living during a time where words like "quarantine," "lockdown," and "zoom fatigue" are common and relatable. Promote and prioritize wellness among your members. Use your virtual meeting to ask members to share ways that they are taking care of themselves and their families. Be gracious when a member needs to take a break, skip a meeting or have an extra few days to respond to an email. Now is not the time to keep points or compete with who is doing more or less. Speak and listen with kindness.

Purpose: When we give energy to others, it has a way of recharging our own batteries. It fosters a sense of selfworth and gives us feelings of purpose and validation. Plan service opportunities with your fellow members that you are able to accomplish and approach. Offering smaller projects concurrent to your larger, ongoing projects gives everyone in your club an access point to service.

Gratitude: We benefit from mindful and intentional reflections in gratitude. It can promote the release of neurotransmitters like serotonin and dopamine, which help us feel joy or happiness. Take a moment to share thanks to your fellow members and create opportunities for your entire club to extend gratitude to your community and your partners.

When we collectively care for our members, we help create pathways to grow and foster resilience. When we scale these practices to the organization level, we unlock new potential to strengthen our clubs and enhance the member experience.

The world deserves Rotarians and Rotary clubs that are resilient, adaptable, and strong. Remember to take care of one another. But, take care of yourself, too. You deserve to be your best and most resilient self.

About the author: Jenny Stotts is a charter member of the Rotary Club of Athens Sunrise, Ohio, USA. She is the membership chair of District 6690. She is also a licensed, practicing social worker, child advocate and trauma specialist.

'WHAT IS THE VALUE OF ROTARY MEMBERSHIP?'

Article by David Baguley, District 9640 Club Development Chair, Executive Secretary Gold Coast Rotary

Using a model developed by the Institute of Value Management Australia*, the District 9640 leadership team defined the Value of Rotary membership by answering the following questions:

- 1. What is the useful purpose of a Rotary club?
- 2. What are the beneficial outcomes of Rotary membership?
- 3. What are the important features and characteristics of a successful Rotary club?

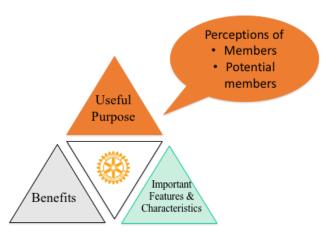
Useful Purpose

The primary purpose of a Rotary club was 'do good in the world' with clubs having a passion for service impacting the local community, international causes, youth programs and support for The Rotary Foundation.

Membership Benefits

This answers the prospective member's question 'What's in it for me?'. These are the benefits that also retain members and are best described as opportunities to:

- Belong to a reputable world organisation with its associated esteem and to be associated with 'game changing' major projects such as the elimination of polio
- Gain a sense of achievement with appropriate recognition of contributions
- Achieve a sense of belonging with associated fun and friendship
- Benefit from vocational acquaintance through a trusted business network with shared social and ethical values



• Develop personal and leadership skills through access to training programs, mentoring, conference attendance and hearing quality speakers.

Club Characteristics

Successful Rotary clubs exhibit certain features and characteristics:

- $\cdot\,$ A diverse membership reflecting the local community in numbers, % female members, active business members compared to retired members, and ethnic mix
- Efficient use of members' time with well organised meetings, projects and fund-raising, the number and quality of meetings and delegated responsibility
- · Good internal communications and public image through social and other media, gaining community recognition
- Funding sustainability achieved by a secure fund-raising source, use of community partnerships and /or effective use of grants
- · Shared responsibility indicated by a leadership succession plan, club strategic plan, engaged members working well together and a delegated project structure
- Flexibility to make process changes and a willingness to try new initiatives.

Healthy clubs offering value to their members will attract new members, retain existing members and enhance their public image. An organisation needs to understand the value it is offering to members as this drives their marketing and recruitment campaigns and should prioritise their strategic planning actions to ensure their continued ability to grow and deliver their service outcomes. Ultimately a club must deliver 'Value for Money' in comparison with other opportunities for their members' time and effort volunteered for Rotary. http://www.ivma.org.au

'MEMBERSHIP VOICE PROGRAM'

VOCATIONAL IN 2020 - by 9465 District committee chair Murray McKay.

Join Murray on 2 June 2020 if you'd like your club to grow through an improved vocational program or just to compare notes with Murray. Getting Rotary back into business and a lot more. Register here.

LINKEDIN 2020, by Rotarian Kate McKenzie, philanthropy specialist and LinkedIn practitioner.

Using the power of LinkedIn to strengthen you club. Join Kate on 7 June if you want your club to succeed on LinkedIn. Register here.



'AN EXCITING NEW CLUB FORMAT TO INCREASE MEMBERSHIP INTO ROTARY'

Article by ARC PDG Ida Portella

The Rotary Club of Cairns has agreed to sponsor a new rotary club concept called Rotary Connecting Cairns, a concept of past president Marcus Curtis-Hill. The new format club is similar to the passport club model without the requirement of completing service hours.



Rotary Connecting Cairns is marketed at a younger membership based through various social media platforms. The three main elements of the club are social connections, networking connections, and volunteering connections.

Members are encouraged to networking with traditional rotary clubs through attending meetings and volunteering for their service projects and fundraises, the Rotary Connect Cairns club doesn't run its own service projects, our members are simply happy to help organisations with their other activities, why invent projects when all the hard work has already been done, say's Marcus!





The club model is less traditional by have no weekly meetings, no speeches, no sergeant, no fines, no door person etc. The club holds an informal monthly get together (we don't use the word meetings either) where we discuss what service opportunities are coming up and using the time for social connections.

Rotary Connecting Cairns has already established a website, Facebook page and club logo that has a unique fresh feel from a marketing prospective.

Jump online and take a look https://www.rotaryconnectcairns.com/ and www.facebook.com/RotaryConnectingCairns don't forget to like and share our page. The concept of the club name means that the model can work worldwide by simply replacing the location name.

Stay safe, Follow hand hygiene, Stay home if unwell, Stay informed, Self-isolate if you have a serious chronic medical condition, Follow physical distancing, Stay socially connected online, Practice daily physical and mental exercise and Download COVIDSafe app

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 drissa@bigpond.com

ROTARY COORDINATORS' TEAM 2019-20 ZONE 8

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