ROTARY ON THE MOVE



Rotary Coordinators' Newsletter

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"LOST OPPORTUNITIES ... WHAT WEREN'T WE THINKING?"

Article by RC PDG Tim Moore

Welcome back to the Rotary year after a bit of a festive and family break. While I look forward to the new year, I can't help of some the club public image opportunities we have lost in the last 6 months.



Just before the break I was talking with a good Rotary friend of mine about the great things we do in Rotary and the fact we don't like to tell the community about them. Why are we a secret society in some communities, why don't we want to promote what we do? Heck, maybe people would want to know more about what we do and actually join us!

Are your club projects promoting Rotary in your community or are you clapping with one hand? Why not have a Rotary Information counter with a club brochure, an email registration of upcoming projects at your next market, students promoting a youth project, business networking night, book store and the like? Have a few copies of Rotary Basics to hand out plus a 'friend of Rotary' signup sheet?

Rotarians are great people doing great work – yet few hear or know of our efforts. Now I am not talking about our signature projects worldwide as much as the great local work we do locally. Even worse the connection between the BBQ sizzle and the funds it raises is not made by the community.

Equally I see Rotary Clubs giving their hard-earned funds to other charities (often with large admin fees) - without any publicity to Rotary. What is wrong with an MOU that asks for recognition through an organisation's website, a photo opportunity etc. of all monies your club donates to other organisations? We should be proud or what we do and take every opportunity to promote Rotary.

Every Public Image moment is a potential Membership opportunity. Have great new year in Rotary.

"MEMBERSHIP AND CLUB BUILDING GRANTS INITIATIVE D9465"

Article by RC PDG Tim Moore

DG Bruce Lynch and the District 9465 Board looked at risks in the Rotary membership cycle and identified the slow period leading up to 30 June as an issue. That's the time when the Rotary year is winding down and energy levels can drop just as we're sending members their renewal bills.

The grants are a matching \$ for \$ offer to clubs to undertake membership and club building projects during the March to May period. There is provision for bigger or more complex projects (e.g. starting a new club) to flow over into the next Rotary year.

We have specifically excluded direct membership subsidies (i.e. paying part of members subs) as an option. There's plenty of anecdotal evidence from others that rent-a-Rotarian schemes do no good at all.

The maximum membership grant is \$2,000 per club and multi-club projects are encouraged. Applications will close on 5 February 2018. So far, the response from their clubs has been excellent.

We will keep you updated on the success of this initiative, thanks to Kero O'Shea, Membership Director, Rotary District 9465 – Western Australia.

"USING SATELLITES TO EXPAND ROTARY'S REACH"

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

How do satellite clubs work? A satellite is a club within a Rotary club. Starting with 8 members or more, it's a smart way to help guide provisional club towards chartering as a successful Rotary club. The satellite club meets at a different time and location than the original club, can offer different dues and membership types, and has an entirely different focus than its sponsor club.



Satellites can be a great way to try out a new club style or reach a new demographic of prospective members.

For example, forming a satellite club with current and former Rotaractors could be a great way to mentor people who are already in the Rotary family. By creating a new club that combines the features young adults love about Rotaract with the benefits of a Rotary club, you can help expand Rotary's reach in your community. Below are a few examples of how clubs have implemented satellite clubs in their communities:

- **Riverview Resurgo** was created to exist and promote a more inclusive New Bunskwick and empower future leaders and post photos that show recent events in the community like RYLA Leadership Campo and a curling tournament fundraiser: http://rotaryresurgo.ca/
- **Rotary Satellite Club of South Sacramento Evening** provides a detailed description of why their satellite club is an attractive option for members, what they do, the cost to get involved and when and where they meet: https://portal.clubrunner.ca/9125/Page/satellite-club
- Rotary Satellite Club of Naperville New Generations offers young, diverse, professionals ways to serve their community that meets their time and financial needs: https://www.facebook.com/RotaryNewGEN
- **Rotary Satellite Club of Gros Islet South, St. Lucia** is a great example of how to start a new club in a small area and remain respectful of the great legacy of the home club. This satellite increased the number of Rotarians on the island of St Lucia by 20%, showing that even small communities can identify dynamic new members: http://www.rotarygi.org/Stories/rotary-satellite-club-of-gros-islet-south-saint-lucia
- **Rotary Satellite Club of Seoul Young Leaders** found an exciting way to attract younger professionals by creating a "convertible membership program" for busy individuals at the age of 36-55 to pay only half of the annual fee and to come only twice a month. Every month there is a formal lunch meeting, one community service event and one informal fellowship night on the town to engage new friends: https://blog.rotary.org/2017/03/24/meet-my-vibrant-club/

Interested in learning more about satellites? Check out the Satellite Club Frequently Asked Questions for more information.

"BE THE INSPIRATION", 2018-19 RI THEME INCOMING DISTRICT GOVERNORS PREPARED TO BE THE INSPIRATION

By Hank Sartin, Rotary editorial staff

District governors-elect got their first look at the 2018-19 presidential theme Be the Inspiration Sunday at the International Assembly, an annual training event for incoming district leaders.



RI President-elect Barry Rassin (right pic), a member of the Rotary Club of East Nassau, New Providence, Bahamas, urged the audience to build a stronger organization by inspiring a younger generation and by getting the word out to the community at large about the work Rotary does. "I will ask you to inspire with your words and with your deeds: doing what we need to do today, to build a Rotary that will be stronger tomorrow; stronger when we leave it, than it was when we came."

Rotarians must take care of the organization: "We are a membership organization first. And if we want to be able to serve, if we want to succeed in our goals — we have to take care of our members first."



LARGER ROTARY DISTRICTS – AN EXCITING PLATFORM FOR CHANGE! MOVING FORWARD TOGETHER TO RE-INVIGORATE CLUBS AND MAKE ROTARY FLOURISH FOR ANOTHER 100 YEARS

By Noel Trevaskis, RI Director 2016-2018

Dear Fellow Rotarians,

After almost 100 years of successful operation in Australia and New Zealand, Rotary finds itself at a very significant cross road. With a declining membership over the last ten years, Australia has lost 4,314 members (13%) and New Zealand has lost 1,967 (19%) plus an ageing membership demographic, the continued existence of Rotary as we know it is under considerable threat.



Do we remain doing what we are currently doing and find we no longer exist in 20 years OR do we acknowledge we have a problem and accept the challenge to work together to address the issues and make the changes necessary to take Rotary forward for another hundred years? It is both a challenging and an exciting time for Rotary in this part of the world.

There is an urgent need for change both at the Club and the District levels. Clubs need to find new ways of attracting and retaining members and Districts need to focus their efforts on providing the best possible support mechanisms to Clubs in their crucial endeavour to grow and strengthen Rotary. Larger and better resourced Districts are seen as a significant way of providing this support to Clubs.

In recent weeks I have had the pleasure of working with a 'Task Force' of dedicated Rotarians from all levels of service to discuss urgent planning and action required to reverse the serious downward trend in membership across all 27 Districts in Zone 7B and 8 – and discuss how we can all move forward with confidence that Rotary will flourish for another 100 years.

The task force included grass roots Rotarians, club presidents, Governors Nominee, Governors Elect, Past Governors and RI staff – male and female and of a variety of ages.

I am delighted to report a wonderful spirit and commitment during the two days and there was general agreement that I now had to share the same positive message with you all – as we move forward together.

Be very certain that this message is NOT just about re-Districting. Re-Districting is only one of the suite of changes needed to revitalise Rotary 'down under'.

We all agreed that ONLY Rotary Clubs can turn around the current alarming membership challenge confronting Rotary in the western world. However, for this to happen, the administration of Rotary at District level has to change dramatically to provide Clubs with the support they need to address this challenge.

The meeting acknowledged that the age of 'Larger Districts' has arrived – and that these larger, more resourced and more support focused Districts will start to happen from 1st July 2020.

Planning is already well advanced for the merger of Districts 9700 and 9710 in central west and southern NSW along with Districts 9500 and 9520 in South Australia. Senior leaders are considering various options in WA, Victoria and northern Australia, along with southern Queensland and northern NSW.

Similar discussions are taking place in New Zealand where a meeting is planned for early March to discuss re-Districting options in that country.

The Task Force concluded that new **LARGER DISTRICTS** provide a great opportunity for:

- Developing a flatter, more streamlined District administration with access to a greater number of resources to better support clubs, including the possibility of having a paid administrator/CEO to lead the business team and enable cost efficiencies:
- Decluttering the role of the District Governor and increase focus more on strategic leadership thereby enabling the possibility of attracting working/younger Rotarians taking up the Governor role;
- Strengthening the role of the Assistant Governor by giving them the training and resources to provide direct support to clubs and turning them into Area Governors with a maximum of 15 clubs each;

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- · Making better use of technology for more regular communication within the District and between Clubs and the provision of a wider range of training and support activities;
- · Utilising economies of scale to employ professional facilitators/resources to help Clubs;
- · Dissemination of a clearer 'national and state voice' for Rotary and improve the public image of Rotary;
- · Attracting national corporate sponsorship and the possibility to employ a national fund raiser to support and fund the business model.

The Task Force was adamant that such sweeping District changes must not only encourage but also support genuine change within Rotary clubs; it also acknowledged that changes may generate **increasing levels of anxiety within Clubs**, which is an understandable reaction as things held in high regard for years start to change.

However, the important thing to remember as we strive to continue as a vibrant, community focused service organisation, is that **some things must never change**; these include our Objects, Values and Ethics (4 Way Test), as well as our desire to serve others and to enjoy fellowship.

Consequently, for Club leaders to affect meaningful change within their Clubs they will need to appreciate and accept that Rotary has a problem that needs to be addressed and in so doing, they have an **exciting opportunity** to:

- · Play an active role in changing Rotary to enable it to flourish for at least another hundred years;
- · Re-invigorate their Club with targeted and customised support from the District so they promote and market Rotary in a variety of new ways to attract and retain members;
- Enhance and strengthen community and vocational service;
- · Promote the new flexibility in Rotary and utilise the new resources available;
- · Work together with other Clubs in different ways or networks that retain individuality and treasured elements but capitalise on the advantages of a larger cohort of members;
- Establish strategic partnerships with local entities and organisations.

The Task Force also considered how Districts and Clubs could work together to:

- · Make Rotary membership more physically and financially accessible by developing innovative ways of engagement for a wider variety of cultural and special interest groups;
- Turn the focus from fundraising to service and provide Rotarians with more hands-on ways to serve. I leave you with the new RI Vision Statement ... "Together we see a world where people unite and take action to create lasting change across the globe, in our communities, and in ourselves"

"RUTHERFORD TELARAH UNPACKED"

Article by Michael Perriman, Club President 2017-18

While many of us enjoy Rotary's customs they are not to everyone's tastes. That's younger people, generally. Rutherford Telarah Rotary Club (District 9670) knew it would need try something a little different.



With the brainstorming of a few members they took this idea to the streets and included a few hotels, Facebook was the marketing tool. Unpacked has risen to the challenge. The name reflects what this new brand of Rotary can offer younger people, with a little flexibility.

These seven members, who were inducted in November at the Old Vic, East Maitland, have taken the best bits out of the Rotary box and adapted it to suit themselves. Meetings are casual, with food being optional, while they excitedly get on with planning fundraising events.

Pic on the right: Past RI Vice President Jennifer Jones (front left)posing with the newly inducted members at a meeting at the 'Old Victoria', where the members sometimes meet.



"LAST MAN STANDING OR RIGHT PERSON FOR THE JOB; HOW DO WE SELECT OUR LEADERS IN ROTARY?"

An opinion piece by PDG 2014-15 Ian Scott, D9685, Central Blue Mountains Rotary Club

It is often said of some leaders that they were the right person at the right time; you can probably think of examples. If that is true, how do we find the right leaders in Rotary at the right time — and how do we define the "right time" anyway? I believe that the right time is defined by the strategies we adopt to address our important priorities. And the right person for the job is the person with the skills to carry those strategies forward.



The global management consulting firm McKinsey are thought leaders on management and leadership issues who widely publish their research findings. Among those findings is the link between leaders and strategy execution, noting that "When it comes time to implement a strategy, many companies find themselves stymied at the point of execution".¹ While there exist many potential causal factors that smart organisations keep an eye on, such as the wrong capabilities, assets and execution, fewer recognised the leadership capacity required for their strategy. For example, companies that scored high in the appropriate leadership competencies did better at implementing growth strategies than those that scored lower in those competencies. One conclusion from that study was that to be successful, companies must align leaders' roles and skills with the companies' growth strategies.²

It follows that it is a powerful advantage for organisations when the leader has a passion and style that matches the strategic priorities of the organisation. Perhaps hard to do unless the priorities are fairly constant or you have a program of continuous leadership development. Easier to consider when an organisation changes leaders every year like we do in Rotary!

We are in a position to seek leaders who have the capacity to implement the predominant strategic priorities - or even themes - for the year. Examples might be;

- · A focus on public image to build awareness in the community PR and marketing skills
- Strengthening networks in the local community collaborative and people skills
- · Membership retention affable, empathetic and other people skills
- · Introducing a new club format innovative, courageous and change management skills
- · Recruit and retain younger members inclusive, flexible and energetic (and dare I add, young)

There will be other characteristics, skills and capabilities needed of course, as strategy will likely have multiple dimensions. These can be traits of the nominated leader, or better yet, of the leadership team so we do not burden one person with all responsibilities.

I have not really addressed the "last man standing" approach that bedevils Rotary on a few levels. What I can say is, the task of finding successors will become easier if we do have the right leaders in place and doing a good job, as their success will encourage others. If we choose poor leaders or those without the needed skills, "...a persistent leadership gap will be responsible for an inexorable decline in the number and quality of leaders".⁴

We have the opportunity in changing our leadership every year, to select those who have the passion, skills and capabilities to carry out our strategic priorities.

If we include those criteria in the recruitment and selection of our leaders, I believe we will build a stronger Rotary, capable of making a difference through our service.⁵

With apologies to McKinsey, perhaps we should let strategy be the starting point of leadership.

1 www.mckinsey.com/global-themes/leadership/leadership-as-the-startingpoint-of-strategy

2 www.mckinsey.com/global-themes/leadership/do-you-have-the-right-leadersfor-your-growth-strategies

3 Gender specific language intended.

4 op cit; Leadership as the starting point of strategy.

5 Ian Riseley, President Rotary International 2017-2018.

"THE NEW ROTARY GLOBAL REWARDS APP IS HERE"



Now, wherever you go, you can find discounts and special offers by using the new Rotary Global Rewards app. It lets you:

- · Get discounts on products and services
- · Find offers that give a percentage of your purchase to Rotary
- · Post your own offers for members of the Rotary family
- Search for offers by name or keyword

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"7 STEPS TO INCREASE YOUR CLUB'S FACEBOOK PRESENCE"

Article by Melissa Ward, published in Rotary Leader, Nov 2017

Melissa Ward is a past district governor and chair of the Rotarians on Social Networks Fellowship. She is a member of the Rotary Club of Twin Bridges (Southern Saratoga County), New York, USA, and has served as assistant public image coordinator for Zones 28 and 29. She attends a variety of regional Rotary events as a speaker and trainer. For this issue, Ward offers seven tips for increasing your Facebook presence.



A Facebook page gives your club a voice on Facebook. With so much "noise" on social media, you can take several steps to raise your club's page above the distractions.

- **1** Make good use of visuals. Your cover photo is prime real estate. Use a photo that really speaks to your club's mission. Post fun, active photos.
- **2 Post regularly**. Share your club's next program or a photo of a project, or create an event for your next fundraiser. For example, post your speaker every Monday. Share a photo every Wednesday. Share an article from Rotary.org every Friday.
- **3** Encourage club members to like and share posts from your Facebook page. This is where the magic of social media kicks in. When members share your posts on their personal Facebook page, their connections can see the posts, like them, and increase the club's exposure exponentially. This is key to keeping your club's posts in the news feed.
- **4** Make your Facebook page a source for donations. If your club has non-profit status and you complete Facebook's application process (see Facebook's rules), you may be able to collect donations through your page. Once your page has been submitted and approved for verification by Facebook and you've provided the necessary bank account information, people who like your page can run fundraising campaigns on your organization's behalf. Note: This applies only to U.S.-based clubs that are or have a foundation that is a registered 501(c)(3).
- **5** Tag other businesses and organizations you work with. Place the "@" sign in front of the business name, and its Facebook page should appear. Select it, and it will be tagged in the post. That sends a notice to that business, and gives it the opportunity to share your post on its page. Now you have even more exposure.
- **6** Have more than one page admin. Our club page has three admins. Each of us is responsible for different aspects of the page. This prevents the page from being forgotten or getting lost.
- **7 Use milestones**. Add a milestone for your charter date, for each president, for major events or awards. Milestones increase engagement and give you a timeline of your club's history.

Learn more by joining and taking part in the Using Social Media in Rotary Clubs discussion group on My Rotary.

"VALUABLE LINKS"

Information supplied by RC PDG Tim Moore

Thanks to Kero O'Shea, Membership Chair District 9465 in Western Australia for these great links to his hosted webinars and those of others that any membership conscious Rotarian would value!

Any questions? Please contact membership@rotary9465.org.au

- · Yass Recruitment Campaign (Judy Ford) explanatory video and supporting docs.
- · Business Networking Event (John Stockbridge) guidelines and video of core presentation.
- · Modernisation RC Seaford model (Mark Huddleston)
- · Modernisation Rotary of Elizabeth Quay model (James McLeod)
- Engaging Rotaractors for Rotary Membership (Alex Scott)
- Engaging Modern Volunteers (PDG Jessie Harman)
- · Modernisation Port of Brisbane reinvention model (PDG Des Lawson)
- · Using Technology to Strengthen Rotary: Online Meetings (Kero O'Shea)
- · Using LinkedIn to Connect with Potential Members (Kate McKenzie)
- · Networking to Build a Stronger Club (Ron Gibson)

"SMALL CLUB GROWS BY 50 PERCENT"

By President Lynn Duffy-O'Shea, Brookfields Rotary Club Article from Beyond Borders, the Newsletter of Zones 24 & 32, November 2017

The Rotary Club of the Brookfields is a small club located in a rural area of Massachusetts. Last spring, we had 10 members. Today we have 15 members and expect to add several more by year's end.



Most of our members were 70 and older. We knew it was more than urgent to get new members. We needed more capable people to continue all the projects we do in the communities we serve.

We focused on our membership efforts by making ourselves more visible in our communities. We got involved in as many public image events as we could! We used Tri-fold boards to visually show the many different things we do and did our best to engage in conversation about Rotary with people who noticed us. We would then ex-tend an invitation for them to come and visit our club while enjoying a meal on us.

We also asked for their email address and added them to our Rotary Bulletin. This way they continually get our information and updates on fundraisers, meetings/ events, and social events. By keeping them in the loop, our hope is that the interested individuals will be more likely to respond and want to become more involved with our club.

Our club has discussed what keeps people in our communities from joining Rotary. The big two, as elsewhere, are Cost and Time. Our club now offers not only the traditional membership but also Corporate membership and Family membership as well as Rota-ry Volunteers. We still keep "attendance," but now we include all events and fundraisers, as well as Rotary work done outside of a meeting, as a "makeup."

Our younger Baby Boomer retirees tend to be "doers." They are full of action and want to see results. They also expect really good speakers. They are not interested in coming to the meeting each week for a chance to eat out, write a check and go home. So, we partnered with a non-profit that helps children in our communities: We help out in the warehouse organizing and checking food to be pack-aged for delivery to the schools in our towns. We also hold fundraisers to raise money to help our Angels and Back-pack food program as well as all of our other Projects.

Our hands-on community service projects include four Senior Spaghetti dinners, three Pancake breakfasts, handing out Dictionaries/Thesaurus to the 3rd graders in our seven towns and participating in the town holiday celebration.

It was relatively easy to get prospective members to buy into what our club does, but membership growth doesn't stop there! Our next focus was to educate our new members on Rotary — and so we asked key district speakers come to speak. They have addressed topics including The Rotary Foundation, Grants, International Projects and Youth Exchange. We feel this makes our new members empowered to participate. Inviting new members to attend district events is also very important — it really gives newbies the knowledge and confidence to become future club and district leaders.

Our final focus is on fun!! Our club plans many fun family oriented events throughout the year. This is our recipe for growth and it's really working for us!

"CREATURES OF HABITS"

Information supplied by RC PDG Tim Moore

Looking for new ways to redevelop your club, attract younger members and stay relevant to your community? Former District 9520 Membership Chair Mark Huddleston has written a new book that will address those things and much more. The book will be released early in 2018.

"New members are out there just waiting to join the right version of Rotary", says Mark. For a limited time, you can save 20% on the RRP of \$24.90. http://www.sfzpublishing.net/



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.

"WHAT DO WOMEN WANT, ANYWAY?"

Excerpts from an article by David C. Forward, District 7500 Governor 2015-16 and 2016-17 From Beyond Borders, the Newsletter of Zones 24 & 32, November 2017

During my official visits, I spent considerable time discussing their track record of bringing in—and retaining—women members. I said they needed to do a "check-up from the neck up" and be honest about their club atmosphere. If they had no women members, why? If a woman did visit their club, was she warmly welcomed, or did the members mostly ignore her? Worse, were inappropriate jokes or sexist comments made that might make a woman (or any other person) uncomfortable?

Were the club's meeting times or attendance rules more difficult for women members to belong than for men? If it was a morning club, would they assure a prospective member that it was perfectly acceptable to arrive 10 minutes late because of her child's school bus schedule? If they had an evening meeting, would the club enthusiastically embrace the idea of bringing a child to the meeting if childcare was not as option?

Then we focused on where we might find suitable women members. Banks, law firms, local government, school districts and non-profit organizations are all excellent sources of members—and typically have a high percentage of women in leadership positions.

So, we had the *what:* the culture of the club *vis a vis* its welcoming stance towards female members. And we had the *who*—whom they could seek out to invite to a "meet and greet." Our member-ship team then had to explain the *why*. Every one of us in business asks that question every day: *Why* should a seller list their home with me? *Why* should a client choose my firm to represent them in financial planning, or tax advice, or for legal matters? So *why* would a woman want to join our Rotary club?

The answers only come after the questions. We taught our club membership chairs to meet with prospective members and ask questions to discover their "Big Why." For some, it was that they could see Rotary as a professional networking group; for some, a way for them to become more involved in the community into which they had recently moved; for others, a way of giving back for the blessings they felt they had received.

The results were excellent. One of our clubs changed its rules to charge zero dues for the first year to members who introduced their spouse or other family member to the club. Three other clubs launched "alternative meeting times," that did not conflict with childcare or family time obligations. And our Area Reps and County Chairs then encouraged other clubs to invite member-ship chairs from the successful clubs to speak to them with "how to" tips, and to dispel myths.

Women make up 50 percent of our population. Why don't they comprise 50 percent of our members? We're not there yet in D7500, but we're proud to be headed in the right direction!

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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