



# NEWSLETTER FOR ROTARY DISTRICTS & CLUBS

August, 2010

## Zone 28

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Serving as a resource  
to assist with building  
**BIGGER BETTER BOLDER**  
Rotary Clubs



### Have You Looked at Your Rotary Pin Lately



The Rotary wheel is unique; there is no other like it. It has no rim; it has no tire; it cuts no rut; it makes no squeak. It runs silently through the air, a symbol of service everywhere. It welcomes travelers on highways and lowly by-ways. It calls thousands to their weekly meetings, an hour's respite from work and tension. It teaches the value of the 4-Way Test, and urges members to serve their best. It appeals to the hearts and minds of all, and performs miracles now and then. Most importantly, it binds the people of the world together in a peaceful and worthy endeavor. **Wear it proudly.** (Thanks to the Rotary Club of Madison.)

### How do we Assist in Building BIGGERBETTERBOLDER Clubs

I recently had the opportunity to attend a **Club Assembly**. It was the best Club Assembly I have ever attended. So, what made it so good?

- ◆ The Club President was a "leader"; she led the Assembly
- ◆ All of the Avenues of Service Chairs were prepared; they had all their committee chairs prepared for their specific program/project presentations.
- ◆ All of the program/project committee chairs shared the history of their project or program so that all members, specifically the new members, had a basic and good understanding of the event.
- ◆ No one used acronyms
- ◆ Several opportunities for fellowship were included in the presentations.
- ◆ ALL members were encouraged to participate in all events or as many events as their busy lives will permit.
- ◆ A "Rotary Families" membership development event was announced. The event is to be held in 7 weeks – great lead time for everyone.
- ◆ The Club's major fundraising event is 1 ½ weeks away. One of the committee members advised the membership that if the event were held that day, they would fall far short of their goal. There was no lecturing; no pressure; just a kind reminder that the entire Club needs to take action to make the event a success.
- ◆ **EVERYONE WAS INVOLVED! EVERYONE WAS HAVING FUN! EVERYONE WAS SMILING & LAUGHING! EVERYONE WAS PROUD TO BE A ROTARIAN!**

### New & Innovative Clubs – Who Are They?

The **Rotary Club of Amigos de Milwaukee** (District 6270) is one of the newest Rotary Clubs in our Zone 28. The membership is made up of a diverse group of young professionals in the Milwaukee area. They meet at 5:45 each week. Following the meeting, anyone interested in doing so is welcome to attend dinner at a neighborhood restaurant, including guests and Visiting Rotarians. Dinner is optional and you pay as you go. Total dues are approximately \$200/year.

On a personal note, my 25-year old daughter attended the Regional Success Seminar at which the Amigos Club was discussed. Bridget has been "involved" with Rotary since she was 2-years old. While she has been to many Rotary events and activities, her only reference to a Club "meeting" is my own Club. It is a great Club, but, she sees people who tell her, "I remember when you were 'this' big." So, on our way home from the Regional Seminar she tells me she might be interested in exploring the Amigos de Milwaukee Rotary Club. She has NEVER expressed an interest in joining Rotary, again, because her only point of reference is my Club.

## **Innovative Clubs**, continued

She can afford \$50/quarter for her Rotary membership. My daughter is not unique, the only difference between Bridget and other 20-30 somethings is she has a knowledge of Rotary. For further information on the Rotary Club of Amigos de Milwaukee, please feel free to contact Angela Rester Samse at [pdgrestersamse@aol.com](mailto:pdgrestersamse@aol.com).

The **Rotary Club of Greater Des Moines** is the newest Club in District 6000. On their web site, they include many statements about who they are, including:

“We are the Rotary Club of Greater Des Moines. The newest club in Rotary District 6000, we received our charter on March 26, 2009 with 28 members. We are the first Rotary Club of its kind- using an innovative model and seeking those new to the Rotary World. We make Rotary fun! Keep your eyes on us. We are ready to make a huge difference in our local and global community! [Contact us](#) if you are interested in seeing us in action or joining our club.”

### **“Fellowship**

We believe that individual efforts focus on individual needs, but combined efforts serve humanity. The power of combined efforts knows no limitation, multiplies resources, and broadens our lives and perspectives. Fellowship leads to tolerance and transcends racial, national, and other boundaries.”

If you are interested in more information on the Rotary Club of Greater Des Moines, please visit their website at <http://greaterdsmrotary.org/> or contact Rita Perea at [Rita@RitaPerea.com](mailto:Rita@RitaPerea.com).

**PLEASE SHARE DETAILS ON INNOVATIVE CLUBS IN YOUR DISTRICT AND WE WILL INCLUDE IN THIS NEWSLETTER.**

## **Zone 28 Membership Statistics – 5-Year History**

District	June 30, 2005		June 30, 2006		June 30, 2007		June 30, 2008		June 30, 2009	
	# Clubs	# Members	# Clubs	# Members	# Clubs	# Members	# Clubs	# Members	# Clubs	# Members
5580	61	3,176	61	3,134	61	3,106	61	3,114	62	3,069
5650	45	2,555	45	2,526	45	2,534	45	2,476	46	2,425
5950	58	3,064	60	3,084	60	3,022	60	2,999	60	2,909
5960	66	3,403	66	3,395	64	3,370	64	3,362	64	3,249
5970	55	3,006	56	3,025	56	2,993	56	3,013	55	2,963
6000	63	4,519	63	4,452	63	4,382	62	4,306	63	4,235
6220	41	2,085	42	2,100	42	2,088	41	2,018	41	1,927
6250	61	3,503	61	3,459	61	3,474	60	3,395	60	3,338
6270	59	3,595	58	3,471	58	3,392	58	3,377	59	3,298
6420	51	2,348	50	2,340	49	2,296	49	2,268	49	2,155
6440	72	2,807	72	2,759	71	2,734	70	2,719	71	2,689
6450	65	2,354	65	2,332	65	2,368	65	2,334	66	2,230
<b>TOTALS</b>	<b>697</b>	<b>36,415</b>	<b>699</b>	<b>36,077</b>	<b>695</b>	<b>35,759</b>	<b>691</b>	<b>35,381</b>	<b>696</b>	<b>34,487</b>

As you can see from the above chart, we have to make changes to our approach to membership development and retention. We cannot continue to do the same things the same way and expect different results. Innovation and creative approaches are needed.

- ◆ Do you have an **ACTIVE DISTRICT MEMBERSHIP COMMITTEE** (more than one person)?
- ◆ Do your Clubs have **ACTIVE MEMBERSHIP COMMITTEES** (more than one person)?
- ◆ Are our Clubs **RELEVANT**?
- ◆ Are our Clubs **ACTIVE**?
- ◆ Are our Clubs **FUN**?
- ◆ Are our Clubs **DIVERSE**? (Age, Gender, Ethnic Background, Religion and Classification)
- ◆ Do our Clubs **REPRESENT OUR BUSINESS COMMUNITIES**?
- ◆ Do our Club's **ACTIVITIES REPRESENT THE DESIRES OF OUR MEMBERS**?
- ◆ Are our Club's **ACTIVITIES REPRESENTATIVE OF THE NEEDS OF OUR COMMUNITIES**?
- ◆ Do we have **LEADERS LEADING OUR CLUBS**?

# Rotaract and Interact Key Messages

The RI Board has recently adopted key messages for **Rotaract** and **Interact** to help guide and focus the efforts of Rotarians, Rotaractors, and Interactors. Build stronger Interact and Rotaract programs in your district by sharing these messages with your district governor, district Rotaract and Interact committee chairs and representatives, and presidents of Rotary, Rotaract, and Interact clubs.



## **Key Messages for the Rotaract Program**

- Promote Rotaract to maintain the continuity and growth of the program by using publications, video, the Internet, club presentations, district meetings, and other methods.
- Establish strong relationships between Rotaract clubs and their sponsor Rotary clubs. Involve

Rotaractors in the life of the district, including regular meetings with sponsor Rotary clubs, attendance at district events, and working together on service projects. Welcome requests from Rotaractors for Rotarians to be involved in Rotaract activities.

- Create and help maintain strong, motivated Rotaract club membership with a diversity of ages between 18 and 30.
- Increase the capacity of Rotaract clubs to provide service through cooperation with the family of Rotary. Work together with Rotary, Interact, other Rotaract clubs, and groups such as RYLA participants and Rotary Foundation scholars on projects and activities.
- Provide training opportunities to Rotaract club officers and district Rotaract representatives.
- Develop future leaders through Rotaract. Mentor Rotaractors to increase their professional and leadership skills and encourage high ethical standards.
- Recognize clubs and individuals at the district level that have made outstanding service contributions through Rotaract or have strengthened the Rotary-Rotaract relationship.
- Welcome former Rotaractors into Rotary clubs. Create and maintain a district Rotaract alumni program in support of this effort.



## **Key Messages for the Interact Program**

- Promote Interact to maintain the growth and continuity of the program. Use publications, video, the Internet, club presentations, and other methods. District Interact chairs and representatives should create a district Interact newsletter.

- Establish strong relationships between Interact clubs and their sponsor Rotary clubs. Invite Interactors to attend meetings of the sponsor Rotary club, and include them in service projects, such as polio eradication efforts. Suggest that Rotary clubs appoint an Interact committee.
- Share information about Rotary with Interactors to develop a lifelong interest in Rotary. Distribute Rotary publications such as the governor's monthly letter, Rotary Leader, and The Rotarian or regional magazine to Interact clubs.
- Work with Interactors aging out of the Interact program or relocating, to find new potential Rotaract or Interact clubs.
- Consult with Interact clubs to develop a district wide service project for all Interact clubs.
- Ask Interactors to give presentations on their club's projects at Rotary club and district meetings.
- Recognize Rotarians who are involved in Interact at the club and district level.

## **New Generations Service is Fifth Avenue of Service**

The 2010 Council on Legislation, which met in Chicago in April, added **New Generations Service** as the **Fifth Avenue of Service**. Programs for New Generations include Rotaract, Interact, RYLA, and Rotary Youth Exchange, as well as other activities that affect young people. This new avenue of service recognizes the positive change implemented by youth and young adults through leadership development activities, community and international service projects, and exchange programs that enrich and foster world peace and cultural understanding. Spread the word about this important change, and encourage the Rotary clubs in your area to add or increase their service to New Generations.

## **COMMUNITY BASED ROTARACT CLUB OPPORTUNITIES**

"Community Based" Rotaract Clubs are an opportunity that we have yet to fully embrace in our US Rotary Clubs. Do we have any Community Rotaract Clubs in Zone 28? If so, please share with us so that all Districts can benefit from your efforts. The ongoing relationship between a Rotaract Club and its sponsoring Rotary Club can directly benefit the life and livelihood of our Rotary Clubs.

# **BIGGERBETTERBOLDER Rotary Clubs – How Do We Get There?**



Are we running around in circles, with no solid leadership and/or direction?

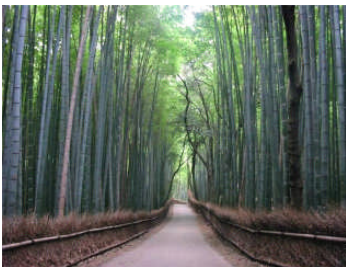
Why would I want to join this Club?

What's in it for ME?



Are we fun, active in multiple projects at the same time?

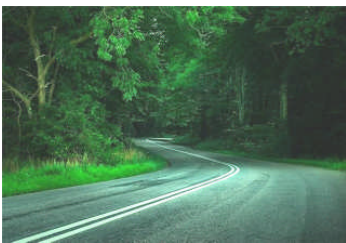
Do we move in a lot of directions at one time, involving many?



Are we always operating on the straight and narrow?

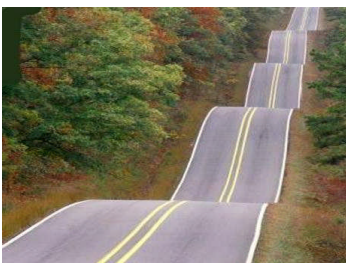
We only do what we have always done.

We never color outside the lines...



We get nervous if we can't see the outcome.

We move slowly before making a final decision.



We take chances.

We are looking at better ways to provide service.

We are willing to try a new project/program.



We don't care if we can't see the end of the road.

We are excited to explore the unknown.

We like to be challenged...and experience success.

**What do our Clubs look like? What makes our Clubs attractive to others? What can we be doing better?**

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