



Rotary on the Move



Zones 8 and 7B
Rotary Coordinator Newsletter
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“Why I resigned from Rotary?”

*Article by Noel Trevaskis
Rotary Coordinator*



Did you read the letter titled “Why I resigned from Rotary” to the Editor on page 10 in the latest edition of the Rotary Down Under Magazine? It is a shame that this person had this experience in Rotary. However I don’t think this problem is unique to Rotary. People can find it difficult to mix with other people in any organisation when they are new to the organisation.

Human nature is that we generally mix with the people we feel most comfortable with, we don’t mean to ignore the new people, it just seems to happen that way. Service clubs of all types, playgroups, school committees, work social clubs etc all have their own cliques within the group. Those cliques can give the impression to new members that the group isn’t friendly or not welcoming of people to the group. If people don’t know someone in the community group it can be hard for them to be able to feel a part of that group. It is a problem that is in most community groups and it is a problem for a lot of Rotary clubs.

This problem is not unique to Rotary, but Rotary can be unique by not being like other groups.

Retention is a great problem for us as an organisation, the importance of making people feel welcome, wanted and that people are genuinely interested in them can never be underestimated.

There is a saying “Rule Number One: Look after your customer, otherwise someone else will”. We need to “Look after Rotarians or else they will leave”, appoint a member to keep in touch with members who haven’t been attending on a regular basis. Appoint someone whose responsibility is to make sure new members and their wives or husbands do feel a part of the club, make them all feel welcome. Arrange for other couples to invite new members to dinner or to some other function we need to show Rotarians and their wives and husbands that we do care and that we do want to get to know them.

The wife of a Rotarian told me of her experience when she and her Rotarian husband shifted to a new town and a new Rotary club. She was looking forward to meeting people from the Rotary Club which would help her settle into her new environment. After twelve months she is disillusioned with the club and Rotary. Why? Not one person has asked them as a couple to a meal, no-one has asked her for coffee or made her feel welcome. She likes to volunteer and wants to work with her husband’s club. She and her husband haven’t been made to feel welcome or to be a part of the club.

Another person said that when he joined his new club, he felt he wasn’t accepted by the members as they already had their own established friendships within the club. They didn’t want anyone new invading their clique of friends that they had established. The “exclusive table” or “seats” at Rotary Club meetings don’t make people feel welcome to meetings. Worse still is when there is a partner’s night and people reserve their seats so that they can sit with their same group of friends. Pity the odd ones out who have to sit by themselves, do they feel welcome, embarrassed or rejected?

Retention of our members and member satisfaction should be a high priority for every club, we are good at recruiting members but we are losing them at the same rate as we recruit them.

Rotary is a unique organisation and we can be even more unique in how we look after our members.

“ IN SEARCH OF THE ROTARY WOMAN! *Part 2* ”

Article by: *Kerry Kornhauser*

District: *Women In Rotary*

President

Rotary Club of Albert Park, District 9800



In the second of a three-part series, this article looks at “We want women, but how do we recruit them?”

It is true to say that in marketing products and services general recruitment schemes can be highly successful.

However, in many cases, greater success is achieved by concentrating on a specific segment or niche of the marketplace.

You may have noticed, for example, that health foods tend to be wrapped in different packaging according to its target market – one pack for women and a different one for men. The same product advertised in a sports magazine and fashion magazine may have a different ‘look and feel’ according to gender of the readership.



Recent research has revealed that many women regard Rotary as predominantly male and therefore uninviting to women; offering them little opportunity to make significant contributions or serve in senior positions within clubs or District; and creating difficulty in balancing Rotary with family life.

Additionally, there are gender differences in the motivations for volunteering. For example, a survey by the Canadian Centre for Philanthropy noted that women are more likely to volunteer to explore their own strengths, whereas men are more likely to volunteer as a means of using their skills and experience.

So, when seeking to recruit women and to address their concerns, focus in on utilising their strengths and overcome the myths through specific recruitment campaigns. One targeted directly at women.

Think about your club, what it can offer to women in your community and how it can be more relevant and appealing to them. When do you meet? Where? How long is your meeting? What does a meeting cost? What traditions do you have that may make your club unappealing to women e.g. shouting each other drinks, singing and fining sessions? Do your projects provide an opportunity for women to join in?



If you are serious about increasing the number of women in Rotary, target specific additional recruitment programs by both breaking down some of the current preconceptions that may prevent them from joining Rotary, as well as appealing to the specific features of Rotary that women will find interesting.

We invite you to explore these ideas further within your Club. If you need more information, contact “Women In Rotary” Suzanne Campbell suzannejoycampbell@gmail.com or Kerry Kornhauser at kerry@travelinn.net.au

“Rotary Success”

The third National Rotary conference “Rotary Success” will be held in Canberra on July 21st-22nd 2012 at the Hellenic Club. The convenors will be RI Director Stuart Heal and RI Director Elect John Boag, the organiser will be Rotary Coordinator Noel Trevaskis.

More details will follow in the September issue of Rotary on the Move.

“ Tips for starting an e-club ”

Adapted from an article by Arnold R. Grahl and Ryan Hyland, *Rotary International News* -- 13 July 2011 and from the *Rotary Leader*, July 11, Vol2, Issue 1

As the mother of two small children, Simone Carot Collins found it increasingly difficult to attend meetings of her Rotary club after starting her own business.

Carot Collins, 2010-11 president of the Rotary Club of Freshwater Bay, Western Australia, Australia, talked to two other Rotarians in a similar situation, and approached her district governor-elect about exploring the possibility of an e-club. Carot Collins is now president-elect of the provisional Rotary E-Club of Sunset Coast, in District 9455.



"E-clubs are an invaluable way to enable committed Rotarians to remain engaged with Rotary work rather than losing them from the organization entirely," says Carot Collins, who is also past chair of the Rotarians on Social Networks Fellowship. "A change in life circumstances can make it very difficult to participate in a regular Rotary club, be it having young children, starting up a new business, or taking a job that involves regular traveling."

Carot Collins's e-club meets both in person and online.

E-clubs have been around since 2004, when a pilot project allowed about a dozen clubs to experiment with the format.

The 2010 Council on Legislation [decided to make e-clubs a permanent part](#) of Rotary International, approving a limit of two per district.

Starting an e-club involves essentially the same process as starting any Rotary club. The responsibility of approving the new club rests with the district governor, who appoints a special representative to gauge interest and find potential members.

Before starting an e-club, ask these questions:

- Why create an e-club? What need does it meet?
- How will it conduct service projects and activities?
- How will it create and strengthen friendships?
- How will it carry out service projects?
- What support will it need from your district?
- If you've found prospective members, do they have the necessary technical skills?
- What platform will you use?
- Will members meet in person as well as online?

There are more than 20 Rotary clubs whose members meet weekly, conduct service projects, and build fellowship — without seeing one another in person.

E-clubs attract people who are unable to join traditional Rotary clubs, such as those with pressing business travel schedules.

Prospective members can also come from conventional club ranks: webmasters, club website contributors, and those who have "attended" an e-club meeting as a make-up.



Rotarian Rick Barrett of the Rotary E-Club of the Southwest, USA (District 5510), attends his club meeting at a neighbourhood cafe.



Find out more in [Organizing New Clubs: A Guide for District Governors and Special Representatives](#), which includes a new appendix on setting up e-clubs, and [What You Need to Know about Rotary E-Clubs](#).

“ Linking New Generations programs, keeps participants on track to becoming Rotarians ”

By Megan Ferringer

Rotary International News -- 23 June 2011

A mentoring program in District 5160 (California, USA) helps incoming college freshmen – particularly those who are Interact alumni – get connected with university-based Rotaractors. It’s just one example of the efforts undertaken by many districts to keep [Interactors](#), [Rotaractors](#), [RYLA](#)rians, and [Rotary Youth Exchange](#) participants in the fold – and on track to become Rotarians.



“It’s important to recapture people who fall through the holes, such as an Interactor who graduates from high school, moves away to college, and has trouble finding a Rotaract club,” says Joanna Kwong, Rotaract District 5160 representative. “We often refer alumni or recent graduates to the next relevant program. Interactors pool from RYLA and Youth Exchange, and Rotaractors seek membership from former Interactors.”

Jim Cambier, past president of the Rotary Club of Danville, California, says that building relationships between New Generations programs is the first step toward ensuring successful transitions.

“Whether it’s Interact, Rotaract, RYLA, or Youth Exchange, it’s important to let everyone know that these programs all flow together,” says Cambier. “When they see the whole connection, they can really understand just how multifaceted New Generations Service is.”

For more ideas on cross-promoting New Generations programs, download [An Introduction to New Generations Service](#).

To make the transitions seamless, District 5160 is also setting up a district alumni database to track Interactors and Rotaractors in order to link them with a New Generations group, whether within or outside the district.



Here’s what other districts are doing to cross-promote New Generations programs:

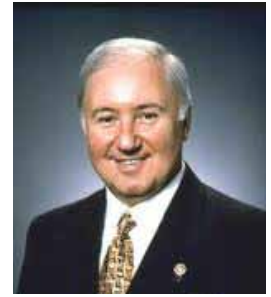
- Rob Newman, Rotary Youth Exchange chair for District 7450 (Pennsylvania), arranged a day of international exchange to forge a connection between the Rotaract Club of Philadelphia and Youth Exchange students.
- Alana Wilson, president of the Rotaract Club of Gunargarang, New South Wales, Australia, and a former Youth Exchange student, attended RYLA seminars in her district after she joined Rotaract. She says having someone already involved in New Generations reach out to potential participants helps bridge the gaps between programs.
- Mat Matson, RYLA chair for District 5450 (Colorado), says his district always includes a presentation on Interact at its RYLA conferences. He notes that most of the 29 Interact clubs in the district were started by former RYLA participants.

“ New Generations Service ”

Extracts from the above (clickable) Rotary publication

Past RI President Luis Vicente Giay coined the term *New Generations* when he shared his belief that the future of Rotary relied on involving young people in the organization’s programs and activities. At the 1996 RI Convention in Calgary, Alberta, Canada, he said:

“Our vision for the future, now more than ever, is the difference between success and failure. The New Generations are our investment in the future. Let us begin to build that future today.”



New Generations and Membership

Reaching out to New Generations is a commitment to the future of your Rotary club. Clubs that build ties with youth in their communities cultivate future members and become rejuvenated by the energy and new perspectives that young people have to offer. Share Rotary’s ideal of service through vocational and community service projects that target youth, such as career days and mentoring programs.

In some communities, New Generations Rotary clubs are chartered to offer young adults an alternative to existing clubs. These clubs can be valuable tools for encouraging younger people to join Rotary.

New Generations Alumni

Rotarians can support New Generations by finding and engaging alumni. Although former Interactors, Rotaractors, Youth Exchange students, and RYLA participants may no longer live in your district, many alumni from other countries and districts probably do.



RYE students.

All youth program alumni deserve the opportunity to stay involved with Rotary.



Interactors, fundraising.

Your Rotary club can reach out to alumni by:

- Planning graduation events for school-based Interact and Rotaract clubs to recognize those leaving the program, and identifying opportunities for their continued involvement in Rotary
- Introducing former youth program participants who are relocating to another area to Rotary clubs in their new communities
- Contacting alumni from your district who have already moved out of your area, and helping them get in touch with Rotary clubs where they now live
- Placing advertisements in local newspapers or using social networking sites to encourage former youth program participants to reconnect to Rotary through your club
- Inviting alumni to visit your club and attend club and district events

Although Rotary club leadership changes over the years, the emphasis on youth and membership growth should not. Yesterday’s Interactors are today’s Rotaractors and tomorrow’s Rotarians.

“Avenues of Service Citation”

Article by Rob Wylie,
Assistant Rotary Coordinator
District 9600 Representative to Council on Legislation 2013



How can a Rotary club best recognise a significant contribution to the Club and community by one of its members?

Very commonly this is done by presenting Paul Harris Fellow (PHF) recognition to a worthy member. The PHF is given by The Rotary Foundation (TRF) to a person who contributes US\$1000 to the Foundation, or in whose name that amount is contributed to the Foundation. This has been a great fundraiser for TRF and its great educational and humanitarian programs, both from those who generously donate their own funds, and from Clubs and individuals who donate in order to recognise others.

I have often received enquiries on how Rotarians could be recognised by an award (PHF or similar) which would be seen to be different to the PHF presented to one who donates his or her own funds to the Foundation.



A solution has been available for many years, though it remains unknown to many members.

Paul Harris Fellow recognition is a means of **recognising contributions to TRF** made by an individual or in the name of an individual person. A club can present as many PHFs as it wishes, provided the requisite funds have been paid to TRF. I believe this should remain as it is now, and as it was originally devised.

The **Avenues of Service Citation** for Individual Rotarians (formerly called the Four Avenues of Service

Citation) is an award made by a Rotary Club to **recognise outstanding service** by a Rotarian across the five avenues of service, and is made by Rotary International on the recommendation of a Club President. Only one nomination can be made by a club in any Rotary year, and the citation can only be made once to an individual Rotarian.



A summary of the citation criteria is provided in the Manual of Procedure, and the nomination form can be downloaded from RI website ([just click here](#)).

The Citation commends the service contributed by the individual Rotarian, reinforcing the importance Rotary places on the personal involvement of each club member in Rotary service activities, is made at no cost to the Club, and is an exclusive means of recognising that person's service. So Clubs wishing to recognise outstanding service can each present one "Avenues of Service Citation" each year, as well as a number of PHFs if they choose to do so.

By The Numbers:

All figures as of 28 February 2011

1,213,448	33,974	8,440	194,120	530
ROTARIANS WORLDWIDE	ROTARY CLUBS	ROTARACT CLUBS	ROTARACT MEMBERS	ROTARY DISTRICTS
13,009	299,207	7,006	161,138	
INTERACT CLUBS	INTERACT MEMBERS	ROTARY COMMUNITY CORPS	RCC MEMBERS	

“New blog postings on the Rotary Coordinator Blog Site”

<http://rotarycoordinatoren.blogspot.com/>

Please feel free to read the new postings, click on the links and post a comment if you wish.

“Regional Rotary Seamless Seminars”

Posted by Ryan Hall
13 July 2011

Zone 7A (Philippines and Indonesia) successfully conducted its 2011 Regional Rotary Seamless Seminars on 10 and 11 June. A total of 82 Rotary leaders from the ten Philippine districts participated. The seminar was conducted by the Zone 7A Regional Coordinator Team.

RC Villanueva shares a few details:

“The seamless format was effective in delivering a unified message on the direction for Rotary International and The Rotary Foundation in the next 3-5 years, with the RI Strategic Plan and the Regional Coordinator Team in place to support and strengthen our Clubs and Districts. ...”

[Click here to read more](#)

“Strategies for Strong Clubs”

Posted by Carrie Nunes, Club and District Training Coordinator, 13 June 2011

What does a strong club look like? A strong club is a combination of things, but overall, one that fosters innovation and flexibility. New ideas increase the vitality of the club, and get members excited for something fresh and different.

So how can Rotary coordinators help strengthen clubs?

Spread the message: Take a good look at your club. Is your club stuck in a rut? Evaluate your club's practices to determine whether they add value to it. Change can be intimidating or it can be invigorating, depending on your approach!

Share the resources: ...

[Click here to read more](#)

Rotary Coordinator Blog



“Pilot Programs”

By Christine Sanders
Manager, Rotary Coordinator Program, Rotary International

As you will recall, the 2011-14 pilot programs (satellite, associate, corporate member, and innovative and flexible Rotary club) launched on 1 July. These four pilots are designed for participating Rotary clubs to experiment with club operations and flexible membership requirements over a three-year period.

A total of 723 clubs are participating in the pilot programs.

Detailed information about each pilot and the implementation timeline is available in seven languages, here are the English and French links:

English: <http://www.rotary.org/en/Members/GeneralInformation/pilots/Pages/ridefault.aspx>

French: <http://www.rotary.org/fr/members/generalinformation/pilots/pages/ridefault.aspx>

Footnote:

60 Clubs are participating from Zone 8 and Zone 7B.

If you would like the full list of these Clubs, by pilot, name, District and Zone, please contact the editor Issa Shalhoub, shalhoubissa@shoal.net.au

Rotarians;

There's something that all Rotary club members have in common: We take action. As community volunteers, we reach out to neighbours in need. We build, support, and organise. We save lives. We work locally and globally.

Around the world and around the corner, the 1.2 million men and women of Rotary,

- Get involved in their communities
- Connect with other professionals
- Share their time and experience with young people
- Support global causes, such as eradicating polio
- Use their skills to help others

For your friends, colleagues and acquaintances: benefits of Rotary and joining Rotary,

Maybe you've seen a need in your own community and wondered how you could help. Maybe you want to use your professional skills to help others — or even learn new skills. Maybe you're seeking connections with other service-minded professionals in your community or abroad.

Whatever your reason, joining Rotary can help you achieve these goals, and so much more

Whether you're a veteran volunteer or new to community service, we're looking for people like you. [Contact your local Rotary club](#) to express your interest, and [complete a prospective member form](#).

For Clubs:

Make it easier for guests and prospective members to find your Rotary club meeting by maintaining updated meeting address information in RI's [Club Locator](#).

Any club without a proper postal address in RI's databases won't appear in RI's new [Club Locator app](#).

Club officers can also make updates in [Member Access](#).

Rotary Coordinator Team 2011 - 2012 Zone 8 and 7B

Zone 8; Australia, Papua New Guinea, Solomon Islands, Timor Leste and Nauru.

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