

# THE STAFFORD HIGHLIGHT

April 2, 2025



Rotary Club of Stafford  **People of Action**

## Club Calendar

April is Maternal and Child Health Month

April 2 – Noon Meeting, Sea Scouts

April 2 -Service project 5-7 at Fredericksburg Food Bank

April 2 - Via Colori Kickoff , 7:30p at St Peter's Lutheran Church.

April 23 - Stafford Schools Career Day Service Project at Stafford Airport (7a - 3p)

April 26 - District Training Assembly

April 26 - Evening, time TBD, Escape Room social with North Stafford Club

May 3 - RLI I, II, and III at PATH Foundation in Warrenton

May 10 – Relay for Life

June 21-25 – Rotary International Convention in Calgary, Alberta

September 27-28 -Via Colori

## April 2 Meeting



Our speaker will be Carter Cooper, and he has been in Scouting since 2010, taking part in all Scouting programs. He is working on earning my Quartermaster Award. The Quartermaster award is the highest award in the Sea Scouting program, equivalent to the Eagle Scout rank. Carter will share with us what the Sea Scout ship does, what the program is about, how it impacts youth in Stafford County, and how we can help.

## March 26 Meeting: Membership Summit

**“All Rotarians equally share the personal responsibility to promote the benefits of Rotary membership with others.” Rotary International Code of Policies**

Instead of our regular evening meeting on the last Wednesday of the month our club participated in the Area Membership Summit, held at Fredericksburg Baptist Church. All of the clubs in Area 4 were represented: Fredericksburg, North Stafford, Rappahannock/Fredericksburg, Rappahannock Satellite, Rotaract Club of UMW, Stafford, King George/Dahlgren.

Stafford Rotary President and Area 4 AG Jamie Larounis began the event by introducing Dieter Stenger, and iPDG Rene inducted him into the club. AG Jamie, iPDG Rene, Donna and DGND Cheri gave the presentation, which was in four parts:

- ❖ Review District Membership Goals
- ❖ Enhancing Participant Engagement
- ❖ Expand our Reach for New Club Members
- ❖ Increasing our Reach –adding new clubs to reach new members

**The district membership goals** for this Rotary year were: 100 Net New Members (+15 YTD) and 5 New Clubs (+3 YTD). We may be able to meet these goals by the end of June. The problem with net growth goals is that adding new members is so often offset by a loss of current members. Retention is as important as recruitment. The reasons people leave a club were discussed.

**Enhancing Participant Engagement:** “What are you and your club doing to engage or re-engage existing members?”


During the breakout session, attendees discussed these points:

- ❖ Meeting format and time
- ❖ Programs
- ❖ Using membership surveys
- ❖ Club processes for new members
- ❖ Using mentors for new member
- ❖ Special Rotary months programs and activities



**Expand our Reach for New Club Members:** The discussion centered on using the Discover Rotary presentation A new Rotary program specifically designed to attract members. Clubs using this presentation report a 50% Success Rate!

## What Could Rotary Bring To You?



The image contains three photographs. The first shows a young boy in an orange shirt smiling while filling a yellow cup from a water tap. The second shows several hands of different skin tones stacked together around a yellow Rotary International logo, with the text 'In each of us' at the top and 'There is a little of all of us' at the bottom. The third shows two men standing behind a table filled with boxes of food, holding a sign that says 'TOGETHER, WE FIGHT HUNGER'. The Rotary logo and 'PEOPLE IN ACTION' are visible at the bottom of the sign.

**Rotary** 

### **Increasing our Reach –adding new clubs to reach new members**

Our district goal for the year is a net increase of 5 new clubs. To date we have 3 new clubs. The addition of the Stafford Satellite Club and the Lake Anna club will complete this goal.

#### **Rotary Deserts**

A list of areas with no Rotary presence was presented: Montclair, Nokesville/Bristow, Spotsylvania County, Aldie, Caroline County, Bowling Green, Middleburg, Lady Smith, Colonial Beach, Lovettsville, Gordonsville, Ruckersville/Green County, Dumfries, Lake Anna, Lake of the Woods/Locust Grove. Many of these locations are within Area 4. Lake Anna is the process of developing a Rotary club.

#### **Embracing Innovative Clubs**

##### **Impact Clubs**

- ❖ IMPACT is an additional Innovative Club model
- ❖ IMPACT is a type of Satellite Club (Companion Club<sup>1</sup>).
- ❖ Members are also “Active<sup>2</sup>” members of its Host club.
- ❖ As an extension of the Host club, IMPACT is not intended to “separate” from the Host, but rather be a service project-focused part of the Host club’s membership. However, if desired, it can be a standalone club.
- ❖ An IMPACT club’s primary mission is community service, perhaps seen as a “service-only” club without a commitment to traditional meetings, speakers, meals, etc.
- ❖ An IMPACT club’s service-only focus without meeting requirements offers Rotary membership as an opportunity to those who cannot attend meetings for various reasons.
- ❖ Members are welcome (but not expected to) to attend Host club meetings.
- ❖ Members may also participate virtually in Host club hybrid meetings, if offered.
- ❖ The IMPACT club creates and executes its own projects, also inviting Host club members to participate. They also assist with Host club projects.

- ❖ In Rotary International, IMPACT members look just like “Active” members of the Host club.
- ❖ In DACdb, the IMPACT club looks like a club subordinate to the Host club and has all the functionality a Host club (or any club) has.
- ❖ If the IMPACT club chooses, it can have officers, calendar, online registration, PMail, Engagement tracking, etc. in DACdb.
- ❖ IMPACT members are listed as “Active” members of the Host club on all Rotary International membership and Rotary Foundation reports.
- ❖ Generally, the club is self-governing, led by a “Chair” who is likely also on the Host club board.
- ❖ The IMPACT club elects its other key leaders.
- ❖ The club may have some key committee chairs, such as Membership, Community Service, PI/PR, and The Rotary Foundation.
- ❖ IMPACT clubs are encouraged to have a DEI committee or at least a chairperson.
- ❖ The IMPACT club needs an “administration” chair who coordinates with the Host club Secretary and Treasurer.
- ❖ Like any Satellite club, the Host club handles all “back office” functions, such as dues billing/collection, new member adds, terminations, etc.
- ❖ Like all Rotary Club members, IMPACT Members’ dues include RI and District dues, plus whatever the club determines it needs for operational expenses.
- ❖ The club dues component for IMPACT members may be the same as or different from those of the “traditional” Host club members, often lower as there are typically no meals involved and also lower operating costs for the club itself.
- ❖ The IMPACT club may or may not have its own bylaws. The club can operate under the Host club’s bylaws, which do need to be modified to reflect the IMPACT club’s operation. If the IMPACT club chooses, it may have its own bylaws.

### **Satellite/Companion Clubs**

- ❖ The Satellite club can be customized to the specific needs of the group.
- ❖ A Satellite club does not have to meet weekly. It can meet once a month, and do a service project once a month.
- ❖ The time and date of the Satellite club is created at a time most convenient to its members.
- ❖ The members can select speakers that address topics most relevant to their interests and needs (e.g., for a 55 plus community, the members might want speakers such as: estate attorneys, money managers, a speaker from the White House Historical Assoc., or a speaker from the National Arboretum or FORB).
- ❖ A very attractive feature is the reduction of dues since about half the dues are removed when meals are withdrawn.
- ❖ Some of the service projects can have a significant global impact when other Rotary clubs join in the cause, such as with Rise Against Hunger, so the outreach is much more impactful than with a single non-profit.
- ❖ The Satellite club would not need to create its own bylaws. The bylaws would be incorporated into the Sponsor club’s bylaws. And it would have an enormous amount of admin support from its Sponsor club and the District and RI.
- ❖ Members of the Satellite club and the Sponsor club can participate in each other’s activities, if desired.
- ❖ The head of the Satellite club is called the “Chair,” not the “President.” The Chair would have a seat on the Board of the mother club.
- ❖ A Companion Club acts like a Satellite Club, with no plans to separate from its Host club
- ❖ Rotary International recognizes two member types: Active and Honorary. A member of an

IMPACT Club is considered to be an Active member type.

## CALLS TO ACTION

- ❖ Host at least one Discover Rotary event by 5/16
- ❖ Apply for a Discover the Magic of Rotary Public Image Grant to support the DR event
- ❖ > +1 Net New Member per club
- ❖ Commitment of who will help create new clubs in the target areas



April is Maternal and Child Health Month when Rotarians all over the world focus on this important Rotary Foundation Area of Focus.

Every day mothers risk their lives giving birth and millions of children die each year from treatable, preventable causes. At least 7 million children under the age of five die each year due to malnutrition, poor health care, and inadequate sanitation. To help reduce this rate, we provide immunizations and antibiotics to babies, improve access to essential medical services, and support trained health care providers for mothers and their children. Your Rotary projects ensure sustainability by empowering the local community to take ownership of health care training programs.

Through grants from The Rotary Foundation, Rotarians improve access to essential medical services for mothers and their children. These efforts are aimed at reducing the number of children under age five who die each year because of malnutrition, inadequate health care, and poor sanitation – a figure that is currently estimated at 7 million.

According to another estimate, more than 80 percent of maternal deaths can be prevented with access to reproductive health services and trained health care workers. Rotarians provide education, immunizations, birthing kits, and mobile health clinics to support these causes. Women are taught how to prevent mother-to-infant HIV transmission, how to breast-feed, and how to protect themselves and their children from disease.