

**OCTOBER 14, 2023**

**ROTARY INTERNATIONAL  
DISTRICT 6560**

# **DISTRICT FALL FORUM**

**Jennifer Stanfield**  
**DISTRICT GOVERNOR 2023-24**



# STATE OF THE DISTRICT

I am honored to serve as your District Governor for Rotary Year 2023-24. I have enjoyed traveling to meet with the 42 clubs throughout Central Indiana. Club members are making a difference in their communities and creating opportunities to serve. Our clubs are concerned with the decline in members attending meetings and the overall decrease in membership numbers in their club. The average attrition rate for Rotary Clubs in the US is 15%. The Member Action Plan (MAP Sys icon on [DACdb.com](http://DACdb.com)) is a valuable resource for your club. Every club has an Assistant Governor for support. These individuals have served as their club's president and meet with me monthly to discuss the issues of the clubs and district. Every month we host a Zoom Chat with the Governor, be sure to join us. The link is in the DACdb Calendar. And check out our Facebook Live events on the 4th Wednesdays of each month.

This year, we've hired a new District Administrator. Leigh Perry can be reached at [admin@rotary6560.org](mailto:admin@rotary6560.org) and has been a welcome addition to the team. The format for our District Newsletter has been changed so that individuals within our membership can submit articles. Our readership has doubled with the new format. We've added email addresses that provide a professional image and support continuity of communication for the role and not the individual. With our website, [www.Rotary6560.org](http://www.Rotary6560.org) we added the following email addresses: [Admin@rotary6560.org](mailto:Admin@rotary6560.org), [Governor@rotary6560.org](mailto:Governor@rotary6560.org), [YouthExchange@rotary6560.org](mailto:YouthExchange@rotary6560.org), and [Treasurer@rotary6560.org](mailto:Treasurer@rotary6560.org).

Thank you for attending the 2023 District Fall Forum. We hope you leave today with actionable items for growing membership and giving to The Rotary Foundation to Create Hope in the World. There are many resources (including fellow Rotarians) available to you to lead your community in sustainable ways that create lasting change. As your District Leadership Team, we are here to serve you. Help us do our job by asking for help when you need it and inviting us to your events and fundraisers so we can celebrate with you.





Bryce Adam, PDG 2017-18  
District Rotary Foundation Chair  
D6560 The Rotary Foundation 2022-23 Year in Review  
October 14, 2023

What a year! Congratulations to **PDG Demekya McAllen** and **Imagine Rotary** 2022-23! Total Giving to The Rotary Foundation from July 2022-June 2023 was **\$311,915**. 679 District 6560 Rotarians (40% of 1,679 members) contributed to our Every Rotarian Every Year Campaign (USD \$25+) and 513 Rotarians qualified as Sustaining Members (USD \$100+).

Total contributions to our Annual Fund ended the year at **\$294,664 or \$175.50 per capita** while Polio Plus achieved **\$16,251**. 197 Rotarians became Paul Harris Fellows (USD \$1,000 lifetime) during **Imagine Rotary** and 64 Rotarians were Paul Harris Society (USD \$1,000+ annually) members.

Top giving clubs:

1. Carmel (\$74,470)
2. Fishers (\$59,147)
3. Greenfield (\$20,148)

Top clubs per capita:

1. Fishers (\$631.35)
2. Carmel (\$629.08)
3. Westfield (\$410.77)

The Rotary Foundation and D6560 provided \$164,797 for local and global needs. District Grants involved 14 clubs completing 21 projects totaling \$61,282. Three Global Grants were funded with \$79,200 and \$24,315 was contributed to Polio Plus from our District Designated Fund (DDF).

Please help **DG Jennifer Stanfield Create Hope in the World** by giving generously to The Rotary Foundation! Your continued support of our Rotary Foundation is Making a Difference! THANK YOU!



Ray Kramp. PDG  
District Grant Subcommittee Chair  
Rotary District 6506 Grant Report  
October 14, 2023

- At the conclusion of Rotary year 2022-2023, 14 clubs completed 21 projects and final reports approved. The clubs were reimbursed a total of \$61,282.00 of District Designated Funds (DDF).
- One project was cancelled and \$5000 of DDF funds were returned unused to The Rotary Foundation (TRF).
- For the Rotary year 2023-2024, 13 clubs submitted 20 applications requesting \$55,635 of DDF.

There was a shortfall in DDF funds this year, a total of \$49,641. However, all 20 projects were approved but some for lesser amounts than requested.

- District 6560 is awaiting to receive funding from TRF for this year’s grants. We expect to receive it during the month of October.
- Two projects have been completed and final reports have been submitted.
- Grant applications for projects for the 2024-2025 Rotary year are due by May 1, 2024.
- Final reports for this year’s projects are due by June 15, 2024
- If a project cannot be completed this year, a grace period will be given to completed by October 1, 2024. An Interim report is required to be submitted by June 1, 2024
- If a project will not be completed at all and is to be cancelled. The district grants chair needs to be notified by June 1, 2024. This will allow us time to request these DDF funds to be reallocated to another project.



**ENDOWMENT FUND-SHARE**





**Stan Jacobs**  
**District Membership Development Chair 2022-2024**

As your District Membership Chair from 2022 – 2024, my primary role has been to assist the clubs in the district experience positive net growth. Sadly, the districts total members has been steadily declining over the past four years, but the decline we experienced at the start of the 2023 fiscal year was primarily due to the timeliness of renewals. Since that date we have already reduced the deficit to the prior year to just 8 members as of the end of September 2023. It is also interesting to note that as a district, our collective ATTRACTION RATE is presently 15.4% and our RETENTION YTD is presently 98.89%. So, if we keep this trend going, we anticipate overall all growth for our district by 6/30/2024!

<b>2019 as of 6/30/19</b>	<b>2020 as of 6/30/20</b>	<b>2021 as of 6/30/21</b>	<b>2022 as of 6/30/22</b>	<b>2023 as of 6/30/2023</b>	<b>2023 as of 9/30/2023</b>
1951	1820	1724	1679	1617	1671
	-131	-96	-45	-62	-8

During my first years as District Membership Chair, my focus was to visit as many of the clubs as possible and assess what their areas of focus should be regarding membership, and what a great experience this was. I found that clubs, regardless of size or age of its members, had the ability to grow membership and be an active and contributing organization to their respective communities. I also shared that the key attributes to building and sustaining a strong club must include the following attributes and making a change to any of the above can potentially impact membership and the club’s ability to be successful:

- Strong Leadership
- Continuous and frequent events and projects
- Club is highly visible in the community
- Active and Intentional member engagement
- Clear goals and defined growth plan

I further identified clubs with challenges related to Attraction and / or Retention and shared the following recommended actions:

<p><b>Member Attraction Strategies:</b></p> <ul style="list-style-type: none"> <li>• Your Current Members are your key source of inviting guests that convert to members.</li> <li>• Conduct meetings per Rotary Protocol with frequent community events and activities.</li> <li>• Have a defined new member processing and recruitment plan.</li> <li>• Continually enhance the awareness and visibility of your club.</li> </ul>	<p><b>Member Retention Strategies:</b></p> <ul style="list-style-type: none"> <li>• Have an effective new member orientation and mentor program.</li> <li>• Identify what the current members want from this club and frequently survey.</li> <li>• Ensure new members are actively involved from the start.</li> </ul>
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Lastly, I am excited to share that Rotary now offers a great tool to help each club set effective membership goals and track your progress each month. This tool is easily accessed through DACdb and provides real-time data about your club such as the clubs average Attraction Rate, Average Attrition Rate, and the club’s Average Gain / Loss Rate. It has an easy to use calculator to identify realistic and achievable goals, and include various reports to monitor your progress. But the key to each club taking advantage of this great tool is assuring the club has designated a Club Membership Chair. Unfortunately, 15 of our 42 clubs do not have such an individual designated to support membership and my focus during this year will be to assure that is rectified as soon as possible.

The screenshot shows the Rotary Membership Action Plan interface. At the top, it identifies the club as Carmel in the USA--(Indiana) Zone 30 - USA (AL, IN, KY...). The main section is titled "Membership Goals" for the 2023-2024 period. It includes a sidebar with navigation options like Home, Progress Dashboard, and Reports. The main content area displays four key metrics:

- Starting Membership:** 131 (as of 01-Jul-2023)
- Avg. Attraction rate:** 16.9%
- Avg. Attrition rate:** 15.8%
- Avg. Net gain/loss Rate:** 1.1%

Additional features include a "Download Worksheet" button and a "Download All Clubs Worksheet" button.



Ginger Scott, Greencastle Club  
23-24 PolioPlus Program Chair  
Rotary District 6560

As PolioPlus Program Chair my responsibilities are to raise funds and awareness for the PolioPlus Program.

My Forecast:

1. For the newly formed PolioPlus Society to have 200 members before the end of the 23-24 Rotary Year. The PolioPlus Society the member pledges \$100 each year until Polio has been eradicated for good. As a charter member for this Rotary year members will receive a PolioPlus Society Pin, a displayable certificate and an Inaugural champagne flute. In June to hold a celebration for all members of the PolioPlus Society.
2. For World Polio Day October 24 to have 10 clubs participate in World Polio Day either with Fundraiser Events and/or Awareness Events. In next the three years it would be my hope that all clubs in the District participate in World Polio Day at some level.

Ending Polio is a major focus for Rotary and we as a District, Clubs and members must do our part keep our promise to the children of the world to eradicate Polio. We are close but we are not done.





# MAKE AN IMPACT!!!

ROTARY DISTRICT 6560



March 15-17, 2024

- ✓ Use dacdb to register your club interest in 2024 RYLA - NOW!
- ✓ \$225 per student with suggestion of 2 student minimum
- ✓ RYLA Chairs will contact you or contact Jim Thompson (jthompson@gibraltardesign.com)



## 2023 SUCCESS!

Thank you to these clubs for sending over 40 students!

- |         |                 |
|---------|-----------------|
| Carmel  | Anderson Noon   |
| Fishers | Indianapolis    |
| Avon    | Indianapolis NE |

**Rotary** 

**TOGETHER** WE SEE A WORLD  
WHERE **PEOPLE** UNITE AND TAKE ACTION  
TO **CREATE** LASTING  
**CHANGE** ACROSS THE GLOBE  
IN OUR COMMUNITIES AND IN OURSELVES

**ROTARY'S VISION STATEMENT**

Design and Layout by Gilbert Thorne, Rotary Club of Asia