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# District 6690—News



## District Governor Message

August is Membership and Extension Month in Rotary. To attract new members and retain and engage all **Rotarians, I believe it's** important for all

Rotarians to be able to send a unified message about Rotary in general but more specifically about their club. After all, we are members of a specific club, and our club is a member of Rotary International, yet we are all Rotarians. But what would that message be? As I have been visiting **the clubs, my question of "What is Rotary"** has produced excellent discussions. To describe Rotary, our response might be ***"Rotary is a trusted network of business professionals and community leaders engaged in fellowship and Service above Self activities throughout their communities and around the world."***

But what would your answer be to describe your club? You may have a few comments and thoughts, but does your club have a unified message? As many of you have already heard me cover at your club on my visits, we have been talking about your **club's Distinctive Position** – what it does and what it offers its members, **potential members and it's community?** But to know and understand what that really is, clubs need a **Strategic Plan** as from this you will discover and understand who your club is and what it does. And from this, you begin to better understand that your **Members are really your**

**Customers.** This then leads to developing **your club's Value Proposition**, or the benefits (value) it provides its Members, Potential Members and Community. By understanding that Value Proposition, you will be in a much better position to attract new members but more importantly to retain your members, as you are now reducing the major cause for lack of membership engagement.

This month in the Rotarian magazine, RI President Sakuji Tanaka asks the question, ***"What is your Rotary story?"*** We all have at least one. Your story along with your desires and needs – and those of your fellow Rotarians - will be the basis for **developing your club's Strategic Plan.** And when done properly, will help insure that **your club and Rotary's Value Proposition** will be in place for not just you but for your potential members and your community.

Currently Rotary is using the international branding agency Siegel+Gale to undertake a revitalization initiative. Do you know the number one response from Rotarians when asked during the research, **"What is Rotary?"**

**Ummm?**

There's a pause...a hesitancy. That just shouldn't be...not for an organization as powerful as Rotary. This underscores the importance of clarity and focus as critical components of Rotary and your club's

[Con't. p. 8](#)



D6690  
August  
Membership  
and Extension  
Month

***"Do you know  
the number one  
response from  
Rotarians when  
asked, "What is  
Rotary?"***

## Membership Attraction and Engagement Tips



Consider diversifying your meeting schedule.



### Steve Ussery, Olentangy:

Offer your Rotary Club a new option. Consider diversifying your meeting schedule and see what benefits your Club gains.

By adding an evening meeting once a **month to our Club's normal break-fast** schedule we were able to:

1. Offer more options for member engagement.
2. Offer a fresh setting for member interaction.
3. Offer more flexibility.
4. Offer a more casual setting for socializing.
5. Offer more opportunity for networking.
6. Offer a time for service projects.



### Michelle Duffil, Columbus Capitol Square:

Retention is as important as recruiting. **It's much easier to keep a member** versus getting a new one. And, the happier the member, the more likely they will be to tell others about Rotary – making attracting new members much easier.

“Change it up.” Try one of these —

your membership participation should improve and you may turn prospective members into Rotarians.

1. Think "outside of the box!" A little change is never a bad thing. Change the meeting format by increasing the time allotted for fellowship or adding a Rotary trivia contest.
2. Get ideas from current members! As PDG Brent Rosenthal reminded us, your members are your customers. See what ideas they have.
3. "Invade" another club's meeting. This idea courtesy of the Worthington AM club! Arrange for your club to visit a neighboring **club's meeting and then invite** their members to yours. Great fellowship and you'll get to see how other meetings work!
4. Add a non-traditional meeting now and then (i.e. semi-annually, quarterly or monthly). Ideas include a happy hour, tour of a local business, or a wine/beer tasting. Be certain to ask members to invite prospective guests! We did so and wound up with three members from just one event!

Think outside the box.

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### GSE Team Leader Needed

District 6690 is looking for a team (Rotarian) leader for the GSE team traveling to district 4450 in Lima Peru mid May 2013 to mid June 2013. Applications are due to Catherine Baird [cj\\_baird@yahoo.com](mailto:cj_baird@yahoo.com) GSE Chair by September 15.

Interviews will be in early October. Team member (non-Rotarians) applications (form forthcoming) are due September 30 with interviews in late October.

[More information and application forms.](#)

## Membership Attraction and Engagement Tips, con't.

1. Replace a weekly meeting with a service project so members are not trying to fit two Rotary events into the same week.
2. Schedule a high profile speaker for a meeting and invite prospective members! It is easier to sell joining to prospective members if they find the speakers engaging. Examples include former athletes or local celebrities. Both the Grove City and Columbus clubs have done this very well!
3. Include guests in email or newsletter blasts to stay top of mind and ensure member recruits feel like they are welcome.
4. **Establish a “make-ups made easy” program. Members who meet a new member for breakfast, lunch or even coffee earn a** makeup for engaging in a little fellowship.
5. As former District PR Chair Stacy Wood has mentioned when she has spoken to us at district events, inject a little Rotary into your meetings. The Rotary Video Magazines (RVM) and other promotional videos are a cost-effective way to expand both new and prospective members' Rotary horizons. Show one of these short videos at the beginning of your meeting at least once per month or show two or three at one time and you've got a great program. We have done both and received a great response from our members.

## Learn more about attracting new members—

Register for the Foundation and Membership Seminar, September 29, 2012 at Ohio University-Lancaster Campus.

This is a great opportunity for all Rotarians to learn more about what Rotary is and how it works.


Network with other club members and find out what they are doing that works.

Club Presidents and Membership chairs are strongly urged to attend.

[To register visit the District Calendar.](#)



## RYLA – Rotary Youth Leadership Awards



RYLA participant, WC said, “I think most of us can agree that the only thing that was bad about ryla [sic] was that it was only two and a half days.”



Have you caught the excitement and buzz of RYLA; our Districts newest New Generations program?

The second annual Rotary Youth Leadership Awards, known as RYLA, was held on July 19 - 21<sup>st</sup> at the OU Campus in Athens OH. This experience enriched the lives of the 75 student participants from around Central/Southeastern Ohio and the Rotarians involved!

RYLA is best described as a 2 ½ day youth leadership development retreat for High School students entering their senior years. The goal of RYLA is to help each student recognize the leadership skills they pos-

sess and learn how to use these skills in the everyday situations they face in their lives.

Forty nine Rotary Clubs participated by sponsoring 75 students to attend the District 6690 RYLA conference. The students who completed the conference were more confident, self-aware. Many realized that they had the power within themselves to affect those around them and to choose to have a positive impact on their world. They also left knowing that Rotary had invested in them and opened their eyes to these new possibilities.

The students were not the only ones



**“Submit** your RYLA Sponsorship Agreement Form right away to guarantee a place for the youth in your community.

It is never too early to get your money in and reserve your spot.”



RYLA participant, KC said, “I miss everyone! Can we have another RYLA conference!? Lol”



## RYLA. con't

who grew through RYLA. The Rotarians involved left changed as well. We left refocused on the skills and talents we possess, and the power of sharing these through Rotary. We know we speak for all the RYLA Committee and Facilitators when we say we were truly blessed to be able to share this experience with the students and that the future looks bright when you see it through the eyes of these amazing young people.

**With the success of this year's** event, we are already looking to the 2013 RYLA Conference. Your club can get involved. Here are a few suggestions to help your Club plan to participate in the RYLA experience:

1) Your club may award up to two scholarships for a student to attend

the RYLA conference. The cost is \$300 per student. Although money and **commitment isn't due until** January 31, 2013 we encourage you to submit early. There is a maximum capacity of 96 spots for the 2013 conference that will be filled on a first come first serve basis.

2) Visit the link below today and complete the 2013 Sponsorship Agreement Form. This will guarantee and hold the spots for your local area students participation in RYLA next summer.

<http://fs23.formsite.com/ryla6690/SponsorshipAgreement2013/index.html>

3) Energize your Club by dedicating a meeting program to RYLA. There are 75 students throughout the district that have just completed the RYLA experience and they love to talk about RYLA. As District Chairs, we are also willing to attend these meetings to add details although we've found that hearing from the students is much more exciting. Besides your members will be amazed by these young people.

We wish to take a moment to give a

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RYLA participant,  
**MR said., "I vote we  
have a ryla [sic]  
reunion. :)"**





### Contacts:

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roe\_mauro@yahoo.com

## RYLA, cont.

BIG THANK YOU to all the great Rotarians who supported us and continue to support the program this year. We had a great group of dedicated committee members and facilitators that made this year's event outstanding.

If you are interested in joining the team for 2013 please contact Roe Mauro or Larry Jenkins for details. We also encourage you to contact us if you have any questions, or if there is anything we can do to assist you. We are here to serve the district and to make the RYLA experience the best it can be.

Yours in Rotary & Service,

Larry Jenkins, RYLA District Co-Chair

Roe Mauro, RYLA District Co-Chair



T.I., RTLA participant, said, "Such an amazing weekend with everyone! So glad I had the opportunity to work with everyone and to make some Great new friends."



## Meet Lee Smith, Public Image Chair



Contact:  
cleesmith@  
cmac.com

I first became involved at the District level because I was asked to become an assistant District Governor. I saw this as an opportunity to learn more about what established clubs had done to help the newly-formed (at the time) Lewis Center/Polaris club grow.

PDG Ram Gwande asked me to take over Interact because he was having difficulty filling the position. I was reluctant at first. While serving as ADG, I was also running my own small business and sometimes felt I could have been better at the position if I had more time to devote to it. Ram made me understand whatever time I could volunteer to Interact would be better than the position going vacant, plus it is hard to say no to someone who truly symbolized what Rotary is all about.

As the President of Ad-ology, Public Image is right up my alley. I was thrilled to address incoming presidents at PETS this Spring on the topic and even more so when DG Mike asked me to chair this committee. I am particularly excited to have Sandy Clary spearheading our usage of the PR grant and Brett Foley leading our District's social media efforts this year.

The Public Image team will maximize awareness of Rotary using a

public relations grant from Rotary International. Additionally, we are assembling a team of subject-matter experts to consult local clubs on best practices for advertising, PR, websites, social media and more in the months ahead.

To complete our team of public image consultants, we are currently looking for subject matter experts in: photography, printing/signage, and website development. While these consultants will not do it for you, they will advise you on the best ways to promote your club's good works in accordance with Rotary's public image guidelines. If you are able to help in any of these three areas, please contact me at cleesmith2@mac.com

I received my degree in Advertising from the E.W. Scripps School of Journalism at Ohio University. I have been married to my wife, Kelly, for 20 years and have two teenage sons, Jason and Justin, and a Schnauzer named Mario.

I am an avid cyclist and will be riding in my third PELOTONIA in August to help Kick Cancer by raising funds for The James at Ohio State.

I was the Charter President of the Lewis Center/Polaris Rotary club in 2005-2006.

The Public Image team will maximize awareness of Rotary using a public relations grant from Rotary International.





## Take the Rotary Membership Challenge

Share your passion for Rotary with your family, friends, and community during Membership and Extension **Month in August. You're invited to** take part in two activities designed to help and why others should join.

First, take the [Rotary Membership Challenge](#). Commit to sponsor a new member, tell a friend or colleague **about your club's projects, or volunteer as a mentor to prospective or new members.** After you complete

the [form](#) we'll email you links to resources to help you meet the challenge!

Second, [participate](#) in the first-ever [Rotary Moment Tweet Day](#) on 14 August. Tweet about your favorite Rotary memory or event, talk about **your club's activities, or share your** community service project. Use hashtag **#RotaryMoment**.

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## DG's August Message, con't.

future success. This is why we are helping the clubs to understand their Distinctive Position. We are all in some sort of business, and to be successful in business, you have to know what you are selling in order to get someone to buy it and tailor it to **the customers' needs and desires.** Simply stated; Features and Benefits.

And as President Tanaka has stated, ***"To strengthen Rotary, we need more members. But unless those members are convinced of the benefits of the organization and can share that passion with others, expanding Rotary won't be meaningful.***

I look forward to further discussions on this topic as I continue with my

club visits. Also we will be discussing these topics further at our upcoming District Membership and Foundation Seminars on September 29 at the Ohio University Lancaster campus. Registration will open on August 10. If you or your club wants to discuss implementing these and other exciting membership initiatives, feel free to call **on our District's Membership Chair,** PDG Brent Rosenthal

***Peace through Service,  
by sharing your Rotary story.***  
DG Mike





## District Governor's Club Visit Dates for August

District 6690  
is on the  
web.

[www.district6690.org](http://www.district6690.org)

You have a choice—  
You can choose to  
receive the  
**Rotarian** in paper  
or on-line in a  
digital format. The  
cost for each format  
is the same--\$12  
per year. To change  
your subscription to  
digital, go to and  
follow the  
instructions:

[http://  
www.rotary.org/en/  
MediaAndNews/  
TheRotarian/  
Digital/Pages/  
ridefault.aspx](http://www.rotary.org/en/MediaAndNews/TheRotarian/Digital/Pages/ridefault.aspx)

Aug. 1: Ironton  
Aug. 2: Grove City  
Aug. 3: Dublin A.M.  
Aug. 6: Columbus  
Aug. 7: Sunbury-Galena  
Aug. 8: Cambridge  
Aug. 8: West Lafayette  
Aug. 10: Whitehall-Bexley  
Aug. 14: Logan  
Aug. 14: Newark  
Aug. 15: Westerville Sunrise  
Aug. 16: Athens AM  
Aug. 16: Baltimore  
Aug. 20: Lancaster

Aug. 21: Coshocton  
Aug. 22: Upper Arlington/Grandview  
Aug. 22: Dublin-Worthington  
Aug. 23: Newark-Heath  
Aug. 23: Circleville  
Aug. 27: Chillicothe  
Aug. 28: Circleville Sunrise  
Aug. 28: Jackson  
Aug. 29: Gahanna  
Aug. 30: Pataskala  
Aug. 30: Canal Winchester

[Additional club visit dates.](#)

### **DISTRICT 6690 ROTARY VOCATIONAL SERVICE**

District 6690's avenue of Rotary Vocational Service (RVS) in 2012-2013 will build on the RVS successes that started in 2012. Later this month all club presidents will receive a list of nearly two dozen projects varying in size and focus from which your club can select those that best fit your club.

Vocational service project opportunities range from elementary school through high school, non-school vocational service and several new areas for mature workers and veterans.

Now is a great time to choose a motivated and creative Vocational Service chair for your club. And watch for the new RVS email later this month.

I am looking forward to working with your club to help make the coming year a high-water mark for RVS and your club.

Contact Douglas Barno, District 6690 2012-2013 Rotary Vocational Service Chair. Email: [dsbgroup@windstream.net](mailto:dsbgroup@windstream.net) with any questions.

## Activities and Events

### **District meetings and events:**

**Sept. 15**— GSE Leadership applications due.

**Sept. 29**—Foundation and Membership Seminar.

**Sept. 30**—GSE Team member applications due.

**Oct. 2-7**—Zone Institute, Huntsville, AL.

[Event details](#)

### **Club events:**

**Aug. 4**—Cambridge Rotary Golf Outing.

**Aug. 8**—Lewis Center/ Polaris 2012 Rotary Cup miniature golf tournament.

**Aug. 15**—Whitehall-Bexley Ivan Klayman Golf Outing/Kids in Camp.

**Oct. 6**—Zanesville Rotary 3rd Annual Y-City Gun Fest.

[Event details](#)

District Governor's Club Visits



Barnsville



Belmont—  
Bethesda—  
Morristown



Belpre



Bridgeport







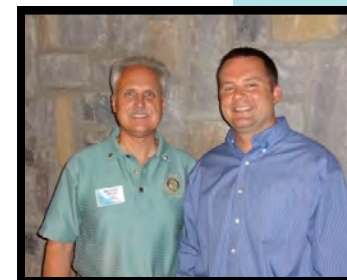
## Byesville



## Chillicothe First Capitol



## Gallipolis



## Lewis Center/ Polaris





## Malta— McConnelsville



## Marietta



## Marietta Morning

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## Middleport— Pomeroy







## Pike County



## Portsmouth



## St. Clairville Sunrise



## Wellston





## Worthington AM



## Ironton



## Zanesville



## Grove City







**Dublin**



**Athens**

