



September 2016

Governor Steve's Message

Welcome to the September edition of the District 6690 newsletter. As Jill and I continue to visit clubs I get the question "so how many clubs do you have down and how many to go?". My honest response is "I don't know and have not been keeping track." Each of our visits is so incredibly special and we can't wait to go to the next club and see what amazing things our District 6690 Rotarians are doing in their communities.

This is a special year to be a Rotarian. The Rotary Foundation celebrates its Centennial Anniversary, Rotary's Polio Plus campaign turned 30, we have an American Rotary International President John Germ – who is from our Zone and the Rotary International Convention returns to Atlanta June 11-14th 2017 where Ohio Rotarian Arch Klump started The Rotary Foundation with \$26.50. We are planning a great District 6690 evening event in Atlanta for all the District 6690 Rotarians attending. To date we have 146 from our District already registered. The District reserved a block of 100 rooms at the Double Tree hotel in Atlanta for District 6690 attendees. If you are interested in attending or reserving one of the rooms please don't wait as we only have 24 rooms left. Please contact District 6690 RI Convention co-chairs Steve Heiser, heiser1950@gmail.com or Trevor Donaldson, trevor@donaldsonappraisal.com if you have question.

I've been really impressed with how many of our clubs are taking a fresh look at what they need to do to increase their membership. The term "improving relevancy" has been a common theme as I talk with the clubs and a super special evening happened August 24th as Jill and I attended the Chartering Ceremony of our District's newest club, Athens Sunrise with 29 charter members. As clubs look to expand Rotary within their communities, we have 4 clubs looking at starting Rotary morning Satellite Clubs to allow flexibility for potential members who cannot commit to a lunch club – pretty neat stuff! If you are interested in finding out more about how to grow your membership through a Satellite Club I encourage you to reach out to our District 6690 Club Extension Chair Diane Conley, diconley14@gamil.com or District 6690 Membership Chair Mollie Crooks, molliecbigs4kids@midohio.twcbc.com.

Looking forward to seeing many of you at our Fall District Training seminar in Zanesville September 24th. The training will only focus on three areas: Club DDF 2016-17 grant certification, Membership and Public Image. If you club want to apply for a 2016-17 District grant, someone from your club must attend.

Finally, in last month's newsletter I goofed and said our District Conference was April 2, 2017, **NO, the correct date is Saturday April 29th**. Apparently I require extra training in calendar reading.

Rotary Thought for the Month

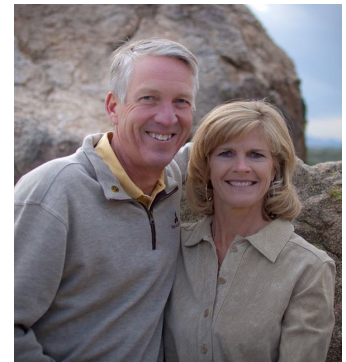
"There is nothing in Rotary so sacred that it cannot be given up to become more relevant to our members and communities and most importantly future members"

Yours In Rotary,

DG Steve

Volume 1, Issue 2, August 2016

DG Steve & Jill Sandbo



Newsletter Spotlight

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The “Heart” and “Head” of Supporting The Rotary Foundation

By: Price Finley, Upper Arlington

The Rotary Foundation



Hopefully, we’ve all seen the great things that The Rotary Foundation does to change lives in our own communities, in our District 6690, and around the world through the powerful impact of the World Fund and District Designated Fund. These funds support District Grants and Global Grants that Clubs in our District initiate. Seeing Rotary grants in action gets to the “**heart**” of supporting The Rotary Foundation through our charitable donations.

But did you know that the careful and efficient work of The Rotary Foundation also appeals to your “**head**” in showing the strength of The Rotary Foundation as a charitable organization?

On September 1st, Charity Navigator, an independent evaluator of charities in the U.S., gave The Rotary Foundation the highest possible score of 100 points out of 100. This perfect 100 point score is for both financial health and accountability and transparency. In the previous rating, the Foundation had received 97 points.

The ratings reflect how efficiently Charity Navigator believes The Rotary Foundation will use donations, how well it has sustained programs and services, and its level of commitment to good governance and openness.

We are each asked to give to various charities, and we frequently wonder how well these charities manage their contributions. It’s safe to say that The Rotary Foundation is one of the best charities in the world that anyone would want to support. **When we add the fact that we have already evidenced our “buy-in” by becoming Rotarians (and we have seen first-hand how Rotary changes lives), it should be easy to reach into our pockets and support The Rotary Foundation!**





Public Image

By: Christy Clark, Hilliard and Maryjane Shackelford, Zanesville Daybreak

Why Should a Rotary Club develop a Marketing Plan?

Marketing is particularly important for a nonprofit organization, as we usually need ways to market our cause to volunteers who would want to help by joining our club and to donors that will give to our cause.

It is much harder for a nonprofit organization to gain an audience in the same ways that a business providing a product or service would. Nonprofits do not get as much social media attention and do not typically benefit from advertising, so it is wise for nonprofits to save their time and money on those things and channel their energy into the best ways for them to be heard.

The purpose of nonprofit marketing is to have a way for nonprofits to market their causes in a way that encourages people to help, which could be a dramatically different way than a traditional business would be able to get attention.

Maryjane Shackelford will be facilitating a seminar at the September 24th District Conference from 8:00 a.m. to 1:00 p.m. in Zanesville. Her topic: Public Image – “How to Develop a Marketing Plan to Grow Your Rotary Club”. Be sure to attend so you can develop your club’s first marketing plan or refresh your club’s marketing plan.

For additional marketing tips throughout the year:

Like us on Facebook District 6690

Follow us on Twitter @District6690

Follow us on Instagram District 6690

Join our group on LinkedIn District 6690

Rotary 

Help us grow Rotary
with members
and social media!

Follow us


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Planting Hints:
Cut off seeded bookmark end and place in good soil.
Add water. Biodegradable glue and paper will dissolve.
Add sunlight and keep soil moist until seedlings
are well established.



Forget Me Not

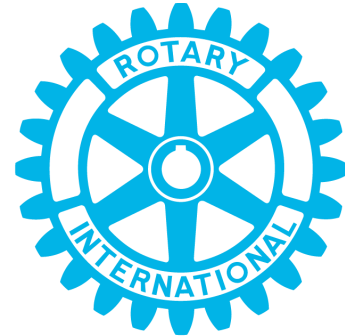


New School Year For Interact

By: *Claudia Trusty, Dublin A.M.*

Interact

Rotary Sponsored Club



Your club's Interact club should be up and running now, planning projects and building exciting new teams! A few things to share with your Interact Chair and clubs:

- Every Rotary club that sponsors an Interact club must update the club's registration with RI annually. When updating the information, please add the contact information for your club's Interact chair so I can share information directly with them. Check out the attached PDF for how to update your registration.
- Each year there are new criteria for Interact clubs to be recognized by RI with a Presidential Citation. Please share this PDF with your club right away so they can align their projects with the criteria.
- If you and your Interactors haven't already Liked us on Facebook, go to <https://www.facebook.com/Interact-District-6690>. We can share information, ideas, projects and photos there.
- Take a moment to view the [Interact Presidential Citation](#) requirements.
- Learn how to [update your Interact Club's](#) information for the new year!

Here's to a great Interact year!





Polio Plus

By: Tom Halpin, Reynoldsburg-Pickerington

In the past few weeks there have been a number of media stories about three new cases of polio in Nigeria, a country which had not had cases since July 2014. It's not unexpected to find polio transmission during the late stages of polio eradication. As we get close to this endpoint, surveillance for the polio virus must be at its best because we must find every last case to reach our goal of polio eradication. When you look harder you may uncover cases but it's better to see a few cases now than be faced with multiple outbreaks down the road.

A major problem in northern Nigeria is large numbers of children in areas that are inaccessible. The radical group Boko Haram has disrupted normal life and it's estimated that 500,000 to 1 million children are in these areas. Additional families have fled this radical Islamic group and as many one million are in refugee camps in Nigeria. These areas are a breeding ground for many diseases including polio transmission.

Nigeria and other Africa countries have worked hard to greatly decrease the polio burden over the past five years, that's why it was disappointing to see new cases in Nigeria. The key to controlling this outbreak is a swift and robust response in Nigeria and the surrounding countries of Chad, Niger, Cameroon, and the Central African Republic all considered at high risk. (Click [here](#) for photographs of the outbreak response) Quickly over 800,000 children were immunized in the areas around the new cases. Five additional immunization campaigns will occur at intervals through December. These will be coordinated with the surrounding countries. There will be an additional nationwide polio immunization campaign in Nigeria targeting over fifty six million children. Immunization strategies will include teams of vaccinators in markets, schools, churches, mosques, and especially reaching children in refugee camps. Thousands of volunteers, community, and government workers will be involved. Even though several additional cases may be found, there is every confidence that this outbreak in Nigeria will be quickly controlled.

This incident highlights the need for continued funding of the polio eradication program. We can't be on the front lines in Nigeria but those at the front lines would find it difficult to do their job without our dollars. In these next few years funding will be critical. This is crunch time we need to open our wallets and get the two for one match from the Bill and Melinda Gates Foundation. As an example one club in District 6690, TriVillage, has given more than \$ 100 per member each year for at least the past three year. A plaque noting this club's consistent \$100 per capita giving was presented on September 15.



Left to Right:

Keith Hunt, TriVillage Club President; Tom Halpin, TRF PolioPlus Chair; Doug Torrance, TriVillage Foundation Chair



District 6690
Central and Southeast Ohio



FOR CLUB OFFICERS, COMMITTEE CHAIRS and ALL ENGAGED ROTARIANS

Saturday September 24 | 8:00 till 1:00

Zane State College

Science & Technology Building

South Side of SR-146 – across the street from the main campus

1555 Newark Road (SR-146)

Zanesville, OH 43701

[REGISTER NOW](#)

As part of the District Memorandum of Understanding (MOU) to The Rotary Foundation, District 6690 leadership has agreed to provide all clubs with grant management and qualification training. Therefore, in order for your club to be eligible to receive a DDF Grant in 2017-2018, at least one club member must attend this training. 50 of our 59 clubs received a DDF grant in 2015-2016 and our district gave out approximately \$80,000. Don't let your club lose its ability to receive these grants, please attend!

Membership is a top priority for Rotary this year and we want to help you with your new member attraction and engagement. We have put together a stellar program to help your club grow, please have your club's membership chair and/or your president-elect attend this seminar!

Promoting Rotary to the general public can be as simple as wearing your Rotary pin or as elaborate as organizing an integrated marketing campaign. By increasing the public's understanding of Rotary, we're strengthening our ability to make an impact in communities around the world. Whether you're new to PR or a professional, we can help!



The yearlong celebration of The Rotary Foundation and 100 years of Doing Good in the World culminates at the Atlanta convention. Help us celebrate in the city where it all began:

- Explore The Rotary Foundation Centennial exhibit
- Attend the “Doing Good in the World” book signing
- Enjoy a special centennial birthday party
- Register to attend at <http://www.riconvention.org/en/current-convention>

Reserve your room today by following these simple steps:

Step 1: Register for the Atlanta Convention if you have not done so

Step 2: Email Steve Heiser heiser1950@gmail.com or Trevor Donaldson trevor@donaldsonappraisal.com that you would like a room in District 6690 block, along with your Convention registration form or number. Please include your Club name.

Step 3: You will receive a confirmation from Steve/Trevor along with two forms.

Step 4: Complete the form you receive, (Print, complete, Scan) and email to Experient at rotarygroups@experient-inc.com.

Step 5: Experient will send you a confirmation that you have a room in the block and they will notify the Doubletree

Step 6: If you are paying by credit card, complete the credit card authorization form. Put “District 6690 Hotel Block for 2017 RI Convention” on the outside of the envelope. You can also pay by check. The check should cover the cost of 2 nights. Payment and a copy of the hotel reservation form should be sent to the Doubletree. Please do not call the Doubletree.





Canal Winchester / Groveport

The Rotary Club of the Canal Winchester and Groveport Areas made a donation to the Center for Groveport Madison Human Needs. The Center's mission is to connect people in crisis with resources and to promote cohesive households through community partnerships." The Club stated, "It's great to being doing good work together!"

Chillicothe

Congratulations to the Chillicothe Rotary Club for exceeding their Polio Plus fundraising goal! Each week they were "Passing The Pig" for members to stuff dollars into. The result? \$620 which will be matched 2:1 by the Gates Foundation!





Granville

Join us for the 12th Annual Chili Cookoff! October 15, 2016 10am-1pm at the Granville Inn. Chili, music, trivia contests, and games for all ages. Fun for the entire family.



Lewis Center / Polaris

August has been a rather quiet month for the Lewis Center/Polaris Rotary. We approved the 2016-2017 budget and will be implementing a new scholarship program with the Interact club of Orange High School. Each month with the help of the Rotaract advisors a student of the month will be chosen. At the end of the school year, one of the students will be selected to receive a \$500.00 scholarship to be used for educational purposes.

On August 19, 2016, the club welcomed a new member, Jordan Richards-Roe. Jordan is a Pharmacist and the Pharmacy Manager of the Wal-Mart in Lewis Center. Club members are excited to have Jordan join the club to support the Lewis Center/Polaris community.



If you would like to submit your club's activities to be highlighted in our District 6690 Newsletter, please send it via e-mail to District Newsletter Editor Heather Rainwater at heather.rainwater@mcwaneductile.com

Preferred formats are Word and PDF.



Welcome New Members



From August 8, 2016 to September 14, 2016 we welcomed 21 new members within our District! Keep Rotary growing!

Member Name	Start Date	Club
Wilson, Michelle (MICHELLE)	08/08/16	Athens
Buzzard, Lindsey (LINDSEY)	08/16/16	Barnesville
Hannahs, Angela (ANGIE)	08/30/16	Barnesville
Gallagher, James (JIM)	09/07/16	Columbus
Irion, Leslie S (LESLIE)	09/02/16	Columbus
Barwell, Jessica (JESSICA)	08/23/16	Columbus
Perin, Brooke E (BROOKE)	09/02/16	Columbus
Cubberly, Scott (SCOTT)	08/16/16	Delaware
Graham, Jeffrey Joe (JEFF GRAHAM)	08/24/16	Gahanna
McCoy, Tim (TIM)	09/09/16	Jackson
Richards-Roe, Jordan (JORDAN)	08/12/16	Lewis Center/Polaris
Rollins, Alan (ALAN)	08/26/16	Marietta - Morning
Lachman, Rebecca (BECCA)	08/31/16	Nelsonville
Edwards, Jay (JAY)	08/31/16	Nelsonville
Arnold, Nathan (NATHAN)	08/25/16	Newark-Heath
Keating, Dan (DAN)	08/09/16	Reynoldsburg-Pickerington
McKinney, James Edward (JIM)	08/23/16	Upper Arlington
Henry, Wendy (WENDY)	09/07/16	Wellston
Lilley, David A (DAVID)	09/01/16	Westerville
Flanagan, Conor (CONOR)	09/01/16	Whitehall-Bexley
Steele, Chris (CHRIS)	08/11/16	Zanesville Daybreak

Note: For members to appear on this list, their start date must be entered.