



March 2021

LEADERSHIP

District 6690 Governor, Steve Heiser

Two Areas to Focus on
in March:

1. Water and Sanitation
2. Presidents-Elect training



In March, Rotary has 2 areas of focus. The first is Water and Sanitation, one of the Six (soon to be seven) Areas of Focus. Clean water is the basis of any species survival on Earth; if there were a pyramid of the Areas of Focus, Water and Sanitation would be the base of the pyramid. District 6690 has numerous water and sanitation projects that have been done in the past, including the water well for the Rafiki orphanage/school outside of Nairobi, Kenya, that was funded and installed by Columbus Short North Rotary under the supervision of PDG Gary Vaughan. Currently, numerous District 6690 Rotary Clubs are involved in the Life Pump project in Africa through Design Outreach, a non-profit that has developed a well that can go deeper into the ground to find water than other wells. These wells have a computer chip that gives us real-time data on the well and are better made than most older wells. They have also established African regional centers that have pump replacement parts and can help with any other issues that arise. These are just two (2) examples of numerous water and sanitation projects we have done over the years, and until everyone has access to clean water and sanitation, we will continue to fund projects in this Area of Focus.

Rotary's second area of focus in March is Presidents-elect training. Throughout the world, Rotary's next class of Club Presidents are going through their final warm-ups before taking the reins of their respective Clubs July 1. Leadership at the RI, Zone, and District level all participate in preparing our Presidents-elect for their upcoming adventure as Club President. I will ask that you as a Club member also "step-up" and offer to help lead your Club by volunteering to be a Committee Chair or to serve on a Club Committee. Rotary is best when all of us have a role in moving our Club forward. Next year will be another transition year in Rotary as we move from our current pandemic existence to one in which we are able to gather in some fashion again. Your Club needs everyone, you included, to help with this transition. I am confident you will rise to the occasion.



RI President, Holger Knaack

World Rotaract Week

March 8-14

As someone who knows firsthand the great leadership potential of Rotaractors, I always look forward to World Rotaract Week, which we are celebrating from 8 to 14 March. Rotaractors are the focus of all three of my presidential conferences this year, and I was proud when, two years ago, the Council on Legislation voted to elevate Rotaract by including Rotaract clubs as members of Rotary International. Before that, the Council had already made dual membership possible, and shortly after, the Board of Directors decided to do away with Rotaract's age limits.

But we are only just embarking on our journey together. Partnering effectively doesn't happen by itself. It requires both sides to be open and to understand the value of cross-generational alliances. Louie De Real, a dual member of Rotaract and Rotary, explains.

Joint virtual meetings have helped Rotaractors introduce Rotarians to new ideas and tools, pioneering unique ways for clubs to collaborate. In the case of pandemic and disaster response, Rotaract clubs used social media to coordinate efforts, drive information, and fundraise, while Rotary clubs used their networks and resources to amplify support, provide logistics, and bring the goods and services to communities.

Rotaractors' innovative virtual engagement and professional development activities inspired Rotarians to support and follow suit. The pandemic made Rotaract clubs realize that we can immediately connect and partner with Rotary clubs through virtual platforms. With constant collaboration, we realize that Rotary and Rotaract indeed complement each other — that we are part of a single organization with shared goals.

Both sides add value. [Read More](#)



March is Water, Sanitation and Hygiene Month

This banner image was uploaded to the Rotary Club Members: Public Image, Graphics & Ideas Hub by Rotarian Gilbert Thien.

Feel free to download and use it as your banner image for social media accounts in the month of March. We will try to share a new banner image monthly. It's **one** way that your club can keep your social media pages current.

POLIO PLUS

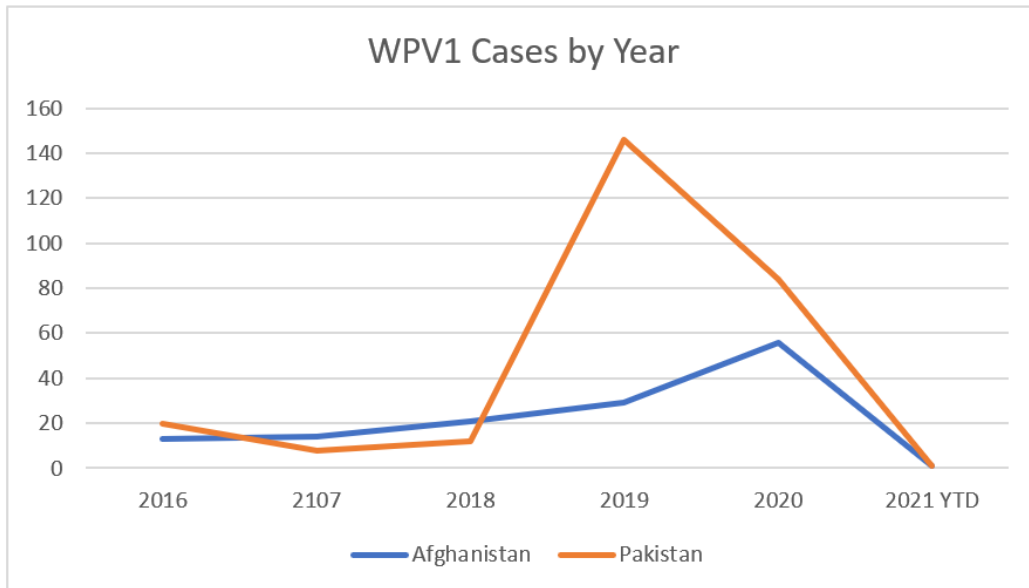
Project Update: Polio Plus



As you can see from the graph below, Wild Polio Virus cases hit a spike in 2019 and continued to be high in 2020.

So far in 2021, only one case has been reported in each endemic country, Afghanistan and Pakistan.

	2016	2107	2018	2019	2020	2021 YTD
Afghanistan	13	14	21	29	56	1
Pakistan	20	8	12	146	84	1



With decades of experience from working to eradicate polio, Rotary members can play a key role in publicizing the power of vaccines. **World Immunization Week, 24-30 April**, is an opportunity for Rotary clubs to raise awareness of the importance of vaccines in saving lives — and the critical need to continue supporting polio vaccinations even while protecting people against the coronavirus.

- [Download the World Immunization Week Toolkit.](#)

Also, see how Rotary's efforts serve as a model for immunizations. (You can post these stories on social media!)

- [Learn how Rotary's experience with global polio immunizations is helping COVID-19 vaccination efforts.](#)
- [An article in WIRED magazine](#) examines how Rotary's fight against polio and our success in vaccinating millions of children can serve as a model for administering COVID-19 vaccinations.
- Gulf News also covers [using polio eradication infrastructure to carry out COVID-19 vaccinations.](#)

YOUTH

District 6690 Four-Way Test Speech Contest



[Way Test Speech Contest](#) will be held on **17 April 2021**.

Due to the continuing pandemic, the event will be held virtually via Zoom.

PRIZES:

- **FIRST PLACE \$500**
- **SECOND PLACE \$400**
- **THIRD PLACE \$300**

REGISTRATION & TIMING: The registration deadline is 9 April 2021.

PARTICIPANTS: High School students who are winners of a District 6690 Rotary Club contest are eligible to participate.

Find rules and forms: <http://rotary6690.org/get-involved/four-way-test-speech-contest/>

ESSAY CONTEST: An essay contest has been added and the rules and registration are covered [here](#). First Place Prize is \$100.

ROTARIANS

Rotarians: Who are You?

The [Rotary Club of Dublin Worthington](#) has been featuring its members on its Facebook page.

As we look to Rotary Year 2021-2022 and [Rotary International President Shekhar Mehta](#)'s Initiative of 'Each One, Bring One', a campaign like that of the Rotary Club of Dublin Worthington helps lay the groundwork. Rotarians are people you know. Let people know who YOU are as a Rotarian!



Judy Barnhart



Steve Payerle

As you look back, which of the opportunities you have/had has been the most fulfilling to you personally? Why?

"I was part of the Worthington group that travelled to our sister city in Sayama, Japan. It was a tremendous cultural and relationship-building experience. While there I went to a Rotary meeting. I was the only woman at that meeting."

Describe the most challenging project you've ever worked on. What was your role? What was the result?

"Graduating from school always presented a challenge for me. I'm not one for school or structured authority. That doesn't engage me in the way I want. In business, I was given the opportunity to do a refresh of an organization's entire tech system. 80 people in 20 locations. That took a lot of thought and skill!"



Darnell Perkins

As you look back on your life and your career, where and when did you have the biggest impact on others? Who was impacted and how?

"The first thing I think of is the McConnell Arts Center. Nancy Goorey drove this project and I was part of the team beginning with the feasibility study through the opening. The MAC has certainly become an important part of our community."



Rachel Dorothy

"In my work with Columbus Parks and Rec, I have been involved in the development and management of sustainable building designs and stay healthy buildings. In Worthington, my home community, I have been an advocate for connectivity, especially bike-ability and walkability. These are part of a bigger social connection. I have also been active in the Colonial Hills Civic Association."

Master Class: Rotarians Create Peace Through Social Justice, Diversity, Equity and Inclusion

March 9, 5pm - 6.15pm

[REGISTER](#)

District 6690 Rotary Master Class Series

March 9, 2021
5:00 pm - 6:15 pm
Rotarians Create Peace
Through Social Justice:
Diversity, Equity & Inclusion



**Don't miss our
next Master Class!**

Dr. Vicki Radel, PDG from Los Angeles 5280 and Hon. Dr. Marsha Hunt, PP Westwood Village RC, will explore -

Diversity, Equity, & Inclusion

They will explore DEI based on RI historical principles & statements with attendees.

You will leave with a strategy of how to implement RI's recommendations on DEI & Zero Racism in your clubs.

TESTIMONIAL FROM PREVIOUS MASTER CLASS:

Very different discussion than what would normally be experienced in a Rotary setting - loved the personal/professional development angle.

Rotarians on the Rise

Unlocking Leadership Potential

Feedback from our members has told us that professional development is something they value and expect as a member of Rotary. We have offered other new programs with great feedback and continue to build on what members want.

As a result, our district has created a **Leadership Development Program** for Rotary members who are exploring leadership opportunities, whether in Rotary or in their work.

Watch for an announcement later this month!

SERVICE

Rotary of Portsmouth

Rotary of Portsmouth has undertaken a major restoration project to replace the

Thank you to the
Rotary Club of Portsmouth
and **every individual donor**
who has supported the cemetery
restoration efforts of the
Friends of Greenlawn
Cemetery Foundation.

entryway arch in the
Greenlawn Cemetery.
Please [watch this
amazing video](#) about
the project and how
the Rotary of
Portsmouth made it
possible.

Circleville Noon Rotary Club

Circleville Noon Rotary got together in February to prepare and serve 60 meals at the community kitchen.



Gallipolis Rotary Club

Club members of the Gallipolis Rotary Club working at the Gallia County Area Hunger Challenge on Saturday. The Rotary Club of Gallipolis is a proud supporter of this program that provides nourishment to those in need both domestically/locally and internationally.

Mount Vernon Rotary Club

Mount Vernon Rotary Club helped a nonprofit, [Form5 Prosthetics Inc.](#), created by fellow Rotarian, Aaron Westbrook. In only 1 hour, 228 straps were tied on face shield holders! Kudos to the twelve club members and the three members of First Presbyterian for their dedication to serving others!



EVENTS

**Music in the
Round - Short
North Rotary**

Short North Rotary's
16th annual Music in
the Round is

**Saturday, March
6th
6pm**

with 4 incredible
musicians
performing.

100% of the money
raised goes towards
helping kids &
musicians. It's easier than ever to watch the show with great virtual viewing
options in addition to limited live tickets.

[BUY A TICKET](#)



Rotary Club of Cambridge - The Chef In My Kitchen

Join The Rotary Club of Cambridge
for a fun afternoon!!

**Sunday, March 14
3-5pm**

You can cook all the recipes while Chef Bird gives instructions or maybe you
only want to try a couple of them.... you can join us for that too!!

[Register now!](#) only \$10!

PUBLIC IMAGE

Promoting Rotary Through Positive Influence

Many of you may be familiar with marketing researcher Dr. Robert Cialdini. Dr. Cialdini is recognized as an expert in the science of influence. He first published [*Influence: The Psychology of Persuasion*](#) in 1984, and it has since become required reading for entrepreneurs and business leaders.

Cialdini defined 6 key principles which influence how we make decisions:

1. Reciprocity
2. **Commitment/Consistency**
3. Social Proof
4. Authority
5. Liking
6. Scarcity

Cialdini calls these principles shortcuts: they lead us to draw conclusions faster. While they can be used in a negative way to manipulate consumers into product purchases, they are nevertheless innate and can underlie how people respond to us .. and to our Rotary clubs. Over the next few months, we'll look at these principles and how they can be used to project a positive image of Rotary.

Last month we looked at The Reciprocity Principle. This month, we'll look at Commitment-Consistency.

Principle

(This is how the principle works, according to Cialdini)

The **Commitment & Consistency Principle**: We tend to stick with whatever we've already chosen.

- Ask your customers to start from small actions – so they'll have to stick to it.
- Encourage public commitments – they'll be less likely to back out.
- Reward your customers for investing time and effort in your brand.

□ Learn more: [A Foot in the Door: 7 Examples of Commitment and Consistency in Marketing](#)

Apply to Rotary

(This is how Rotary can responsibly use the principle)

“Can you help us? We're just looking for a small favor.” Ask potential members and supporters to:

- Volunteer for a project.
- Put a poster in your window.
- Borrow a tool for a project.
- At an event, help move a table from one place to another.
- Will you ‘like’ my post? Will you please share it, assuming it speaks to your values?

Again, people tend to help organizations they have helped in the past. Start with small commitments. Use multiple, frequent interactions with supporters to convey the value of Rotary.

Next month: We look at the Social Proof principle.

Tell the rest of the district what your club or committee is up to! Where do you need help? What successes can you share? What do you want to know more about? Send submission ideas to dave.ungar@gmail.com by the 25th of the month. *(Newsletter publication is the first of each month.)*

Social Media

Does your club use hashtags when posting on social media? Using **#RD6690** on your posts will enable the district to search and repost/retweet your messages. Let us help you reach a larger audience!

Follow District 6690:



Yours in Rotary

Rotary District 6690 Communications

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Rotary District 6690

<https://rotary6690.org>

 SHARE

 TWEET

 FORWARD

mailer lite