



**“Where Great Clubs Make a Great District”**



**As we gear up for our 2013-14 Rotary year one of our goals will be to promote a greater understanding and knowledge of Rotary in both our clubs and communities. By doing this we will be promoting the public image of Rotary and our clubs. This goal will tie in with another goal that promotes membership and retention. We are working on a district wide membership program that is being developed by our District membership committee and public image committee. They will be applying for a Rotary Public Image Grant for \$20,000. The grant will be used to promote interest and membership in our clubs by showcasing what they are doing in their communities and globally.**

**In developing our first goal, we would like to establish a speaker’s bureau in our district. In talking with some of the President-elects at PrePETS there was an interest in having speakers from our District come to their clubs to talk about Rotary programs. If we can establish the speaker’s bureau, I will encourage each club president to call upon our speakers to share Rotary topics with club members. While most of us who have been active in Rotary are quite knowledgeable of Rotary programs and initiatives, I am finding that the regular club member who attends his weekly meeting is unaware of many of these programs and initiatives. For many of these members, knowledge of Rotary is based only upon what their club or president involves their club in. Even when some members are involved in Rotary programs they do not have the full understanding of the benefits of the programs. Assistant governors will have a resource to help clubs address and understand areas they could improve in to meet the goals of Rotary.**

**You are receiving this email because *you have the knowledge, expertise, experience, and /or passion in one or more of our topic areas to be a member of the District 7630 Speakers Bureau.* Below is a partial list of topic areas that could be of benefit to our clubs. Please feel free to suggest and add other topics.**

#### **District Leadership**

**District Organizational Structure  
Preparing for a District Leadership Position  
My Rotary Moment  
Great Moments in Rotary**

**Getting Involved at the District Level  
The Rotary Leadership Institute  
History of Rotary  
Rotary’s Avenue of Service**

### **Club Leadership**

**Club Strategic Planning  
Being a Vibrant Club**

**Building a Leadership Team  
Planning Successful Club Fundraisers**

### **The Rotary Foundation (TRF)**

**The Rotary Foundation  
The Rotary Foundation - Rotary Peace Centers  
Understanding the District Grant Process  
Getting Involved in International Service**

**Rotary Ambassadorial Scholars  
Applying for a Global Grant  
Polio Eradication: Where we stand**

### **New Generations**

**Understanding New Generation  
All About Interact Clubs  
Rotary Youth Leadership Academy**

**All about Rotoract Clubs  
Rotary Youth Exchange**

### **Membership**

**Creating a Membership Plan  
Membership Development**

**Increasing Membership  
Membership and Retention**

### **Marketing & Public Image**

**Benefits of a Public Image Committee  
Building Membership through Marketing**

**Using Social Media  
Building a Better Public Image**

### **Using Technology**

**Using Technology to Make Your Club More Efficient  
Basics of DaCdb  
How to Use Rotary Club Central**

**Please take the time to share your knowledge of Rotary with other Rotarians. If you are interested in being a speaker please fill out the attached form and email it back to me. The form is brief and will only take a few minutes to complete. If you are able to address more than one topic, please use a separate form for each topic. We will prepare a District 7630 Speakers Bureau brochure for 2013-14 and give it to all incoming presidents. The document will be accessible in DaCdb. Once up and running the objective is to have all requests made through DaCdb. The long term intent is to track the benefit of having a speaker's bureau in our District. Presentations will be limited to 15-20 minutes. Our deadline for publication is February 22.**

**I want to thank each of you for reading this and, if you are willing, being a member of our new District 7630 Speakers Bureau. If you have any questions please feel free to call or email me.**

**Yours in Rotary,**

**Dan Houghtaling .... District Governor 2013-2014**

**[dhoughta@gmail.com](mailto:dhoughta@gmail.com) 302-697-1841**



## District 7630 Speakers Bureau 2013-2014

**Topic area:** \_\_\_\_\_

*Presentations are 15-20 minutes in length.*

**Title:**

\_\_\_\_\_



**Presenter's name:** \_\_\_\_\_

**Club:** \_\_\_\_\_

**Contact number:** \_\_\_\_\_ **Email:** \_\_\_\_\_

**Availability:**  Monday,  Tuesday,  Wednesday,  Thursday,  Friday,  Saturday,  Sunday  
or  By a date and time agreed upon as schedules allow.

**Times available:**  breakfast meetings,  lunch meetings,  dinner meetings,  other

**Brief description of presentation (3 to 4 sentences):**

**Brief speaker biography (3 to 4 sentences):**