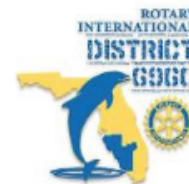




Rotary International

District 6960

Rotarian Review



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shelter
BOX

ENDPOLIONOW



WOW, what a District!! Sue & I just had the privilege of visiting 15 clubs in the District during July. We have many Rotarians and clubs that need to be recognized for their part in "Building Communities, Bridging Continents".

I would like to thank Bob Beville, the President of the Rotary Club of Fort Myers, for placing Rotary International's Humanity in Motion television spots on WBBH Channel 2, an NBC affiliate in SW Florida.

I would like to recognize and thank Rotarian Jay Berube from the Rotary Club of Bonita Springs for identifying over four tons of medical supplies worth over one million dollars and helping pack the supplies to get them to Haiti. I also want to thank the Rotary Clubs of Placida, Punta Gorda, and Charlotte Harbor for generously donating the funds needed to transport the medical supplies from Bonita Springs to Miami.

Next, I would like to thank the Rotary Club of Cape Coral North for their generous contribution of one wheelchair per member to go to Haiti. I also like to thank all the other Rotarians and clubs who have donated toward wheelchairs for Haiti. As I have told the clubs I have already visited, I would like to send 560 wheelchairs to Haiti. With all the contributions we have already received, we have a tremendous start to this program. Anyone who would like to donate to this cause, please contact Steve Agius.

A special thanks to Past District Governor Jerry Hearn for putting together an outstanding TRF Seminar. I have heard nothing but praise for the seminar from the Rotarians as I traveled around the District.

I have had amazingly positive feedback from the clubs for the reintroduction of the District Governor meetings with the club Board of Directors. I want to thank all

my Assistant Governors who have accompanied Sue & me on our club visits and club board meetings.

I want to thank President Bob and his Charlotte Harbor club for their support of my "Rotary Cares Teddy Bears" Project.

Rotary and District 6960 has lost a very special friend, Budd Costner. Bud was a member of the Rotary Club of Arcadia, and a well known citizen of Arcadia. Bud will be missed by all of us.

August is membership extension month. Make a special effort to bring new people into Rotary and make sure they find friends within the club. Please continue to make you club **BIGGER, BETTER, AND BOLDER.**

Yours in Rotary

Don Thomas

shelter BOX



A ShelterBox Update August 2010 HAITI:

Steve Gibson of Boulder Colorado will depart on July 29th for Haiti to deliver much needed tents and water purification to earth quake survivors. This Wednesday marks the first deployment for Gibson as a highly trained SRT (ShelterBox Response Team) member.

ShelterBox has been an instrumental part of providing shelter in Haiti since two days after the earth quake hit. In that time, more than 22,000 Shelter Boxes have been delivered to the People of Haiti; with more on the way. Did you know, only 10 minutes after the quake struck, a call was made to one SRT response team member in the US to deploy. He was on the ground in Haiti the next day!

BRAZIL:

Massive flooding has displaced so many. Shelter-

Box has now deployed to this area. As of July 6, SRT members are on the ground working alongside Rotarians. John Leach, head of operations, added the Team to Brazil, and the Rotarians they are working with have done an incredible job. As of this report, people were still sleeping in the streets and there is an absolute "crying need" for shelter; more than anything else.



NATIONAL SCOUT JAMBOREE:

"Yes, ShelterBox is there!" One hundred years of scouting will come to life at the

2010 event on July 26 – Aug 4. Approximately 45,000 Scouts, Leaders, and Staff from all 50 states, territories, and foreign countries will have the opportunity to live, work and play together in an atmosphere of Scouting Fellowship.

The setting for the Quadrennial Jamboree is Fort A.P. Hill near Bowling Green, Virginia. I am sure we have many Rotarians that are, or were, involved in Scouting or have children and family who are. Why not get involved with ShelterBox? Scouting and ShelterBox: it seems to be a perfect match. If you have questions or an interest, please email me: mar-sale@comcast.net

FUNDRAISING PLOYS:

Last month I told you about the young person who rode his bike over 1,700 miles to raise money for Shelter..... Now Look at This:

"ShelterBox Team Smash

Fundraising Targets before Kilimanjaro Climb." Twelve ShelterBox Response Team members and Volunteers started the ascent of Mount Kilimanjaro on July 26th to raise money for ShelterBox. Initial fundraising targets were exceeded before the group took their first step on the mountain. The total now stands at \$20,000 (and climbing!) Mark Dyer and young son Eric are from Elmhurst, Illinois. The rest of the Team are from the U.K. and Canada. If you want to follow this incredible journey, log onto the Blog at kiliteam2010.blogspot.com.

Y.I.R.

Margaret
(Think Outside the Box)

Member: Rotary Club of
Cape Coral Gold Coast

Past board Member,
ShelterBox USA

ShelterBox is an international disaster relief charity that delivers emergency shelter, warmth and dignity to people affected by disaster worldwide. Our goal is to help 500,000 people every year. So far we have sent out over 89,000 ShelterBoxes!



Jack Gray

Public Relations & Rotary

“In the promotion of understanding, it is important to reach large numbers, non-Rotarians as well as Rotarians, and you cannot reach large numbers privately.” - Paul Harris

Public relations writing

The ability to write easily, logically, and succinctly is essential for public relations. The object of most PR writing is to grab the reader’s attention, convey information quickly, and invite the media to cover your story.

The Inverted pyramid

Most press releases and other written communications for the media use an inverted-pyramid style, with the most important and relevant information at the top, followed by gradually less important information. The headline and the first sentence are the two most important parts of a press release. Make sure they’re compelling enough to draw in the editor or reporter.

The five Ws

Include the five Ws in your first paragraph, ideally in the first sentence:

- * **Who?** The main focus of your story; a person or group at the center of the story
- * **What?** The event or project with which your club is involved
- * **Where?** The location of the event, including a street address
- * **When?** The time, day, and date of an event, or the time period involved for a person or project
- * **Why?** The reason the event, person, or project is significant to the general public

In subsequent paragraphs, provide details about the event or project, or describe how the person or group achieved something extraordinary. Beyond the press release

Rotarians can communicate stories to the media in many other ways, such as:

- * **Media alerts**
Time-crunched newsrooms appreciate a media alert, a more condensed version of a press release. Ideal for upcoming events or reminders, just answer the five Ws in bullet format, and send the alert to media contacts.
- * **Letters to the editor**
The editorial page is one of the most-read sections of the newspaper, and a letter can reach many

people. Use the templates from RI to get started.

* Op-eds

An op-ed is an opinion piece written by an individual who isn’t on the newspaper’s staff. Before writing an op-ed for your paper, learn what topics are of interest to your community.

* Media kits

Prepare a special folder that holds general information about Rotary and your club as well as materials tailored to the event.

* Fact sheets

Fact sheets provide details about Rotary programs to ensure that journalists have accurate background information.

Find Out More at:
www.Rotary.org



"Membership, extension, and contributions all are linked together, and it is every Rotarian's responsibility and honor to work toward these goals as we are Building Communities -- Bridging Continents through Service Above Self," says Foundation Trustee Chair Carl - Wilhelm Stenhammar.

Membership Committee Report

Greetings fellow Rotarians. I am honored to have been asked by DG Don Thomas to serve our District this year as Chairman of our District Membership Committee. We have put a dynamic committee together including a number of Rotarians from around the District who are passionate about Rotary and about securing the future success of District 6960. The committee members are PDG Marge Cypher, DGN Steve Schleuter, Rotarians Ed Russell and Kevin Van Nostrand as well as the 11 Area Governors for Membership

and Service. I am very excited about this group of talented individuals who are here to help each and every club in the District with their membership needs and concerns. Please do not hesitate to contact any one of us with any membership news, information or questions.

We are committed to getting the membership message out to all of the Clubs and Rotarians in the District. This information includes identifying the challenges and offering suggestions for not only bringing new, productive members into our clubs, but also how to address the needs and desires of our cur-

rent Rotarians in an effort to stem the flow of members who are leaving Rotary. Your club Membership Chairmen and Presidents should be hearing shortly from the AGs for Membership and Service to set up times and dates for membership workshops and meetings around the District.

Every Rotarian has heard over and over again how important it is for the future of Rotary to continue bringing in new members. It is time for a slightly different approach, and I believe our committee has come up with some great ideas which will be beneficial to all clubs. I am looking forward

to sharing these ideas with all of you, and putting our plans into action. You will be hearing from us on a regular basis, including articles in this newsletter. Working together, we can accomplish great things.

Steve Agius

*Bonita Springs Noon Rotary Club, District 6960
President Rotary Florida Gift of Life, Inc.
Chairman Wheelchair Foundation Committee
Rotary District 6960
Membership Chairman
2010-12
(239) 513 0200
steve@ctc-naples.com*

What is your club doing to promote member diversity?

Rotary International News -- 29 July 2010

Does your club have a creative approach for at-

tracting a diverse membership? Are your club meetings different from neighboring clubs'?

The Leadership Edu-

cation and Training Division is interested in innovative approaches to member recruitment.

Share your club's cre-

ative strategies by emailing us at: leadership.training@rotary.org.



Rotary in Haiti

Wheelchairs for Haiti

A few months ago, the Wheelchair Foundation contacted our District with a request for help in providing two containers, or, 560 Wheelchairs to Haiti as quickly as possible. The Wheelchair Foundation recognizes that our District has long had a special relationship with our fellow Rotarians from Haiti and correctly assumed that we would want to participate in this humanitarian opportunity. The cost for the Wheelchairs will be

\$56,000., or \$100.00 per wheelchair. I have had the opportunity to speak about this effort at a number of recent District functions, and I have been invited to a number of clubs to provide a Wheelchair Foundation presentation for the purpose of achieving this goal for our dear friends in Haiti.

I am happy to report that to date, the Rotary Clubs of Sanibel-Captiva, Bonita Springs, Bonita Springs Noon, Punta Gorda, Palmetto, Marco Island Sunrise, Ft. Myers South, Cape Coral North, and Naples Bay have all made contributions to this effort. The total amount raised so far is slightly more than \$20,000. We are almost halfway to our goal with only nine of the fifty one clubs in

our District participating at this point in time. Imagine what we could do if each club participated at some level in this initiative. Please consider helping us to achieve our goal as quickly as possible. There is no question that the need is great. Any contribution you or your club can make will be greatly appreciated, not only by the recipient of the Wheelchair, but also by our fellow Rotarians in Haiti who have been dealing with this horrendous tragedy for six months now. A gift of a Wheelchair will give the recipient a sense of renewed hope and send a message that the Rotarians of District 6960 will continue to support them in their efforts to recover from this disaster.

If you would like to know

more about the Wheelchair Foundation, or would like a presentation at one of your club's meetings, please contact me by email or telephone.

Steve Agius

Bonita Springs Noon Rotary Club, District 6960

President Rotary Florida Gift of Life, Inc.

Chairman Wheelchair Foundation Committee

Rotary District 6960 Membership Chairman 2010-12

(239) 513 0200

steve@ctc-naples.com



The North American Problem Or Is North America the Canary in the Coal Mine?

Bevin Wall (RRIMC 33) & Jim Henry (RRIMC 34)

It was during social discussions at the March 2009 RRIMC training session that we heard that the Rotary International (RI) board of directors had said that membership was a "North American Problem." When asked to identify the "North American Problem" no one could do so. Further pursuit of the "North American Problem" indicated that some International Directors believe that North American Rotarians are looking for something other than the opportunity to do projects.

We have been active in promoting membership activities and conducting Rotary Leadership Institutes (RLI) in our respective zones for over six years. The advantage

this experience gives us is that we listen to Rotarians of all ethnicities, genders, ages, and Rotary expertise. From these endeavors, we came up with the idea of surveying our Zone 33-34 Rotarians with several objectives in mind. One was to have many comments in writing so we could have some opportunity to study what Rotarians were thinking.

We designed the survey questions with the hope that comments from Rotarians would stimulate thought and perhaps help us uncover issues. The survey accomplished its goals.

1 One important survey outcome, without question, refutes the belief that North American members

are looking for something other than the opportunity to do serve their communities. The results show that serving their local communities is North American Rotarians' top priority. This is important for two reasons:

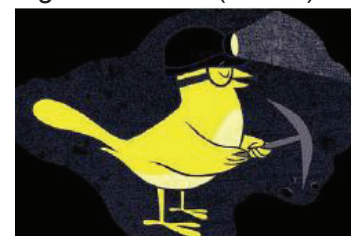
1. The "North American Problem" lay elsewhere, and
2. Rotarians in North America, like Rotarians the world over, want strong local Rotary clubs.

Thanks to over 29,000 survey comments, it is possible that we have uncovered the "North American Problem." If so, it has been in front of us for years, but we were afraid to pull back the cover.

If indeed we have uncovered the problem, it could be that North America is the "canary in the coal mine" and that Rotary clubs worldwide should heed the warning while we take corrective action.

WHY IS THE CANARY WOBBLING?

A recent Zone 33-34 Membership Recruitment-Loss analysis proves, and the survey results affirm, that membership retention is a fundamental problem. But why are not clubs retaining members? (cont...)



(N-A Problem cont.)

What are the underlying causes? The answer is simple – the clubs are not satisfying their member’s needs. But again, why aren’t they? The survey results do give us some indication behind this as well.

Clubs, to be effective for years, must have the reputation (identity, brand, etc) that makes local business, professional, and community (BP&C) leaders proud to be members. The survey indicates that many clubs do not have this identity and consider themselves just one of many local groups that perform community and/or international service. These clubs appear to have put such a premium on recruiting that they have lowered their standards and expectations such that the existing and potential members as defined in club constitutional documents find that membership is not worth their time, talent, and treasure and that they can satisfy their altruistic and fellowship needs in more appealing ways.

Examining other Rotary information from this point of view hints that the philosophy that anyone can join a Rotary club has crept into the thought processes of many North American Rotarians. For example, the Rotary International website: <http://rotary.org/EN/ABOUTUS/Pages/ridefault.aspx>

“What would it take to change the world? Rotary International is the world’s first service club organization, with more than 1.2 million members in 33,000 clubs worldwide. Rotary club members are volunteers who work

locally, regionally, and internationally to combat hunger, improve health and sanitation, provide education and job training, promote peace, and eradicate polio under the motto Service Above Self.”

Rotary International have over 1.2 million members or does it have over 33,000 member clubs? Are Rotary club members volunteers or are they dues paying BP&C leaders? That statement does absolutely nothing to encourage a local BP&C leader to have a personal interest in Rotary and gives a reader the thought that all anyone has to do to become involved in Rotary is to contact a local club. What is most disturbing is not that many people will read it; it is that someone at Rotary International wrote and approved it, which indicates that they do not have a basic understanding of Rotary.

Another example: A North American District Governor-Elect, at the 2010 International Assembly, is said to have made the following statement: “The District should force a club to take an (attribute) member by having said prospective member apply for membership.” This statement indicates that this district’s future leader is not aware, or does not respect, that clubs are autonomous and that membership in a Rotary club is by invitation only. Six years of RLI and Membership Seminar experience in Zones 33-34 tells us, and survey comments indicate that the predominant membership concept in North America is that anyone can “apply” for membership; that very few Rotarians practice the proper procedure for proposing members.

While RI Form 254 clearly spells out the proper procedure, the Membership Process diagram, available for download off the RI website at http://www.rotary.org/RIdocuments/en_pdf/memb_process_slide.pdf appears to encourage the prospective member knowing that they are being proposed for membership prior to club board approval, which, in essence, is filling out an application for membership.

HAS THE CANARY LOST ITS DISTINCTIVE ABILITY TO STAND OUT?

When putting all this together, it appears that the “North American Problem” is that many Rotary clubs have “lost their distinctive position” and “egalitarianized” membership. This has in effect made membership in many local North American Rotary clubs the business equivalent to a commodity.

Why and how this happened is subject to further investigation. Contributing factors could be North American attempts at political correctness, fear of legal confrontations, lack of desire to adjust club institutions to meet differing altruistic and fellowship needs, attempts to grow membership numbers without paying attention to requirements, etc. All such reasons are exacerbated by leaders promoting self-defeating membership drives, encouraging area-saturating new club start-ups, trivializing membership selection and expectations, and placing undue importance on attributes. If North America is the “canary” then North Americans must also lead the way in finding effective

solutions before the canary falls from its perch.

To Reverse the Membership Freefall, Rotary clubs, districts, and International have to put a priority on regaining their distinctive position – their brand – that Rotary clubs are networks of local business, professional, and community leaders that advance the Object of Rotary.

To do this, leadership must stop emphasizing attributes, whether they are service projects, programs, or members’ personal characteristics, and resume practicing the fundamentals that brought Rotary to its pinnacle. Club and district leaders must promote the careful selection of members as defined in the constitutional documents while encouraging clubs to advance the Object of Rotary with projects and programs worthy of their members’ time, treasure, and talent investments.

This will require altering collective behaviors that have been evolving for decades, and will occur only if leaders place priority on taking corrective action, establishing proper visions, and working continuously to adhere to reestablishing Rotary clubs identities so we can continue to Build Communities and Bridge Continents. The Future of Rotary may very well be in the Hands of North American Rotarians.



ROTARY DISTRICT 6960 EVENTS

If you would like your event (fundraiser or fellowship) published on the district website, please provide a PDF brochure to the webmaster at webmaster@rotary6960.org.

Thanks,

Milley Burden

Computers Made Easy
Rotary District 6960 Webmaster
239-292-4783

August - Membership & Extension Month

Tue Aug 10, 10 - 07:15A Marco Inn 100 Palm Street	Marco Island Sunrise	DG Official Visit - Marco Island Sunrise	Bistro Soleil at The Olde
Tue Aug 10, 10 -12:15P Naples, Florida	Naples Bay	DG Official Visit - Naples Bay	Naples Bath and Tennis 4995 Airport Road,
Wed Aug 11, -10 07:30A Naples, FL 34109	Naples Collier	DG Official Visit - Naples Collier	Perkin's Restaurant 3583 Pine Ridge Rd
Thu Aug 12, 10 08:00A 13021 N. Cleveland Ave (Best Western Motel)	North Fort Myers	DG Official Visit - North Fort Myers	Pinchers Crab Shack Restaurant
Fri Aug 13, 10 07:30A View Dr Sanibel, FL 33957-4628	Sanibel-Captiva	DG Official Visit - Sanibel-Captiva	Beachview Golf & Tennis Club 1100 Par
Mon Aug 16, 10 12:00P Golf Course	Clewiston	DG Official Visit - Clewiston	Clewiston Coutry Club 1200 San Luiz at
Tue Aug 17, 10 12:00P	Estero	DG Official Visit - Estero	The Elks Lodge 3231 Coconut Road, Estero, FL 34134
Wed Aug 18, 10 07:30A Shopping Plaza 11841 Palm Beach Blvd.	Fort Myers East	DG Official Visit - Fort Myers East	Beef 'O'Brady's located in the Verandah
Wed Aug 18, 10 12:15P East Bldg 2nd Floor 23053 Westchester Boulevard	Port Charlotte	DG Official Visit - Port Charlotte - Be THERE! :-)	South Port Square Gables
Thu Aug 19, 10 07:00A Auditorium-Hospital 700 Medical Blvd. Englewood, FL 34223	Englewood Lemon Bay Sunrise	DG Official Visit - Englewood Lemon Bay Sunrise	Suncoast
Thu Aug 19, 10 12:00P Center Drive	Venice-Nokomis	DG Official Visit - Venice-Nokomis	The Venice Yacht Club 1330 Tarpon
Fri Aug 20, 10 11:45A Santa Barbara Blvd. Cape Coral, FL 33991	Cape Coral Goldcoast	DG Official Visit - Cape Coral Goldcoast	Gulf Coast Village 1333
Tue Aug 24, 10 12:00P	Arcadia	DG Official Visit - Arcadia	Desoto Memorial Hospital 900 N. Robert St.

