



● Rotary Club of Amman West ●
● The Gazette ●

Jan 7 2011 to Jan 13, 2012
Issue 28 Year 2011-12



Rotary Club of Amman West

نادي روتاري عمان غرب
منطقة رقم 2450 District
نادي رقم 31415 Club no.
منطقة رقم 20b Zone

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District Governor,
Usama Barghouthi

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Vice President-
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Committee
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Rotaract President:
Ihab Fakhouri

Rotary Awareness Month



Support our Cause to fight Child Labour,

Calendar from 1.1.2012 to 30.6.2013

For only JD 5

Quotes from Rotary

“There is no growth unaccompanied by growing pains...peace is a universal fact which can only be realized in the fullness of the days...the ultimate achievement of spirit will be at the end of a long and painful process.”

— Christmas Message, THE ROTARIAN, December 1917

1917-18 E. Leslie Pidgeon (religion – Christianity), Rotary Club of Winnipeg, Manitoba, Canada. Rotary vision: Unity of thought and purpose as a means to world understanding and peace.

Dates to remember

January 11 ClubRunner Training
January 18- Lina Shehadeh,
Aramex Chief Marketing Officer
January 25 Rotary Awareness Eve

Blood Donation Drive – soon !!!

IMPORTANT REMINDER

Thank you to All Rotarians that have paid their dues and **we encourage those whom have not paid to do so to our treasurer Mr. Nader Khoury.**

Jordan's First Country Conference In Photos

At Marriott Dead Sea Hotel

Rotary Club of Amman West joined Rotary Clubs from Jordan and Palestine in the first Country Conference in the Dead Sea Marriott.



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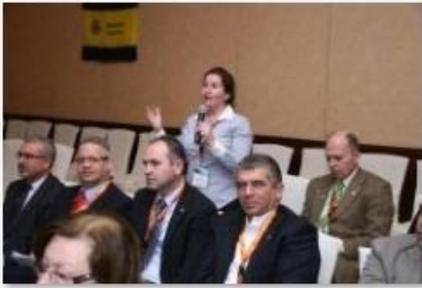
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PP MUHSEN MUFLEH DURING HIS SESSION



PP MUHSEN MUFLEH GETTING HIS 5 PAUL HARRIS PIN



RC Amman West HS DIALA receiving Paul Har

RI President's Monthly message



January 2012

My dear brothers and sisters in Rotary,

At Arlington National Cemetery outside Washington, D.C., stands a memorial to the Seabees, formally known as the U.S. Naval Construction Force. An inscription reads, “With willing hearts and skillful hands, the difficult we do at once; the impossible takes a bit longer.”

In Rotary, we already have our own mottoes. If we didn’t, I might be given to nominate those two lines. The power of combined effort, as Paul Harris once wrote, knows no limitation. When

we work together, the impossible becomes possible.

I thought of this when I read, a few months ago, an article in the *New England Journal of Medicine*, the premier medical journal in the United States. Titled “The Polio Endgame,” it outlined a strategy for a post-polio era, including managing post-eradication risks.

Thirty years ago, such an article could never have been published. Today, it is a testament to the power of dedication, of persistence, and of combined effort. The impossible has, indeed, become possible. A post-polio world, once the stuff of dreams, will soon be here.

My friends, the day that polio will be eradicated is close at hand. We have to be ready for it with a powerful Rotary – a Rotary of enthusiasm and confidence, of bold vision and clear ambitions. It is time for us to prepare by taking an honest look at our clubs. Are our projects meaningful, sustainable, and relevant? Are our meetings productive and enjoyable? Are our clubs welcoming to new members, and are our schedules and events friendly to young families? And once people join us, do we welcome them properly, involve them enough? Do we make them a part of the family of Rotary quickly enough?

The figures tell us that while enough new individuals join Rotary every year and everywhere, too many exit Rotary, on an ongoing basis. What unfulfilled hope do they leave with? What expectations are we not meeting? Can we do more and better?

Now is the time to focus our energies on our clubs, and on the way people see them. It is time to show our communities that the Rotary of today is not the Rotary of their preconceptions. Rotary is a way to connect, to do more, to be more – it is a way to take our idealism and our vision, and turn them into reality.

Attracting Members to Rotary

Let's face it - attracting members to join a service organization is not an easy task. In fact, oftentimes, we see that even though the majority of people are aware of Rotary, only a few know what Rotarians actually do. The prospective members that we try and recruit are often our friends, colleagues or family members. These are people that are easy to recruit because you share a personal relationship with them and can easily explain the work of Rotarians to them.

The question then arises, how do we attract those outside of our personal radar to Rotary? How do we attract the younger generation to become Rotarians? Essentially, it is about publicity.

1. **Take Advantage of Social Media** - Your social media channels (i.e.: Facebook, Twitter, etc) can help



you reach a wider audience. Promote your events, accomplishments and club or District pictures on social media channels and drive traffic back to your website, where visitors can read more about the wonderful things your club does. This idea is - you always want to be where your audience is, so that you can easily communicate with them.

2. **Make it a Media Event** - Invite your local newspaper journalist to cover your next Rotary event or simply inquire about having an article published about your current project. By promoting your club through a local media outlet, you can share more information about your Rotary club to members of your own community. By doing so, you generate interest about Rotary among those who you may have never reached otherwise.
3. **Host an Open House** - Invite members of your local community to a lively membership night! Play some ice-breaker games so prospective members and members of your club can socialize. Invite a prominent community member to give a short talk on a hot topic. Have some marketing collaterals ready to give out at this event that consist of information about your club, activities and Rotary. This way, prospective members have something conclusive to take away and read. Invite all prospective members at the membership night to attend your next regular club meeting so they can get a feel of what the dynamic of the club is like. Those who are really interested will attend and you'll have an opportunity to formally invite them to join the club.



4. **Get Involved in Local Events** - By being where your audience is, you have the potential to reach an array of potential members. Consider participating in local events such as the local community picnic. Your club can set up a booth and either sell items (e.g. lemonade) or can simply open a stand to collect donations for a specific charity. Not only is this a great way to fundraise but it will also give you the opportunity to meet and greet with potential members who if interested can sign up for your newsletter and take some collateral with them to learn more about your club.

5. **Create Partnerships** - Think of your club as a brand. When businesses want to reach a wider audience, they often form partnerships with other companies, also known as co-branding. Similarly, you can form an alliance with another club or an organization that you regularly deal with, whereby you can consider 'joint venture co-branding'. You can then work with the organization to come up with a way to market your club effectively. For example, if you partner with a local school, sports team or even charity, you can consider donating a percentage of membership dues you receive from new members back to the organization. Find a specific project or cause that fits the goals of both organizations for maximum success, and use each organization's strengths to pull it through. For instance, you may have the man power to source volunteers but the partner organization may have the broad reach of a wide audience. This concept would not only give your club that added publicity of a larger event, but would essentially be your marketing strategy to entice prospective members to join.

There are many ways we can attract new members or at least generate interest about Rotary. To generate interest, we have to spread awareness amongst our audience by utilizing the channels they use. Essentially, we always want to be where our audience is. By targeting people outside of our personal radar, we have the opportunity to reach a wider audience, which if done effectively, can help clubs reach their membership goals sooner.

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Source: the **ClubRunner Newsletter**. <http://web.clubrunner.ca/Attracting-New-Members-to-Rotary>

Coming up District Events

- Leadership Seminar
May 17, 2012

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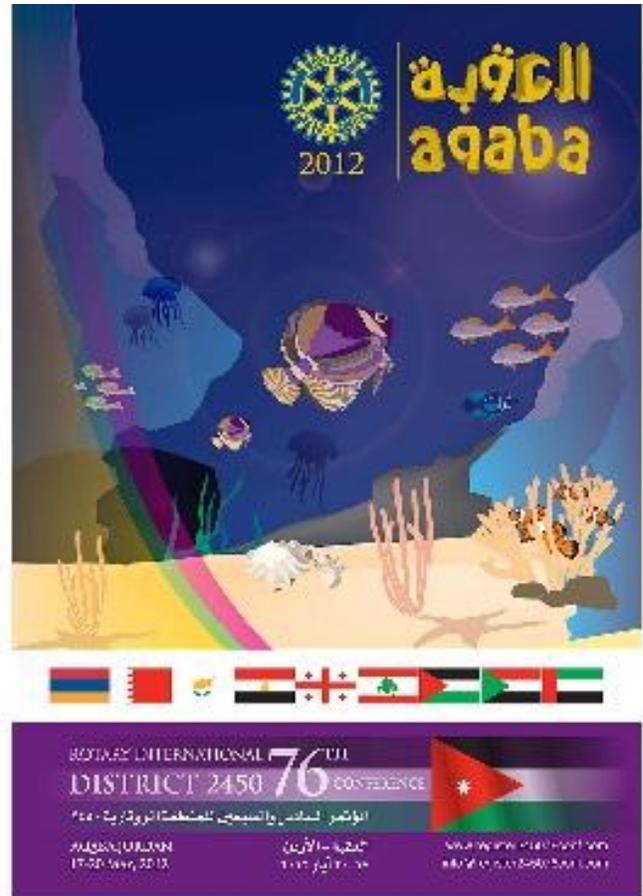




Bangkok

ROTARY INTERNATIONAL
CONVENTION 6-9 MAY 2012

THAILAND



2012

اللقاء
aqaba

ROTARY INTERNATIONAL
DISTRICT 2450 76TH CONFERENCE

اللقاء السنوي للمنتسبين والمتطوعين الروتاريين - 2012

أبوظبي - الإمارات
17-20 مايو 2012

www.rotary.org/convention
www.rotary2450.org/ua