



# The Rotary Foundation

## Zone 24-32 Foundation Newsletter

A Monthly E-Newsletter for Rotary

Leaders

January 2011



### ZONE 24-32 FOUNDATION TEAMS

TRF Zone 24 West Team  
Districts 5010, 5040, 5050,  
5060, 5360, 5370, 5550

RRFC [Chris Offer](#)

[Contact Information for Zone 24  
West TRF Team Members](#)

TRF Zone 24 East Team  
Districts 6330, 7010, 7040, 7070,  
7080, 7090, 7790, 7810, 7820

RRFC [Bryn Styles](#)

[Contact Information for Zone 24  
East TRF Team Members](#)

TRF Zone 32 Team  
Districts 7210, 7230, 7250,  
7260, 7390, 7410, 7430, 7450,  
7470, 7490, 7500, 7510, 7640,  
7780, 7850, 7870, 7890, 7910,  
7930, 7950, 7980.

RRFC [Allen Smith](#)

[Contact Information for Zone 32](#)

"If we had nothing but the great political associations ... we would have hardly any hope of coming through the great adventure in which we now find ourselves—and I have lived through this great concern for the future of humanity with my friend, Einstein ... and know that he, too, was waiting for a great movement. And now this movement has come in your association, Rotary, and in others, and we shall fight on while remaining profoundly human."

Albert Schweitzer,  
Rotarian and Nobel Peace  
Prize laureate  
Colmar, France, 1960

We hope one of your resolutions for 2011 is "service" and that Rotary is where you will find continuing and new opportunities for service.

[TRF Club Goal Form for 2011-12 is Available](#) - The form is now available on to [DOWNLOAD](#) . Club goals not only help determine the world-wide Annual Programs Fund goal, but they also help your clubs take ownership of their Rotary Foundation. Consider the goal setting process another opportunity to connect our financial support with the truly amazing programs and activities of our Foundation. It is recommended that DGEs distribute the form prior to PETS and collect the form at PETS.

[WCS & Volunteer Programs End](#) - The RI board effective June 30, 2011 will close the Rotary Volunteer and World Community Service program. These change are in line with the RI strategic plan and new to how Rotary approaches volunteer service. The Rotary Friendship Exchange program and Project Lnk will be expanded in 2011-12, details will be released over the next few months. [read more](#)

### Bite Me! 10 Times

The sound bite is a phrase that's used by everyone these days, but what makes a great sound bite? Here are the top ten tips.

- Plan your sound bite in advance. Discuss it, rehearse it.
- Make it timely and newsworthy
- Clearly state Rotary International and your club name or district number
- Keep it to under 20 seconds (10 if you can)
- Include some evidence to support your statement
- Answer the "so what?" question - make it relevant to the audience
- Use simple words and grammar
- Create an image
- Pause before and after to create edit points
- Look the interviewer in the eye, even on radio

Your sound bite, if it sounds great, will be played over and over again on news bulletins, which is exactly what you want. Plan to have a great sound bite in every media interview, whether on TV, radio or in print. *Adapted from the Media Coach by Allan Stevens* [www.mediacoach.co.uk](http://www.mediacoach.co.uk).



[Celebrate a Rotary Day - February 23rd](#) - Rotary's 106th birthday is fast approaching, every club and district is encouraged to start planning events on or around this day. Last year, clubs and districts made tremendous efforts to recognize Rotary's work and share the message of End Polio Now. Even though 23 February is Rotary's official anniversary, any day in your community can be



## TRF Team Members



Donate To TRF ONLINE

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Social Networks  
[Zones 24-32 on Twitter](#)

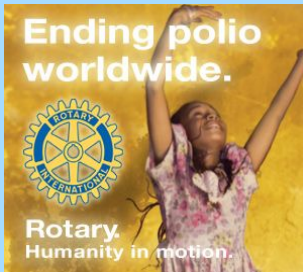
[RI on Facebook](#)

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[RI on YouTube](#)

[RI on Flickr](#)



Rotarians at Word Day  
April 30, 2011

Is your Rotary Club &  
District Involved?

[www.rotariansatwork.org](http://www.rotariansatwork.org)



designated a Rotary day. Remember that your public relations plan for the day's celebration should focus on service, which will help communicate what Rotary is and does around the world. Clubs and districts that are planning to light a landmark with a Rotary message during the week of Rotary's anniversary should visit [www.rotary.org/lightings](http://www.rotary.org/lightings), the official page for all lighting resources.

**Update on Zone 24-32 Future Vision Pilot Districts** - The first Global Grants and District grants are well underway by pilot districts in Zone 24-32. D5040's "first" Rotary Foundation Global Scholar, Sladjana Dobric has sent D5040 a report on her activities for the first few months of her studies. Sladjana is studying architecture in London with a focus on the rehabilitation of buildings damaged in wars and disasters. D7070's first Global Grant is to supply specific hospital equipment to address maternal and child health to provide enhanced capabilities to treat major diseases such as TB, malaria, and HIV/AIDS. The destination for this equipment is Kilema Hospital on the slopes of Mt. Kilimanjaro in the northern part of Tanzania. [read more](#)



**Life insurance** - By making a gift of life insurance to The Rotary Foundation, you help secure the future of Foundation programs. Canadian or U.S. donors who irrevocably assign ownership and beneficial interest to The Rotary Foundation in a policy may also qualify for charitable tax deductions and appropriate Foundation recognition. Contact the RRFC or ARRFC for your area for more information. [read more](#)

**What are Foundation Recognition Points?** How do I earn these points and what are they good for? A: After you have contributed \$1,000 to the Annual Programs Fund, Polio Plus or a TRF approved Matching Grant, you will receive your first Paul Harris Fellow, and you will then begin earning one Foundation Recognition Point (FRP) for each additional dollar you contribute to those same three programs. You can use your points to assist someone else in becoming a Paul Harris Fellow, but you cannot use your FRPs to "buy" additional Paul Harris Fellows for yourself. For more information about FRPs, [click here](#).

**January is Rotary Awareness Month**, a great opportunity to share what it means to be a Rotarian. Rotary's strength lies in its more than 33,000 clubs in over 200 countries and geographical areas. Consider these tips for getting your club involved during Rotary Awareness Month:

- Watch and share Rotary Minute videos with others in your club and district.
- Host a Q & A "press conference" session during a club meeting in January, and invite local media.
- Shoot video of a club meeting or service project, and post it on your website. Tell people about it on Facebook or Twitter.
- Coordinate a community service project with another local organization, and invite the media to come along.
- Write a letter to the editor of your local paper about your club's community and international humanitarian projects.
- Invite a friend or co-worker to an upcoming meeting

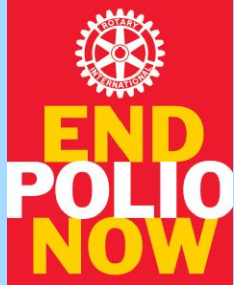


**Missed an Issue?** Back issues of the Zone 22, & Zone 24-32 Rotary Foundation newsletter since 2008 can be found on The Zone 24-32 website. Just click on newsletters under the RRFC tab or click [HERE](#)

**You're Invited to Oaxaca!** Districts 4180, 4190 and 4200 are organizing their first-ever Project Fair to be held Jan 27 - 30, 2011, in beautiful Oaxaca, Mexico. To learn more about this opportunity, download the [invitation](#) and the [brochure](#).

## DATES TO NOTE

Jan 16-18 2011	<a href="#">Past Officers Reunion</a>	San Diego
Jan 16-22 2011	<a href="#">International Assembly</a>	San Diego
Feb 3-5 2011	<a href="#">Ray's Reunions</a>	Cape Town



Apr 30 2011	<a href="#">Rotarians at Word Day</a>	Global
May 20-21 2011	Rotary Reunion ( <i>Alumni &amp; Institute</i> )	New Orleans
May 21-25 2011	<a href="#">International Convention</a>	New Orleans
Aug 25-27 2011	Zone 24-32 Rotary Institute	Boston



Share your passion for Rotary!  
**REFER A MEMBER!**



If you do not wish to receive this newsletter in the future please contact RRFC Chris Offer at: [ChrisOffer@dccnet.com](mailto:ChrisOffer@dccnet.com)