



# WEEKLY UPDATE



## Rotary Club of Etobicoke

District Governor: Ted Koziel

RI President: Sakuji Tanaka

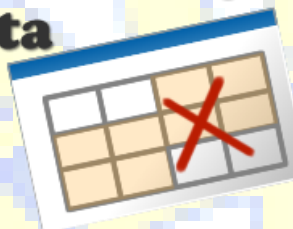
Week July 18, 2012

Board 2011 - 2012

*President: Hugh Williams, Secretary: Ron Miller, Treasurer: Don Edwards*

**Next Meeting - July 25, 2012 - 7 Habits of Highly Effective People - Stephen Covey's Legacy President Hugh**

### Third Thursday At Kalamata



The BIG IDEAS from:

“Creating the \$Million Event”, July 19, 2012.

The discussion was led by Jody LaRose, Ed Torres, and Terance Brouse with lots of input from those present (the order is roughly the order in which they were discussed):

Summary:

- a) **Build and protect your brand.**
- b) **Keep the brand fresh.** E.g. Do something new. Have off-season events to remind people.
- c) **Get smart.** Use information to better inform decisions and direction; attract sponsorships; win grant proposals; target to your market.
- d) **Build earned media.** Through the stories, human interest, power of the brand.
- e) **Create a movement.** Change the world.

Big Ideas:

1. If you have already established a “brand”, use the engagement /

investment of people already have in the brand

2. Consider consortium sponsorships
3. Create a community campaign - leading up to the event. Get people to support various charities supported by event, then celebrate results at the event. Leverage support of the community beyond the dates of the event.
4. Acquire database / capture data on supporters - then: use database. Use media contacts.
5. Technology: “Photobox” => volunteer email addresses [capture email addresses in survey - demographic data - use to attract sponsors]. Or, facebook campaign to capture email addresses / contact info.
6. Brand extension - by attracting attention beyond the season of the original event - e.g. for Ribfest have a winter Ribfest event. It'll be much smaller event, but will include the 500 or so core supporters).
7. Get the event out beyond the event boundary with a newsletter (monthly), to reinforce message.
8. Volunteer appreciation event
9. Add a corporate challenge prior to the event - appreciation / recognition
10. Focus on achieving maximum capacity in all areas of the event - have some of the areas of the event maxxed out? What is truly achievable given where we're at right now?]

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11. For Ribfest, extend the event dates beyond the weekend to enable people who would normally miss due to the cottage
12. The brand is key. Make it sexy and unique.
13. Identify the target market - and then market to your market.
14. While consistency of the brand is important, always build your brand, build your event, add something new each year, keep things fresh.
15. Keep core the same. Evaluate your brand to see what you "must have" to ensure your brand lives up to its brand promise - e.g. for Ribfest, ribs and beer need to be there. Conversely, what can you vary? E.g. bands. (Note, at Ed's event, no band is the same the next year).
16. E.g. Promoting an official "ambassador", new audience segment to be added. Give people a little surprise.
17. Survey the event-goers, see what they love, what needs changing it, what makes it better.
18. Carefully guard your brand
19. Media coverage can shape the reputation and broaden reach. What "stories" can we tell?
20. Media support is key to attracting sponsors - brings third party credibility. Highlight media when approaching sponsors.
21. Building a "movement". Instead of focusing on making money; focus on changing the world.
22. Change the fundraising world view.
23. Enable people to see that can change the world. Engage the 98% that philanthropy doesn't already reach.
24. Make the entrance program mandatory. \$2 / person (\* 200,000 people = \$400,000)
25. Increase sponsorship interest by increasing brand "reach"
26. "Earned" media is always better than "paid" media
27. Continue to emphasize / build understanding of the event as a charity
28. Have campaign to reward people for reaching certain thresholds of donations for charities
29. Emphasize that charities should mention that they received funding from Rotary / Ribfest.
30. Do cheque presentations at recipients' sites, bring a ribber
31. Get / apply for government / foundation grants - e.g. "Celebrate Ontario"

## Our Panelist:

### Jody Larose

Jody is a sponsorship and event marketing consultant with 20 years of experience in the industry. She has worked on a variety of festival and event properties including: Athens and Torino Olympics, ComedyFest Vancouver, Juno Awards, Canada Day in the Capital. Check out Jody's website at [www.jodylarose.com](http://www.jodylarose.com) for more information.

### Ed Torres:

Ed is the President and General Manager of Skywords and CEO of CIDG-FM Canada's only Rock/Blues format radio station. With his brother Frank, he founded Skywords in 1991 and 101.9 DAWG FM in 2009. In 2012 Ed, along with partners Frank Torres and John Sherratt incorporated the first FM radio station in Uxbridge, which will launch in Spring of 2013.

Ed Torres is a Past President of the Rotary Club of Etobicoke, a Paul Harris Fellow, and a founding member of the Toronto Ribfest.

### Terance Brouse

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Terance has more than ten years of public relations consulting experience, specializing in writing and strategic media relations across the business, industry-association, charity and technology fields.

A media relations expert with excellent instincts and knowledge in the art of media relations. His skill and passion for PR have been instrumental in executing award-winning campaigns for organizations of every size. His work for the past two years on Toronto Ribfest has helped vault the event into becoming one of Toronto's favourite summer destinations.

## Unveiling the Rotary Plaque at Etobicoke General Hospital



Anna Bernardi - William Osler with the Lynda, Gary & Carol



Ken Mayhew, Kiki Ferrari, Erica Coobs, Dr. Mohammad - William Osler.



### Visiting Rotarians

**Jameel Rahman** – Toronto Sunrise

**John Hastings** – Toronto West

### Visitors

**Judy LaRose** – speaker

**Ed Torres** – speaker

**Terance Brouse** – speaker

**Ruth Williams** – guest of Hugh Williams

**David Harris** – Cameron Helps

**John Knox** – Cameron Helps

**Jennifer Maron** – guest of Ingrid McGaughey

**Jay Carey** – prospective new member

**Dolly Singh** – William Osler Health Centre

**Mary Watson** – William Osler health Centre

**C.J. Augustine-Kanu** – Ribfest Coordinator  
– Prospective new member

**Tanya Imola**

## Secretary's Corner

*By Ron Miller*



## Birthdays This Week

Ron Miller - July 27<sup>th</sup> ..... Happy Birthday to you all!

# WEEKLY UPDATE

*Following announcements were made*

- **August 16<sup>th</sup>** - the second "Third Thursday" meeting at the Kalamata Restaurant, 3473 Lake Shore Blvd. W. - 7 PM - "The Politics of Food" - How To Eradicate Child Hunger in Toronto.
- **19 - 21 October** - District Conference, Sheraton Parkway Toronto North Hotel, Richmond Hill, check district website for more information
- **Attendance 12 Rotarians.**

*Please put all these dates in your diaries and let Ron know any make-ups/meetings you have attended - THANK YOU!*

## Reducing infant mortality among gastric patients in Egypt

Rotarians in Egypt and the United States are helping doctors at a pediatric hospital in Cairo save the lives of hundreds of premature babies each year through the gift of lifesaving neonatal equipment.

Using a [Rotary Foundation](#) grant, the Rotary clubs of Heliopolis, Egypt, and Minneapolis, Minnesota, USA, purchased several pieces of equipment for the intensive care unit of the Abou El Reesh Children's Hospital, for use in its gastroenterological department.

The hospital treats 1 million patients per year and suffers from overcrowding and lack of equipment. Most of the hospital's patients are from poor or underserved families. The mortality rate has reached 25 percent among all patients and 5 percent for gastric patients.

Wanting to reduce the number of infant deaths, the Heliopolis Rotarians asked the hospital's doctors how they could help. The club, with its Minneapolis partner club, applied for a Foundation grant and raised funds for the US\$23,000 project, which purchased a

defibrillator, ventilator, infusion pump, syringe pump, and diagnostic devices.

The Rotarians also advised hospital staff on how to use and maintain the equipment. They plan to conduct a monthly health session to promote proper sanitation and nutrition. The project falls within Rotary's maternal and child health [area of focus](#).

"Our first objective for this project was to make an impact to improve child and maternal health and reduce child mortality," says Ayoub Mahmoud Ayoub, a member of the Heliopolis club and the Rotary public image coordinator for Zone 20B. "Our second objective was to promote Rotary's good work."

Ayoub says a service project like this can raise awareness of Rotary. In Egypt, the public lacks knowledge, and in some cases is even skeptical, about the organization. Changing that perception, he says, is important.

"Our mission with this project and future undertakings is to show that Rotarians help those in need," he added.

Nabil Abdel Aziz, the head pediatrician in the gastroenterology unit, praises Rotary's efforts in reducing child mortality. He estimates the new equipment could reduce the gastric mortality rate by two percentage points, saving hundreds of lives each year.

"Without the support of Rotary, deaths of infants could have been far higher," says Aziz. "Rotary represents the bright face of humanity. This type of international support and understanding is what Egypt needs now."

"They gave more than just the equipment," he adds. "They have given parents, many who are poor, hope that their children are going to be taken care of."

The intensive care unit is still in need of additional equipment to serve all of its patients in the neonatal unit. Ayoub said the club plans to apply for other Foundation grants and raise more money with international partners to fill some of those needs by 2015.

**Reported By: Ron Miller & Hugh Williams**