



Rotary  
Yellow  
Pages

**BY: NGUYEN T. NGUYEN**

*ROTARY E-CLUB OF HOUSTON*

**LIFE | HEALTH | MEDICARE | LONG-TERM  
CARE**

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**Rotary**

District 5890



**Rotary  
Yellow  
Pages**

# What is Rotary Yellow Pages?

ROTARY YELLOW PAGES IS AN INNOVATIVE SOCIAL NETWORK FOR ALL ROTARIANS TO CONNECT AND GET TO KNOW EACH OTHER BY CROSSING CLUBS BOUNDARIES IN THE DISTRICT. THIS IS A MULTI-CLUB PROJECT WORKING TOGETHER FOR THE BENEFITS OF SERVICE ABOVE SELF.

- NGUYEN T. NGUYEN & ALEXIS CAMPESTRE - ROTARY E-CLUB OF HOUSTON
- SCOTT RAINEY - ROTARY CLUB OF SPACE CENTER
- JERRY MOYE II - ROTARY CLUB OF KATY
- PAUL VO – MEMORIAL SPRING-BRANCH ROTARY CLUB
- JUDITH BRETTTHAUER & KARLA BOZKO – ROTARY CLUB OF HARRISBURG

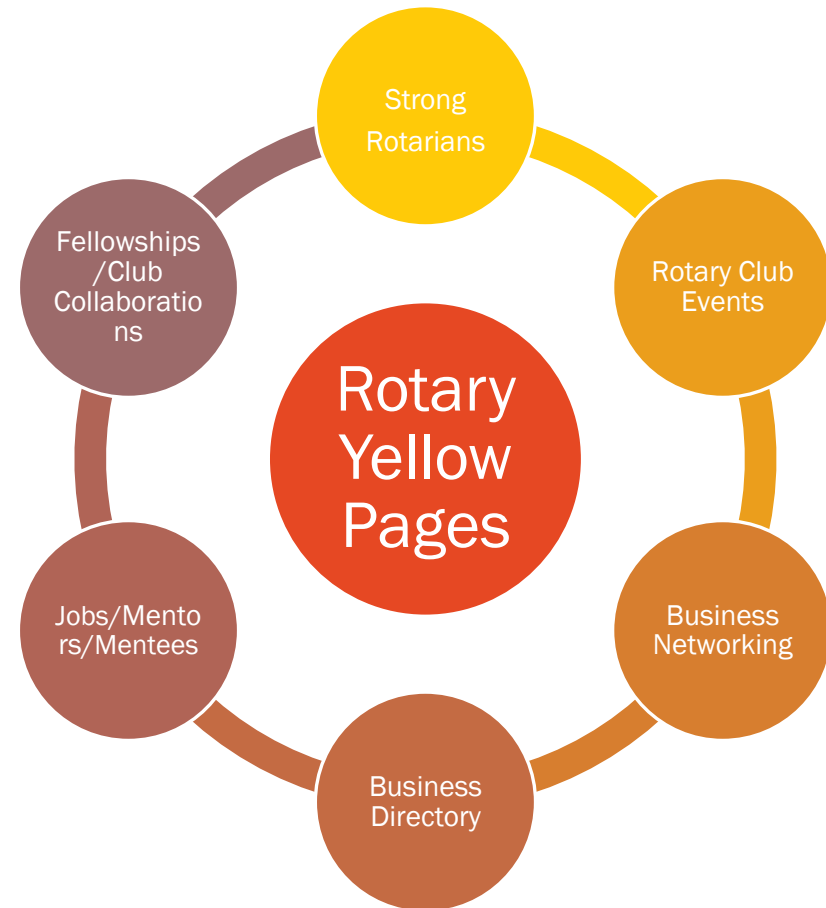


# ROTARY CLUB SWOT ANALYSIS

INTERNAL FACTORS	
STRENGTHS (+)	WEAKNESSES (-)
<ul style="list-style-type: none"> <li>• Great humanitarian cause</li> <li>• Great guest speakers</li> <li>• Rotary Foundation</li> <li>• Great International Connections</li> <li>• Wonderful Rotary Projects</li> <li>• Great wealth of knowledge and wisdom.</li> </ul>	<ul style="list-style-type: none"> <li>• Lack Support System for Young Professional</li> <li>• Lack Community Outreach</li> <li>• Slow respond</li> <li>• Lack Communications</li> <li>• Lack Promote/marketing to recruit others</li> <li>• Lack understanding of technology</li> </ul>
EXTERNAL FACTORS	
OPPORTUNITIES (+)	THREATS (-)
<ul style="list-style-type: none"> <li>• Multi-Clubs Rotary Project Collaboration</li> <li>• Fellowships</li> <li>• Business Networking</li> <li>• Rotarian Mentors</li> <li>• Crossing boundaries to other club's events.</li> </ul>	<ul style="list-style-type: none"> <li>• Dying Rotary Clubs</li> <li>• Majority demographic is in their 50s, 60s...etc.</li> <li>• Other non-profit organizations</li> <li>• Bad Economy</li> <li>• Natural Disasters (Hurricanes, Floods)</li> <li>• Covid-19</li> </ul>

# Rotary Ecosystem

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# Rotary

District 5890



## Rotary Yellow Pages

TOGETHER, WE

# CONNECT

Rotary



PEOPLE OF ACTION

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#### ROTARIANS BENEFITS

- BETTER COMMUNICATION FLOW
- MINIMIZE COMMUNICATION BOTTLENECK
- FASTER WORKFLOW FOR ROTARY PROJECTS
- GREATER EVENTS OUTREACH
- EMPOWER ROTARIANS WITH BETTER TOOLS TO LEAD
- STRONGER FELLOWSHIP

#### CLUB BENEFITS

- BUILDING STRONG CLUB
- CREATING STRONG MEMBERS
- CREATING LASTING FRIENDSHIPS
- STRONGER ROTARY COMMUNITY
- STRONGER FOUNDATION
- BETTER MEMBERSHIP RETENTION
- MORE VOLUNTEERS

#### DISTRICT BENEFITS

- REFER BUSINESS
- JOBS SEARCH
- MENTORSHIP
- BUSINESS NETWORKING EVENTS
- CREATING GOOD BUSINESS SUPPORT SYSTEM
- ATTRACTING YOUNG PROFESSIONALS INTO ROTARY

# Security

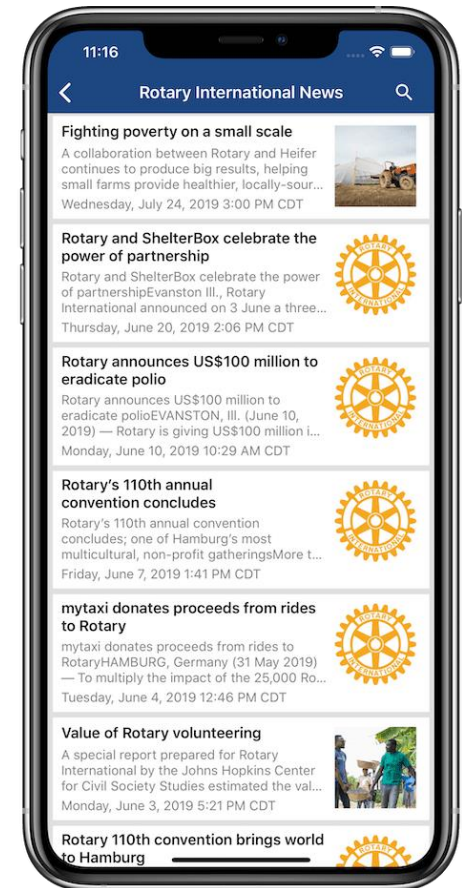
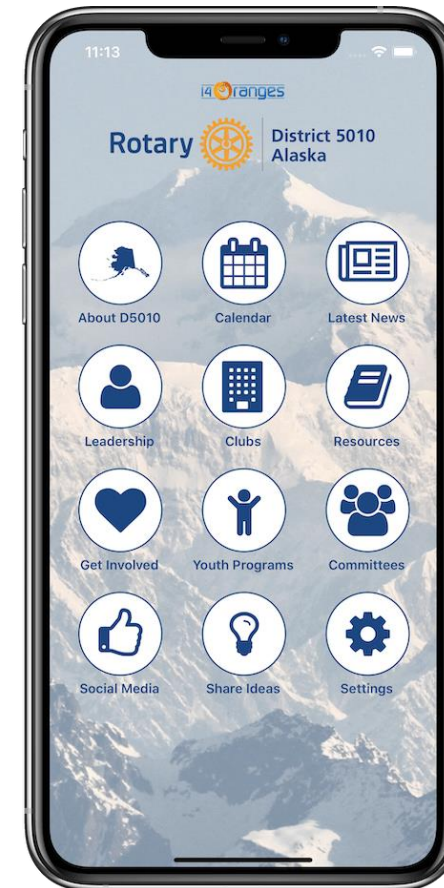
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- ❖ Maintained regularly against the latest security threats.
- ❖ No home address, Social Security or credit cards.
- ❖ Only Rotarians and Rotaracts in District 5890 had access.

# Future Developments

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- ❖ Rotary Club Events & Online Payment Integration
- ❖ Rotary Yellow Pages – Smartphone App (iOS & Android)
- ❖ District 5890 Conference App
- ❖ Business Advertising
- ❖ District Business Networking Events



# How can you help?

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- ❖ Join us and connect at [www.district5890yellowpages.com](http://www.district5890yellowpages.com) for **FREE!!!**
- ❖ Promote Rotary Yellow Pages to all Rotarians in our district.
- ❖ Keep using our services
- ❖ Give us feedbacks to improves

