

Rotary Year Report

Success and achievement from my perspective

I am so proud of District 5950! I'm honored to see and report D5950's accomplishments from a perspective that's different from yours as club members. We are outstanding. That is, we "stand out" in many ways:

- We are one of few U.S. districts to grow this year. We have a net growth of **~90 new members!**
- We added **three new clubs** this year, again a standout ranking in the U.S.
- We **promote and support innovation** better than any other district. Check this out in our Eco, Veterans and Elimination of Human Trafficking Clubs.
- We implemented programs that **add value** for our members. Other districts are just starting to understand and embrace this focus.
- Our generous personal giving places us at **the top of The Rotary Foundation (TRF)** and PolioPlus standings year after year.
- D5950's top-notch **grant committees** ensure due diligence for projects.
- **Grant mentors** help passionate clubs maximize the value of their philanthropic projects.
- Our **training and communication** offerings are the envy of other districts.
- We **meet challenge** with aplomb and enthusiasm. Evidence: Clubs went to virtual meetings without a pause.



DG Russ & Jan Michaletz

Why is our district so strong? When did this heritage of strength begin? I believe our district's strength is built on the shoulders of the many champions among us -- many unsung, unselfish heroes who serve with the best of their abilities -- not expecting praise or reward.

Starting three new clubs involved hundreds of hours of volunteer time, by many Rotarians and new recruits, with a commitment to grow Rotary in any way possible. *Thank you!*

Membership growth within clubs does not happen automatically. Dedicated Rotarians are behind that growth. *Thank you!*

Champions led the way to create projects for the benefit of our local and international communities. *Thank you* to them, their supporters, and their cheerleaders!

Club leaders deserve credit for their go-for-it attitude when new ideas were proposed. Creativity can be easily tamped down by leadership that is fearful of change. I did not hear once this year the excuse that "we don't do things that way."

Finally, I need to thank the district leadership team that supports all of our clubs' success. Whether it is providing governance, operational expertise, communication, education, or administrative services, the District 5950 leadership team has unselfishly provided thousands of hours of service. To them I say a sincere *"Thank You!"*

Being able to see Rotary from the larger district lens, rather than just a club view, is its own reward. The value of Rotary to our society becomes clearer the bigger view you create for yourself. I encourage all of our district members, when the time is right in their careers, to expand their Rotary horizon by supplementing their club experience with a district role. You, too, will be very proud of District 5950!

-- District Governor Russ



JOY

Fun & Fellowship



FULFILLMENT

Service



PRIDE

Personal, Professional
& Career Development

Rotary Year Report cont.

Enhancing the Value of Rotary Membership

All year I shared with clubs that **value from Rotary** comes through the emotional elements of Enjoyment of Fellowship, Fulfillment from Service Above Self, and Personal Pride from Self Development.

The elements of Enjoyment and Fulfillment were already alive and well in our district clubs. But I shared that the third element of Personal Pride -- helping Rotarians improve themselves for their own benefit -- is deep in our origin and heritage but was not being nurtured in our clubs. It impacted our retention rates.

I believe the purpose of Rotary is to meet the needs of our Rotary members. We are first and foremost a membership organization. Rotary's customers are the members of the clubs. Without member growth, Rotary will fade away.

- ✓ We cannot fulfill *Service Above Self* unless we have vibrant membership.
- ✓ We cannot have vibrant membership unless we focus on providing value to our members.
- ✓ We cannot provide value to our members unless we understand their needs.
- ✓ We cannot understand their needs unless we ask them.

I charged each club to identify a champion in their club to carry the mantle of creating value through self-improvement and career development opportunities. Some clubs designated a passionate champion to bring value; some added a focus on self-improvement; some added networking and peer group opportunities; some offered alternative meeting opportunities to better meet the needs of their members.

The language of *Enhancing Rotary Value* has begun to emerge more often in our club, district, Zone, and Rotary International discussions. **Our district is again leading** in making this important change to our collective value proposition.

Keep up the great work, clubs!

District Governor Russ, 2019-20

Rotarians Ask: What Can We Do?

Our communities will never be the same: COVID-19, health disparities revealed during the pandemic, and now the tragic death of George Floyd. Rotary leaders are face-to-face with realities regarding racism, inequities and disparities. As we wrestle with our individual feelings, we also ask, *What should we leaders do in response?*

District 5950 is partnering with the Equity Innovation Center at the YMCA of the Greater Twin Cities to offer **five live (Zoom) facilitated sessions, each engaging conversation based on the current events.** The format will include polls and opportunities for both large- and small-group discussions during 90-minute sessions.

Please come prepared to participate in a dialogue regarding the realities of our communities during COVID-19 and racial unrest. Use this opportunity to have bold and courageous conversations in a safe environment. Learn from each other. Encourage each other. Take actions as needed.

The five Zoom sessions will be scheduled from mid-July to mid-August with upcoming registration via the District 5950 Calendar. District leaders encourage all incoming Club Presidents to attend as part of your training. There will be room for other club champions who are interested in making our society better. I am reminded that this is not just a metro issue, and the virtual format allows all district Rotarians to participate. If there is demand, we will schedule some more sessions! We will make this self-improvement opportunity available to all who wish to partake. In this manner, we can enhance the value of your Rotary membership.

At Rotary, we have no tolerance for racism. Promoting respect, celebrating diversity, demanding ethical leadership, and working tirelessly to advance peace are central tenets of our work.

We have more work to do to create more just, open and welcoming communities for all people.

We know there are no easy fixes and that challenging conversations and work lie before all of us. Rotary's strength has long been our ability and commitment to bringing people together. We will tap into that strength now as we stand with those who are working for peace and justice.

Rotary will do our part to listen, learn and take action to ensure that we continue to contribute to making positive change.



Once in a lifetime opportunity: FREE International Convention



General sessions

[Check the time in my city](#)

Saturday, June 20

General Session 1: *Together, We Connect*

Sunday, June 21

General Session 2: *Together, We Learn*

A detailed program for the two general sessions and registration link will be posted by **June 12** at riconvention.org. Once registered, you will receive links to the general sessions and breakouts.

REGISTER HERE
after June 12 for the
Virtual Convention.

Breakout Sessions

Monday, June 22

- 8:00 - Using Virtual Tools to Engage Members
- 12:00 - Engaging Rotary Alumni
- 18:00 - Greening Rotary Events: Be Plastic-free, Offset Carbon, and More!

Tuesday, June 23

- 8:00 - Grow Rotary Through New Club Types
- 12:00 - President-Nominee Session

Wednesday, June 24

- 8:00 - Adopt-a-River Initiative: A Rotary & UNEP Partnership Model
- 12:00 - Rotaract Elevated, Now What?

Thursday, June 25

- 8:00 - How to Submit a Great Global Grant Application
- 12:00 - President-Elect Session
- 18:00 - Digital Trends of 2021: Using Tech to Engage Millennials

Friday, June 26

- 8:00 - Engage Young Families with Service and Alternative Meetings
- 12:00 - The Rotary Brand
- 18:00 - Personal Growth Opportunities: Rotary's Alliance with Toastmasters

Register for North Star Youth Exchange presentation

Join your fellow District 5950 Rotarians and Rotaractors for a special presentation from North Star Youth Exchange:

E-Club Cultural Exchange Enthusiast Program

Wednesday, June 17
4:30 p.m.



[Register in advance](#). After registering, you will receive a confirmation email containing information about joining the meeting.

Hats off to clubs continuing to serve during the pandemic!

The Eagan and Eagan Kick-Start Rotary clubs

attracted 48 Red Cross blood donors for May 8. Donors were welcomed by Rotarians (from left) Karen Peterson, Mike Supina and Tami Phillippi. "Although the idea for this event was discussed last year, we had no idea that it would come when donations are so needed," said Karen Peterson, Eagan Rotary organizer.

