



ROTA NEWS



R.I Theme 2019-20

R.I. OFFICERS

President
Mark Maloney

President Elect
Holger Knaack

**RI Membership
Committee Vice-Chair**
PDG David Edwards



THE FOUR WAY TEST

Of the things we think,
say or do:

1. Is it the **TRUTH**?
2. Is it **FAIR** to all concerned?
3. Will it build **GOODWILL** and **BETTER FRIENDSHIPS**?
4. Will it be **BENEFICIAL** to all concerned?

Rotary Club of Barbados



District 7030 - Club # 6798

Chartered March 07, 1962

PATRON

HE Dame Sandra Mason, GCMG, DA.
Governor General

DISTRICT OFFICERS

District Governor
Trevor Blake

District Governor Elect
Lisle Chase

District Governor Nominee
Sonya Alleyne

Assistant Governor
Lisa Cummins

District Secretary
Leah Sahely

District Treasurer
Howard McEachrane

Council of Governors Chair
PDG Dominique Vénéré

District Rotary Foundation Chair
PDG Milton Inniss

District Special Projects Chair - NCDs
PDG Tony Watkins

District Governor Special Advisor
PDG David Edwards

District Training Chair/RLI Director
DGN Sonya Alleyne

October 03, 2019

Club Officers & Directors

President
Peter Williams

President Elect
Fiona Hinds

Vice President
Elvin Sealy

Secretary
Ermine Darroux

Treasurer
Meryl Stoute

Club Administration
Carl "Tony" Williams

Membership/Youth Service
Makonem Hurley

Public Relations
Arlene Ross

Community Service
Adrian Skeete

International/Rotary Foundation
Heather Tull

Immediate Past President
Shawn Franklin

Sergeant-At-Arms
Peter Arender

Weekly meetings on **Thursdays** at

Hilton Barbados

Needham's Point, Aquatic Gap,
St. Michael
at 12:30 p.m.

P.O. Box 148B, Brittons Hill,
St. Michael, Barbados

www.clubrunner.ca/barbados

THE ROTARY CLUB OF BARBADOS WELCOMES ALL VISITING
ROTARIANS AND GUESTS

Mar 07 - Club Charter Date - 1962 - Club # 6798

RI THEME: ROTARY CONNECTS THE WORLD



**Today is a Business Meeting with the
Presentation of Director Reports**

Our Greeters are:

PP John Cabral & Dir. Adrian Skeete

We share Fellowship in Ballroom #1

**OCTOBER IS
ECONOMIC AND COMMUNITY DEVELOPMENT MONTH**

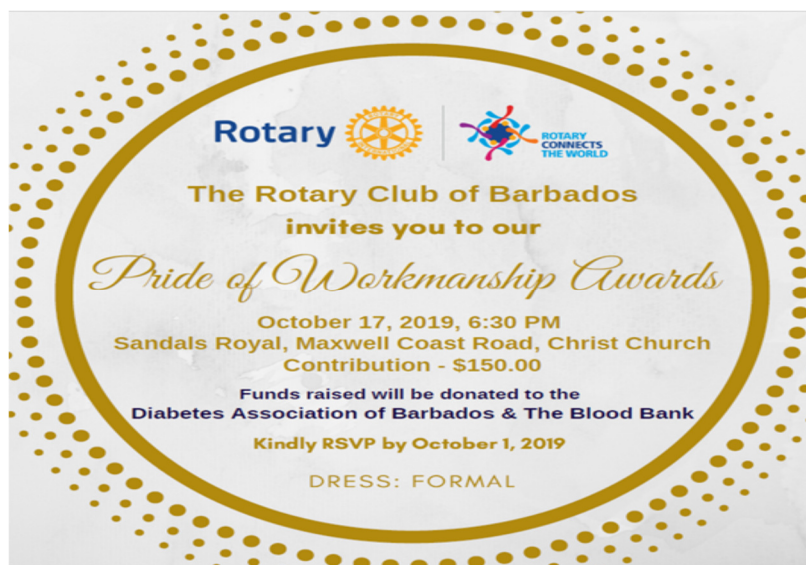


Members needing to do meeting make ups to keep their attendance at the required level are reminded that in addition to attending meetings at other clubs, fellowship and service activities also count towards attendance make up. Members are also reminded to report their make ups to Club Administration Dir. Tony.

GREETERS FOR THE MONTH OF OCTOBER

- Oct 03– PP John Cabral & Dir. Adrian Skeete
- Oct 10– Rtn. Anthony Shaw & PP Michael Browne
- Oct 17– Rtn. Waldo Clarke & PP Elvin Sealy
- Oct 24– Rtn. Brian Cole & Rtn. Dr. Adrian Sealy
- Oct 31– No Meeting

CLUB FORUM—SEP 26—LIGHT & POWER



ROTARY CLUB OF BARBADOS



Public Image Plan 2019 - 2020



OBJECTIVE & GOALS

To create an effective public image platform that will make the Rotary Club of Barbados more visible throughout our community and beyond. Through our public image efforts we aim to promote Rotary's core values and present a unified image that will be an inspiration and strengthen the Rotary brand. To use our public image methods to tell our club's Rotary story so that we will inspire Rotarians and non-Rotarians to join in our efforts and celebrate our accomplishments.

Goals

- To enhance the Club's public image
- To gain support and resources for projects
- To build links with other community organizations
- To attract qualified members
- To recognize Rotarians for their contribution to the community
- To correct misconceptions about the club and Rotary



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STRENGTHEN ROTARY'S IMAGE

- **Use brand guidelines and templates to strengthen Rotary's image**
 - Update club logo to current template
 - Update RI theme on all platforms
 - Utilize tools provided by RI to tell our story
 - Inspire and attract young members by increasing social media presence.
- **Improve Community Awareness of Rotary**
 - Draw awareness of the club events through social media post, live Facebook stream and meetings.
 - Utilize media to promote club fundraisers using print and radio ads.
 - Utilize social media to promote club fundraisers.
- **Promote club on social media at least four times per month -design content calendar**
 - Assign Rotarian to take photographs at each event
 - Update Facebook page
 - Instagram - partner with Rotaract Club to create and update Instagram page for Rotary events
 - Publicize speakers before event and livestream during meetings
 - Promote fundraisers/projects
 - Once information is posted on Rotary social media, encourage members to tag, share, post
- **Post bulletin, district newsletter, other featured RI articles to website and social media**
- **Establish a relationship with the media**



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PUBLIC IMAGE MANAGEMENT

Branding

- Review administration of website and social media platforms
- Ensure that the current Rotary brand and voice is being utilized using the master brand and signature on current theme across all mediums.
- Create a Club specific logo from the band center using the master brand.
- Develop a Social Media training session to encourage club members to utilize Social Media – Encourage members to list Rotary in their profile (Stop being closet Rotarians), like and share Rotary posts on their pages. At least 25% of our club members should be actively promoting Rotary via Social Media and other methods including wearing their pins or Rotary shirts regularly.

Calendar of Activities

- Review calendar of events inclusive of planned projects, fundraisers and guest speakers and ascertain PI opportunities both for traditional and social media and develop a calendar for Public Image.
- Plan social media strategy based on projects and fundraising activities.
- Connect with sponsors and supporters to leverage their social media channels.



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CLUB EVENTS & PROJECTS

CLUB LUNCHEONS – Guest Speakers (Monthly)

- Media coverage of guest speakers engaging Rotary on matters aligned with RI areas of focus.
 - Invitation to press to cover Guest Speakers
 - Website and social media updates

BEACH CLEAN UP (September 2021)

- A joint initiative with the Rotaract Clubs and the Environmental Protection Department on International Coastal Day
 - Press coverage

SUSTAINABLE LIVING: Composting Project (Q4 2019 / Q1 2020)

- Project to promote community composting and reduction of waste sent to the landfill
 - Media launch & briefing on the programme; publicity campaign
 - Promotion on website and through social media



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CLUB EVENTS & PROJECTS

PRIDE OF WORKMANSHIP AWARDS DINNER (October 2019)

- Recognition of community workers: *Theme - Blood Donation & Diabetes*
 - Media coverage
 - Social media coverage & Website update; Club weekly bulletin – RotaNews

BLOOD BANK DONATION (October 2019)

- Donation of medical equipment to the National Blood Center.
 - Media launch & briefing on the programme.
 - Social media coverage & Website update; Club weekly bulletin – RotaNews
 - Press Release

DISTRICT GOVERNOR VISIT (December 2019)

- Joint event and visits to projects hosted by three Barbados Clubs
 - Media coverage
 - Social media coverage & Website update
 - Update in Club weekly bulletin – RotaNews



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CLUB EVENTS & PROJECTS

KIDNEY DONATION AWARENESS (Q1 2020)

- Build public awareness of the importance of organ donation
 - Media launch & briefing on the [programme](#).
 - Press Release and ad campaign; social media campaign

MODEL UNITED NATIONS (February / March 2020)

- A joint initiative of the three Barbados Rotary Clubs where high school students are engaged in a model UN assembly over several weekends.
 - Media launch & briefing on the [programme](#).
 - Weekly video updates

ROTARY SCHOOL SIGNS (Q4 2019)

- Refurbishment of school signs erected by the Club several years ago.
 - Press Release; Social Media posts and Website update

ROTARY CLUB OF BARBADOS - FOUNDERS DAY (March 7, 2020)

- Press Release focused on the history of the Club and the work of Rotary



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PUBLIC IMAGE BUDGET & IN KIND SUPPORT

• Rotary Club Activities

- Banners and other public image material BB\$1,000
- Other media costs BB\$2,500
- Press Releases (no cost)

• Fund Raising

- Carols by Candlelight promotion (included in event budget)
- Schoolhouse Concert promotion (included in event budget)
- Corporate media and radio station in kind support – radio time and media ad space donated by corporate Barbados (value > BB\$30,000 at no cost to Rotary)
- [RotaGames](#) – No cost. Press releases only.



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CLUB EVENTS & PROJECTS

DISTRICT GOVERNOR VISIT (December 2019)

- Joint event and visits to projects hosted by three Barbados Clubs
 - Media coverage
 - Social media coverage
 - Website update
 - Update in Club weekly bulletin – [RotaNews](#)

FOUNDERS DAY (March 2020)

- Charter Day March 7.
 - Press Release

MODEL UNITED NATIONS (February / March 2020)

- A joint initiative of the three Barbados Rotary Clubs where high school students are engaged in a model UN assembly over several weekends.
 - Media launch & briefing on the [programme](#).
 - Weekly video updates



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FUNDRAISING EVENTS

SCHOOLHOUSE FOR SPECIAL NEEDS CONCERT (November 2019)

- Co-ordinate flyers and ad material
- Media launch for corporate sponsors
- Donation of advertising space by corporate sponsors
- Coordinate social media management

CAROLS BY CANDLELIGHT (December 2019)

- Coordinate flyers and ad material
- Media launch for corporate sponsors
- Site visit PR opportunity for secondary sponsors
- Donation of advertising space by corporate sponsors
- Coordinate social media management

ROTAGAMES - Corporate Team Building Event (June 2020)

- Co-ordinate flyers and ad material
- Media coverage of event
- Coordinate social media management



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The Rotary Club of Barbados
Presents

ULTIMATE
The **ELTON** and
ROCKET BAND

A TRIBUTE TO SIR ELTON JOHN



With local acts: Alan Sheppard, KOLORBLYND
Jae Johansen, Biggie Irie & De Red Boyz, Dj Dusty Payne
"Kolorblynd Reunites" for this awesome charity



UWI Cave Hill Campus
GRADUATION TENT

November 9, 2019 - 8:00 pm

TICKET PRICES: V.I.P. (including food, drinks & parking at the tents) \$250
SEATING \$150 / GENERAL \$100
Food provided by Flava Fest

Tickets available from: Luxe Caribbean Properties, Ron / mobile: 2304332,
TicketPal Outlets, Schoolhouse for special needs, Rotary Club of Barbados
All proceeds go to the Schoolhouse for Special Needs

SPONSORED BY:

Sagicor Life



COURTESY



SigniaGlobe



THE EARLY ACT HELPING HANDS AND WILLS PRIMARY SCHOOL
IN ASSOCIATION WITH
THE NEIGHBOURS OF GRAEME HALL TERRACE
presents

HOUSE TO HOUSE Costume Party

SATURDAY
OCTOBER
19

GRAEME HALL TERRACE
NEIGHBOURHOOD

CHILDREN - \$40.00
ADULTS - \$5.00 (DONATION)

5PM - 9PM

CHECK-IN - 5:00PM - 6:30PM
TREAT STATIONS - 5:30PM - 8:00PM

12 TREAT STATIONS

Join us for our SPOOKTACULAR AFTERPARTY
Face painting, Disco and SO much more...
Food & Drinks on Sale

Tickets Available at the School Office | Jeans Inc. (Sheraton) | iMart (Lanterns)|
(SmartStore - Limegrave & The Walk) | Bubbas Sports Bar and Restaurant
A PORTION OF THE PROCEEDS GOES TO VARIOUS CHARITIES

IN MEMORIAM

The Funeral Service for
Rotarian Clifford A. Clarke will be held on
Saturday, October 12, 2019 at the Beulah
Methodist Church, at Beulah in St Philip.
The Service commences at 10:00 a.m.

I WANT TO END POLIO. JOIN ME.

ROTARY'S

WORLD POLIO DAY

ONLINE GLOBAL UPDATE

24 OCTOBER 2019

Visit the Rotary International Facebook page
to RSVP.

#endpolio | endpolio.org



ROTARY GRACE

O Lord and giver of all things good
We thank Thee for our daily food
May Rotary friends and Rotary ways
Help us to serve Thee all our days.

Rotary
Club of Barbados

Save the Date



Announcements

Wedding Anniversary

- None This Week

Birthday - Rotarians

- Dir Arlene Ross — Oct 05
- PP Richard Blanchette & Rtn. Joel Brathwaite— Oct 08

Birthday - Partners-in-Service

- None This Week

Join Date Anniversary

- None This Week

OBJECT OF ROTARY

The Object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and in particular to encourage and foster:

FIRST: The development of acquaintance as an opportunity of service;

SECOND: High ethical standards in business and professions, the recognition and the worthiness of all useful occupations, and the dignifying of each Rotarian's occupation as an opportunity to serve society;

THIRD: The application of the ideal of service in each Rotarian's personal, business and community life; and

FOURTH: The advancement of the international understanding, goodwill and peace through a world of fellowship of business and professional persons united in the ideal of service.

Bulletin Editor : Rtn. Randy Marshall