



April Newsletter

COMMUNICATIONS COMMITTEE

President's Letter



WRITTEN BY KAREN WALKOWSKI

Michael Podolny became the Chair of our membership committee in January of this year and has already had a tremendous impact on our membership strategy. His energy and commitment to our membership engagement and growth is exactly what our club needed. Once again, my belief that the right people emerge at the right time has been proven correct!

With that said, Michael has spent the last 2 months' meetings with many of you, asking hard questions about the value of our club and potential direction for our club in the next year. On April 14 at our general meeting, we will be drilling down into some observations that have come from you. In preparation for this meeting, I have asked Michael to give us a preview and homework.

This month we are focusing heavily on membership - how we can grow and retain outstanding members. Michael Podolny, the membership chair facilitated the April 14th meeting and we spent the majority of our time in smaller groups, asking for your input and engagement. Please plan on attending our upcoming meeting so you can assist in framing the next chapter of our club's journey.

Highlights

PRESIDENT'S LETTER

AREAS OF ACTION

NEWSLETTER FEEDBACK

CLUB UPDATES

RAGAS AWARD

SUMMER INTERNS!

APRIL HOLIDAYS

Areas of Action

WRITTEN BY MICHAEL PODOLNY

Taking over the Membership Committee function at the beginning of the year, we were faced with questions that directly impacted the ability to recruit members to the club.

- “What is our value proposition?”
- “Why, other than generally supporting a good cause, should anyone dedicate time and effort into becoming a member?”

The Rotary Club To End Human Trafficking has a laudable and lofty mission. In the verbiage of Purpose Driven Organizations, we have our Just Cause. However, what the club doesn't have is specific areas for action planning that:

- Demonstrate exactly what we are doing to advance the cause,
- Provide clear paths for action for those who want to work on the cause.

OUR PROPOSED AREAS OF ACTION ARE:

1. Truly become an international club by aggressively recruiting and establishing satellite clubs and MOU's with clubs around the world
2. Be the club promoting measurement and testing of effectiveness of programs
3. Be a club looking to disrupt the status quo
4. Recruit people who are not in programs already
5. Have a methodology for how we will promote programs throughout Rotary
6. Economic development – a lot of human slavery is motivated by poverty
7. Commit to action planning

Newsletter Feedback

RCEHT is evolving and growing. As we continue to do so, the communications committee would greatly appreciate any feedback you have on how to improve the newsletter.

Please complete [this form](#) to submit relevant information or news you would like to share with the club in the next month's release. The more we collaborate and connect with each other, the stronger our club is in creating effective change to achieve our Rotary mission.

Recently at Rotary

On April 14, we heard from Michael Podolny on how to improve the quality and effectiveness of our club meetings. He also recommends two books: **The Tipping Point** and **Surmountable**.

Our mission, to end human slavery, will only be accomplished by a coordinated effort around the world. For our club to be at the forefront, promoting this goal, we have to be significantly more accessible to others around the world. This cannot be done via a single club meeting on U.S. time and in English. By using a partnership with RAGAS, and identifying interested parties around the world who are not in Rotary, we can build clubs aligned with our philosophy and processes but accessible to those in different regions and cultures.



MICHAEL PODOLNY
MEMBERSHIP CHAIR



DALTON BRANNEN
CHAIR, COMMUNICATIONS COMMITTEE

In order to sustain the expansion of our club, we need to be intentional about our digital strategy and club messaging. An important component of this is to involve the youth in our efforts. By recruiting college-aged students to collaborate with our club, we are able to provide opportunities to develop their skillset in a mutually beneficial partnership. In fact, this is how our very own, Dalton Brannen, first became involved with Rotary while studying at the University of Nebraska-Lincoln. Be on the lookout for a few new faces this upcoming summer!

RCEHT Youtube Channel

Missed a meeting? Don't fret! One of the many benefits of a virtual club is that every meeting is recorded. Meeting recordings and other educational content will be posted on our page. [Subscribe](#) to stay up to date and check out our most recent videos.



Subscribe

Quick Links

[CLUB WEBSITE](#)

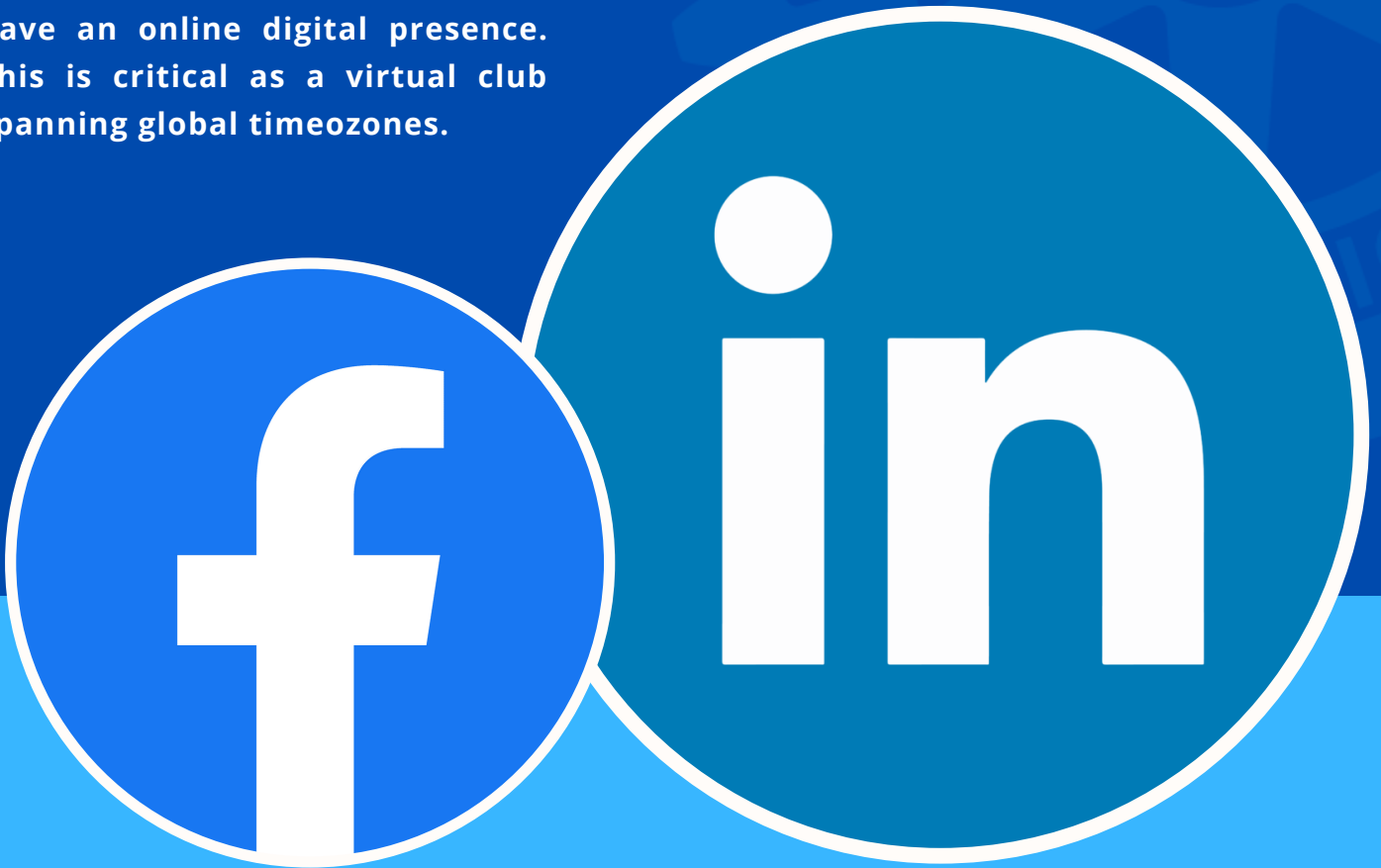
[PUBLIC WEBSITE](#)

[YOUTUBE CHANNEL](#)

Club Updates

BECOMING A ROBUST FORCE OF ACTION

In order to achieve our newly created strategic goals, we must have an online digital presence. This is critical as a virtual club spanning global timezones.



LINKEDIN

The Communications Committee is building out a structured marketing strategy for the upcoming Rotary year. Now that we have a fundraising team in place, we will work on developing new partnerships with local organizations and corporations that support RCEHT's mission. LinkedIn is a great resource to seek out new sponsors as well as recruiting new members. Please follow our newly created page [here](#) and promote within your own network.

FACEBOOK GROUP

Given the nature of RCEHT's virtual format, staying in touch with each other has been a particular challenge outside of meetings. Our new private Facebook Group will become a new space to connect with our members, post updates in real-time, and share content of the individual work that our teams achieve across the world. Please request to join the group [here](#) and stay up to date on the latest RCEHT news.

RAGAS Award

RAGAS HAS ESTABLISHED AN AWARDS PROGRAM TO
RECOGNIZE INDIVIDUALS GLOBALLY FOR THEIR GREAT IMPACT
ON FIGHTING HUMAN TRAFFICKING & MODERN SLAVERY

The first-ever awardee to be nominated and selected for a RAGAS award is Karen Walkowski. On January 13th, 2022 Dave McCleary, chair of the RAGAS board, presented the "Rotarian Inspiring Hope Award" virtually (during her club zoom meeting) to Karen Walkowski. (See photo of Karen holding her award certificate.) The award will be framed and represented in person at the Tri-District Rotary Conference in St. Cloud, Minnesota USA on April 21-23, 2022.

The award shines a light on Rotarians such as Karen, who have had made a tangible impact on human trafficking/modern slavery. It is also an opportunity for the global Rotary movement to take inspiration and encouragement from what Karen and other Rotarians have accomplished.

Congrats, Karen! We are so lucky to have you as our president.





We Are Hiring!

Summer Marketing Internship

Know anyone looking for a summer internship in the non-profit field? RCEHT is on the lookout for talented, mission-driven college students/youth who are ready to make an impact on the world and help us achieve our Rotary mission to end human slavery.

Overview:

This position will work with several key members on the club's Communications Team and Board of Directors. There will be lots of opportunity for collaboration and mentorship. The internship is a remote position, requiring around 5-10 hours per week. The role will provide a broad range of exposure across PR, Marketing, Social Media, Content Creation & Strategy, and Graphic Design. Due to the nature of Rotary as a non-profit/volunteer organization, this is an unpaid position. The internship can be used for academic credit at your institution.

The ideal candidate is passionate about gaining new marketing/PR skills and experiences, possesses strong writing skills, is well organized and motivated, and is able to quickly adjust and balance multiple priorities. The candidate is also passionate about non-profit leadership - specifically humanitarian issues like ending human trafficking.

Key Responsibilities:

- Work as part of club's growing communications and PR team to build out marketing and communications strategy
- Assist with campaign creation, development, execution and reporting
- Create social media content for Facebook, LinkedIn, and Youtube, and club website
- Assist with writing, editing, and designing monthly newsletter

What we are looking for:

- Students currently studying Marketing, Communications, Journalism, Design, or similar discipline (Junior-Senior year preferred)
- Passion for non-profit work that creates global impact
- Strong writer and communicator
- Experience working with graphic design tools (Illustrator, Photoshop, Canva, etc)
- Proficient in social media with demonstrated interest in brand messaging, copywriting, or content creation
- Ability to work independently to deliver high-quality results on time
- Comfortable with ambiguity and taking on projects without clear solutions

Please direct questions to dbrannen36@gmail.com | Apply [HERE](#)

April Holidays

As a global organization, we are fortunate to celebrate many different holidays around the globe. Do you celebrate any holidays in April?

MAJOR RELIGION APRIL HOLIDAYS 2022

- **Passover** (Judaism - honoring freeing of Israeli slaves): evening of April 15 through evening of April 23
- **Easter** (Christianity - celebrating resurrection of Jesus): April 17
- **Ramadan** (Islam - fasting): April 1 through May 1 (with Sugar Holiday for 3 days following in early May)
- **Theravada New Year** (Buddhism, Tibetan): April 16
- **Vaisakhi** (Hinduism - Solar New Year and Spring Harvest): April 14
- **Mahavir Jayanti** (Jainism - birth of its founder): April 15

As a continued reminder, please take care of your health. The fight against trafficking will take decades even if we are incredibly focused and dedicated in our small part. You owe it to yourself and all those who care for you to take care of yourself.



RCEHT is thankful to be supported by our valued partners, including PACT, which provides training to youth on a peer-to-peer basis in order to empower students to disrupt the demand in child trafficking.



Passover is celebrated the evening over April 15 through the evening of April 23 to honor the liberation of Israelites from slavery in Egypt