

Practical Matters

Join the local Chamber of Commerce!

The four (4) Rotary clubs in the Wenatchee Valley joined the local Chamber of Commerce as a corporate member. The membership costs are split evenly between the 4 clubs. Each month the Chamber puts on a “Business After Hours” event at a local business which is a great networking tool for our local Rotarians to engage potential new Rotary members.

In addition, our Rotary corporate membership entitles us to the following:

- a. The Chamber receives requests for relocation packages containing information about our beautiful Wenatchee Valley. These requests come from people around the country who are interested in relocating to or are about to relocate to Wenatchee. Each relocation package that is sent out by the Chamber of Commerce contains our Rotary flyer (**see the First Attachment**). Rotary is the only service club that provides this type of invitation in the relocation packages;
- b. At the end of each month the Chamber emails our Rotary team leader a copy of the list of people who requested a relocation package that month. Rotary is the only service club that receives this list (**see the Second Attachment as an example**); and
- c. The four Rotary clubs split up the list on a rotating basis and send a follow up letter approximately 30 days after the relocation package was sent out by the Chamber (**see the Third Attachment for a sample letter**).

People who are moving to a new community want to make connections in their new community. We want to be the first to welcome them and invite them to meet folks in their new community. Make it easy and inviting!

NEW TO OUR WENATCHEE VALLEY?

Have Breakfast or Lunch on us
and meet some folks in **YOUR** new community.

Wenatchee Sunrise Rotary Club

Meeting on Tuesdays at 7:00 am
Red Lion Hotel
1225 N. Wenatchee Ave in Wenatchee
www.wenatcheesunriserotary.org

Wenatchee North Rotary Club

Meeting on Wednesdays at 12 noon
Town Toyota Center
1300 Walla Walla Ave in Wenatchee
www.facebook.com/wenatcheenorthrotary

East Wenatchee Rotary Club

Meeting on Thursdays at 7:00 am
Shari's Restaurant
501 Valley Mall Parkway in East Wenatchee
www.ewrotary.org

Wenatchee Rotary Club

Meeting on Thursdays at 12 noon
Red Lion Hotel
1225 N. Wenatchee Ave in Wenatchee
www.wenatcheerotary.org

*We're made up of local business, professional, and civic leaders.
We meet regularly, get to know each other, form friendships,
and through that, we're able to get things done in this community.*

Rotary



07/01/2016 Jamie Cope PO Box 18001 Coffman Cove, Alaska 99918 Interests: Relocation Comments: July Relocation Request	Contact Pref: Not Specified Email: Fax: Wen
07/01/2016 Chelsea Bentley 145 Ridgewood Drive Kallispell, Montana 59901 Interests: Relocation Comments: July Relocation Request	Contact Pref: Not Specified Email: Fax: Wen
07/01/2016 Lee Cross 23171 County Road 1325 E Wayne City, Illinois 62895 Interests: Relocation Comments: July Relocation Request	Contact Pref: Not Specified Email: Fax: Wen
07/01/2016 Casey Nielsen 3170 Arena Road Atascadero, California 93422 Interests: Relocation Comments: July Relocation Request	Contact Pref: Not Specified Email: Fax: Wen
07/22/2016 George Gray 7 Monroe Billings, MT 59101 Interests: Relocation	Contact Pref: Not Specified Email: Fax: Wen
07/30/2016 Buffy Tateoka 4502 S. Atherton Drive #39 Salt Lake City, Utah 84123 Interests: Relocation Comments: July Relocation Request	Contact Pref: Not Specified Email: Fax: Sunrise
07/30/2016 Kristen Boyer 650 16th Street Apt. 110 Des Moines, Iowa 50314 Interests: Relocation Comments: July Relocation Request	Contact Pref: Not Specified Email: Fax: Sunrise
07/30/2016 Bryan Bacon 300 Reagan Drive Lansing, Kansas 66043 Interests: Relocation	Contact Pref: Not Specified Email: Fax: Sunrise

Third Attachment

August 30, 2016

Hello Robert,

My name is Rob Tidd and I am a member of the Wenatchee North Rotary club. You may have read our flyer in the relocation package that you requested and hopefully received from the Wenatchee Valley Chamber of Commerce in July. If you have relocated to the Wenatchee area, I wanted to follow up with a personal invitation to come have lunch on us. Rotary is a leadership organization made up of local business and community leaders who get together on a regular basis for fun and fellowship. We are able to channel the talents of our individual members in accomplishing great things in our community. Rotary Park on Western Avenue in Wenatchee is just one example. The best part is, it is an easy way to make new friends and acquaintances in your new community.

Please let me know if you would like to come as our guest. We meet at the Town Toyota Center at noon on Wednesdays for lunch. My contact information is noted below. You can also check us out online at www.ncwsportsawards.com or on Facebook at www.facebook.com/wenatcheenorthrotary. I look forward to hearing from you at your convenience Robert.

Cordially,

Rob Tidd
Wenatchee North Rotary
Phone: (509) 470-7218
Email: rtidd@corpoffices.org

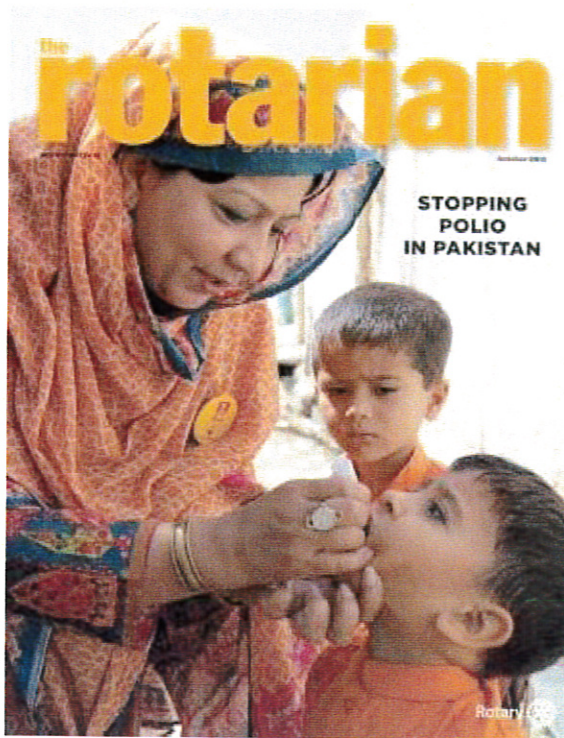


Practical Matters

Each month, after each club member has thoroughly read their current issue of “the rotarian” magazine, we ask the members to give the magazine to our club membership chairperson. The membership chairperson, together with members of the membership committee, identify new or existing businesses where our magazine can be placed in the customer and/or employee lounges of these businesses. The purpose is to generate more exposure for, and interest in, Rotary with the ultimate goal of getting these businesses and/or their owners and staff to join Rotary. Perhaps even some of their customers who pick up the magazine in the customer lounge.

Practical steps:

1. Businesses are identified where the rotary magazine can be placed in the customer or employee lounge on a regular monthly basis;
2. The member’s personal information on the front of the magazine is obscured and a club information sticker is placed over the member’s personal information (see attached); and
3. Businesses are amenable to our placing the magazine in their customer or employee lounges. We are not soliciting or selling them anything so it is easy to start. Eventually the “ask” will present itself.



Courtesy of
Wenatchee North

Rotary



Meeting at 12:00 pm (Noon) at the Town Toyota Center
1300 Walla Walla Ave.
Wenatchee
509-470-7218

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Practical Matters

A referral from another Rotarian is the best referral possible!

Each year the six clubs in our Area put together an area directory. This area directory contains photos, contact information and employment information for all of the members in the six clubs. Rotarians from the other clubs are a great resource for potential new Rotarians. We just have to ask.

Attached is a sample “ask” that can be sent as an email or letter and followed up with a phone call. It is an idea that is working!

Good afternoon _____:

My name is Rob Tidd and I am a member of Wenatchee North Rotary. I have an idea that I would like to run by you to find out your thoughts, one Rotarian to another. So here goes:

- In your position at Confluence Health you probably cross paths with co-workers you think would make great Rotarians. However, because that person is a co-worker, perhaps your manager or someone who works for you, you may not necessarily want to invite that person to your club as a potential member. If something negative were to happen at work it would not be the greatest situation to have that person also in your Rotary club. That is completely understandable and I have heard that in the past from other Rotarians;
- Yet, that person may be a great fit for another Rotary club in the Wenatchee area. My club, Wenatchee North Rotary for example, does not have any club members who are employed in the medical field at Confluence Health. If you were to refer that person to my Rotary club, it would be a means to get more great people involved in Rotary without having to worry about any work related conflicts;
- There are so many new people moving to Wenatchee and starting careers at Confluence Health and if they are like me, at least a little bit, they are anxious to make new acquaintances and friends in their new community;
- If you have anyone in mind that would like to join a leadership organization made up of business and community leaders and who has expressed an interest in making a difference in our community, it would be my pleasure to personally invite that person to come have lunch on us at our Rotary club. Or if you prefer, please give my contact information to that person and she/he can contact me directly.

It just seems to me that our 3 clubs in Wenatchee could benefit from each other in situations just like this. A referral from a fellow Rotarian would be the best possible referral. I hope you feel the same way. I look forward to hearing from you at your convenience. Thank you in advance _____.

Rob Tidd
Membership Co-Chair
Wenatchee North Rotary
Home Phone: (509) 470-7218



Practical Matters

In the Wenatchee Valley each month the local newspaper generates a monthly business journal. It is a vast resource for potential new Rotarians in our community. The business journal includes:

- a. New businesses that have started up in our community;
- b. Recognition of the movers and shakers in our community; and
- c. Information about new homebuyers who are brand new in our community.

Practical steps:

- 1. Attached are some sample letters that can be mailed to the intended recipient; and
- 2. It is recommended that you follow up with a personal visit which we have been doing approximately 2 weeks after mailing the letter. This truly works!

People and new businesses moving to a new community want to make connections in their new community. We want to be the first to welcome them and invite them to meet folks in their new community. Make it easy and inviting!

New business

September 15, 2016

Hello _____:

My name is Rob Tidd and I am a member of the Wenatchee North Rotary club. I wanted to congratulate you on the opening of your new business here in Wenatchee. I am confident that you and your management team will enjoy much success in our valley.

I would like to take this opportunity to invite you to come as our guest for lunch. We meet at the Town Toyota Center on Wednesdays at noon (lunch club). It is a great way to meet new friends make other connections in our community. We are a service club of community and business leaders with varied backgrounds but all with a common passion for sports and doing good deeds in our community. My guess is that you and members of your management team may share same passions as the members of our Rotary club.

My hope is that you will come for lunch and just check us out. I have included all of my contact information below. You can also check us out online at www.facebook.com/wenatcheenorthrotary. I look forward to hearing from you at your convenience _____.

Sincerely,

Rob Tidd
Wenatchee North Rotary
Phone: (509) 470-7218
Email: rtidd@corpoffices.org



Movers and Shakers in our community

September 7, 2016

Hello _____:

My name is Rob Tidd and I am a member of the Wenatchee North Rotary club. I wanted to congratulate you for being recognized as the 2016 _____ of the Year. That is quite an honor and I imagine you and your family are very proud of your accomplishments.

I would also like to take this opportunity to invite you to come as our guest for lunch. We meet at the Town Toyota Center on Wednesdays at noon (lunch club). It is a great way to meet new friends, reacquaint with old friends and make other connections in our community. We are a service club of community and business leaders with varied backgrounds but all with a common passion for youth sports and doing good deeds in our community. My guess is that you share many of the same passions as our club members.

My hope is that you will take me up on my offer for lunch and just check us out. Our Rotary club does not have a strong connection with our local fruit industry, an industry that is so important to our Wenatchee Valley. I would like to at least try and change that if I can. You can check us out online at www.ncwsportsawards.com or on Facebook at www.facebook.com/wenatcheenorthrotary.

I have included all of my contact information below. I look forward to hearing from you at your convenience. Thank you _____.

Sincerely,

Rob Tidd
Wenatchee North Rotary
Phone: (509) 470-7218
Email: rtidd@corpoffices.org



Brand new homeowners in our community

September 7, 2016

Hello Mr. and Mrs. _____,

My name is Rob Tidd and I am a member of the Rotary Club of Wenatchee North. I wanted to congratulate you on the purchase of your new home in our beautiful Wenatchee Valley. If you are new to the community I also wanted to personally invite you to come have lunch on us. We are a leadership organization made up of local business and community leaders who support youth and other community causes. The best part is, it is an easy way to make new friends and acquaintances in your new community.

Please let me know if you would like to come as our guests. We meet at the Town Toyota Center at noon on Wednesdays for lunch. My contact information is noted below. You can also check us out online at www.ncwsportsawards.com or on Facebook at www.facebook.com/wenatcheenorthrotary. I look forward to hearing from you at your convenience.

Cordially,

Rob Tidd
Wenatchee North Rotary
Phone: (509) 470-7218
Email: rtidd@corpoffices.org



Practical Matters

Generate a public image event in your local community!

Find an opportunity to raise awareness about Rotary and how Rotary supports your local community.

An idea that could be implemented in your community:

Saturday, September 17, 2016

The 3 Wenatchee Rotary clubs and the East Wenatchee Rotary club manned the concession stands at the high school football game between Wenatchee High School and the Mt. Boucherie High School from Kelowna, British Columbia. Over 30 Rotarians and their spouses volunteered to man both concession stands so that the high school students who normally run the concession stands could watch their fellow students play the entire football game.

Practical Steps:

- Secured social media coverage via radio PSA's (public service announcements) leading up to the game
- Promoted the event on Facebook and local club websites
- Obtained press coverage from the local newspaper (see attached article)
- Created and displayed Rotary banners at the concession stands and the announcer's box
- Set up a Rotary information table with handouts about Rotary and specific information about our local Rotary clubs
- Created announcements for the announcer to share information about Rotary and specific information about each of the 4 Rotary clubs in our Wenatchee Valley
- Rotary matched donations raised at the game to help the Wenatchee High School athletic department purchase new sideline equipment