



## Case Study: Dundas Rotary Clubs Working Together

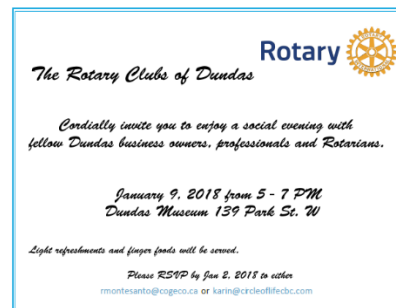
RESOURCES TO HELP OUR CLUBS GROW AND PROSPER

By PDG Ralph Montesanto, Dundas Valley Sunrise Rotary Club

### Was it Rotary Awareness or Vocational Service or Looking for New Members?

The two Rotary clubs in Dundas, Ontario decided to have a social event for local businesses and professionals. Judy Shepalo the president of the Rotary Club of Dundas and membership chair Karin Schuett along with Neil Chopp joined with the Dundas Valley Sunrise director of membership Ralph Montesanto and member Jan Southall to discuss what could be done. After much discussion the

committee decided the event would be a combination of Rotary awareness and vocational service with a soft sell for new members.



A list of town businesses and professionals was prepared and 200 invitations to attend the January 9 event at the Dundas Museum were hand delivered by committee members. Twenty folks RSVP'd while others just showed up.

## Membership District 7090

Rotary 



January 2018



Five or six members from each club were present to provide the soft sell. The event ran from 5 PM to 7 PM with a continuous drop in. A local craft beer brewery supplied samples to supplement the wine, soda, and water bar. Throughout the evening a food buffet with cheeses, salami, prosciutto, crackers, and other condiments kept the guests coming back to the table.

Cocktail tables were stationed with Rotary banners showing the various

clubs in the world where members had done make-ups. These provided a great opportunity to discuss with the guests how Rotary is a worldwide organization where members are welcome in any of the over 35 000 clubs. In the photo above, Jan Southall chats with two guests, both who work out of their homes.



All the while a continuously running slide show with photos from both clubs brought the Rotary message to the businesses and professional folks showing community and international projects along with a variety of fundraisers and fellowship events.



As guests left the museum they picked up a newly printed brochure titled, "Rotary in Dundas", and many took one of the Rotarian Magazines that were available. (pdf of brochure is attached)



Both clubs budgeted \$500 each and the feeling from committee members and Rotarians present was that it was money well spent. Several guests expressed interest in joining one of the clubs while others said they learned about Rotary and what great things the clubs do in the community and beyond.

## Great Resources for Membership

Find ideas to help your club take a fresh approach with these resources:

Here is series of 5 recorded webinars called "Membership Matters" that you can view online at your convenience. Each webinar is about an hour long.

**Membership: It's Now or Never.**  
<https://vimeo.com/103365589>

**Perception vs Reality: Club Evaluation and Visioning.**  
<https://vimeo.com/108381769>

**Simple Steps to Innovate Your Club.**  
<https://vimeo.com/118740192>

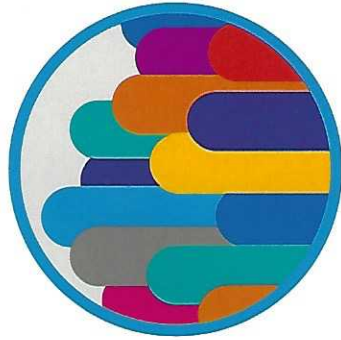
**Membership Engagement: The Key to Retention.**  
<https://vimeo.com/123234534>

**How to Recruit New Members and Strengthen Your Club.**  
<https://vimeo.com/127084618>

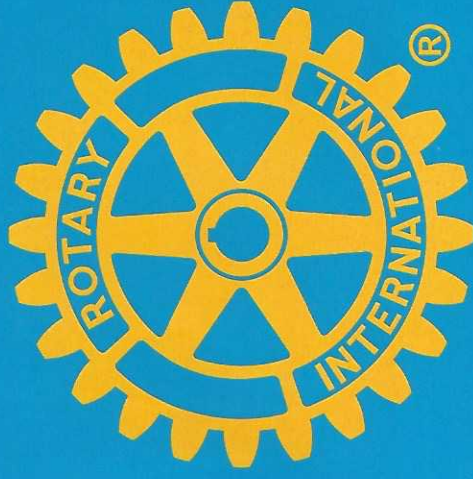
**Questions or Comments?** Contact PDG Kevin Crosby, District Membership Director, at [kevin@d7090.org](mailto:kevin@d7090.org).







**ROTARY:  
MAKING A  
DIFFERENCE**



## **CONTACTS:**

### **ROTARY CLUB OF DUNDAS**

DUNDAS MUSEUM, 139 PARK STREET WEST  
TUESDAYS 12:00 NOON  
DIRECTOR OF MEMBERSHIP:  
KARIN@CIRCLEOFLIFECBC.COM  
WEBSITE: [WWW.CLUBRUNNER.CA/DUNDAS](http://WWW.CLUBRUNNER.CA/DUNDAS)

### **DUNDAS VALLEY SUNRISE ROTARY CLUB**

DUNDAS VALLEY GOLF AND CURLING CLUB,  
10 WOODLEYS LANE  
TUESDAYS 7:10AM  
DIRECTOR OF MEMBERSHIP:  
RMONTESANTO@COGECO.CA  
WEBSITE: DVSRC.CA

# **ROTARY IN DUNDAS**



**Rotary**



[www.rotary.org](http://www.rotary.org)





## OUR DUNDAS CLUBS

We see a world where people unite and take action to create lasting change across the globe, in our communities and in ourselves.

Rotary Clubs are open to people of all cultures and ethnicities and are not affiliated with any political or religious organizations.

Rotarians of Dundas connect at weekly meetings and learn from business experts, civic leaders, entrepreneurs and talented individuals who help us stay informed on topics that are relevant to our community.

Clubs give individuals an opportunity to join together for fellowship, leadership training and service to others.

Our clubs have a need for members who are dedicated to helping others. Please contact us if you would like more information.

## SERVICE PROJECTS LOCAL AND INTERNATIONAL

- Rotary Sunrise Community Garden, Governor's Road
- Routes Youth Centre of Dundas
- Sleeping Children Around the World
- Telling Tales, Westfield Heritage Village
- Youth Leadership Training
- Student Bursaries and Awards
- Water Treatment Plant, Sri Lanka
- Kitchen Renovation, Dundas Museum
- Steam Hammer Project, Dundas Museum
- Prevention of Heart Disease, New Delhi
- Jet Restoration, Hamilton Airforce Club
- Rotary Ice Rink, Dundas Driving Park
- Eco Park, King Street East
- Rotary Creekside Parkette, Creekside Drive, Dundas
- Polio Eradication, The World
- Dundas Rotary Cattel Seniors Centre

## SPECIAL EVENTS

- Lobster/Rib Fest – Spring
- Paul Harris Breakfast/Dinner
- Spring and Fall Shredding Days
- Fire Works in the Park – May
- Pancake Breakfast in the Park – July 1
- Rotary Stars - November
- Winter Carnival – February

"My experience with Rotary has been immensely valuable. I've made lifelong friends, important connections and a renewed sense of what it means to volunteer to improve the lives of others."

Ralph Montesanto