



Matt's Moments



Make Membership Memorable



My Dear Rotary Friends

As you may know, Rotary has designated August "Membership and New Club Development Month." This probably sounds familiar since we focused on membership in last month's newsletter when I introduced our district theme for the year "Make Membership Memorable." The repetition here represents just how important this topic is to me as your DG and to the organization at large.

Over the last month, I have had the opportunity to make a few club visits -- in person and virtually -- and I every time I find myself proud of the great service each club has done and inspired by fellowship we have created across our communities. That is the essence of Rotary.

And now - even more so during these challenging times -- we have to continue expanding our community by encouraging others to join Rotary. You may be thinking... how do I do that?

My answer is to share your story as a Rotarian! Share about the service you have completed; the lasting relationships you have built; the memories you have made and the moments that have impacted your life in ways you never expected. Some people consider this as their ROTARY Moment.

These moments reflect a highly memorable experience that impacts us so greatly that they transform us from simply being a member of a Rotary club to becoming a Rotarian.

One of my Rotary Moments was over 20 years ago when I was given the opportunity to attend the Rotary Leadership Institute (RLI). This was the moment that I finally understood what it meant to be a Rotarian.

I finally discovered the greater world of Rotary outside of my own club and stated to understand the impact that Rotary has in our

communities and around the world. It also allowed me to meet other Rotarians in and out of our district who had such passion for Rotary. Eventually I became RLI site chair for our District.

Sharing your personal story can serve as the best invitation for someone to join this worldwide fellowship and take on new leadership opportunities they never imagined. With new members we not only increase the effectiveness of our clubs, but we also extend the spirit of Rotary throughout our communities by growing a network of people committed to giving back, exchanging ideas and tackling challenges.

JOIN Leaders

Exchange Ideas

Take Action

During my club visits this past month I have experience such wonderful fellowship and learned about the great service each club has done. I believe we want to share the joy of Rotary and Make Membership Memorable. So I ask each of you to connect with your friends and people you know/respect to share your story and then invite them to be part of the next chapter.

Until we ZOOM again,

DG Matt



Rotary Prayer
July 8, 2020

Welcome
District Governor Matt,
We say with **Colesville Rotary** pride! There
may not be too many of us, But our impact's
strong and wide.
When you signed up to be Governor, With
your own ambitious list,
I'm betting you weren't expecting You'd
reign in a year like this!!
It seems like something we cannot see
Is holding us in its spell:
But, we are determined to overcome...
And we trust you will as well.
Events, and projects, and tasks we've planned Help others
in need on every hand.
Our local Community has a voice
To apply for the grants of their own choice.
Meanwhile,
On the broader worldwide scene,
Where problems ebb and flo,
There are plenty of opportunities for our dollars,
deeds, and work to go.
We send a village some simple tools,
Then they dig wells, build homes and schools.
When disaster strikes and folks are scared, Shelter boxes and
food are shared.
And, Lord,
We owe all of this to You
For Your blessings would weigh us down,
But we spread our wealth beyond ourselves,
In the world, the nation, the town.
We're makers of miracles, Large and
small,
Good neighbors to all are we.
So that even in challenging times like these,
Folks 're thankful
There's Rotary!"
Amen.

Poem written by Lida Bassler from the
Colesville Rotary Club



ROTARY: A DOOR FOR THE WORLD OF OPPORTUNITIES



Rotary Opens
Opportunities



"As District 7170 adapts to the new social environment, we are looking to start a training team to serve our clubs and Rotarians for now and in the future

We are putting together a formal committee to coordinate this new training model but others are needed to make this happen. Folks who may just want to be a presenter (in person and/or on-line), act as a host/moderator for online events, or use their skills as educators and subject matter experts to develop program materials.

This will replace the traditional District Training Assemblies, and events like One Rotary Summit, to provide opportunities for more topics as well as shorter sessions which can be used as programs during a club meeting.

If you are interested in helping please contact:

DGE Evan Kurtz, emkurtz56@gmail.com or 607-423-2693 for more information.

The **Groton Rotary Club** held their Annual Golf Tournament, July 17 at Stonehedges Golf Course in Groton. The Club established in 1937 has been helping the town of Groton as well as Rotary International by doing local fundraising events like this golf tournament.

This year due to the Covid 19 virus it was held a little differently so everyone could participate safely. Only 10 teams could compete but were able to welcome a new team from the Tompkins County Sherriff's Department. The tournament awards had to be handed out individually without the usual fanfare. Fahs Construction with a 7 under par 65 was the big winner. They were also a hole sponsor.

The overwhelming support of the Groton community and surrounding towns was wonderful to see. Some of the proceeds from the event will be used for scholarships, our ongoing East Hill Cemetery Project and encouraging our Groton Interact group at the high school. The club also supports international projects such as the Uganda Water Project.



PRES. Nasar, Rotarian Tim Heller, Interact students, Drew Jackson, Framke Vitale

Get Your Motor Running @ Ithaca's 7th annual Rotary Rally!



Sunday, August 9, 2020

Check in from 1:00 - 2:00 pm; all cars on course by 2:00

Triad Foundation 15 Ascot Place (off Craft Rd), Lansing

\$25 per adult \$10 children 12 – 18 free 11 & younger

All proceeds benefit the Club's James L. Gibbs scholarship fund

Register now online: <https://portal.clubrunner.ca/2079/Stories/rotary-road-rally-2020b>

Join us for the 7th annual **ROTARY ROAD RALLY!** The FUNdraising rally is open to everyone and is a real blast! Never done a road rally before? Now's a great time to grab your COVID buddies/ family and take drive – all are invited to join in this adventure, rain or shine. **Bring a non-perishable food item to the rally!** Along the rally route, it will be clear what you are to do with it.

Follow clues in your car along 30 +/- miles of country roads around the area, answering questions, taking pictures, and picking up scavenger hunt items along the way. Finish by 4:30 pm at Myers Point Park Pavilion F. We will practice social distancing; bring your mask, own drinks, and a chair. To keep group gathering numbers down, we will visit for a bit and enjoy an early supper (on your own) sold by our friends at the Salvation Army food truck, then be on our way. Prize announcements will be made on Wed, August 12.

Online registration is now open and STRONGLY ENCOURAGED!

Special Thanks to our Sponsors:





CLUB	MEMBER	SPONSOR
Bainbridge	John Gliha	Transfer from Paradise California
Nimmonsburg	Donald Adams	John Barbieri
Owego	Rhonda Pasto	Patrick Osterhout
Unadilla	Dale Van Wormer	Barbara Lennon
Vestal	Vincent Gennett	Club
	Keenan Miller	Referred by Pat Kriebel

'7 Runs, 7 Counties, 7 Days'



Rotarians pitching in to get ready



Concern for others...when close, wear your mask!

Our District's '**7 Runs, 7 Counties, 7 Days**' series of events **raised \$4,027** for Polio Plus. About 45 Rotarians, from 14 of our District's 44 clubs, participated by walking, running, setting up, or donating, during the 7 consecutive days from June 21st thru 27th. These funds will be matched 2:1 by the *Bill and Melinda Gated Foundation* **for a total of \$12,081!**

PDG Dave said that, at times, it seems as though the 44 clubs in our District are like islands in a lake, few knowing what is happening on the others. The original intent of this series of events was to have the clubs in each of our District's 7 counties (Delaware, Otsego, Chenango, Tioga, Cortland, Broome, Tompkins) **work together** to plan, promote, setup, and run each event.

Well, as we all know, the Covid 19 pandemic changed things so the 'Plan 'B' was simple...DGE Evan said "I will be at this place, at this day and time, for anyone who cares to join me. ". At several locations Rotarians from clubs in that county stepped up, as Rotarians do, to make that day a little bigger and better and, of course, the pandemic didn't stop the donations and pledges!

Thanks go out to Rotarians from the following clubs for their support and participation. Binghamton Noon, Cortland, Cortland Breakfast, Delhi, Dryden, Endicott, Endwell, Franklin, Milford, Morris, Owego, Sherburne, Stamford, Vestal

So start planning for 2021 and let's make the list of participating club's too long to print!



Families are a big part of Rotary...



...as are dogs!

Rotary Salutes

Broome County Roundtop Park Scenic Overlook Dedication

Endicott Rotary played a big role in this announcement about the Broome County Roundtop Park scenic overlook in Endicott. Our members also forged a path from Roundtop to Grippen Park for future expansion of the Greenway Trail project. The dedication took place with Jason Garner, BC Executive and Donna Lupardo, NYS Assemblywoman on

Tuesday, July 14, 2020. Endicott Rotary members will continue to be involved with the expansion of the river walk trail project, currently from Vestal to the future end in Glendale Park in Endicott, when all completed.



The **Rotary Club of Sidney** held a social distancing meeting on Friday, July 10 for pass the gavel for the coming year. The meeting was held at the home of Rotarian member Tigi Armour with a few Rotarians attending. Outgoing President, Larry Halbert briefly told of his accomplishments and events held during the year until Covid-19 pandemic arrived in March. He noted that Sidney Rotary Club was presented with the Rotarian of the Month award by the District 7107 for having Honor Society Banquet for students and parents which has been a tradition for many years and is attended by the District Governor each year as featured guest speaker. The club has had several zoom meetings and decision will be made soon when regular meetings might be safe to resume.



Corbin Curley receiving gavel from Larry Halbert

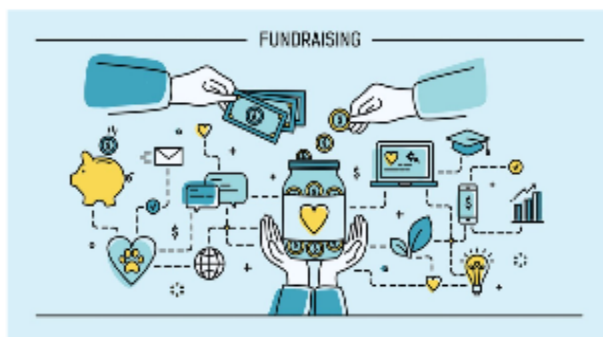
When complimented, a sincere “thank you” is the only response required.

Rotary People of Action

Ithaca PP Bob Gravani, along with John Barradas and Mary-Lynn Cummings, led a large group of *Ithaca Rotarians* to clean up 'hot spots' along Route 13 this past Saturday. The turnout of Rotary volunteers was outstanding, and it was the best for this project (Adopt-a-Highway) in quite some time...it may have even been a record! Our hard work really paid off as 48 bags of trash were collected in a two-hour time frame, and our section of the highway, in its entirety, has not looked that good in a while. It was a great team effort!!!



Fundraising In A Changed World: Online Events



Here are six important considerations that go into a successful online fundraising event.

MISSION

The "why" about fundraising is more important than ever. Your event message needs to be short, simple, relevant, and centered on your mission. Who are we helping? What impact will a donation have? Make the stories resonant and personal. Have someone record short videos of why they donate or how they've been helped. Throughout your online event, keep relating mission and impact.

PLANNING

--A successful online event is usually a mix of live interaction, pre-recorded video, and slides. The planning and work ahead of time is even more important than the event itself. The audience needs to be engaged and involved - chat box, real time social media interaction, etc.

--Get your club together and share ideas. Can you relate an online event to a past real world success? E.g. the ribfest shifts to online BBQ cooking demonstration with recipes shared. Pivot from a live auction into a virtual event with silent auction. What other "entertainment" ideas can you access? --Decide your platforms. Who is good with technology? Graphics? For a club that has generous donors and access to auction items, but is challenged by the technology, companies like One Cause, Bidding For Good, and Snap Raise charge a fee, but have the software and expertise to help with the tech of online events. Will you integrate with Facebook Live or YouTube? Online platforms all have great tutorial videos to help.

--Can you have any real-world integration? A recent success had a \$500 "Party at Home" package for local guests: Gift card supporting a local restaurant, donated

wine, cause related swag and locally purchased treats were packaged and arranged to be dropped at doorstep.

--Do a run-of-show: Plan to the MINUTE what will be happening, who is responsible for each aspect, how long speakers have, etc.

--Practice! Run through the event with all the live and video aspects several times, and plan on how to handle technical glitches that may happen anyway.

CAMPAIGN

Your event is not just a 1 to 2-hour show. It should be a campaign leading up to the event, posting on social media and through email, and local news if possible. Get your activists helping to promote the event. Throughout the campaign, share videos, mission impact, start the auction early, generating excitement for event day. Donation link and event hashtag should be consistent.

ACCESSIBILITY

Having an event online allows people to attend that in the past might have had geographical or financial restrictions. Don't charge "admission" as you don't want to self-limit funds raised - online you can have many more people there, and a good sell of your mission can raise more than a ticket price would have

SPONSORS & DONORS

Reach out to your past sponsors to ask for their help. Can they do a short video sharing why they help? During campaign and the event, make sure to show sponsors several times. For past big donors, make the effort for individual calls and invitations, and walk through any tech coaching needed ahead of an event.

THANK YOU

Say thank you! Multiple times! Share how the money will be used. You can prep a thank you graphic ahead of the event to be shared to all. If you have access to mailing addresses, prepare cards ahead of time that can be mailed right after. For sponsors and bigger donors, send a hand-written thank you.

There are so many innovative and successful ways clubs are fundraising online now. If your District would like to have a more detailed presentation about virtual fundraising, please email Cecily Smith at rota-ry7230pr@gmail.com to schedule a date.

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.



Avenues of Service

We channel our commitment to service at home and abroad through five Avenues of Service, which are the foundation of club activity.



Club Service focuses on making clubs strong. A thriving club is anchored by strong relationships and an active membership development plan.



Vocational Service calls on every Rotarian to work with integrity and contribute their expertise to the problems and needs of society. Learn more in [An Introduction to Vocational Service](#) and the [Code of Conduct](#).



Community Service encourages every Rotarian to find ways to improve the quality of life for people in their communities and to serve the public interest. Learn more in [Communities in Action: A Guide to Effective Projects](#).



International Service exemplifies our global reach in promoting peace and understanding. We support this service avenue by sponsoring or volunteering on international projects, seeking partners abroad, and more.



Youth Service recognizes the importance of empowering youth and young professionals through leadership development programs such as [Rotaract](#), [Interact](#), [Rotary Youth Leadership Awards](#), and [Rotary Youth Exchange](#).





*Matt Adler
District Governor
2020-2021*

*1835 Beach Rd.
Apalachin, NY 13732*

Phone:
(H) 607-625-2668

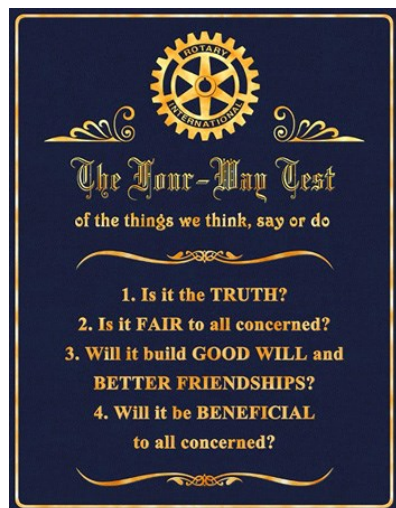
(C) 607-765-6853

E-mail:
MDAdler@stny.rr.com

[WWW.ROTARY
DISTRICT7170.ORG](http://WWW.ROTARYDISTRICT7170.ORG)

Click for registration
for 2021 International
Convention in Taipei

[Rotary International
Convention Taipei](#)



TOP 10 SOCIAL MEDIA TIPS

1. **TELL A STORY.** CAPTION YOUR PHOTOS.
2. **DON'T OVERLOAD.** POST LITTLE BUT OFTEN.
3. **ENCOURAGE YOUR MEMBERS TO SHARE.** POSTS/TWEETS/EVENTS ETC.
4. **INCREASE YOUR VISIBILITY.** TAG FRIENDS, VENUES, EVENTS IN YOUR POSTS.
5. **INCREASE YOUR REACH.** SETUP & RUN ACCOUNTS ON LINKEDIN, INSTAGRAM & TWITTER.
6. **BLOG.** SHARE YOUR EXPERIENCES. SHARE YOUR BLOG POSTS ON YOUR SOCIAL MEDIA CHANNELS.
7. **TIMING.** MOST EFFECTIVE TIMES TO POST: TYPICALLY MEALTIMES 06:00-08:00, 13:00-15:00 & 18:00-20:00.
8. **OVERZEALOUS TAGGING.** NO ONE LIKES BEING TAGGED IN A POST THAT HAS NOTHING TO DO WITH THEM.
9. **STAY SAFE.** KEEP PRIVATE CONVERSATIONS PRIVATE.
10. **DOES YOUR POST PASS THE ROTARY 4 WAY TEST?** BE MINDFUL OF WHAT YOU POST.

kristoff alexander @RotaryBuzz

Rotary People of Action

