



NEWSLETTER

RI PRESIDENT GARY K.R. "RAVI" RAVINDRANS MONTHLY MESSAGE

We in Rotary aspire to great deeds. We admire those who gave great gifts to humanity: Abraham Lincoln, who gave the gift of human dignity to the downtrodden; Mother Teresa, who gave the gift of compassion to the forgotten; Mahatma Gandhi, who gave the gift of peaceful change to the oppressed. Their very lives became gifts to the world. We can be inspired by their example.

We can be inspired to ask, how can I, *in the life that I live* – without neglecting the responsibilities that are so dear to me – how can I, too, become a gift to the world? As I considered my theme, I thought of the lessons I have learned through my Hindu faith. I thought especially of the story of Sudama.

Sudama was a poor child and a bosom friend of Krishna, who was born in a royal lineage as an avatar – an incarnation of the divine. As the two boys grow up, they drift apart, and while Krishna becomes a military leader and king of great repute, Sudama remains a humble villager.

The years go by and Sudama's poverty deepens. Finally, he lacks even food to feed his children. His wife reminds him of his childhood friendship with Krishna: Perhaps it is time to go to the mighty ruler for help. Reluctantly, Sudama agrees, but resolves that he will not go empty-handed. He gathers together a few handfuls of rice – all the food his family has left – and wraps them in a piece of cloth as a gift for his friend.

When Sudama enters the palace, he is overwhelmed by the grandeur and by Krishna's gracious welcome. His meager gift, so carefully prepared, seems a humiliating reminder of his poverty. Krishna embraces Sudama, who hides the hand holding the rice behind his back. Krishna asks what he is holding.

Far from being disdainful, Krishna accepts the rice with gratitude and consumes it with joy as the two sit and talk together. Hours pass, during which the pleasures of their rekindled friendship push all thoughts of his desperate plight from Sudama's mind. When evening falls, Sudama sets out for home – and only then realizes that he has neglected his task. He is returning with nothing, and Krishna has eaten his family's last grains of rice.

Sudama steels himself to return to his hungry children. But standing before his gate, as dawn begins to break, he sees that the hut he left yesterday has become a stately home, and waiting to greet him is his own family: well-dressed, and well-fed by the baskets of food that appeared in their kitchen as Krishna ate each grain of Sudama's rice.

Krishna understood what Sudama had brought him: everything he had to give. In return, Krishna gave him everything he needed. It is never the material value of a gift that matters – it is the love that comes with it. Just as Sudama's gift to Krishna became a gift to Sudama, what we give through Rotary becomes a gift to us. And we all have a choice: whether to keep our gifts to ourselves or give them to others, and *Be a Gift to the World*.

We have only one chance at our lives. And we will have only one chance at this new Rotary year. This is our time. Let us grasp it. Let us *Be a Gift to the World*.





Report on the Paul Harris Memorial Garden at the Little Red Schoolhouse

June 29, 2015

By Alan Kanegsberg, Treasurer

We have sold

- 157 pavers of a total available of 550
- 121 Bricks of a total available of 492
- The Bronze Rotary Wheel
- The Granite Bench

For a total of \$92,800. The total potential is \$275,000

We have spent \$36,000 on the construction and maintenance of the Garden and \$4,600 in Fundraising Expenses – brochures, certificates, postage, and credit card fees.

When we took possession of the Schoolhouse from the Wallingford Memorial Rotary Club in April 2008 we received \$95,000 of endowment funds. That is now worth \$148,000 and helps to pay for the maintenance of this building.

We get free shipping of the new bricks if we have 10 or more in the order. We already have 7 for the next order. Usually we get the tenth order in the fall so we do not order until Spring because we cannot put them in the ground.

Thanks to New England PETS, we are now getting orders from Connecticut, Massachusetts, Vermont, Maine, Ohio, and a few other states.

The goal for 2015-16 is to reach \$100,000.

District Calendar

July 31 Milford Rotary Club

21st Annual 100 Holes of Golf

Amherst Country Club

August 06 Capital City Sunrise-Cncd

Cruise Night at Tilton Veterans Home

August 08 Brattleboro Rotary Club

Brattleboro on Wheels Brattleboro HS

August 11 Rutland

Winter in August Merchants Row

August 15 Rutland

Dinner for Military Families

Country Village Campground

August 23 Henniker

Fire on the Mountain Chili Fest

Pats Peak Ski Area

September 14 Brattleboro Sunrise

Trivia Night American Legion

September 26 Monadnock

Wellness Festival

Peterborough Community Center

September 27 Keene-Elm City

38th Annual DeMar Marathon & Half Marathon

Keene State College

October 4 Goffstown

Rotary Community Breakfast

Odd Fellows Lodge

October 8

District Golf Tournament

Lake Morey Country Club Fairly VT

April 29 - May 01, 2016

District Conference

Sheraton Portsmouth

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CLUB ACTIVITIES

crowdfunding for
ROTARY



Tap the Gems in Crowdfunding

By: John Chilton, Charter Member and Crowdfunding Director of Alton Centennial Rotary, Alton, New Hampshire, USA.

Fundraising – The #1 Priority of our Clubs

Last year at our Rotary District Membership Conference, Rich Berryman, our then District Governor – who was doing a great job for us having just completed his first round of personal visits to all 60 of our District's Clubs – said, in his opening remarks, that clearly the #1 priority of our Clubs was fundraising – although he would have liked the priority to have been membership. Hey, he had to say that - after all, he was at a Membership Conference.

To succeed in funding projects now and in the future, service organizations, including Rotary Clubs, must look to new ways - like Crowdfunding - to engage support and build their community base. Modern-day Crowdfunding is usually defined as: “the practice of funding a project or venture by raising many small amounts of money from a large number of people, typically via the Internet.”

Fundraising via modern-day Crowdfunding is experiencing explosive growth: in 2011- \$1.5

Funding + Steroids = Crowdfunding

billion was raised globally; in 2013 the amount raised increased to \$5.1 billion – a 240% increase which was followed last year, 2014, by a 167% increase – Funding on Steroids!

Crowdfunding Offers Gems for Rotary

Through Crowdfunding, our Rotary Clubs will have a platform to reach out beyond their existing support bases to engage new supporters. Supporters who are unable to contribute financially can become involved by *spreading the message* to their families and friends who, in turn, will be encouraged to spread the message even further.

As the scope of our Clubs' projects and quests for funding expands to more people, our fundraising goals will become easier to meet – and exceed!



CLUB ACTIVITIES

Additionally, Crowdfunding offers *not so hidden gems* waiting for Clubs that become involved, including:

- ♣ increased exposure on the scope and depth of our involvement in service to our local communities and further afield;
- ♣ a means to accelerate recruitment of new members;
- ♣ greater recognition of Rotary as a dynamic and forward-looking service organization prepared to be involved in an exciting new paradigm for community outreach, engagement and fundraising which is **key** to growing membership – especially within communities of younger people.

The Hidden Gem - To Be Revealed

Crowdfunding is not better than traditional fundraising methods. Successful Crowdfunding combines traditional marketing with digital marketing on the internet in an integrated marketing approach committed to communicating the ‘story’ behind a project.

In response to Rotary’s need to build fundraising capacity, halt and reverse the freefall in membership, and based on several years’ research and experience within the industry, a gem of a newsletter - published by our Rotary Community for our Rotary Community – is about to be launched.

“***Crowdfunding for Rotary***” is designed as a guide to the best practices in Crowdfunding and the pathway to the art and process behind running successful fundraising campaigns and - accelerating membership recruitment.

The *Crowdfunding for Rotary* newsletter will offer subscribers:

- A means to learn and keep current with opportunities inherent and emerging within the exciting arena of crowdfunding;
- An insight into how integrated marketing, supported by group mentoring based on best practice, can provide the path to prepare projects for successful crowdfunding campaigns;
- The opportunity to participate in the emergence of a unique approach to successful crowdfunding: “**Going for the 4D Factor.**”

To find out more about “*Crowdfunding for Rotary*” and how to subscribe, visit www.CrowdfundingCommunity.org – do drop by!



CLUB ACTIVITIES

Suncook Valley Rotary Club

34th Annual

Hot Air Balloon Rally

July 31 – August 02, 2015

Drake Field

Pittsfield, NH

This is a FREE event, however donations are accepted at various locations.
All money raised goes back into our communities.

For 34 years, the Suncook Valley Rotary Club has held a Hot Air Balloon Rally as the primary means to raise funds for our service projects in surrounding communities including Barnstead, Chichester, Concord, Epsom, Loudon, Pembroke, Penacook, Pittsfield, and many others.

BALLOON LAUNCH(s) DUSK AND DAWN

DUSK FRIDAY, ENDING DAWN SUNDAY (weather permitting)

WORLD FAMOUS FOOD VENDORS

Including Rotary Breakfasts

ENTERTAINMENT -Friday/Saturday evening

FULL CARNIVAL – Friday 4pm/Saturday all day

CRAFT FAIR – Saturday

HELICOPTER RIDES – Friday/Saturday (weather permitting)

TETHERED BALLOON RIDES – Saturday

Balloon Glow and Fireworks – Saturday 8pm (weather permitting)

Delta Dental 5k Road Race Sunday morning

AND MUCH, MUCH MORE...

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DISTRICT ACTIVITIES



DG Rich & Connie with RI President's Representative Raja & Jay at the District Conference.



PDG Paul Bordeleau practicing on his laptop.

In 2006, District 7870 initiated a special honor for extraordinary Rotarians in the District called the ***Rotary Treasure Award***.

The first recipient was Albert Kerr who exemplified every aspect of Rotary; be it attendance, Foundation support, attracting new members, new club creation, and attending District Assemblies, Conferences, and International Conventions as well as demonstrating solid participation in community and international projects. He or she is truly a Rotary Treasure.

Recipients

- 2005-06 Albert Kerr, PDG White River Junction
- 2006-07 Peter TonBroek Milford
- 2007-08 David Ballou Wallingford
- 2008-09 Peter Powers,PDG Hopkinton
- 2009-10 Paul Bordeleau,PDG Bedford
- 2010-11 David Benson,PDG Fair Haven
- 2011-12 Chris Parkinson,PDG Bow
- 2012-13 Alan Kanegsberg Concord
- 2013-14 Rick Manganello,PDG Nashua
- 2014-15 Alice Boucher,PDG Gilford



Be a gift to the world



MONTHLY MEMBERSHIP MOMENTS

By Richard S. Robe, District Membership Chair, Rotary Club of Rutland, VT

Another Rotary Term Begins: Try Something Different for a Change

Among the 60 clubs in our District there are probably 60 club presidents who have just left office with ambivalent feelings now that they have passed the gavel on to the new president. On one hand they will be “getting their life back” and on the other one empathizes with the lament often heard, that one year went so fast and so many plans so well intended, were not totally achieved. It happens, all too often. In fact, it happens every year around the Rotary world as presidents of over 32,000 clubs participate in and celebrate the Changing of the Gavel.

Why is it that competent, well-intentioned and experienced leaders too often disappoint themselves by their inability to achieve their defined goals?

The answer is complicated and usually sprinkled with rationale that includes time pressures, “everybody is a volunteer,” lack of enthusiastic support, overly ambitious goals or just less than good leadership.

It is unlikely any for-profit organization would succeed as Rotary does, changing leadership every year. A credible management consultant would characterize the Rotary organizational model as “madness.” But the strength of Rotary, its goals, achievements and appeal to improve the human condition is the driving force that has enabled it to succeed for well over a century.

Also at this time it is only natural and desirable that newly inducted club presidents are a bit anxious as they step up and lead their club of leaders. Presumably they have demonstrated their club leadership in various capacities over the years, absorbed the wisdom imparted by experienced Rotarians at PETS, completed their written plans; objectives, strategies for community service, fundraising, and net membership growth.

All of a sudden, after a year of planning, it's time. A whole new year of opportunities for achievements open up for each club. The major goals are set and the tested proven key players are tapped and delegated to lead those tasks. It will take the full attention of leadership to manage this diverse orchestra and keep them playing the same tune.

The bones of the plans for the term are ready to go; two major fundraisers, several community projects, lend-a-hand programs, exchange students, Rotaract, Foundation support and on and on, demanding the constant focus of leadership.

And here begins the anxiety of the club president who must concentrate time on those few members who have proven their ability to *get the job done*. That priority is understandable but there may be a missed opportunity by myopically focusing on those few.

What may be missed and what may make the difference between a growing, dynamic club and one that is more challenged could be how well the quiet, unassuming members are engaged. It is those 10% or more who don't volunteer, and when they are not asked to do anything are at risk of eventually leaving Rotary.



MONTHLY MEMBERSHIP MOMENTS CONTINUED

Those more quiet members believe in Rotary or they would not have joined, but they are not seeking attention. They don't often brag or pay happy dollars; they just come to meetings with good attendance and support the club in passive ways. However, when asked to do something, they are often eager to accept any challenge, just happy a Rotarian asked them to do something. They want to contribute, fit in; be a true Rotarian not just a dues-paying member.

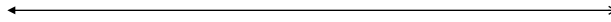
Share the Gift of Rotary by encouraging all members to be active in some way.

Consider how much more can be done when all members are engaged in contributing something. Imagine five or six or ten passively active members becoming truly engaged. It's as if you gained that many additional members. They were there all the while, waiting...hoping someone would ask them to do something.

Just Ask. They're over there, in the back table.

Membership retention is the least exciting of the membership goals. But a member saved is even better than a member gained. Maybe it's time to try something different for a change.

Richard S Rohe journal@sover.net



District ends 2015 term with first membership gain in 10 years!

Final tally was 2126 members compared to the 2014 term total of 2118, a gain of eight new members.



District Membership Awards:

According to revised timing for the determination of District Membership Awards, we now use April 30th membership data as the base for next year's awards. At this time we have actual data for May and June. Nine clubs have posted gains to date. **New London and Souhegan Valley Nashua are tied in first place with a gain of two members each; Goffstown, Henniker, Laconia, Monadnock Dublin, Manchester Vermont, Nashua and Tilton Northfield are all tied with one each.** These clubs are leading the way to continuing the momentum for growth. Invite prospective members to your meetings and *Share the Gift of Rotary*.



WELCOME TO NEW MEMBERS:**June**

| | | |
|-------------------|---------|-----------------------|
| Littlefield, | Scott | Anton Centennial |
| Rozycki, | Jennie | Bennington Catamount |
| Conde, | Jeanne | Bethel |
| Hashagen, | Diane | Brattleboro Sunrise |
| Johnston | Kris | |
| Esslinger, | Angela | Claremont Sugar River |
| Cook, | Allison | Concord |
| Bernier-Robinson, | Susanne | Derry Village |
| Annis, | Nancy | Henniker |
| Arsenault, | Brian | Keene |
| Atkins, | Kemal | Keene-Elm City |
| Hamilton, | Dick | |
| Hueber, | Phil | |
| Wooding, | Terry | |
| Conway, | Kevin | Laconia |
| Roberson, | Paul | Londonderry |
| Whittemore, | Lisa | |
| Gage, | Heather | Merrimack |
| Robinson, | Donna | Nashua |
| Purvis IV, | Samuel | New London |
| Duncan, | Brian | Raymond Area |
| Nitka, | Meghan | |
| Salois, | David | |
| Miller, | Nicole | Rutland |
| Chateaufneuf, | Lori | Suncook Valley |
| Williams-Wright, | Veena | Windsor |

HAVE SOMETHING YOU'D LIKE TO SHARE WITH THE ENTIRE DISTRICT?

Updates and short (1-2 pages) articles, along with images may be submitted to the Newsletter Editor, Dennis McMann, at dennis@mcmann.net to be included in our Monthly Newsletter. The District Newsletter is a means of communicating to other clubs in our district; items of interest, upcoming events, fundraisers or opportunities for service.

Deadline for next Newsletter Submissions: August 21st.