



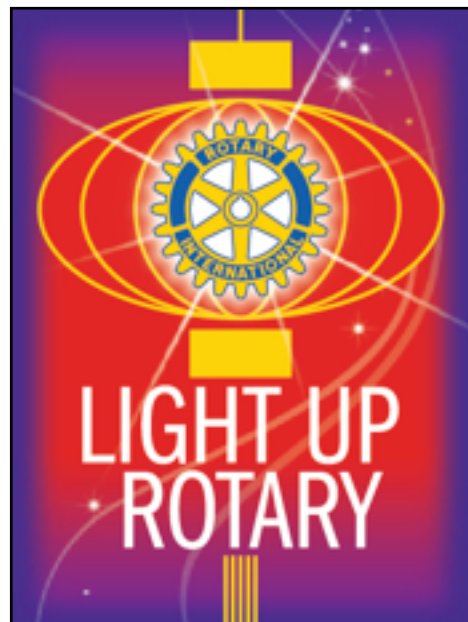
NEWSLETTER

HOST A ROTARY DAY

By Gary C.K. Huang, President 2014-15



RI President Gary C.K. Huang is urging all Rotary members to Light Up Rotary by organizing a Rotary Day in 2014-15. The concept is simple: hold a fun, informal event in your community to introduce the public to your club and Rotary. You'll not only improve Rotary's image in your community, you'll also boost interest in joining your club.



Host a Rotary Day

Any club, big or small, can host a Rotary Day. Neighboring clubs can pool their resources and co-host an event -- even entire districts can come together for a large-scale Rotary Day. Here are some ideas for your Rotary Day:

- An outdoor picnic or barbecue
- A sporting event or concert
- An event associated with a public parade or festival
- An event at a museum, art gallery, or cultural center
- A reception or buffet dinner
- Find more tips for planning a Rotary Day in the [Rotary Days brochure](#)

National Rotary Days

The Rotary Board of Directors and other senior leaders will facilitate several national Rotary Days in 2014-15. These events will demonstrate Rotary's relevance in today's world and highlight our good work.



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USING SOCIAL MEDIA TO SHOW THE LIGHTER SIDE OF ROTARY

By Evan Burrell, a member of the Rotary E-Club of Greater Sydney



I like to present a lighter, more fun, more humorous side to Rotary on social media. I find it grabs people's attention, member and non-member alike.

I come up with new, sometimes silly, ideas that inspire people and make them laugh — like

using photo editing software to post a picture of Paul Harris taking a selfie, or posting a video of Past RI President Ron Burton dancing Gangnam Style, or posting an eye-catching image using #WeAreRotary. It's all meant to get a response or reaction.

We can use social media to show that not only are we making a positive difference in the world, but we are having fun doing it. This makes the idea of Rotary more relatable, especially to new generations, who may feel disconnected with some of the formalities of Rotary but are avid users of social media.

Posting inspiring messages, funny pictures, or fun facts gives Rotary members a chance to feel involved. But content needs to be sticky. Sticky content is content that people are actually interested in, want to share, and want to interact with. That's critical to maximizing the impact of the message. And it must come from a personal and honest place.

I had a lot of fun at the 2014 Rotary International Convention in Sydney, Australia, in June taking more than 250 selfies with Rotarians, Rotaractors, senior Rotary leaders, and even the pop vocal quartet Human Nature! I then compiled all the photos into a [video](#) and shared it over my social media networks. It generated such a great response from people who saw the convention in a different light. That little bit of extra fun and inspiration could be just what it

takes to convince a person to start a project, knowing there is a huge network of supportive, helpful, friendly, and fun-loving individuals willing to help.

Social media also acts like a collective mind when it comes to sharing ideas and knowledge. Whereas before we might have had a roomful of Rotarians eating tasteless chicken, it's now possible to promote an idea by posting it on Facebook and have it seen by huge numbers of members all over the world. Without having to eat a bite!

In the end, all we are trying to do is use social media to connect and have FUN. I have incorporated this into Rotary and my life. Social media to me is, by definition, something that has no bounds. But we should also do our best to empathize the good qualities of our organization in a way that helps others relate to us as approachable, positive, and fun.

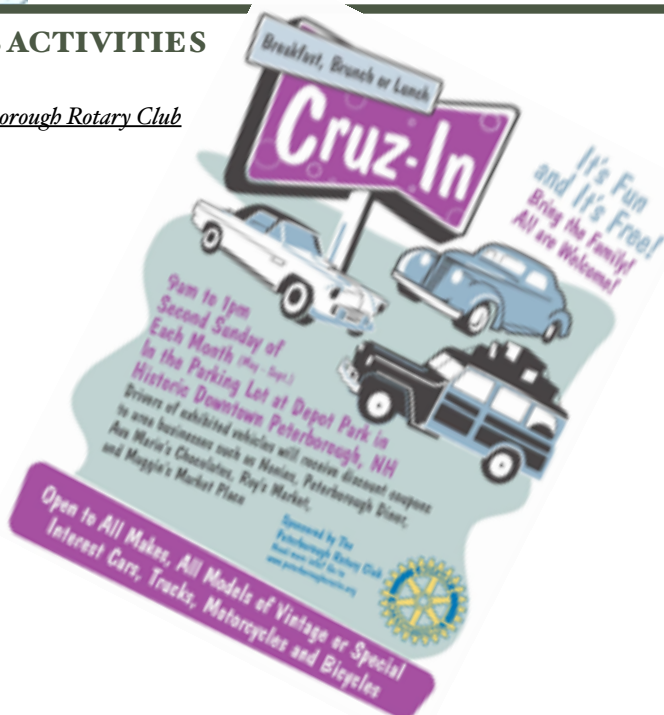
If you would like to connect with me on social media, you can find me on [Facebook](#), Instagram at Bigevanb, and Twitter at @Bigevanb1981.





CLUB ACTIVITIES

Peterborough Rotary Club



Manchester (NH) Rotary Club



Ludlow Rotary 2014 Bike Ride



District Calendar

September - New Generations Month

Sep 18, 2014

District Golf Tournament

Eastman Golf Course Grantham NH

October - Vocational Service Month

Oct 13-19

Zone Institute & Forum

Toronto Canada

Oct 25, 2014

District Membership Conference

Brattleboro Retreat

November - The Rotary Foundation Month

Nov 12, 2014

District Foundation Dinner

Crowne Plaza, Nashua, NH

Nov 13, 2014

District Foundation Dinner

TBA

December - Family Month

January - Rotary Awareness Month

February - World Understanding Month

March - Literacy Month

Mar 06 - 08, 2014

PETS, Framingham MA

April - Magazine Month

May 28 - 31, 2014

District Conference - Marriott Sable Oaks

S. Portland, ME

ENGAGING THE NEXT GENERATION OF ROTARY LEADERS

From Young Leaders in Action by Rotary International



Did you know that more than half of the world's population is under the age of 30? Millennials are the next generation of world leaders. They're confident, innovative, and connected by technology. Through Rotary, these young leaders connect within their communities face-to-face and develop the skills to become responsible global leaders.

During New Generations Month, tell us how Rotary, Interact, Rotaract, Youth Exchange, and RYLA work together to strengthen your community. Show us how youth and young adults make it a better world through Rotary.

- Invite Interactors and Rotaractors to “take over” your Rotary club for one of your September meetings. Give future Rotarians the chance to show off their leadership skills, introduce new ideas to your club, and make connections across generations.
 - Boost your social media influence. Did you know that millennials have an average of 318 friends on social media? Those over 30 have half of that influence. Challenge your Rotary club, Rotaract club, or Interact club members to promote Rotary to their friends and family members and across their social networks.
 - Connect IRL (in real life) at a Rotary Family Night. Host a September social event with Rotarians, Rotaractors, Interactors, RYLA alumni, and Youth Exchange participants. Invite parents, teachers, spouses, and kids, too. It also creates a perfect time to collect donated food, books, or school supplies to meet your club's service goals.
 - Invite young professionals to a roundtable discussion. Learn about their [vision of Rotary](#).
 - As you connect with the next generation of global leaders, show us your club in action. Tell your friends on social media why you get involved: #becauseRotaract, #becauseInteract, #becauseRYLA, and #becauseYEX. Tag your photos, too. We'll share our favorites on [Twitter](#), [Instagram](#), [Pinterest](#), and [Facebook](#).
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ENGAGING THE NEXT GENERATION OF ROTARY LEADERS (CONTINUED)

Use district funds to support Youth Service

Did you know that district grants can now support Rotary's programs for young leaders? A recent decision by The Rotary Foundation Trustees expands eligibility for district grants to include Rotaract, RYLA, Rotary Youth Exchange, and other activities. What will that mean in your district? Grants for youth-led service? Funding for Rotary Youth Exchange or [New Generations Service Exchanges](#)? Travel stipends or scholarships to allow more young people to participate in RYLA, attend regional Rotaract conferences, or advance their leadership skills? Read more about this [important change](#) and contact your district leaders to get started.



Join a Rotarian Action Group to step up your service



20 [Rotarian Action Groups](#) are helping clubs and districts plan and carry out service projects in areas of expertise. The groups of Rotarians and Rotaractors tackle issues such as malaria, population and development, and more. Join one and share your expertise and passion with others.

Plan your own international leadership conference

You're a leader in your club. You plan successful service projects. And you have innovative ideas for with other young leaders around the world. Why not plan your own local, regional, or even global conference? Learn from Rotaractors organizing [Big West Rotaract](#), the [Asia Pacific Regional Rotaract Conference](#), and [Interota 2017](#) and get inspired to plan your own event. Learn about Rotary's [youth travel policies](#) or email us at newgenerations@rotary.org for help on getting started.

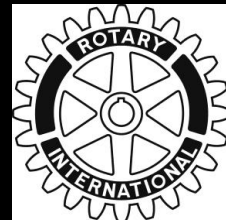




ROTARY DISTRICT 7870 ANNUAL GOLF TOURNAMENT



2014 Rotary District 7870 Annual Golf Tournament To Benefit District Programs



Date: September 18, 2014 1:00 PM Shot Gun Start

Location: Eastman Golf Links, Grantham, NH

Format: Scramble

Entry Fee: \$125.00 per player

Includes: Green Fee, Golf Cart, Box Lunch, Raffle, Prizes and Awards, and a light Dinner

Player 1

Golfer's Name _____

e-mail _____

Rotary Club _____

Phone (H) _____ (W) _____

Player 2

Golfer's Name _____

e-mail _____

Rotary Club _____

Phone (H) _____ (W) _____

Player 3

Golfer's Name _____

e-mail _____

Rotary Club _____

Phone (H) _____ (W) _____

Player 4

Golfer's Name _____

e-mail _____

Rotary Club _____

Phone (H) _____ (W) _____

Please complete and return with your check payable to Rotary District 7870 to:

**John Fraser
PO Box 1364
Concord, NH 03302**

If you have questions, please e-mail John at john@fraserinsuranceservices.com