

Open Doors with District Governor Diana

September 22, 2020

6:30-7:30 PM

Minutes

Submitted by District Secretary Jacky Foster

To watch the 67-minute video, [visit this page](#).

Updates – 20 minutes

1. District Governor's Aide **Bob Wicks** – Housekeeping Rules – also **attached to the email**
2. District Governor **Diana Nestorova** – Comments on August "Open Doors"
3. District Secretary **Jacky Foster** – monitoring Chat box for questions/comments and taking minutes
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4. Membership Chair **Ron Bott, Rotary Club Nashoba Valley**– Update on last week's presentation on "*How to grow membership through passion and asking*":
 - Ron did a membership 1 hour session with 70 participants. Concept was in order to grow Rotary a survey revealed that 80% of Members don't ever "ask" for people to Don Wilson – sales educator & Author – explained how to customize the ask and make it more comfortable for members. 1 Key point was to mention meeting attendance last and focus on what is your passion, service opportunities, speaker focus etc. Ron wants to remind every member that its every member's responsibility to grow membership. It can be as simple as asking.... Ron will send a link to clubs that didn't make the meeting.
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5. *Social Equity Task Force* Chair **Bill Paulson, Needham Club**– Growing our clubs by reflecting our demographics and experiences in our communities. Contact: bill@billpaulson.com
 - Lots going on but priority is to gain awareness and add members to the task force. The committee has a power point presentation available for a presentation as a club speaker slot. Zone conference will include sessions on this topic this Wednesday and Friday. Bowtie Todd Jenkins a diversity and equity inclusion facilitator and Rotarian from Arkansas is working on a seminar to be presented in October.
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6. District Polio Chair **Joyce Graff, Brookline Club** – *Covid-19, The real science*,
 - Polio not old news, efforts are directly related to COVID 19. Michael McGovern, RI Chair of National effort for Polio Plus is heading up an Exciting program coming Oct 7th at 7:30 pm. YouTube promo video, check this link: <https://drive.google.com/file/d/1AqG8kU2lVPFWxdKLDLVksMN9zQyv2zti/view?usp=sharing> Local Cable TV channels can also broadcast the video connect with Joyce joyceg98@gmail.com for

info how to do that. Ebola, HIV, COVID, POLIO are all efforts of Rotary directly is involved.

7. Assistant Governor **Elliott Rittenberg, Westborough Club** – *Rotary's Environmental Initiative*, the new 7th Area of Focus of RI. Contact 508-878-5703 - elliott@rittenberg.org
 - Environmental Sustainability Rotary Action Group – ESRAAG - a newer group dedicated to Environmental issues. Looking to set up District Committees to serve as a club resource, identify program opportunities, provide materials to support focus and help move focus forward. Funding through Grants will be available July 1st, 2021 and we want to be ready to go. Topic is especially relevant to younger members.
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8. Brief Q & A

Fundraising – 25 minutes

1. President **Phil Goff, Ayer** – “*Ducky Wucky race*” held on August 29. Prize 2 tickets to dinner anywhere in the world and misc other prizes.
 - Process: website, lawn signs, partners with other clubs and service organizations w/ a 60/40 split. \$1,000 in sponsors , SOLD \$23,000 worth of duck Partners \$6,000 Club NET \$17,000 +/-
2. **District Governor Diana** – Eventgrove Fundraising Platform for clubs
 - Rotary District 7980 in Southern Connecticut recently adopted and launched an extraordinary all-in-one fundraising platform. This solution is designed to provide a privately branded site for each District with the ability to deliver that same private-labeled environment to each of its Clubs. Each Club can set up, manage and control as many fundraising campaigns as they wish, including Raffles, Sweepstakes, Crowdfunding Campaigns, Online & Live Auctions, Ticketing Sales for Virtual Event Entry, Peer-to-Peer Campaigns, Text-to-Give Campaigns, and much more, all in a single platform.
 - The first program launched in July from District 7980's Branford Rotary Club Raffle, they called BRAFFLE, raised \$30,000 online in only 10-days. This is fascinating and has the opportunity to re-energize the way Rotary Clubs raise funds.

Here is the link to the demo of the platform: <https://share.vidyard.com/watch/apCQKPtooFSjd9nyTqKmCL?autoplay=1&vyetoken=08606485-685e-48de-8a97-c23497276b3f>

1. New Club Initiatives – online fundraisers
 - 1) President **Leanne Velky**, Milford leanne@leannevelky.com – Wine fundraiser in conjunction with World Polio Day on October 24th www.onehopewine.com. \$25 per bottle. Different and fun and wine is great. 10% of purchase goes into Polio Plus.

- 2) President **Rob Bussey**, Southborough bussey@vurohege.com – GoFundMe, Kids camp *CASH for campers*.
Goal was to raise \$5,000. Used GoFundMe Platform. In 1 week, they already raised \$1700. Make sure you sequence in proper order. Use social & Local media. Got a partner- They have a local Bank. Serving the kids in the community. Campaign ends September 28th
Click here to watch the video made by immediate Past President Liz Kaprielian <https://vimeo.com/458534211>
Find attached the overview of the fundraiser and notes from President Rob.
- 3) PDG **Dick Manelis**, Framingham manelis711@yahoo.com – Money raffle: *Help us to help you*.
Decided to do a person to person, email and online raffle ticket at \$100 per ticket and a \$5000 prize. 5% of proceeds to the Commonwealth of Massachusetts and the rest for service to the community of Framingham. Drawing December 7th.
- 4) **Anne Hentz**, Acton-Boxborough anne@annehentz.com – Online Silent Auction: *Gala event*
Virtual Fundraiser with an online auction. Was told not to do “live” instead they suggest filming the items and use an MC. 3 or 4 minutes tops per item with total event under 30 minutes. AB is having entertainment after, which is optional. Approx \$310 to do about a 200/piece auction. Bands so far have been free if remote. Use a spokesperson to explain what intent is, mission statement. Banner on bottom of screen with club name and domain for how folks can participate. Add videos and voice overs to keep pp engaged. Ticker “give” here with a marker showing how much has been raised to get folks excited and keep them engaged. 32 Auctions – virtual Auctioneer is Abra Anus
- 5) President **Andy Burgoyne**, Worcester ABurgoyne@cornerstonebank.com
“Worcester Rotary walks to RI HQ “
Virtual walk from their club location to the Worcester Walks to Rotary International HG in Evanston IL. Dollars are pledged and record miles and progress. Miles 972 Miles is the goal.
- 6) President **Tony Lopez**, Groton-Pepperell robertoalopez87@gmail.com – *E-sports tournament*
Virtual video game tournament on October 24th. With sponsors and announcements. Engaging youth and adults alike. Live feed will show the “RocketLeague”. People pay to \$25 compete. Pay via Paypal. Twitch TV will broadcast live. <https://drive.google.com/file/d/1I9DaET7bitW5jkTU1syclXrsExUL1cSK/view?usp=sharing>
<https://www.gamespot.com/games/rocket-league/>

Open Discussion – 15 minutes (All)

1. Fundraising during a Pandemic

Clubs looking for info on setting up Tax (501 3c) can contact Pam

Pamela.anastasi@ebtc.com;

Ron Bott commented that RI is looking to move all clubs into a 501 3c... as opposed to 501 c4. Check in with RI to see the status.

2. Wegman's is also a great partner.
3. Experience with larger corporate partners like John Deer Tractor – 501 c3 is required for corporate donations.