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**Zone 24:** Canada,  
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**Zone 32:** Bermuda,  
Northeastern United States

**June 2020**

### **Not an ending.... new beginnings**

Gratitude. That is the word that is in the forefront of my mind as I write this month's column, the last in my current assignment as a member of the Rotary International Board of Directors. It would be impossible to list the names of all those I'm grateful for. (Dangerous too as inevitably there would be a name that might be unintentionally omitted) This is not an assignment that can be accomplished alone. It would be folly to believe that to be true.

Each month I receive emails from people on the distribution list for this newsletter complimenting me on its quality and content. My response is always the same. It has little to do with me. I simply write a column each month. Credit goes to PDG Ariane Carriere, our editor, and to all who contribute content to each issue. Ariane is the one who spends countless hours putting it all together and bird dogging each of us who are responsible for submitting to her in a timely fashion. (Timely being the operative word that this writer is not always compliant with making her task all the more challenging) Thank you, Ariane. Well done.

To all of those listed in the left border of this publication each month, I am so proud to be a member of your team. You are the leadership in our zones. You are the subject matter experts who provide resources and tools to our districts. Know that your hard work does not go unnoticed, is valuable, and is appreciated.

To the district governor classes of 2018-19 and 2019-20 (the flamingos and the aloha governors) oh my. It has been a privilege to serve with you. What a gift it has been to watch you grow into and carry out your roles and responsibilities.

There are dozens and dozens of others who have served behind the scenes as confidants, at events, as trouble shooters and as trusted resources. You know who you are. You are the glue that has held everything together over the past two years. Gratitude. Forever thankful.

At this writing, we remain in the grips of this global pandemic. At this challenging time for our members, our organization, our communities, and our families, I can't even imagine anyone more capable to hand the baton to on 1 July than RIDE Valarie Wafer. For anyone in a leadership position in our organization, I July will show up differently than any could (*continued next page*)

have anticipated. Valarie will need the support of each of you. Conversely, you will be in good hands. My sincere best wishes to you, Director-elect. I have leaned hard on you this past year. You never wavered. Gratitude plus.

I mentioned family above. Mine consists of children Jess, Jacquie, Josh, and Ashley. They come first. This assignment was a zero possibility until they were all launched. It is only with their blessing that this assignment ever became a consideration and that blessing was not solicited until they had left the nest, spread their wings, and started their journey into their adult lives. I'm so proud of each of them and thankful for their unanimous and unequivocal blessing.

On 30 June Trustee Julia Phelps will end her term on the Board of Trustees of The Rotary Foundation. We will though continue to have a resident Trustee in Zone 32. Past Trustee Chair Brenda Cressey has relocated from California to Maine. Welcome to Zone 32, my friend. Also, even though we have been in transition for the past two years, Michigan and parts of Ontario join us on 1 July when Zone 24 officially becomes Zone 28. Well....Trustee Jennifer Jones is from Ontario! Each of our zones will have a resident Trustee!

Jonathan Lockwood Huie said, "Celebrate endings-for they precede new beginnings."

Soon we will experience our annual changeover in leadership. Considering the acronyms that our organization is famous for, many of us will lose or gain a consonant or a vowel in the acronym currently attached to us. I look forward to crossing paths with you (when we are once again allowed to cross paths) in whatever new role or assignment the universe has in store for you in our organization. I'll be celebrating you. It has been a privilege to serve in the role of Rotary International Director. It has been the adventure and journey in service of a lifetime. Deep gratitude to you for your hospitality in my travels and your support. I'm proud to have been a part of your team.

From Maya Angelou. "My wish for you is that you continue. Continue to be who you are, to astonish a mean world with your acts of kindness."

Not an ending.... new beginnings



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## Valarie's View from the Wings

***"If everyone is moving forward together, then success takes care of itself" – Henry Ford***

This is the last *Valarie's View from the Wings* column that I will write as a Director-elect. This series, written by the Director-elect, is meant to highlight and share the journey of an RI Director from nomination to taking office. It is a wonderful tradition that began under the leadership of PRIVP Dean Rohrs and will continue when my successor is named at the end of this calendar year.



As many of us get ready to drop an "e" from our title, I think the quote above from Henry Ford speaks volumes to the leadership of our Zones. From the time of my nomination, Director Jeffry Cadorette has been my mentor and my friend. Through the many phone calls and meetings, Jeffry has been there to ensure that I am ready to accept the baton he will pass to me on July 1<sup>st</sup>. We thank Jeffry for all that he has done to move our organization forward and all that he will continue to do in the future. Jeffry is a visionary and I will always be grateful that we moved forward together... and that success is before us.

For those leaders that are coming to the end of your term on June 30. **THANK YOU.** This really is meant to be in capital, bold letters. You have shown great leadership in the last term of office. You have adapted to the world we currently live in; you have reached out to support your communities, and you have engaged your clubs and districts. I am truly inspired by you!

As we officially welcome nine new districts to our Zone 28/32 family next month, I thank RID Jeffry and PDG Chris Etienne on their leadership to ensure the transition was seamless. I look forward to being on your Team!

We need succession planning now more than ever. Please support the incoming leaders. We are going to need your support and experience. We know that we will not be taking office July 1<sup>st</sup> in a traditional way. It will feel uncomfortable, weird, and perhaps at times overwhelming. If we all move forward together, we will have a better chance at a sustainable outcome.



**Rotary Opens Opportunities**  
**Le Rotary ouvre des opportunités**

# NOW MORE THAN EVER, ROTARY CONNECTS THE WORLD: THE 2020 ROTARY VIRTUAL CONVENTION

20-26 June 2020



## June is Rotary Fellowships Month

### Calendar of Events

**20-26 June** — [Rotary 2020 Virtual Convention](#)

**30 June** — Rotary Citation for Rotary Clubs Award nominations are due

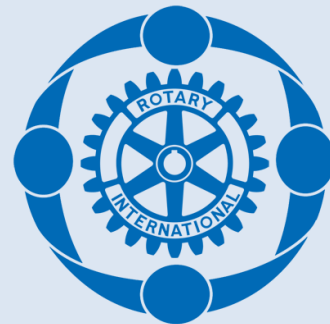
**June 12-16, 2021** — RI Convention, Taipei, Taiwan

**June 4-8, 2022** — RI Convention, Houston, Texas

**2023** — RI Convention, Melbourne, Australia

**2024** — RI Convention, Singapore (tentative)

**2025** — RI Convention, Calgary (tentative)



### Find the answers

Don't forget our other electronic and social media communications tools for the Zone.

Website: [www.rotaryzones28-32.org](http://www.rotaryzones28-32.org)

Facebook: [Rotary Zones 28 and 32](#)

Blog: <http://greatideastoshare.com>





## **DONATE YOUR LUNCH MONEY**

**(\$10 USD or more) to Polio on June 10 At Noon Eastern**

**And Listen to a Very Special Livestream Polio Program featuring:**

- **Polio Plus Chair Michael McGovern**
- **TRF Trustee Julia Phelps**

Make your program on Wednesday, June 10, all about Polio. Schedule 15 minutes for a live program on polio as your speaker program. (webinar details coming) And, give the money you save (\$10, 20 or 30 USD) to Polio. Every club who has at least 50% of their membership donate during the week of June 8 to June 17 will receive special recognition.

- <https://www.endpolio.org/donate> (You can sign in and get PH points or just put in memory slot TAKEOUT POLIO)
- Our goal is 50% of all Rotarians give to polio during the week of June 8 to June 12.
- Currently only 9% of all Rotarians give to polio each year.



**Rotarians will keep their promise to the children of a polio free world.**

# Joining Zones 28 and 32 is Now!

By PDG Chris Etienne, D6290

## PEOPLE COMING TOGETHER



Well...after nearly three years of planning and restructuring, the zone realignment will be official on July 1, 2020. It is a bittersweet transition as we conclude our activities with our current Zone and at the same time continue planning for the coming year with our new friends in Zones 28 and 32.

As we all know, our Rotary clubs and districts have been operating in a new and different way for the past 60 days including how we meet, socialize, and serve our communities. As is typical with Rotarians, many have reacted quickly to support their communities. Below are some highlights.

In District 6290 (Western and Northern Michigan), the Rotary Club of Cheboygan is making PPE for their local hospital. The Rotary Club of Fremont has invited the Rotary Club of White Cloud to join in on their weekly Zoom meetings. The Rotary Club of Traverse City is doing a British Style Pub Quiz to replace their regular social activity, and the Rotary Club of Muskegon has set up their Zoom meetings like a professional corporation with panelists and breakout sessions.

In District 7120 (Western New York), Rotary clubs have continued to meet and have grown in membership since the beginning of the year, including the online induction of new members. The Rotary Club of Bloomfield held a Zoom meeting to introduce themselves to prospective members in the community. In addition, since social distancing can be particularly difficult for Interactors and Youth Exchange students,

Rotarians are making an extra effort to connect with these students.

In District 7150 (Central New York), one club has declared every Monday evening as "Movie Monday" where they share watching one common classic movie by connecting through Netflix and have popcorn at home. Other clubs are joining together for Zoom cocktail parties and toasting Rotary. Another club is fundraising utilizing Rallyup. They are connecting through email and social media, and 100% of the funds raised will be donated to local food pantries and community outreach meal programs.



In District 7170 (Central and Southern New York), a local teacher in Greene is producing protective face shields using a 3D printer that was purchased by the Rotary Club of Greene. The

face shields are being donated to local emergency medical responders.

The Rotary Club of Endicott allocated \$10,000 to purchase and deliver breakfast and lunch for 60 families who previously relied on school meal programs. They worked with the local school superintendent to organize the effort and families can pick up the meals or have them delivered by school bus drivers on Fridays to provide food for the weekend when other supplemental meal programs are not available.



Once again, thank you for the warm welcome to Zones 28 and 32. The Rotarians from the nine districts in Michigan, Ontario and New York are looking forward to our future together. And now more than ever, we look forward to working together as Rotary Opens Opportunities.



# Rotary Traditions

*By Bill Robson, Rotary Coordinator Zone 24 West*

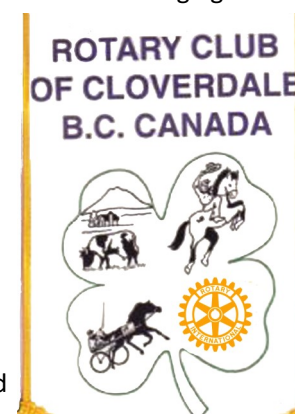
Does your club have its own traditions? Many do! Over the years traditions develop, mutate and sometimes disappear altogether. Does your club sing, do you recite the Four Way Test or the Pledge of Allegiance? Do you have a prayer or a thought for the day or even a Rotary Moment?

During meetings, clubs who run Happy Dollars will dedicate some time during their meeting to happy dollars. During this time, Rotarians can donate a dollar (or multiple dollars) and tell the club what they are happy about e.g. new Grandchild or new position at work or just happy in general. Often it works as a positive reinforcement for members to want to share positive events in their life, while giving back to either the club, the Rotary Foundation, or a club designated charity.

In other clubs run a Sergeant's session by fining members for various misdemeanors or for other reasons like members connections to current affairs, failing to wear your Rotary pin etc. Sometimes a fine session can go into negative territory.

One of Rotary's most colorful international traditions is members' exchanging club banners. Clubs display their own decorative banners at meetings and district events, and Rotarians who travel to other countries often take these banners to exchange with the clubs they visit.





The banners often include symbols or images of a club's town, region, or country. Some represent local cultural traditions or artistry by featuring leatherwork, weaving, embroidery, or hand-painted designs. Many of the banners are works of art in themselves.

Exchanging banners, at one time, became so popular that the Rotary International Board of Directors was concerned that the practice would place a financial burden on clubs. In 1959, it urged members to “exercise discretion, moderation, and measured judgment in making provision for such exchanges.”

Today, the tradition continues as a way for clubs to express their friendship, even online. (<https://www.facebook.com/rotarybanner>). The approximately 20,000 banners in Rotary's archives reflect clubs' hometown pride and their connection to Rotary International.

Traditions can be flexible, sometimes fleeting and even on occasion a hindrance. Be aware of your club's makeup and don't let them become a hindrance to new members.

The Rotary Club of Crawley in Western Australia, whose membership is one of the fastest growing and most diverse. They no longer sing the national anthem or fine their members. Some tradition is important, but too much time spent on these rituals may prevent a younger member from feeling at home in your club.

Downward membership trends in North America are causing us to revisit traditions and traditional clubs. Be flexible! Start a Satellite Club or a Passport Club or an After-Hours Club or a Cause Based Club. Thinking outside the box is passé, there is no box and no Rotary police.



## Fundraising Goes Virtual

*By PDG Marty Peak Helman, Zone Innovative Club Advocate*

District 7780 Rotarians met recently (by Zoom, naturally!) to talk about fundraising options in the age of COVID. Generally speaking, the group agreed that:

Any fundraising project can be done virtually or with social distancing – it just takes creativity and maybe some downsizing.

Good givers will continue to give, even in the tough times.

A club should think about its traditional sponsors. If they are a restaurant or other establishment hard-hit by COVID, this is not the time to approach them. If they are an insurance agency or utility or other organization that has not been hard-hit, by all means reach out to them.

It's critical to advertise, advertise, advertise events and activities on social media and wherever possible. People are feeling cooped up and are looking for fun things to do.

Clubs in District 7780 are currently planning exciting fundraisers:

The Bath Sunrise club is selling \$10 (some higher) gift certificates from local businesses that have supported the club in the past. The gift certificates also include "fun" things such as toilet paper. The club has acquired a raffle wheel, and they hope to sell 200 gift certificates, with the plan to pull winners at the local farmer's market through the summer. In addition to raising money for the club, by keeping the certificates at the \$10 level, they know there's a good chance that whoever wins the certificate will probably spend more when they redeem it, offering income to the local business that has been good to the club in the past. FMI: Bob Reed, [reed-art@sover.net](mailto:reed-art@sover.net)

Saco Bay Rotary is planning a virtual road race. There will be an entry fee, and participants will be tracked via a GPS app. They will have a certain number of days to complete the race. Swag bags can be picked up at a pre-determined location. FMI: Jason Webber

[webnbuf@gmail.com](mailto:webnbuf@gmail.com), who says that "it's all there – except the excitement of race day."

Raffles are still very possible, with ticket sales online rather than at community events. Zoom bingo and Zoom trivia are also great options.

The Bridgton-Lake Region club has held a highly successful drive-by community kettle. The club served barbecue – pulled pork, chicken, coleslaw/beans. The meals were served in individual boxes and delivered to the cars in a parking lot. Social distancing guidelines were strictly observed. The club served 200 meals -- twice as many as they typically do at the community's open lunch, but even so, they ran out of food! They had asked for donations and received \$950, of which about \$500 was profit. FMI: Carol Madsen, [carjmad@hotmail.com](mailto:carjmad@hotmail.com)

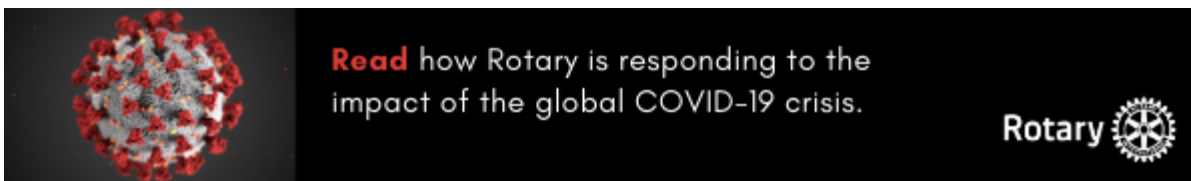
It's possible to hold a "non-event." This is when invitations go out for a fancy dinner and donations asked for what would have been spent to go to the event – only you promise the donor that in this case, they don't have to dress up and actually go! FMI: Lorraine Faherty, Damariscotta-Newcastle, [townsend13@aol.com](mailto:townsend13@aol.com). A COVID-related version of the above is to have all the speeches and charge accordingly– but do it all on Zoom without banquet or venue expenses.

Duck races are a perennial favorite. Clubs can sell the ducks online, and do the race as always, but run it on Facebook live. Alternatively, it's possible to video the race and make it available afterward on the club's media pages.

And at virtual meetings, don't forget to:

Ask Rotarians to donate funds saved from meals not eaten and send to The Rotary Foundation or the local food pantry.

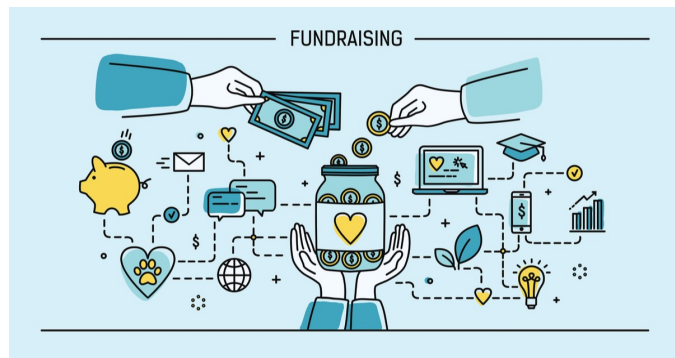
Create a VENMO or PayPal account for "happy dollars." Alternatively, ask the sergeant to keep a running total of everyone's happy dollars with payment to come either when return to physical meetings or as current donations to the local food bank or polio eradication.



<https://www.rotary.org/en/rotary-monitors-coronavirus-outbreak>



# 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](mailto:rota-ry7230pr@gmail.com) to schedule a date.

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## **Youth. Let's pick up those "Bright Lights"**

*By John Tomlinson, PDG D7010*

Rotary believes in developing the next generation of leaders. That's why we sponsor programs and activities such as Rotaract, Interact, RYLA, Youth Exchange, Camp Enterprise plus individual club endeavours like science fairs, robotics, charity fairs, etc. Why not take a further step in the scholarship process and pick up these "bright lights" and make them aware of what Rotary has to offer them, particularly in the area of scholarships?

Does an ad in the local media announcing a Rotary scholarship generate candidates? What about your club or District website? Proactive students are already researching scholarships via social media!

I'm suggesting that Rotary clubs also be proactive through club sponsored activities in their community. They may identify individuals who might make excellent Rotary scholars and mentor them.

We should also consider the children of current and former colleagues, acquaintances from professional organizations, neighbours, community leaders who have volunteered with you on an event or service project. We have all met that "bright light" and realized that they will make a difference.

My club, North Bay-Nipissing in D7010 does this. Mentoring matters, and mentors can make a huge difference. Many students underestimate their chances with regard to scholarship applications. Applicants need to be informed and the club mentor plays this important role. They make certain that the applicant knows everything about the scholarship including deadlines.

We recommend that the application process begin early, to allow for revisions, letters of recommendations and mock interviewing should interviews be part of the process. A good letter of recommendation can make all the difference in the application. The candidate must give the person writing the recommendation significant time and a copy of the student's resume so that they can easily reference the candidate's activities.

We have someone else. We usually try for three individuals to read and pass a critical eye over the application. Of course, spelling errors and grammatical errors are identified and constructive criticism is sought. Also, it is important that the reviewer be given a specific purpose for their review:

- Has the applicant has spent time volunteering and has a passion for community work,
- Has the applicant any demonstrated public-speaking skills,
- Has the applicant set themselves apart from other applicants by demonstrating self-reliance.?

We believe in supporting the candidate in this whole mentoring process. Fundamentally a relationship between two people develops which could be lifelong. Personally speaking, I have three such relationships. This process works and it is rewarding to the applicant, mentor, club and community.

ROTARY  
SCHOLARSHIP  
PROGRAMS





By Elizabeth Davis, Annual Giving Officer, Zone 24 East & Zone 32, [Elizabeth.Davis@rotary.org](mailto:Elizabeth.Davis@rotary.org)



## SHARE Impact From Annual Fund Gifts

In response to the COVID-19 pandemic and Rotarians' demand for immediate projects to support their communities, significantly more global grants than during previous years were approved, exhausting World Fund availability for matching global grant awards for the remainder of this Rotary year. As Rotarians aid recovery, now more than ever, giving to Rotary's Annual Fund is key to continuing these projects.

The Rotary Foundation's year-end is quickly approaching on 30 June 2020. While many of our donors give each year by check, given the circumstances due to the ongoing COVID-19 pandemic, the Foundation's mail and gift processing has been delayed. With this in mind, donors are strongly encouraged to contribute online at [www.rotary.org/donate](http://www.rotary.org/donate).

Also, please let official club leaders (President, Club Foundation Chair & others) know they can use our [online giving platform](http://www.rotary.org/donate) to access the **online multi-donor feature** to make year-end gifts on behalf of their club or club members easier.

## Rotary Foundation Banners

Clubs have several opportunities to receive banners/certification, which recognize their level of support:

- **100% Foundation Giving Club:** For clubs that achieve an average of \$100 in per capita giving and 100 percent participation, with every dues-paying member contributing at least \$25 to any or all of the following during the Rotary year: Annual Fund, PolioPlus Fund, approved global grants, or Endowment Fund.
- **100% Every Rotarian, Every Year Club:** For clubs that achieve a minimum Annual Fund contribution of \$100 per capita during the Rotary year, and every dues-paying member must personally contribute at least \$25 to the Annual Fund during the year.
- **100% Paul Harris Society Club:** For clubs in which every dues-paying member contributes a minimum of \$1,000 to the Annual Fund, PolioPlus, or global grants within a Rotary year
- TRF is excited to **announce a new way it is recognizing Rotaract Clubs** that actively support our Foundation. Clubs can earn a special certificate, when at least five members of a Rotaract club cumulatively contribute at least \$50 to TRF during the Rotary year.

Use Foundation reports such as the [Club Foundation Banner Report](#) and the Club Recognition Summary to monitor a club's progress towards giving and recognition goals.

The Rotary Foundation

EVERY ROTARIAN EVERY YEAR CLUB

**US\$100**  
PER CAPITA

**100%**  
MEMBER PARTICIPATION

**2019-2020**



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## Five Quick Projects to Freshen Your Club's Public Image during COVID-19

By Amy Luckiewicz, ARPIC Zone 32

As I speak with Club Presidents around our district and beyond, I'm truly proud to see engaging activities to support local communities. From food drives to small business support, clubs are utilizing this time to really focus in on the immediate needs of their communities in the same spirit that Rotarians have done for generations. Boy are we having a presence online with social media posts, images, videos, and shout outs!

However, with distancing a priority, I sometimes hear about clubs being limited in how many people can participate on a project, especially when there are only so many roles available for projects. One way to maximize member engagement during this "down" time is to encourage small groups or teams of Rotarians to strengthen their clubs while keeping physical distancing in mind. This could be in the area of membership, youth engagement, fund raising, by-law review, or any number of areas that help a club develop and stay strong. Public image is another area that can always use some attention. With so many resources available online, it's a great way to engage Rotarians and support club development from a distance. Here are five easy, fun ways to develop your club's public image and maintain distancing.

**Encourage Rotarians to take an online class.** Rotary's Learning Center's Public Image category offers online learning about building your public image as well as public image basics. Perhaps your Public Image Committee can take the courses and report back at your next meeting about the highlights and actions steps they've developed. They could also create their own presentation based on their new learning and present it to your club at the next online meeting.

**Update your club logo.** Are you still using the older multi-colored wheel? Have you used the online logo generator? Consider forming a small group of club members to develop your club's new Master Branding logo catalogue. By logging onto the Brand Center, this group can form custom logos for your club using a variety of design options. Encourage them to test out the options and challenge them to come to a design consensus. Download your fresh new logo in PNG, PDF or JPEG and use this time to freshen up your print and digital materials.

**Create an image library for your club.** I love when members share old photos of our club or when a member posts a candid on social media from our meetings. All these valuable pieces of history should be stored somewhere safe. Perhaps a member has a scanner to preserve the old photos or is willing to organize them onto a cloud server. There are many free cloud-based sharable storage sites available to keep your photos safe. Once they are organized, bring a few out over time to share on your social media or ask a member to recall a memory from the photo...new or old!

**Develop your club's People of Action Campaign.** Did you know that the Rotary Brand Center has a great digital library and customizable options? Don't feel like your community is represented in the available images? Want to create a campaign with your real life Rotarians? No problem. The People of Action Toolkit allows you to upload your own images and imprint them with key sayings about connecting, growing, learning, promoting peace and more. Develop your club library and share with your Public Image team.

**Create photo testimonials.** Rotarians around the world are apart but connecting all the time. We're volunteering, calling neighbors, donating, and creating opportunities every day. Sometimes, a low-tech campaign can create a more personal touch. Let's show the world that during this tough time, we're proud to be Rotarians! Ask members to make an easy to read handwritten sign about why they are Rotarians, what they love about Rotary, or even an "I love Rotary sign." Collect them and share them on social media. Your digital caption can say more about the image, include a quote, or simply include an invitation for the viewer to reach out and consider joining.

Across the globe, Rotarians are highlighting exactly what it means to be humanitarians and people of action. Now is the exact perfect time to show the world too. By utilizing some of these easy public image activities, your club can strengthen its image to those that matter most, your local communities.

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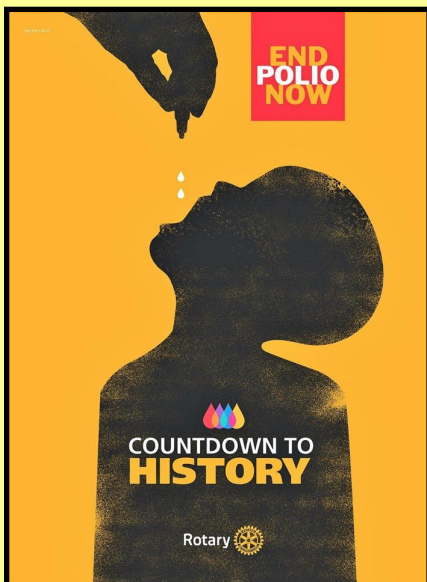
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# Polio and COVID-19

*By Carol Toomey, Zone 32, End Polio Now Coordinator*

As I sit here now and look back at the last few weeks of COVID 19, I wonder how my grandmother must have felt when she realized her little child had come down with a strange virus called polio. It must have been devastating that her handsome perfect little boy was going to suffer for the rest of his life as what was known then as a “cripple”. The disease hits children without warning. One wakes up with flu like symptoms. And, soon, the leg, the arm, the muscles in the throat, become flaccid, almost unusable. Some lose the ability to breathe on his/her own and end up using an iron lung (the predecessor of the ventilator) Did he get this virus from the pool, the playground? Did the germ follow her home when she took him to the beach and then latched onto her precious child?

So many unknowns must have been heartbreaking. How do you prevent this from happening to your loved one? Polio has been around since before the era of hieroglyphics (as we see the pictures on the cave walls). People who had a symptomless (now called asymptomatic) case would think they never had it and found out when they were diagnosed with post-polio syndrome in later life. Some got a case with flulike symptoms and just got better.

Every 30 years or so, there would be a polio outbreak in the US and Canada until the vaccine was invented. There is no cure for polio. Fortunately, there is a vaccine now. Two people almost simultaneously developed vaccines. One is oral and a weakened live virus and the other is not. But it is a more expensive cure and needs a skilled person to administer. Both inventors were good people and decided not to patent the cure. This made it possible to economically give the vaccine to children around the world to get it. The big problem is getting it to remote areas, keeping the vaccine to an optimum temperature as it travels by boat, camel, or whatever the best transportation happens to be in that area. And, of course, the health workers. The brave people who live among the families and can gain their trust so that the newborn children are inoculated before they are exposed to polio.

For the safety of the polio workers, distributing the vaccine has been paused as so many things have been with the outbreak of COVID-19. As soon as it is deemed safe for the workers by the governments, distribution will start up again. This horrible disease is on the brink of being annihilated. We have been raising funds for over 30 years. We cannot take the foot off the pedal yet.

As we finish the 2019-20 Rotary year, please consider a last-minute donation to polio so that we can finish the ambitious service project that Rotary has spearheaded for more than 30 years. We are very close but \$\$\$ are behind for many reasons. We have a match of \$2 to \$1 from the Gates Foundation waiting. We are \$15 million short of our \$50 million goal. If every Rotarian gives \$10 or more, we will exceed our goal. And it is easy. There is a button on the rotary.org website that says “Donate”. Be sure and checkmark “Polio”.

I just want to say THANK YOU. Because one person doesn't get polio. The whole family gets polio. And, I was part of that family.



**!!! REMEMBER THIS ???**

**ZONE 24 & 32 DROP TO ZERO CHALLENGE**

**INCREASE**  
**Polio GIVING**  
**by 5%**

**AND**  
Rotary  
International  
Director

**JEFF**  
Cadorette\*

**will jump  
out of an  
airplane!**

(Hopefully with  
a parachute)



**Based on combined district  
totals by 30 April 2020  
compared to 30 April 2019**

\*With Director-elect Valarie Wafer and other team members to be announced.



## Breaking News! Breaking News!

During these uncertain times, everyone could use some good news. Here it is.

The **Drop to Zero Challenge** has been an amazing success. The beneficiaries are the children of the world who will be able to live their lives without polio. The highest possible appreciation goes to the districts in Zones 28/32 who took up the challenge and succeeded.

You remember the challenge. Increase cash giving year over year 30 April 2019 to 30 April 2020 by 5% and I would jump out of an airplane.

Drum roll please. The 30 April numbers are in. Not 5%. Not even 10%. You increased cash giving by 15%! Oh my...

Gratitude and appreciation to End Polio Now Coordinators Linda Robertson (24 West), Stella Roy (24 East), and Carol Toomey (Zone 32). Thank you for a job well done. Reaching and exceeding the goal would not have happened without you.

Gratitude and appreciation also to the District 7210 Leadership team led by District Governor Cindie Kish. It was at 7210's district conference last year in Western Massachusetts, when Cindie was DGE, that the challenge came to life.

The 5% increase in cash giving and an effort to fight possible donor fatigue was this writer's idea. Me jumping out of an airplane was Governor Cindie's idea. The whole thing was hatched around a table one night with the D-7210 leadership team, PRIVP Dean Rohrs and me sharing some Rotary Fellowship. (There may or may not have been adult beverages involved which explains the whole jumping out of an airplane thing)

Once this pandemic has waned, we'll schedule the jump. In the meantime, thanks everyone for such an amazing effort.



# Districts Exceeding 5% on April 30, 2020

	POLIO Chairs
5010 DG Andre Layral	David Kester
5050 DG Brad Whittaker	James Purcell
5060 DG Peter Schultz	Peter Van Well
5370 DG Tracey Vavrek	Jessica Chapman
7040 DG Gerald Lambert	Bonnie Black
7090 DG Bob Artis	Sandi Chard and Pat Castiglia
7230 DG Mahbub Ahmad	Eileen Gallagher and Mayra Tepan
7390 DG Paddy Rooney	John May
7410 DG Karen DeMatteo	Jim Thorpe
7430 DG Herb Klotz	Carol Ferguson
7450 DG Peter Mardinly	
7490 DG John Mitchell	Jim Cole
7505 DG Joanne Ventura	David Forward
7790 DG Suzanne Uhl	Dino Marzaro and Scott Boucher
7820 DG Louisa Horn	Tom Campbell
7850 DG Richard Fox	Judy Brown
7870 DG Nancy Russell	Kimberly Lampert
7950 DG Stephen Albright	Joseph Clancy
7980 DG Jack Solomon	Virginia Page

**There's still time!**

