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December 2017

***Fundraising is the gentle art
 of teaching the joy of giving***

—Hank Rosso

November — Rotary Foundation month — has proved to be a very interesting month. My heart sings to see and hear of so many events that have taken place all over our two Zones over these past four weeks. From Club Raffles to Polio Walks -- from the Ride de Tucson (and indoor variants) to Million Dollar Dinners. Every Club and District has been busy — and The Rotary Foundation has been honoured in every corner of our Zones. Thank you to each and every one that gave, participated and encouraged others to give.

Donors don't give to institutions. They invest in ideas and people in whom they believe.

—G.T. Smith

As I write this, it is Thanksgiving in the United States, and I am sure a grand time was had by all as you shared family time and feasts with those near and dear to you. How lucky we are to have family and friends and the abundance that we take for granted! Even as we celebrate, we as Rotarians remember those who are not as fortunate as we, who struggle daily just to survive. I hope that as you celebrated the spirit of Thanksgiving you also took time to say a personal thank you to yourself, for all that you are doing for those not so fortunate.

It is hard to believe that nearly six months of this Rotary year have now passed. Christmas and the holiday season lie just ahead of us. This is always a time of reflection. A time to look back on the year that has passed – and a time to look forward to the year that lies ahead. Rotary does the same. Have we shared the gift of Rotary with others? Have we cared for those around us? Do we understand the needs of those who are the have nots?

In good times and bad, we know that people give because you meet needs, not because you have needs.

—Kay Sprinkel Grace

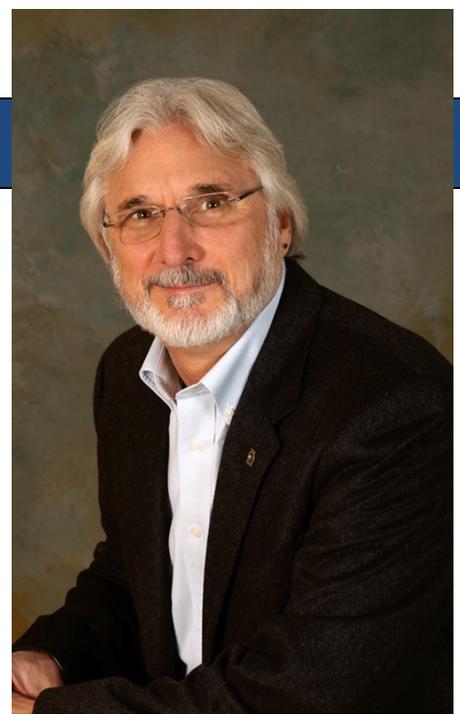
Rhino, our family and I wish you all a wonderful Christmas, Hanukkah and Prophets Birthday and a fun-filled December.

He who allows his day to pass by without practicing generosity and enjoying life's pleasures ... breathes but does not live.

—Sanskrit Proverb

Dean

Jeffry's Journey



Plan the Last Half of the Year — Now!

The holiday season is upon us! From my house to yours, I wish you the happiest and most joyous of holidays. Having grown up in New England not far from Norman Rockwell's home and studio in Stockbridge, MA, my memories of the holidays are always wonderful, traditional, and of the type Rockwell illustrated. That includes lots of snow, bell ringers at every turn, a fire in the fireplace, and annually trudging across the land to find and cut the perfect Christmas tree to do justice to my Mom's handmade decorations. Oh my. I hope that your memories are as treasured and that this year you endeavor to add new ones. Additional wishes for a safe and Happy New Year!

Speaking of the New Year, we are about to begin the last six months of our Rotary year. No matter what your job, title, assignment, or position in our organization, we need you to refocus, recalibrate, and resist the temptation to coast the rest of the way. All of the club members we serve deserve that. Plan the last half of the Rotary year now. Remember



what Yogi Berra said, "If you don't know where you're going, how do you know when you get there?" Plan now for your destination, an extraordinary end to this Rotary year.

Keep in mind that there is one, and only one, reason that a District exists: To support clubs/build stronger clubs. That's it. No matter which assignment you currently have, let that be your mantra. Support clubs/build stronger clubs. Past Governors, please offer up your help to your District to help with that.

For many of you, the busy "Rotary Silly Season" begins in earnest in January. Starting with the International Assembly in San Diego, progressing through the training cycle of PETS and District Assemblies, District Conferences, District celebrations....yikes. We wish you the best as you finish this Rotary year with a flourish. We wish you the best as you get involved with the planning for the next Rotary year. There is no amount of thanks that feels enough for all that you do. Know that you make a difference.

Post script: This is a personal request to send light and energy to our Vice President, Dean Rohrs, as she continues to recover from the leg injury she sustained on a Rotary trip in Africa. We all wish you the best, Dean. We value your leadership and hope that you will be back on your feet soon. Our thoughts are always with you.

—Jeffry Cadorette, Zone 24-32 Director-elect



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Foundation Facts

The Next 100 Years of Our Foundation

By Julia Phelps, Rotary Foundation Trustee and Past RI Director



At the September meeting of the Trustees, we set goals that will guide us for the next three years — 2018-2021. Some of these goals will sound very familiar. All of them however, need to be used to focus our efforts starting now.

The first goal is to continue our focus on **Eradicating polio**. We all know that we made this promise to the children of the world many years ago and we intend to keep that promise. But what we may not know is that since our efforts began in 1985, there are 16 million people walking today who otherwise would be paralyzed. The ramifications of not completing this job are significant. If that happened, it's estimated that there could be nearly 200,000 cases of polio within 10 years. For those of us who remember our parents' fear of us contracting polio in the mid-50s, this is not a time to which we want to return. Plus, the economic benefit of eradicating polio is mind-blowing. Between \$40 and \$50 **BILLION** will be saved on healthcare costs in a polio-free world. Just image what other world problems we could address with that much money!

Our second goal is to **increase sustainability in our six Areas of Focus**. When we launched the new grant model in 2013-14, sustainability was a new concern for many who had been working on previous grants. We've all heard the story about the water pumps that needed repair or the children who needed school uniforms year-after-year; we knew that we couldn't continue to just give money to these worthwhile efforts forever. In the last few years we've struggled with the issue of sustainability; it's the

one question I get asked about repeatedly: "How can we make this sustainable?" But I'm always amazed that by asking the question, we can usually find an answer. We've learned so much about how to sustain our work and that's why we must continue to learn and grow in this area.

Third, we must **utilize our District Designated Funds (DDF)**.

In our two Zones alone, we have over \$4,770,000 in DDF. I'm sure most of the Rotarians in our Zones didn't contribute to our Foundation so the money could sit in a bank account. I know I didn't. We want that money to go to our causes.

There are several ways that DDF can be spent. These include:

- ◆ Applying for **District Grants** which we are pretty good at doing and using this portion of our DDF;

- ◆ Identifying humanitarian projects which are larger and involve a partner where a **Global Grant** make sense;
- ◆ Donating to **Polio Plus** — and remember, these contributions will be matched by the Gates Foundation;
- ◆ Supporting our **Peace Centers** and endowments; perhaps consider becoming a Peace Building District; and
- ◆ Finally, by contributing to one of the three Major Gifts Initiatives, **water and sanitation, basic education and literacy, or peace**.

Please make sure you read the article on page 4 of this newsletter by RRFRC Ron Smith, related to this topic. He makes a very strong argument for districts to use their DDF.

Finally, we are asking all Rotarians to **create a personal legacy** through our Foundation. This can be done in many ways. I started with a **bequest** of \$10,000. This is simply a matter of letting The Foundation know that you have made provisions in your will or trust for a certain amount of money to be contributed when your estate is settled. You can also increase the amount of money that you personally contribute to our Foundation every year. Once I realized it was going to take me 100 years, at \$100 a year, to reach Major Donor Level 1 status, I decided to speed that up a bit. Contributing \$84 a month — becoming a Paul Harris Society member — was easy enough to do via Rotary Direct and meant that I could give \$1,000 a year and become a Major Donor in only 10 years. It's amazing how fast 10 years go by!

Our Foundation is fortunate that we have staff members who can work with us and help us create our personal legacy. I want to encourage you to reach out to them and find out how it could work for you. Jane Goodall summed it up best when she said, "What you do makes a difference, and you have to decide what kind of difference you want to make."

These four goals will guide us as we start our journey for the next 100 years. I hope you and the leadership in your districts will use them as you plan for the future.



Does Keeping Big DDF Balances Pass the Four-Way Test?

By Ron Smith, Zone 32 Regional Rotary Foundation Coordinator

Did you know that over \$4 million (USD) in Rotary Foundation District Designated Funds (DDF) has built up in the accounts of Zones 24-32 Districts? This amount of “unallocated/unused” Rotary Foundation contributions is a concern. In my last year as Regional Rotary Foundation Coordinator, I have watched this “bubble” of DDF grow over the last three years for a myriad of reasons.



My observation is that 50 percent of a District’s DDF (after the District Grant funds are requested) needs to be “actively” allocated by District leadership to projects including Global Grants, polio eradication, Rotary Peace Centers or transferred to other Districts that can utilize the funds. This significant balance of unallocated DDF, waiting to be identified for meaningful, bold and sustainable Global Grants, should be out there working.

Let’s look at the lead question in context.

1st: Is it the truth? No. We are not being true to our Rotary Foundation donors who mostly think that their hard-earned contributions are “at work” by Rotary after three years of investment. When DDF rollovers go on for years, it is *not* the truth that their donations are at work “doing good in the world.”

2nd: Is it Fair to All Concerned? No. Not only is it not fair to the donors, it is also not fair to the mothers dying in childbirth who could have been saved by a trained midwife, to the child afflicted with malaria who does not have mosquito nets, to the children with dysentery from contaminated water, to the communities that could have been provided solar panels, or to conflicted communities who need trained peace builders from Rotary’s Peace Centers. It is not fair to those Rotarians who want to help with all these problems but cannot find the funds to do their humanitarian projects.

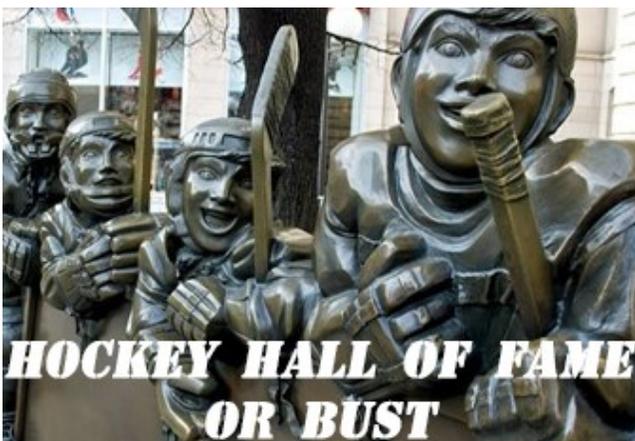
3rd: Will it Build Good Will and Better Friendships? No. Certainly, without the allocation of DDF to VTTs, scholarships and/or humanitarian grants, we are not building goodwill with donors. Goodwill is lost for those humanitarian projects that are not progressing since sufficient funds have not been allocated by District leadership. New friendships are not being created that could have been developed by advancing Global Grant projects, by sponsoring Peace scholars

or even by assisting Districts that do not have sufficient DDF for their own projects.

4th: Is it Beneficial to all Concerned? No. Nothing at all is beneficial to the donors expecting to do good in the world in a timely manner. Nothing is beneficial to the Rotarians wanting meaningful service projects. And the potential recipients are certainly not benefiting when they are not seeing their communities develop, their families’ health improve or their local infrastructure and environment invested in by Rotary Foundation donations

The message is clear... not allocating DDF in a timely and strategic way does not pass our 4-Way Test.

What can YOU do about it? Start the conversation in your District. Learn your District’s DDF allocation strategy! Ask questions! Help your District leaders develop great Global Grant projects! Contribute to PolioPlus, sponsor Peace Fellows, send VTTs and Rotary scholars to help make a difference. If appropriate, transfer DDF to those Districts that do not have sufficient DDF to host their own Global Grants. As donors and stewards of OUR Rotary Foundation funds, it’s up to all of us to help our Districts develop visionary strategies to allocate DDF annually so it is working continuously.



*Which way to the
Beyond Borders Dinner, eh?
It sold out again last year.
It’s gonna sell out this year.
Register now!*

<http://tinyurl.com/beyondborders2018>

Live from Seattle: The 2017 World Polio Day Event

By Roland Gagne, Biddeford Saco Rotary Club, District 7780

“Congratulations! Your name was drawn randomly from a group of 165 Rotarians who gave \$25 or more to PolioPlus since July 1st. An anonymous donor in our District has provided airfare and two nights accommodations for you and your wife to attend World Polio Day at the Bill & Melinda Gates Foundation.”

So, with a little adjustment to my calendar — World Polio Day being only two weeks away — Paula and I were off to Seattle. Considering that World Polio Day was an afternoon event AND there would be two full days of flight to and from Maine, we decided to go early and spend a few days checking out Seattle, including the exhibits at the Bill & Melinda Gates Foundation Visitor Welcome Center.

Seattle is a beautiful city; however the projects housed within the Foundation’s Visitor’s Center provided the most interest for me! I realized there are so many of Rotary’s Areas of Focus that are being addressed by the Gates Foundation that it only makes sense that they would team with Rotary to eradicate polio.

After visiting displays highlighting human trafficking, overcoming violence, promoting maternal health, microlending, and more, we made our way to the security entrance area of the Foundation’s main building. It turns out that the wait in line for security clearance was actually longer than the World Polio Day event!

Once we entered the auditorium, we were seated with approximately 200 other “live” attendees. It was obvious by the production staff surrounding the room and the stage that this would be a well-prepared and well-rehearsed event. And it didn’t take long for that to materialize: Sue Desmond-Hellmann, CEO of the Bill & Melinda Gates Foundation, opened the event by welcoming everyone and providing important remarks. She was followed by Rotary’s own VP Dean Rohrs, then Jay Wenger, director of the Polio Program at the Gates Foundation, and numerous television personalities and Rotary Polio Ambassadors.

The event was livestreamed and recorded for access by people



around the world. The web address to view the event is: <https://www.endpolio.org/world-polio-day>.

It is clear that preparations are already underway for the day when polio will be officially eradicated from our planet and a true celebration can take place.

This year, polio cases have been found in only the three remaining endemic countries: Afghanistan, Pakistan and Nigeria. The case count has

gone from 74 in 2015 to 37 in 2016 to 12 (to date) in 2017. It’s clear we’re really close to the time when we will reach zero cases and can start the three-year certification period required for polio to be officially eradicated.

Neither Paula nor I have ever participated in an NID, although we have truly been interested to make our “hands on” mark with polio eradication. As a result, we have committed financially to supporting Polio Plus for many years. And by so doing, we have magnified our donations with the Bill & Melinda Gates Foundation’s 2 to 1 match.

Attending this event gave more meaning to our financial contributions and really emphasized how close we are to eradicating this horrible illness from our planet. For this, I am proud to be a Rotarian and I am grateful to the anonymous donor for the experience that was provided to Paula and me to take part in the World Polio Day celebrations.



Roland Gagne, a Rotarian since 1998 and past president of the Biddeford Saco RC in District 7780, has organized numerous Matching and Global Grants including the first grant to support Syrian refugees in the Middle East. He and his wife Paula are Major Donors to TRF.

Sports Partnerships for Polio

By Pat Killoran, Zone 24 West PolioPlus Coordinator

The synergy of partnerships can be powerful. In recent years, we have seen a number of examples of strong partnerships “making a difference” throughout the Rotary world and helping clubs support their goals and the goals of Rotary worldwide.

Sports organizations have been particularly good partners in a number of Rotary communities across our Zones. In our story today, Rotary District 5370 has partnered with the Edmonton Oil Kings, a major junior hockey franchise in the Western Canadian Hockey League, to raise money to “Shut Out” polio. The partnership has grown over the past several years, during which time approximately \$25,000 has been raised to support the End Polio Now Campaign.

In past years, “Shutting Out Polio” provided great Rotary exposure at the hockey games. The moment of the ceremonial puck dropping, the singing of the anthem and participating in the color guard have all been great opportunities to raise the awareness of polio eradication and Rotary. As you can see in the picture at top, several thousand fans got to see the puck dropping on the “big screen”.

And as the colorful poster indicates, the 2018 event will take place January 31 in Edmonton. This year, there will be a new twist in the form of a pre-event mixer for Rotarians and their guests in the mezzanine of the arena. As well, there will be an “in game” cheque presentation. This year \$11 per ticket will be donated to the End Polio Now campaign. This is all part of the District’s target donation of \$8,000 - \$10,000 for polio.

The District sponsors a competition amongst the clubs to see which can sell the most tickets. Many of the clubs buy for school children, boys and girls clubs, Interactors and others unable to afford a game and then, Rotary hosts them at the game. It’s a great combination of community service and raising money for polio.

Special events and partnerships like these help make District 5370 — and others like it — into top giving Districts as we all work to see that last case of polio.

“Making a difference” can actually be great fun!



Oil Kings
ROTARY NIGHT
JOIN THE EDMONTON OIL KINGS AND LOCAL ROTARY CLUBS AS WE FIGHT TO END POLIO NOW!
This Special Event Includes:
• Pregame Rotary Mixer in North Mezzanine Club
• In-Game Cheque Presentation
• \$11 from Each Ticket Sold Supports Polio Plus
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TICKETS ONLY \$29 EACH



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Foundation Facts

November was Foundation Month. Now What?

By Karen Oakes, Zone 24 East Regional Rotary Foundation Coordinator

For many, the month of November brings a focus to the good work undertaken by our membership in living The Rotary Foundation motto of “Doing Good in the World.” Many Districts highlight achievements in club giving. Perhaps November is the month when your District Foundation Committee members extend a personal thank you to Foundation supporters for their donations. Maybe your club took advantage of Giving Tuesday, November 28, to become a 100 percent Rotary Direct giving club. In short, November is the month when THANK YOU is expressed in many ways!



Some clubs set aside a meeting during November to select a partner for their next Global Grant and to develop a plan of action to ensure a successful partnership. Other clubs take the opportunity to showcase past humanitarian grants to their membership to build that sense of pride in the clubs' work in both new and ongoing members.

Alternatively, November may have been when your District decided to fully engage its members in greater outreach to their local communities to understand the value of Rotary. Only through good public image work can we share the news that Rotary is here to help those less fortunate, both at home and around the world. Our areas of focus — Water and Sanitation, Disease Prevention, Peace and Conflict Resolution, Economic and Community Development, Basic Education/Literacy and Maternal/Child Health — touch the greatest needs of humanity and should not be a Rotary secret. We need to share the remarkable ratings of The Rotary Foundation on Charity Navigator beyond the walls of our own Rotary clubs to reach the hearts of others who may join our efforts. We need to speak often to our own families and friends of the efforts of Rotary to eradicate the dreaded disease of polio and to free the future from this scourge. It all comes down to sharing the success stories of The Rotary Foundation which we make happen.

Yes, November is a special month. But the work of The Rotary Foundation never stops, and neither should our celebration! It's critical to continue to voice appreciation for the ongoing support to The Rotary Foundation and to celebrate the milestones reached each and every month of the year. We are the power that makes it possible to “Do Good in the World.” Let us each, one and all, be the champions of The Rotary Foundation whenever and however often we can.

A Club Project Helps Refugee Children Go to School

By Eva Vida, Regional Rotary Foundation Coordinator,
Zone 24 West

The Rotary Club of Winnipeg has formed a partnership with Humankind International in Kenya to serve and support the children living in refugee camps and the surrounding community. Rotarian Muuxi Adam, who was a refugee in his youth, has been instrumental in establishing a school for young children, in what is considered the world's largest complex of refugee camps, near Dadaab, Kenya. For the most part, the people living in the camps have escaped violence in Somalia.

The Humankind Academy project established in this partnership involved constructing, equipping and staffing an Early Childhood Centre in Dadaab. This is the only Early Childhood Development School serving the approximately 400,000 people living in this area.

The primary school opened in January 2014 with 71 students. In January 2015 the school was enlarged to accommodate 150 children, all between the ages of five to eight. Students attend school full time and receive two meals a day. When the school first opened, 95 percent of the children enrolled were malnourished. Check-ups in July of this year indicate that none of the children attending school are now malnourished.

The school uses a peace-building model that promotes understanding between communities. The neediest and most vulnerable children are selected for the school, with half coming from the refugee camp and the other half from the local Kenyan community.

At the current time, the school employs a head teacher, two classroom teachers, two cooks and two security guards. All but one are residents of the local camp. A group of eight Kenyans make up the board of directors for Humankind Kenya, and they



provide direction and support to the school staff. The board is also responsible to provide accountability to HKI through quarterly reports on expenses and academic progress of the students. A member of the Humankind International Board visits the Centre annually to assess additional needs.

This year, the HKI board is focusing its campaigns to reach out to more students by building two additional classrooms which will accommodate 50 more students. While the Humankind International Board works to raise funds for the operational aspects of the academy — including paying teachers, providing learning materials and the two meals per day — additional fundraising activities are expected to raise the money needed to build the additional classrooms, pay for uniforms, food and supplies for the new students, and employ the new teachers.

The Rotary Club of Winnipeg continues to be involved as well. It has just funded the purchase and installation of a 10,000 litre water tank at the school and is helping to raise the required funds to make the expansion possible.



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Youth Services

Getting Interact and Rotaract Together

By Tamara Larson, District 5370 Youth Services Chair

District 5370, in Alberta, is starting a new initiative called the Mentorship Program. The idea is to pair Rotaract and Interact Clubs in order to facilitate interaction between the clubs. The Mentorship Program will include components of fellowship, leadership, collaboration and socialization in order to create additional connections among the youth of the District.

Clubs will be paired primarily by their respective Rotary sponsor clubs, but there will be opportunities to create connections outside of this, as some clubs do not have both a Rotaract and an Interact club, and others have several. The purpose of this program



is to get Interact and Rotaract Clubs to create their own connections with guidance from their sponsor Rotary club. This program is designed to allow individual clubs to discuss what they would like this mentorship relationship to be. Clubs can then work together and support will be available at the District level to come up with a plan that meets their needs.

District 5370 has a unique approach to Rotary youth programs: In each area, young leaders in our District participate in a leadership role in making our youth programs strong, relevant and engaging.

For this new Mentorship Program, young Rotary leader Kathe Debenham has taken the lead. Presently, Kathe is the President-elect of the University of Alberta Rotaract Club and is a fourth-year biological sciences student at the University of Alberta. She was involved in two years of Interact in high school in Stony Plain and has recently rediscovered her love of Rotary. These days she spends time volunteering for the Multiple Sclerosis Society of Canada, Edmonton Public Schools, the Alberta Mentorship Program and the Alberta Community Cooperative Association.

Thank you, Kathe, for your hard work and leadership in creating such an engaging program for all Rotarians, young and young at heart, in District 5370.

Calendar of Events

January 14-20, 2018 — International Assembly, San Diego, CA.

February-March, 2018 — PETS planning season. (Note: Schedule published in October newsletter, p. 14.)

February 9-11, 2018 — Presidential Peacebuilding Conference on Environmental Sustainability, Vancouver, BC. <https://environmentandpeace.com/>

February 17, 2018 — Presidential Peacebuilding Conference on Water, Sanitation and Hygiene, Beirut, Lebanon. <http://rotaryd2452.org/waterconf/>

Saturday, February 24—Presidential Peacebuilding Conference on Disease Prevention and Treatment, Coventry, England. www.rotarygbi.org/peacebuilding-conference-2018/

Saturday, March 17—Presidential Peacebuilding Conference on Economic and Community Development, Sydney. <http://rippc2018.com.au/>

Saturday, April 28—Presidential Peacebuilding Conference on Maternal and Child Health, Taranto, Italy. www.rotaryitalia.it/presidentialconference/

Saturday, June 2 — Presidential Peacebuilding Conference on Basic Education and Literacy, Chicago, IL. www.rotaryliteracy.org/

Sunday, June 24 — Beyond Borders Dinner, Hockey Hall of Fame, <http://tinyurl.com/beyondborders2018>

June 23-27, 2018 — RI Convention, Toronto. www.riconvention.org.

September 20-22, 2018 — Zone Conference 2018, Montreal.

June 1-5, 2019 — RI Convention, Hamburg, Germany.

June 6-10, 2020 — RI Convention, Honolulu, Hawaii.

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

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

Public Image

Magnify Your Results On Social Media

By Dan Ceglia, Zone 32 Public Image Coordinator

Sometimes we're able to convince local officials of a worthy project, if they see the value. Let's take an example: A local Rotary club builds and completes a very attractive cover for the grandstand at a local sports park on property owned by the municipality. The club has a ceremony, turns it over to the town to maintain, and all is well. Then, reality rears its head. After a few years, the grandstand isn't utilized often and falls into a state of disrepair. The town sees the site as a place to store its equipment. So much for Rotarian efforts to improve the site!

In District 7640 (southern New Jersey), the Williamstown Breakfast Rotary Club came up with a project they felt the community would embrace and continue to support after its completion. They believed a new handicapped-accessible playground was needed and planned on building it *on the same piece of property where they previously constructed the cover over the stands*. I know what you're thinking: They didn't learn the first time and they're crazy! You know what, you're right: They were crazy.

Crazy enough to dedicate two full years to planning and getting buy-in from the local municipality —this time, with important details agreed to in writing. Concurrently, the club set about raising sufficient money to fund the project, without any financial support from the municipality. Of course, in any good story there has to be an unexpected twist with a wrench thrown in. How about setting an initial budget to raise approximately \$80,000 and when the time came to finalize plans, realize that the cost was approaching \$150,000? How do you regroup and find the additional dollars to complete the project? *YOU GET THE WORD OUT, BUT TO WHOM AND HOW?*

Remember, I mentioned the club got "buy in" from the community. That means they developed a campaign of PUBLIC (community) awareness.

The "how" was their "Facebook" page. While that may not seem revolutionary, few clubs leverage their social media assets as they might. Did you know you can multiply the impact of a post on Facebook by connecting it to your website with a simple click of the mouse? Did you know that if you ask, local businesses might advertise your activity on their website? Every time your event is featured on another website or another Facebook page, that's promoting your Rotary event to new viewers.

And don't forget that members of your club can promote the event through their own businesses and websites! Clearly, there is a multiplying factor that's exponential. And if you sponsor an Interact group, get those young social media experts engaged in promoting your project through their social media connections.

