

[www.rotary5840.org](http://www.rotary5840.org)



#### THE FOUR-WAY TEST

OF THE THINGS WE THINK, SAY OR DO

1. IS IT THE TRUTH?
2. IS IT FAIR TO ALL CONCERN?
3. WILL IT BUILD GOOD WILL  
AND BETTER FRIENDSHIPS?
4. WILL IT BE BENEFICIAL TO  
ALL CONCERN?



## December 2016

### Rotary District 5840 Leaders

District Governor **Judy Hutcherson**  
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DGE **Carol Holmes**  
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District Chief of Staff **Bill Phillpotts**  
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**Happy Holidays to all!** We began the holiday season with our **Rotary Night at the Ballet** event on November 26<sup>th</sup> – it was a resounding success. Several Rotarians from all over south central Texas attended this amazing performance. Rotary was recognized as the “center for service for our community,” and the Rotarians in attendance were recognized by name by the Symphony leadership. We had a booth displaying Rotary literature and Rotarians were on hand to share their Rotary experience with the community in attendance.

Most clubs throughout the District held service projects and/or celebrations in December. From charity bike rides, to highway clean-up, to collecting socks, to ringing bells for the Salvation Army, to building handicapped accessible parks – our clubs were out there in their communities, discovering how they could help, and just doing it! Scholarships were handed out, checks were delivered, and meals were shared – truly, the best of Rotary, making a difference in our corner of the global landscape!

Looking ahead, we have our RYLA Conference in New Braunfels January 13-16, chaired by the San Antonio North Central club. We're also pleased to announce our second #1DistrictAllHeart Workshop, where we will go deeper into Club Branding, Public Image/Relations, and Membership Growth strategies – Saturday, January 28<sup>th</sup>, at Hermann Sons Steakhouse, 10:45am to 3:45pm. Visit <http://rotary5840.org/> to register!

### *What's going on in Rotary District 5840?*

The Rotary Club of Kyle presents a "Perfect Attendance" Award!! Each student at Hemphill Elementary School that has perfect attendance each quarter goes into a drawing to win a NEW BIKE! Congrats to their first winner - Jesus!



DG Judy was on hand as the San Antonio Northeast Rotary Club delivered 1,176 pairs of socks to Agape Ministry to be distributed to the homeless in our community.

The Stone Oak Rotary Club teamed up with BJ Tidwell Cabinetry to provide holiday gifts for a local family.



Close to 400 bears and stuffed animals were collected by Rotary Club of San Antonio members for their Holiday Bear Drive.



Hello all,

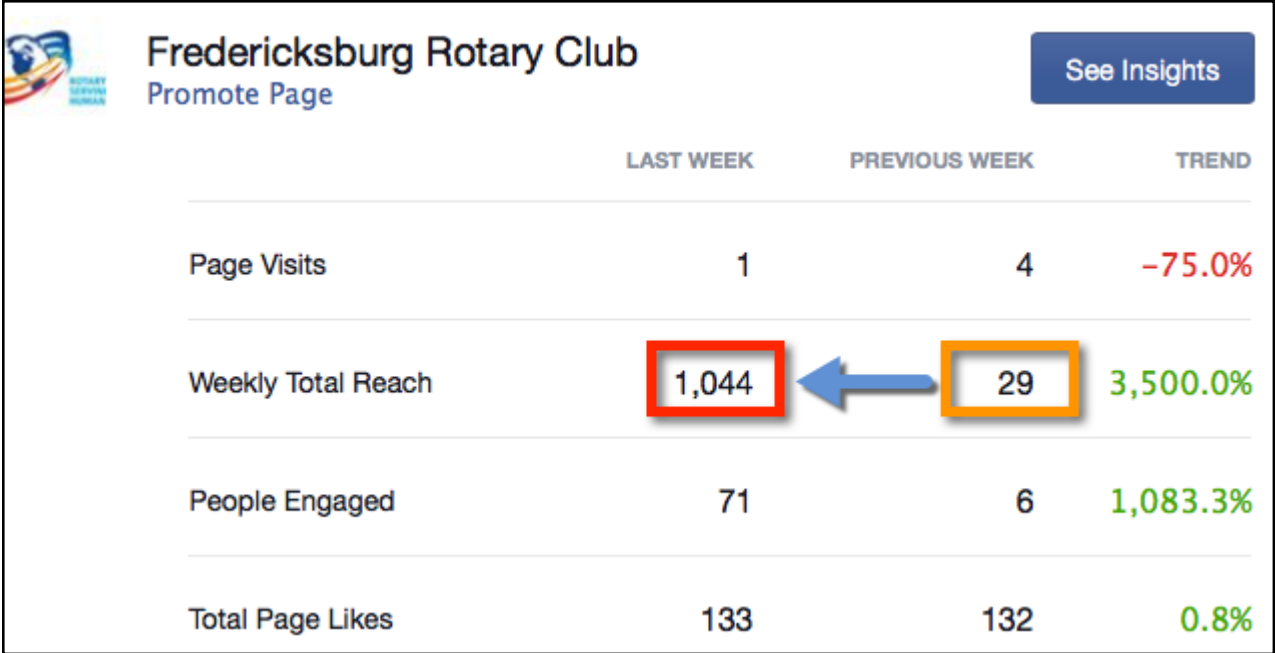
When trying to reach the masses in today's digital society most people name Facebook as one of the top communication tools. There are still many nay-sayers to Facebook's use and honestly, we have a full share in our own Rotary Club. But like it or not, at least for now, Facebook is the battleship of digital communications. If you want to reach likeminded people with your message, then pull out the Facebook big guns to make it happen.



**TECH tips**  
by Timothy Gikas

The thing that makes Facebook so powerful among communication tools is that Facebook provides instant feedback regarding a reader's approval of what is being posted. It's a vote of approval every time a Facebook friend shares or likes a post they like. So, this makes it easy to see what posts your followers think are important. The lack of response also makes it easy to see what your followers think is NOT important. The unofficial posting shows that simply positing in Facebook is not enough. Just because you post it does not mean they will read (or like) it.

Frankly, you must post the good stuff on Facebook if you want to be heard. This is another way of saying "engaging content is king". So, the simple lesson for all is: if you want to reach people's interest then post stories people want to read. Last week's user engagement statistics of the Fredericksburg Rotary Club's FB Page are a perfect illustration of this thought. Look how the club's user reach jumped 3,500% in one week. This was due mostly to one single post.



A single post by John Willome accounted for 95% of the entire weeks activity on our Facebook page. Interestingly, the statistics also show that sharing a post is far more powerful than simply liking a post (notice the yellow arrow below showing there were only 4 likes but 11 shares).

Publish engaging stories that people would want to read and share if you want to reach the masses with your cause.

What makes John's post good?

- Positive subject matter with UNIVERSAL APPEAL (not just your family).
- Great photo: happy children, smiles, faces, colors, in focus, photo cropped and sized correctly for the post.
- Succinct, straight to the point article title line that draws the reader in.
- Conveys post creditability, trust, the post subject was announced as qualified by a higher authority.
- (and the best part) John Willome did a great job of writing the post cut line. He took a generic global post and made it relative to his audience (our club members and to the people of Fredericksburg) and the people voted "yes" to his post.

The post conveys a personal handcrafted quality...it's not simply a repost that feels out of context to the audience. If feels genuine.

**Fredericksburg Rotary Club**  
Published by John Willome [?] · November 20 at 9:46am · 🌐

Rotary International's foundation was just named the 2016 Outstanding Foundation by the Association of Fundraising Professionals (AFP). 100% of all foundation contributions go to projects all over the world including right here in Fredericksburg (Books for Babies, Book Buddies, the Skate Park, the Good Samaritan Center's dental program, etc.). The Foundation's operation expenses are covered by three years of earnings off of the donations, then half of the corpus is distribute... [See More](#)



**Rotary Foundation named World's Outstanding Foundation for 2016 | My Rotary**

The Association of Fundraising Professionals has recognized The Rotary Foundation with its annual Award for Outstanding Foundation.

[WWW.ROTARY.ORG](http://WWW.ROTARY.ORG)

993 people reached [Boost Post](#)

 Like

 Comment

 Share

 4

 11 shares

# ROTARY LEADERSHIP INSTITUTE

Have you started attending Rotary Leadership Institute (RLI)? If not, you are missing out on a great educational opportunity to learn more about your club, district and Rotary International. RLI is a development program using facilitation in small groups, to engage Rotarians and strengthen clubs through quality leadership education.



RLI's Part 1 is a great start for new Rotarians, as well as a good summary for experienced ones. It is suggested all members who are "new" to Rotary attend *at least* Part 1.

Parts 2 and 3 build on the foundation started in Part 1 – completing all three parts is a great idea for incoming club presidents and board members. It builds action and sustainability in your local club! The schedule is on the District 5840 website at:

<http://rotary5840.org/SitePage/rotary-leadership-institute>

The next session will be held February 18<sup>th</sup> in Canyon Lake. Each Part is \$50.00 for the day. RLI is held from 9:00-4:00pm (8:30 is Registration). Resource materials with coffee and lunch are **included** – each Part is to be taken in order, and only *one* part *per* Saturday is allowed. Any Rotarian is allowed to attend. Why not ask your club to pay for your fee? To register for this session, go here:

<https://www.crsadmin.com/EventPortal/Registrations/PublicFill/EventPublicFill.aspx?evtid=ce96e2dc-8415-4cce-a555-8f704bf11345>

If you want to attend these sessions, it is very important that you sign up at least a week before the day it takes place to assure we have enough participants. This last one was cancelled due to lack of participation. So, the February session deadline for registration is February 11.

Here's a snapshot of each Part: divided into 5-6 sessions, primarily focused on **Leadership**, **Service** & **Membership**\*

## **PART ONE: THE ROTARIAN** (centered on the basics of being a Rotarian)

**Insights Into Leadership** (characteristics, volunteer motivation, leadership styles)  
**My Rotary World** (org charts, core values, Rotary's history)  
**Ethics – Vocational Service** (guiding principles, examples, service ideas)  
**Foundation I - Our Rotary Foundation** (world peace & understanding, operations, Future Vision)  
**Engaging Members** (survey, age differences, development, assessment)  
**Creating Service Projects** (meeting a need, creativity, sustainability)

## **PART TWO: THE CLUB** (essential applied skills & knowledge for club effectiveness)

**Strategic Planning and Analysis** (evaluation, priorities & goals) – double session  
**Attracting Members** (target audience, attributes, membership process of Find/Bring/Keep)  
**Club Communication** (elements of effective communications)  
**Team Building** (committee structures: standard, large & small clubs)  
**Foundation II - Targeted Service** (grant structure, areas of focus, sustainability)

## **PART THREE: MY ROTARY JOURNEY** (higher Rotary service and critical examination of more complex issues)

**Rotary Opportunities** (structured programs, fellowships, action groups)  
**Effective Leadership Strategies** (building consensus, coalitions, scenarios) – double session  
**Foundation III - International Service** (developing projects, 6 Aims, 3 Criteria)  
**Public Image & Public Relations** (resources, ideas, media plans)  
**Building A Stronger Club** (interconnecting relationships, networking by age, employment, gender, ideas)  
**Making A Difference** (applying RLI training to your own experience)



**Fair Oaks Ranch Rotary Club busy in November**

Photos and clever captions courtesy of the *News-Clip*, the weekly newsletter of the Fair Oaks Ranch Rotary Club

*On Tuesday, November 15, 2016, members and spouses from the Fair Oaks Ranch Rotary Club prepared food boxes at the Hill Country Daily Bread Ministries. The boxes were to be distributed on Saturday, November 19, 2016, for the coming Thanksgiving. The volunteers were Terri Politi, Penny and Darrell Sawyer, Linda Cook, Jackson and Anne Moss, Bill Fusco, Tom McKeown, John Collins, Nancy Abbott, Matt and Judy Hartnett. The volunteers worked for three hours and enjoyed serving to help those in need.*

*The volunteers met inside the large facility and were hosted by staff member Rebecca Harris. The volunteers were assisted in getting the items for the boxes by Kim Hodge, who drove a forklift. Some of the volunteers, but certainly not all, had their pictures taken while working with the food boxes.*



Penny Sawyer pushed a cart while Tom McKeown handled some cans. Matt Hartnett held a box he will soon flatten.



Jackson Moss, Club President, pushed a cart while John Collins carefully studied an item. Judy Hartnett decided which box she needed to take off the shelf.



On the left, Anne Moss, wife of Jackson Moss, reached for a cart while Darrell Sawyer, husband of Penny Sawyer, wrestled a box. Linda Cook juggled two items and Bill Fusco examined a large fan.



Bill Fusco displayed a small box that he had flattened.

*On Saturday, November 19, 2016, Club members and spouses again prepared food boxes at the Hill Country Daily Bread Ministries.*



Anita Myers lifted a box from the shelf with the help of Fran Driskell, as Anita's husband, Brooks strolled by. Volunteers gathered for a group photo after their packing job.