



District Governor Shelby Rhodes
Weekly Newsletter
August 16, 2021



Happy Monday Rotarians – I hope everyone had an amazing week last week and a great weekend! I am sorry for this email coming out late in the day.

Here's what's up...

MEMBERSHIP DEVELOPMENT

August is official designated by Rotary International (RI) as Membership Month, yet we all know that every month is Membership Month. Growing your club's membership should be the top goal of your club.

Training Opportunities.

On the last Friday of each month at 12 noon there will be a "Lunch and Learn" 12 – 1pm on a topic related to membership development.

- Next "Lunch and Learn" is August 27th, 12 noon. Advance Registration Required. Click [HERE](#) to register. Topics: Member Engagement, New Member Orientation, Mentor Program and more.
- Watch last month's "Lunch and Learn" video on developing membership prospects.
 - Click [HERE](#) to watch
- September 20th, 7 pm – Member Orientation Program – for both NEW and EXISTING members. Learn about how Rotary works locally and around the world. Presenters are DG Shelby Rhodes, DGE John Shockley, DGN Sam Maddali and PDG Barry Kroll, District Membership Chair. Advance Registration Required: Sign-up [HERE](#) to attend

New Member Report

Each month the District will be publishing a new member report showing our cumulative membership growth by Club. Remember to enter new members into ClubRunner so that we can count them in our monthly membership congratulations message. Here is a video on how to add a new member to ClubRunner:

<https://www.clubrunnersupport.com/kb/articles/how-do-i-add-a-new-member>

For Club Presidents Only - 5 Minute Video – Club meeting do's and don'ts - Enjoy

https://www.youtube.com/watch?v=I3_bCkYvDwg

Check the newsletter each week for tip, tricks, hacks and information on how to grow and retain your Club's membership.

PUBLIC IMAGE

Our District Public Image Committee is having a huddle on September 15 2021 at 7pm. It will be held online via Zoom. This session is open to all Rotarians, but is targeted to Club Presidents, Public Image Chairs and Webmaster. Advance registration required. Please sign-up [HERE](#).

At this session, you'll brainstorm what's working and what's not, and what your needs are.

Also, here is our District Public Image mission statement, as well as an action statement:

MISSION: To attract new members and support the foundation by developing a plan to shape our image through social and online media, and to teach district and club leaders how to use Rotary's online public image resources to increase brand awareness and support their club goals.

ACTION: The Public Image Committee is responsible for the Club's social media outreach. We intend on sharing what our Club is about, who we are and what we do in our communities, information on community service and fellowship events, and ways to get involved to support our Club's goals.

Contact Public Image Chair Dorothy Huey 973-687-3688 or hueynews@optonline.net with any questions.

THE ROTARY FOUNDATION:

Exciting news, our Foundation raised more than \$440M last Rotary year! That was \$30M over our goal.

Why is this important? It means we can do more projects locally and around the globe.

Thank you to everyone who donated!

UPCOMING EVENTS:

Monday, August 16 at 7:30 pm – Somerset County President's Council – held online via Zoom. This session is open to Somerset County Presidents and assigned Assistant Governors, only. Advance Registration Required. Sign-up [HERE](#) to attend.

Wednesday, August 25 at 6:15 pm - The Rotary District Foundation Committee (RDFC) – will meet in person at the Park Avenue Club in Florham Park. Advance Registration Required. Committee members should RSVP directly to RDFC Chair PDG Mike Hart no later than August 18. His email address is: drmhart@yahoo.com.

Friday, August 27 at 12 noon - Lunch & Learn – Membership – The last Friday of each month our Membership Chair PDG Barry Kroll will host a Lunch & Learn targeted for Club Membership Chairs and Club Presidents that's open to all Rotarians interested in growing membership. August topics will include: Member Engagement, New Member Orientation, Mentor Program for new Members and more. Advance Registration Required. Sign-up [HERE](#) to attend.

Monday, September 20 at 7 pm - New Member Orientation - We'll conduct a New Member Orientation program for all new and experienced Rotary members via Zoom. Topics to be covered include the history of Rotary, overview of Rotary International and The Rotary Foundation, Rotary District 7475, Club Operations, Rotary Member responsibilities and an opportunity to have all your questions answered. Advance Registration Required: Sign-up [HERE](#) to attend.

CLUB NEWS:

I am pleased to share with you the news we have collected over the past week from our Clubs. [CLICK HERE](#) to access this article on the District website. How does your Club get included next week? Simply email your news to Rotary7475news@gmail.com.

DISTRICT GOVERNOR VISIT:

Lastly, if you'd like me to come to a Club event (Induction, Paul Harris Fellow, service project, fundraiser or social event) please work directly with District Chief of Staff Mark Hartmann. He can be reached at 1-973-296-9507 (cell/text) or Mark@HartmannRhodes.com.

That's all for this week.

Be well and stay safe as we Serve to Change Lives,

Shelby 