



ROTARY
SERVING
HUMANITY

District Dispatch

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NOVEMBER, 2016

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Extending our Reach

Through October, I have had the privilege of visiting all 32 clubs in our district. Of the priorities that I have heard from club boards, one of the most common is the intentional plan to achieve a net gain in members in this Rotary year. In the context of Paul Harris' words, what a good dream that is; we need to make it come true. How can we do that?

That question may best be posed to our **District Membership Committee** under the leadership of Rich Fleming---please take a second look at his recent article in the August Dispatch. As I've reflected on this common priority that you have shared with me, an obvious answer is to recruit, engage, and retain. Those words represent great strategies; but recognizing the right strategy to employ is key! We can assuredly say that there is not a cookie cutter approach; it is not a one size fits all---clubs are different, club cultures are different, club needs are different, and the communities we serve are different. But, there is a common starting place.

That starting place is to first determine if your club has unique issues around one of these three strategies: recruit; engage; retain. What does club history tell you---do you successfully recruit new members but they leave after a period of time (retention)---do you recruit new members but they don't become active in the work of your club (engagement)---does your club have visitors but they're not saying "yes" to an ask to join---(recruitment).

The three strategies---recruit, engage, retain---are like a three legged stool---each leg is needed for the stool to be stable, well balanced, and functional---able to fulfill its purpose. The same is true of our Rotary Clubs. We need to address unique issues that our club may have **and**, as a second step, we need to keep our club well balanced in recruitment, engagement, and retention in order to be most effective, be vibrant, be relevant to our community and to our members, and to serve humanity. **A membership assessment that identifies issues to be addressed and opportunities to pursue is a great starting place!** On the next page, there are examples of questions that may be helpful in stimulating thought and discussion.



District Governor
Cheryl Peterson

(continued on Page 2)

Extending Our Reach (continued)

Questions to ponder that assess recruitment:

How do our meetings inspire visitors to return, how are prospective members welcomed in our club, how do we choose top notch programs, what value proposition can we articulate that allows the visitor to easily see how their values intersect with the values and mission of Rotary? How do we decide where to look for new members—only within our circle of friends and influence or into other demographics in our community? How does the diversity of our club reflect the diversity of our community? How many times are we inviting people to join us for a meeting and eventually, asking them to join? Who should do the asking?

Questions to ponder related to engagement:

How are we nurturing relationships with new members—orientation/mentoring? How do they get involved in a project or fundraiser? What club activities should we offer that are relevant to a broad base of members? How do we learn about a new member's passions and interests and connect them with something relevant in our club? How do we offer an experience that is relevant to all members of our club—knowing that we have generational differences, varying passions, and various time limitations?

Questions to ponder that reflect retention:

Historically, is there a common window of time when members decide to leave our club? If so, what can we do about that? What process does our club employ to continue to be effective—how do we reinvent our club to improve retention? How do we seek out information to learn from those we lose? How do we seek our member's input so we can work toward a more satisfying club experience for them? What opportunities does our club offer members to grow professionally and participate in meaningful networking?

These or other applicable questions might serve as a springboard to engage in discussion and analysis at the board and with members. Consider trying something new as a “pilot.” If it brings positive results, great—share your good experience with others! If not, that's OK—we learn from what doesn't work as well as from what does. But then, consider choosing something else to “pilot.”

I encourage you to reach out to our newly formed District Membership Committee. These individuals are available to help you with resources, sharing of best practices, data, and many other topics appropriate to membership. They would be happy to support your efforts or share with your board or club. Rich Fleming is the chair of the committee and can be reached at flemi1rj@cmich.edu

Recently, Rotary has given clubs increased flexibilities to modify membership types, meeting frequency, attendance requirements, and more. These new flexibilities may or may not be appropriate to your club—that is your decision after careful consideration through critical thought and analysis. Critically thinking may include stepping out of “our shoes” and into the shoes of the prospective member or the new member.

I suspect that Paul Harris would say that this dream that your clubs have of growing membership is a good dream, and we need to turn the dream into reality! You are commended for working hard to extend the reach of your club through new, engaged, and retained members—all for the purpose of Serving Humanity and “changing as many lives as you can for the better, forever.”

“One of the most important ways we are celebrating the Foundation centennial is with a fundraising goal of \$300 million. Your gift to your Foundation is the best way of ensuring a strong second century for Rotarians Doing Good in the World and for *Rotary Serving Humanity*.”

Rotary International President John Germ

December Focus...

Disease Prevention and Treatment

When we read the title of Rotary's theme for the upcoming month, most of our minds probably go to [polio eradication](#). This effort has been the number one priority of Rotary for more than 30 years. Great partnerships have been developed, other organizations have come alongside us in this effort, and individual Rotarians have generated great fundraising activities to end this disease worldwide. And, as you know, we are very close!

While this all-important priority is the key focus of Rotary, our work in this area of focus is not limited to polio eradication. Rotary, Rotary Clubs, and Rotarians are engaged in many aspects of [Disease Prevention and Treatment](#) throughout the world. Even though [Water and Sanitation](#) is a distinct area of focus, work in this area certainly impacts disease prevention. Our district has been very active in addressing this basic human need in the Dominican Republic, Zambia, and India. We currently have a global grant pending, funded by our three Saginaw Clubs and the Pigeon Club that will equip the [Rotary Eye Hospital near Proddatur, India](#) with a second operating room to allow the hospital staff to potentially double their services to patients. Additionally, the project will also establish screening and educational components designed to limit common eye diseases, provide for early screening and identification, and provide public education regarding the importance of early detection.

Internationally, "[Rotary Family Health Days](#)" is a signature program of Rotarians For Family Health and AIDS Prevention. The program promotes disease prevention and treatment by implementing a massive, annual campaign in four countries in Africa that provides free health care services to thousands of people in underprivileged communities. Since it was first conceived in 2011, more than 1.1 million people across South Africa, Ghana, Uganda, and Nigeria have benefited from the program. This program has now been requested to be replicated in India.

Another international project involves early detection of hearing loss in infants in Mongolia. As we know, early screening for hearing loss is crucial to avoid long-term impact on speech and language development. Only one hospital in Mongolia had the ability to do this screening. Through the efforts of the [Rotary Club of Ulaanbaatar Peace Avenue, Mongolia](#), funds have been raised to equip more hospitals with the needed screening devices. This club's long-term goal is to continue to raise funds that will eventually equip every hospital maternity department with the screening devices and training needed to screen the approximate 78,000 infants born each year. Misheelt Batjargal, an ear, nose, and throat specialist and member of the club, says: "We're making a major contribution to society. This is simply what we do."

November Rotarian

If you haven't yet done so, please take a look at the November edition of *The Rotarian* magazine. On pages 42-47 you will find an in-depth article about the Flint water crisis.

Our District has been at the forefront of bringing clean water to areas of the world. This situation, however, is in our own backyard as Flint is in a neighboring district.

The Gala is Almost Here!

By Chair Eileen Jennings

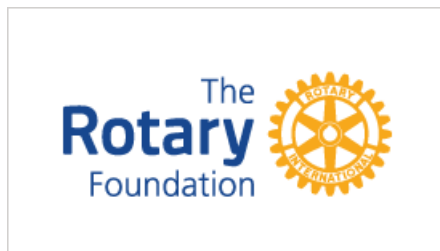
The Foundation Gala is Friday, November 18. It will be an exceptional event.

Reservations are showing a much larger than usual attendance. We expect to sell out of tickets. Please send in your reservations as soon as possible to Danielle.wood@zehnders.com. Be sure to include the name of your Paul Harris Fellow being honored, along with guest, if one is coming. Indicate that these persons are guests of the district and so no payment is included.

We have so much to celebrate that you do not want to miss this Gala. We will recognize outstanding giving histories from last Rotary year, present Paul Harris Fellows from 28 clubs, and hear a special message from our keynote speaker, Larry Lunsford, former Rotary International Director.

Come early – social hour is from 5:30 to 6:30 – so you can visit with friends from throughout the district. We promise to send you home no later than 9:45.

We look forward to seeing you there!



Make Plans Now for the Atlanta Convention

By Chair Dee Dee Wacksman

If you have been considering attending the Rotary International Convention June 10-14, 2017 in Atlanta, Georgia, now is the time to make that commitment. The deadline for the early registration fee of \$340 is December 15th.

The consideration of a block of rooms for District 6310 attendees as well as the possibility of a bus trip to Atlanta are both contingent on the number of Rotarians who will take advantage of these opportunities. Please contact Dee Dee Wacksman at dwacks@hotmail.com to let her know of your convention plans and of your interest in the room block and/or bus trip.

Helpful information may be found at the following sites:

Registration <http://www.riconvention.org/en/atlanta/register>

Zone 28-29 Party info <http://zones28-29.org/SitePage/atlanta-party>

Hotel Reservations <http://www.riconvention.org/en/atlanta/accommodations>

Host Organizing Committee & Events www.rotaryconvention2017.org/welcome

Rotary Convention Facebook Page www.facebook.com/Rotary2017

Convention Program Highlights <http://www.riconvention.org/en/atlanta/program>

November is Foundation Month

By Chair Eileen Jennings

We are now well into Foundation Month, the month when Rotary especially focuses on your support of The Rotary Foundation. Is your club conducting programs to educate your members about the Foundation and its giving programs? Does your club have some plans for special encouragement of members to donate to the Foundation?

Our District goal this year is to have every Rotarian donate something to the Annual Fund. This is the fund that invests your money for three years and then returns 50% of it to District control for spending on District Grants and our international efforts. We had record giving last Rotary year, and we hope that this year our collective donations will total at least \$200,000.

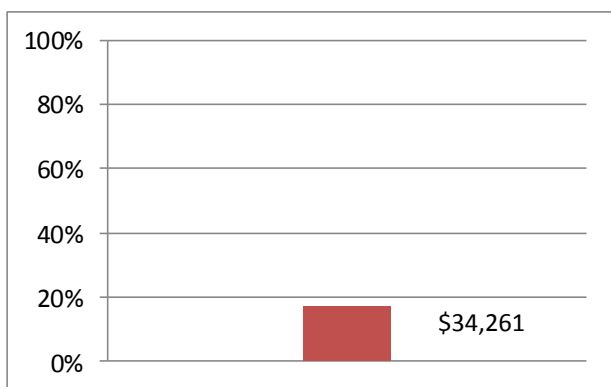
Please consider a gift of some amount during this month to the Annual Fund. You can give on line at www.Rotary.org. You can give through your club Foundation chair or club Treasurer (depending on your club's set-up). This would be a great time to sign up for *Rotary Direct*, which will allow you to give monthly through an automatic charge to your credit card or automatic withdrawal from your bank account. A link to the form for that giving may be found on Page 11 of this Dispatch.

While our first goal is for every Rotarian to give something to the Annual Fund, we hope that most Rotarians will give at least \$100 to the Annual Fund. We are looking for 11 clubs that will become 100% Sustaining Member clubs (every member gives at least \$100).

Remember that The Rotary Foundation is one of the highest rated charities in the United States. Over 92% of your contribution goes to humanitarian service. Your gifts to the Annual Fund support our work in the Dominican Republic, India, Zambia, and Sierra Leone. Join our effort with a generous gift during November.

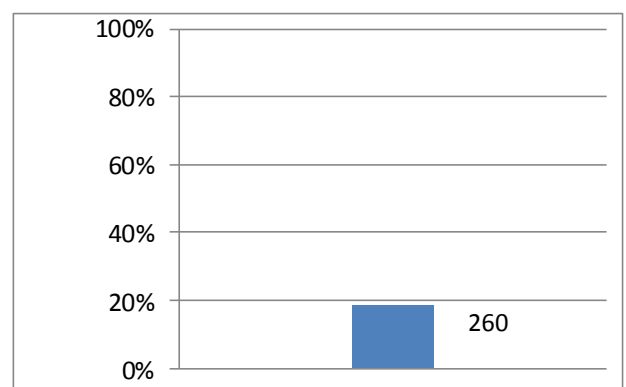
Annual Fund Progress Report

\$200,000 goal for 2016-2017



Annual Contributions as of November 1, 2016

1400 District Members



Contributing Members as of November 1, 2016

PolioPlus News

By Chair Chuck Cusick



World Polio Day was held on October 24. If you did not see the live stream event, you will still be able to view it.

<https://www.facebook.com/rotary/videos/vb.7268844551/10155472999664552/?type=2&theater>

Technology is helping to ensure polio workers are where they are most needed. More than 300 international consultants are deployed to the countries most vulnerable to polio. These consultants strengthen surveillance, track the virus, identify insecure gaps, and support vaccination campaigns to fill the gaps. They are also used to support other health initiatives, including improving routine immunizations, measles activities, and commitments for development and emergency response.

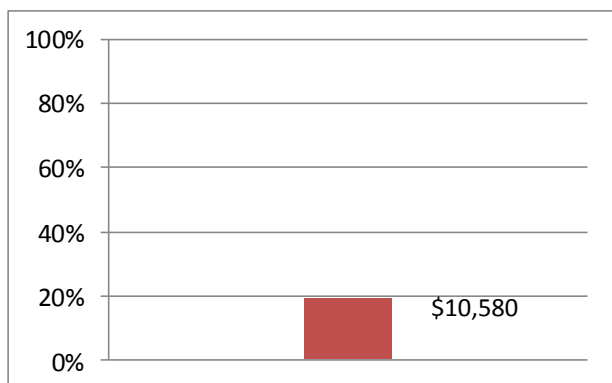
Nigeria reported three cases of wild poliovirus in the northeastern state of Borno in August of this year. Following the World Health Organization's confirmation of these cases, the country returned to the list of polio-endemic countries. These are the first cases detected in the country since July 2014, and while this news is disappointing for all Rotary members, we are confident that Nigeria can defeat polio. Rotary provided \$500,000 to assist immediately with the outbreak response, and an emergency response plan has been put into action in coordination with our partners. Large-scale vaccination campaigns are ongoing across five countries in the Lake Chad basin to counter the outbreak.

Despite these new cases, there has been significant progress toward ending polio in Nigeria, the rest of the African continent, and globally. As recently as 2012, Nigeria accounted for more than half of all polio cases in the world; however, thanks to quality vaccination campaigns and surveillance, as well as political commitment, the country has made significant progress. Furthermore, the new cases were detected due to ongoing efforts to strengthen surveillance, especially in insecure areas. We have proven strategies to stop new outbreaks quickly, even in insecure regions or areas made vulnerable by conflict, such as South Sudan and Syria. These strategies will also overcome the outbreak in Nigeria.

As of November 1, 2016, there have been 28 polio cases in the three endemic countries, Afghanistan 9, Nigeria 4, and Pakistan 15.

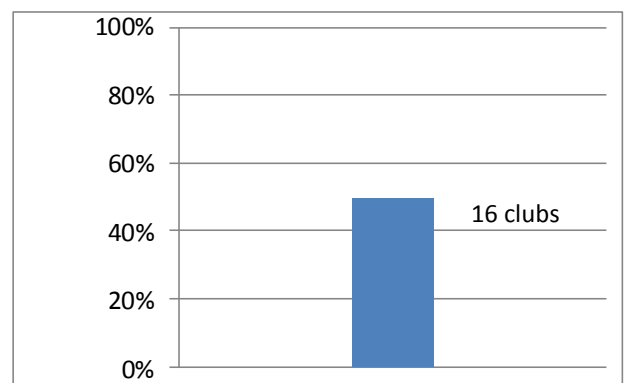
If your club is interested in a program on polio, please contact Chuck Cusick cvcusick@aol.com.

\$55,000 Goal for 2016-2017



PolioPlus Contributions as of November 1, 2016

32 District Clubs



Number of contributing clubs as of November 1, 2016

14 clubs

World Polio Day Around the District



Pies for Polio on October 24, 2016, in collaboration with the Grand Traverse Pie Company, raised another \$400 for polio eradication bringing the **Rotary Club of Midland** total to \$3,683.

The **Bad Axe Interact Club** raised \$231.41 at their annual Pizza Hut Tip Night for Polio Plus, and also received a \$100 check from a member of the **Rotary Club of Bad Axe**.

The **Rotary Club of Ithaca** held a polio presentation at their meeting and so far has raised \$600 for this donation challenge.

The **Rotary Club of Shepherd** continued their annual Pizza for Polio fundraiser!

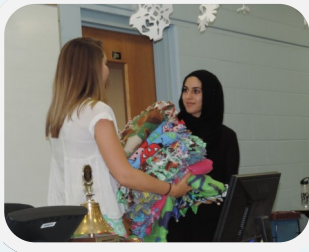
Paula Arendt of the **Rotary Club of Mt. Pleasant** will match club members for every \$5 donation to Polio-Plus. Member Peggy Pickler will match with a second \$5 donation.

\$5 will get PolioPlus \$15

The **Rotary Club of Bay City** and the **Bay City Morning Rotary Club** held a live-stream of the Polio Event on World Polio Day at the State Theatre in Downtown Bay City.

ROTARACT NEWS

The **CMU Rotaract Club** worked on a community service project by creating special blankets for the children who are housed at the local women's shelter.



The following week, Riham Issa, who works at and represents the shelter, gave a presentation on the mission and operations of the system.

Often children are brought to the shelter with their mother and must leave all their belongings at home.

These blankets will be given to the children to take with them when they leave to go into a different home setting. Riham received the blankets with joy and thankfulness.



Shout Out! YEAH!!

Congratulations to the **Rotary Club of Alma/St. Louis**: Wes Wickes, Henry Balfanz, and team.

This past week, District Governor Cheryl signed the Rotaract Club Certification Form that will be sent to Rotary International. This form serves as official notification to RI that a new Rotaract Club has been formed---this one at Alma College on September 1, 2016.



AROUND THE DISTRICT



Shown at left are two of the three Little Free Library boxes that will be placed by the **Rotary Club of Pigeon**.

The staff at Shetler Plumbing and Heating refurbished former newspaper boxes, and they now need to be painted. Club members and/or Interact students will assist with that part of the project. The Pigeon District Library will provide books for the libraries. When completed, the locations will be registered with littlefreelibrary.org.

The **Rotary Club of Midland** Duffels of Love project kicked off wonderfully. This project, organized by the Focus on Youth Committee, takes donations from Rotary members and the community to provide personal need items for kids being put into emergency foster care. Taitia Shelow did a great interview with WNEM TV5 showing her passion for the subject.

In addition, the project received a District Grant providing more resources to buy supplies and gift cards for special kid treats like pizza, ice cream, and movie passes to give them a little joy!



The **Rotary Club of Caro** 2016 Pancake and Sausage Supper was a huge success. You can check out photos in the Photo Gallery on their website: <http://carorotaryclub.org/>

A great turnout, over 600 Caro residents, attended the yearly supper. Many compliments were given for a tasty dinner. Congrats to the pancake throwing and non-throwing chefs.

A Huge THANK YOU to the Caro High School for the use of their gym, kitchen, and staff, as well as local Boy Scouts, the Interact Students, and Rotarians, for their great support to Rotary.



In a cooperative effort, the **Rotary Club of Bay City** and the **Morning Rotary Club of Bay City** annually distribute a dictionary to every 3rd grade student in Bay County and a thesaurus to every 4th grade student in the county as well.

The project is well underway, with students showing their newly acquired dictionaries.



Over 150 students were welcomed to a recent meeting of the **Rotary Club of Bay City**. These students had participated in the annual Rotary Vocational Day, a program that's been an annual event for over 40 years. The students, representing all seven high schools in Bay County, job shadowed professionals around the community.

LET THEM EAT CAKE!

There are so many November birthdays for members of the **Rotary Club of Alpena**, that a special cake (shown at right) was served at their luncheon meeting on Monday.

(Editor's note: Would that work for a morning club???)



November 29th is Giving Tuesday!



Giving Tuesday takes place on the first Tuesday following Thanksgiving. It was created to help the “giving season” get started, reminding people there is more to the holidays than consumerism and commercialization. The idea was to set aside a day to celebrate the generosity of giving—a great American tradition.

Please give consideration to how you might use this opportunity in your club during The Rotary Foundation month to promote the Foundation, strengthen your club’s support, and engage your members in giving. You will recall that about 35% of the members in our district (approximately 500 individuals) are not yet givers to The Rotary Foundation. Could this be an opportunity to begin??

You can make your contribution through your Club Foundation Chair or Club Treasurer or you can send your check payable to The Rotary Foundation. Send it with the completed [contribution form](#) to the address below:

The Rotary Foundation
14280 Collections Center Dr.
Chicago, IL 60693

You might also choose to support The Rotary Foundation year round by making a recurring gift. You choose how much and how often you want to give— it's a simple and secure way to make a big impact.

[Online contributions](#) can be made monthly, quarterly, or annually. If you prefer, you may return the completed [Rotary Direct enrollment form](#) or enroll by phone at 1-866-976-8279.

To update your existing recurring giving, contact rotarydirect@rotary.org or call 1-866-976-8279. For security reasons, changes to your credit card information should be made by phone.



Congratulations to the following clubs celebrating an anniversary this month:

Alma/St. Louis - 86 years - Chartered November 13, 1930

Ithaca - 81 years - Chartered November 29, 1935



The District 6310 Newsletter is published monthly. Articles originate from various Rotary International publications as well as from events and activities within the District. Thank you to all contributors.

We encourage the submission of articles. Please provide information and pictures for a future District Dispatch to:
Connie M. Deford, Administrative Assistant
connie.rotary6310@gmail.com