

Be a gift to the world

District 5610//Gearing Up

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DG Report: Steve Sikorski

I've been your District Governor for a month and have been very busy in my new role. My email lights up every weekday morning with requests from Rotary International in Evanston to respond, appoint, coordinate or think about something related to District 5610. It's all good! It is a very satisfying to know that the 1,956 Rotarians in District 5610 are making our towns, cities, district and the world a better place through their efforts of their local Rotary Clubs. Keep up the good work and know that what we do is appreciated by those who we have helped, even though recognition is sometimes not as public as it should be.

I've been to Zone 27 leadership training in Denver this past weekend. There is a continued emphasis on building our membership. Rotary membership has declined 14.6% in the past ten years in North America from 431,000 members in 2005 to 348,000 members today. North American membership in 2015 of 348,000



Steve and Arlys Sikorski

makes up 29% of all Rotarians whereas a short ten years ago North American Rotarians comprised 36% of all Rotarians. We must reverse this. I ask all of you to please bring in at least one new member is the 2015-2016 year —our future depends on it.

Good news! On July 23, 2015 Nigeria has been POLIO FREE for one year with no new cases reported. Nigeria must be polio free for three years before it can be certified as eradicated in that country. New cases have declined in the two remaining endemic countries, Afghanistan and Pakistan, and RI and the World Health Organization (WHO) are optimistic that the massive immunization efforts in those two countries will finally eradicate this terrible disease. The goal is for the world to be polio free in 2018.

My Club Visits will begin on August 20 in Winner, SD. I look forward to visiting all of your Clubs during the next 11 months. Hoping for huge attendance during those visits!!

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red = District



Be a gift to the world

July: RI year begins RI president takes office

District Governor takes office, begins club visits Club Presidents take office, Enter Goals on Club Central Semi-annual Dues payable to Club, District, RI District CAP & DDF grant applications deadline July 31

KEY: blue = **RI** and **Zone**

August: Membership & Extension

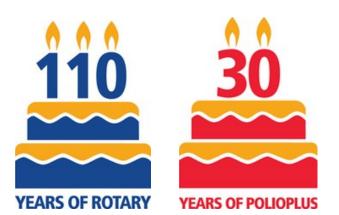
September: Basic Education & Literacy Zone Institute, San Antonio, TX, Sept. 15-20, 2015 District Conference, Sioux Falls, Sept. 24-26, 2015

October: Economic & Community Development End Polio Now World Day, October 24, 2015 discussion of Club projects and grants, recognition of Club honors and citations, celebrations District Grants Funds awarded Zone Institute, Salt Lake City, October 24-29, 2016

November: Rotary Foundation IRS 990 filing due for Clubs and District District Foundation & Grants, Membership, RLI Training & Dinner, Nov. 7, 2015 Mitchell Highland Center Delete/Add members on club membership with RI for accurate dues

December: Disease Prevention & Treatment Send your Every Rotarian Every Year contribution to The Rotary Foundation for donation credit.

(see the District website for current events and registration for events as they open, on the calendar)



January: Vocational Service RI International Assembly, San Diego 1/17-23/2016, 1/15-17/2017 Dues payable to Club, District, RI RLI training Club officers elected, list on RI and District websites

black = Club

February: Peace & Conflict Prevention/Resolution RI anniversary February 23 RLI training

March: Water & Sanitation RI grants reports deadline District committee reports due for District Assembly, Budget draft ready RLI training

April: Maternal & Child Health District Presidents-Elect Training, District Training & Assembly, April 13-15, 2016, Mitchell Highland Center Agenda: training for all club officers, District AGs, committee chairs, transfer of duties and information to DG-Elect and committee chairs Graduation ceremony for RLI participants District committee chairs plan of projects due, AGs reports due, all expense receipts due Club Presidential Citation applications due to RI

May: Youth Service District-wide Rotary Serves! Week Club project/grant reports due to TRF, District reports due

Club project/grant reports due to TRF, District reports due Delete/Add members on club membership with RI for accurate dues

June: Rotary Fellowship RI International Conferences: 5/29-6/1/2016 Seoul, Korea 6/10-14/2017 Atlanta, Georgia CAP grant, District grant reports closed and TRF global grant applications/reports due Club MOUs due for next year

Clubs' Goals Update on Club Central



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CLUB BOARD MEMBERS POSTING DUE NOW!

All board members should now be posted on BOTH the District website and the RI website for your club. We MUST HAVE your club officers emails online to be able to send information. In addition, update your personal profile with a photo, phone and email, to facilitate communications. And then check that all club members have emails, and new members are added to your roster.

NOTICE FROM RI TO CLUB AND DISTRICT OFFICERS:

Rotary is introducing several updates to the Club & District Administration pages that will make your administrative tasks easier:

Quick links: You'll be able to designate favorite links from the Club & District Administration section and access them from your My Rotary dashboard. See an example.

Terms of access: Incoming club and district officers will have access to club and district information by 1 June. Most outgoing club and district officers will retain access to the information for 12 months.

Overall redesign: Related activities will be grouped together on Club & District Administration pages. See <u>an example</u> and the <u>new landing page</u>.

If you have questions, contact rotarysupportcenter@rotary.org.

YOUR KEY CONTACT - CLUB AND DISTRICT SUPPORT (CDS) www.rotary.org/cds

JAMES R. DAMATO, JR. | Supervisor james.damato@rotary.org P: 847.866.3405 F: 847.556.2197 JULIE AUBRY | Coordinator julie.aubry@rotary.org P: 847.866.3429 F: 847.556.2197 ONE ROTARY CENTER 1560 SHERMAN AVENUE EVANSTON, ILLINOIS 60201-3698 USA • WWW.ROTARY.ORG RLI After-Hours

Rotary International Convention in Seoul, Korea ~ May 29 to June 1, 2016





D5610 Youth News





Current Rotaract and Interact Clubs

We need to build up the database for our District Rotaract and Interact clubs. The following list needs sponsor clubs and liaison contacts added. Please help get this information more robust! Contact Ella Shafer, District Administrator, to give us your clubs' liaisons' names and email.

Rotaract Clubs & sponsoring club:

SDSM&T Rotaract, Rapid City-Rushmore & Rapid City clubs, Darrell Sawyer, Advisor SDSU Rotaract, Brookings club, Brad Blaha, Advisor

Interact Clubs & sponsoring club:

Roosevelt high school, Sioux Falls, SD New Technology high school, Sioux Falls, SD Canton high school, Canton, SD Denison high school, Denison, IA Brad Bonner, Advisor Wolsey high school, Huron RC, SD 2nd chance alternative high school, Mitchell, SD St. Thomas More high school, Rapid City-Rushmore RC, SD

Has your club paid both District and Rotary International dues?

Your dues are due now! District dues were emailed to Club presidents and secretaries. RI dues invoices can be found online at <u>www.Rotary.org</u>

If you have not received a dues notice from Ella, for the District 5610 dues, please contact her at <u>ella.shafer@chssd.org</u> If you have not received a dues notice from Rotary International, please contact District Governor Steve Sikorski at <u>sdsikorski@msn.com</u> or go to the Rotary website, and download your club invoice.

How do you take dues payments?

There are several clubs in our District that use smart pay systems for members to pay by credit card. Rapid City Rotary uses Square on an iPad to take payments. Many members would rather do this than pay by check! Simply order a Square device and setup the app on your tablet or smart phone. Then, go to your club bank, setup your club account to accept the payments. That's it! You should also plan to record the payments by members to track who has paid. The club does not need to have a credit card to do this, although several clubs are also using a club credit card to pay for RI dues and other expenses.

ATTENTION: e-Rotary Club forming!

District 5610 is forming an e-club and hope that some of you might know potential members who would be interested in belonging to an on-line Rotary Club. We would appreciate this information as soon as possible. Please have them contact: Brad Bonner brad@bonnerphotographic.com, bradbonner@bradbonner.com or Amanda Sutliff amandadevriessutliff@gmail.com

To learn more about e-clubs, visit https://www.rotary.org/myrotary/en/learning-reference/learn-topic/e-clubs

District Calendar, Newsletter and Website needs your stories and events!

Please send your club events/notices to Linda Peterson, for listing on the newsletter and website event listing! Assistant Governors and District Committee chairs may write their reports and send in for timely inclusion in the newsletter. Deadline for copy is the third Friday of every month. The monthly newsletter publishes at the end day of each month. —Linda Peterson, Newsletter Editor // linda4rotary@me.com





D5610 News // Club & District News & Events

This space is for Rotary Clubs to celebrate important events with the District-wide Rotary membership. Please submit stories and photos by the third week of every month. For happenings, announcements and sharing, go to the District Facebook page. If you "like" and "friend" the District 5610 Group, you will get lots of fast-happening news, and post your own events and photos. https://www.facebook.com/RotaryDistrict5610

Custer area floats!



Tubes can be easily removed from the post with Velcro straps. They can then be easily thrown, or towed to assist in recovering a troubled swimmer. YMCA Director and Custer Rotarian Rex Jorgensen, (along with Lifeguards, Ben Maschand, Logan Huntington, and Logan Block) and some of the regulars from the Custer Swimming pool, accept 3 Rescue Tubes, provided by the Custer Rotary Club. Rotarians, Don Kraus, and Marguerite Cullum were there to represent the Custer Rotary Club.

The Rescue Tubes are floating devices that can be used for thrown or towing a rescued individual.

5 Rescue Tubes were donated by Custer Rotary Club, to Custer State Park. They will be installed at different lakes within the Park. Mike Chase, representing Custer Rotary Club with some of the maintenance department personnel from Custer State Park after installing a Rescue Tube. The Rescue







D5610 News // Membership

Join the social networks of Rotary—global and local on our District page. www.rotary5610.org www.rotary.org



Club Public Image Chairs Needed!

We call them our newsletter editors, social committee, club secretary, or public relations chair. Rotary now



classifies the activities of public relations as **PUBLIC IMAGE**! Linda Peterson is your District Public Image Chair, and also holds the position of Assistant to Zone 27 Public Image Coordinator.

Please add this position to your club board, along with Membership and Foundation chairs, to assist communication by District leaders. The Public Image chair provides the information channel to assist the Membership and Foundation efforts. Publishing information from these two important functions of Rotary will improve our clubs and provide current data to our members. *Contact Linda Peterson at 605-341-5006 or email Linda4Rotary@me.com*

Contact Linua 1 eterson at 005-541-5000 of email <u>Linua-Rotary@me.com</u>

North American Membership Plan Driving Change in North America

For over a decade, Rotary's global membership strategy has been primarily focused on increasing the number of new members brought into the organization. During this period, results have been inconsistent, with short-term membership spikes and a longer-term membership decline, leading to the conclusion that a membership strategy based primarily on acquiring new members does not produce sustained membership growth.

The recommendation of the North American Membership Planning team is that efforts over the next three years should primarily focus on increasing the retention rate, addressing the reasons why our members are leaving Rotary and increasing the relevancy, vitality and performance of our clubs, while making Rotary attractive to a wider range of qualified potential members. This plan considered initiatives that are currently underway in some North American zones, as well as promoting the importance of the continued need for strong and vibrant clubs. This plan also supports and incorporates the priority and goals outlined in the RI Strategic To produce longer-term, sustained membership growth, Rotary must primarily focus on increasing its membership retention rates, and then continue to build on our committed base when attracting new members and organizing new clubs.

To increase retention, this plan recommends:

- Defining Rotary's "customer" as current Rotarians, and creating messages, leadership best practices, training and administrative and planning processes to focus club, district and zone level activities on this single concept.
- Identifying, defining and promoting Rotary's "value proposition" to our members by increasing the focus on the significant benefits exclusive to membership in a Rotary club.
- Training leadership at all levels of the organization to complete an objective assessment of current member satisfaction and then implementing specific, actionable plans to increase retention. This effort needs to be supported with objective historical trends and data provided to the clubs, with specific tools that can guide clubs through this process.
- Training club leadership and providing appropriate resources to assess club practices, as well as developing and implementing changes to encourage and maintain strong and vibrant clubs.
- Helping clubs recognize that increased member satisfaction will create increased interest and demand among qualified potential customers to join Rotary and remain engaged in Rotary.



D5610 News // District Projects





The School of St Jude

FIGHTING POVERTY THROUGH EDUCATION

School of St. Jude Support Project

Many clubs in our district could use an easy way to get involved in an international project and this project gives them lots of feedback from the school and the student to truly show them that they are helping to change the world. The students write letters to their sponsors twice a year and their grade reports are also sent to the sponsor. A separate district account is open so that all interested clubs can donate to The School of St. Jude. It would only take \$100 to \$200 (more would be great if the club wishes) to get involved and when the total reaches \$1500 we will send it to The School of St. Jude to **sponsor a child and a teacher**. We sent \$1320 in May 2015 to begin our District sponsorship.

This is an annual commitment as the child needs to be sponsored every year. The sponsorship for the student includes uniforms, shoes, food, clean water, transportation to and from school, school supplies and a high quality education. In the upper grades it also includes boarding as fourth grade through eighth board at the school during the week and from ninth grade on the students board at the school for the whole semester. For the teacher it provides classroom supplies.

For more background on the School of St. Jude, please go to http://www.schoolofstjude.org. To hear from one of the students at St. Jude, please go to http://www.youtube.com/watch?v=_0_ctkybKw4 (Meet Juliana).

For more information contact PDGs: *Pat Sutliff* pmsutliff@gmail.com or *Nancy Moose* nancy.moose@dsu.edu.

Wheelchair Distribution trip planned

Hope Haven International will host a distribution trip to Guatemala this August.

I will be your host and we will take part in such activities as working in the wheelchair shop, helping with a wheelchair distribution, teaching English at the public school, working on wheelchairs at a hospital/orphanage, visiting an orphanage to play with kids, etc. I promise an activity packed week with some FUN involved!

I am so excited to share this with fellow Rotarians. We can also attend their meeting so I hope your Spanish is good! I will report on this trip in the September news.

-Shelli Masek, Hope Haven International, Assistant Governor Area 8

Global Grant Scholarship News

Remember that money that you donated to the Rotary Foundation? Well it is coming back in a great way this fall as we have the chance to change two young women's lives and to affect the world at large. Our District 5610 awarded a Global Grant Scholarship to Kjelsie Hass of Rapid City who will be studying for a year in Ireland and getting her Masters in Conflict Resolution. With some of our District 5610 Designated Funds we are also able to help a former exchange student who was in our district 7 years ago, to study for 16 months in the Netherlands. Priscila Kinoshita Arie will be studying Poverty and ways to alleviate it. Pat yourselves on the back! You are not only helping two amazing young women, but you are helping to bring peace to our world.

-Pat Sutliff, District Scholarship Committee



Make Your Rotary Foundation Donations NOW! Use your Rotary website member access, sign in, go to The Rotary Foundation, choose "Give Now", pick your appropriate plan, do it in 5 easy steps. <u>www.Rotary.org</u>





D5610 News // Rotary Leadership Institute



ROTARY LEADERSHIP INSTITUTE – a new year, a new program

The Rotary Leadership Institute courses have undergone several changes, some minor, some significant. We look forward to continuing the program this year and will be planning a varied schedule to make the courses accessible to those who are interested in becoming more informed Rotarians. As we plan our calendar, we value your input and encourage you to express your interest to your club president, your Assistant Governor, or to me. I plan to have a drop-in site at the District Conference where Rotarians can share their ideas in person. I particularly look forward to visiting with RLI Facilitators.

-Larry Lyngstad, RLI Coordinator, District 5610



Report from DG Steve Sikorski, after attending RLI Facilitator Training, in Denver: The joint 2015-2018 Rotary Leadership Institute Committee (RLI) issued its updated curriculum at the Zone 27 Leadership Meeting in Denver on July 24. The updated curriculum is the product of the RLI Curriculum Committee composed of representatives from over 350 Rotary districts worldwide. The new curriculum continues to be presented in three separate sessions and available to all Rotarians. RLI seminars will again be presented in 2015-2016 at various locations in District 5610. Pierre/Ft. Pierre Rotarian RLI Committee Chairman Larry Lyngstad will continue his excellent job of coordinating RLI training. Training locations will be determined later this Fall. All RLI facilitator and participant materials can be viewed and downloaded from www.rlifiles.com.







D5610 News // Global Essay // Zone Training

Dear Rotarian,

I am President of Rotary Club of Pune Katraj, RI District 3131, India. I am proud to be a Rotarian and pleased to have had the opportunity to lead my club. I welcome you all to the new Rotary Year and wish you all the very best for the coming year. As Rotarians, together we will make this world a better place to live. I am writing to you all to appraise you on a unique event that we are organizing again this year. After the huge success that we had in the year 2013-14, we are again back with **ROGEC-2015**, a



global essay competition with a view to crusaders of Peace in a constructive dialogue and allow them a platform to express themselves on global issues concerning Peace.

This competition is open to all the citizens of the world. The winners will be invited to India for 5 days and will get involved in various informative and cultural activities.

The essays can be submitted online at <u>http://www.rogec.org/registration.html</u>. The last date for essay submission is **10-Nov-2015**

Detailed information is available on <u>www.rogec.org</u> and please Like our Facebook page on <u>www.facebook.com/Rotary.Rogec</u>.

I request you to circulate this mail among your members, friends and acquaintances, share this information through your Club bulletins and encourage participation in this event.

Looking forward to a great year ahead. Regards, *Rtn. Suvarna Kutwal, President, Rotary Club of Pune Katraj RID 3131, INDIA* www.rogec.org www.facebook.com/Rotary.Rogec

Zone Leadership Institute provides intense learning experiences

Steve Sikorski, DG 2015-16, and Norm and Linda Peterson, Public Image Chair, attended the session on Friday night and Saturday in Denver, July 24-25. RI Director Greg Podd spoke both days, enthralling the attending Rotarian leaders with deep background on his Director experiences, and thoughts on the future of Rotary.

Steve attended the Foundation track, detailing how to drill down on the RI website to learn about grants.





Linda lead a segment of the Public Image track, explaining the Rotary brand, usage of logos and fonts. Norm sat in, a bit hobbled by crutches!

Next up is the Zone Institute in San Antonio, September 16-20, 2015.



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D5610 Foundation // Polio

Progress continues in eliminating polio from the world. Nigeria has not had a case of wild virus polio for over a year. Pakistan has had only 28 cases and Afghanistan 6 in the year to date. The rate of new cases is now down to about 1 new case a week.

A major change is going to take place in the next year with in injectable vaccine taking the place of polio drops. This is because the drops at times reverts to a form that can cause paralysis. The use of the injectable vaccine also give more protection than oral drops alone. The down side is that shots are harder to get acceptance for, from some groups.

Funds that are raised by Rotarians are still being matched by the Gates Foundation \$2 every \$1. Funding continues to be most important. I hope the generosity shown by the clubs in 5610 so far continues in this new funding year.

-Willis Sutliff MD, District Polio Chair

POLIO ERADICATION FACT SHEET

Prepared by PDG Dan Himelspach, Zone 27 End Polio Now Coordinator - July 13, 2015
1952 - 58,000 Americans had polio

3,145 died - 21,000 crippled for life
More than in 9/11 attacks - 2,996 deaths
500,000 world-wide with 50,000 deaths and thousands crippled for life

Dr. Jonas Salk developed vaccine in 1952 - largest medical experiment in history
Dr. Albert Sabin - oral vaccine few years later
1979 US last case
1978 Dr. Benny Santos starts polio eradication program in the Philippines
1988 Mexico immunizes 13 million children: China 100 million children over a 2 day effort
Global Polio Eradication Initiative Members: Rotary International, World Health Organization (WHO), UNICEF and US Center for Disease Control
Rotary initially raised \$247 million to complete the effort
As of today \$12.2 billion:

Rotary - \$1.2 billion and countless volunteer hours

Bill & Melinda Gates Foundation - \$2 billion

Governments around the world - \$9 billion

Immunized 3 billion children in 122 countries

2014 there were 359 cases world-wide 306 in Pakistan

As of July 4, 2015 in Endemic Countries (Pakistan, Afghanistan, Nigeria) there have been 29 cases:

25 in Pakistan, 4 in Afghanistan, 0 in Nigeria (most recent July 24, 2014)

2015 no cases - Importation Countries (Ethiopia, Somalia, Syria, Cameroon, Equatorial Guinea)

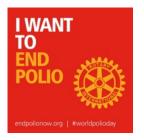
1 year to be determined to have stopped transmission; 3 years to be polio free

Last 2 years - 80 workers killed in Pakistan and 10 in Nigeria

It is an imperative to move from 99.9% to 100% eradication

Approximately 60 cents to immunize a child for life.

Bill & Melinda Gates Foundation Challenge: \$2 for every \$1 contributed by Rotary up to \$35 million



Make Your Polio Plus Donations! Use your Rotary website member access, sign in, go to The Rotary Foundation, choose GIVE, pick the appropriate plan, do it in 5 easy steps! <u>www.Rotary.org</u>





District Report from Rotary Foundation

For the first time since the start of the "Every-Rotarian Every-Year" campaign, giving to The Rotary Foundation surpassed the \$120-million mark—achieving the Trustee goal of \$123 million! **Tip: The 5-year giving history in the District Fundraising Profile is a great tool for setting goals based on recent results. Rotary's global goal is to grow the Annual Fund by approximately* 6%.

Tell Rotary's story – start with 'Why?'

These reports are tools to help assess your district's engagement with the Foundation and help you translate that information to your clubs. But why do we do this? Why as Rotarians should you or do you support the Rotary Foundation, and specifically the Annual Fund?

'Why' is an important question. Though the answer may be obvious to us — we want to improve the lives of people in need — it is important for you to have a compelling way to explain 'Why' to other people.

As you start your year, watch a TED talk, "<u>Start with Why?</u>" This talk discusses how leaders inspire action and highlights the importance of talking about why you support The Rotary Foundation to inspire others to support the Foundation.

Bringing home the Annual Fund

Rotary

Most club leaders know 50% of gifts to the Annual Fund come back to your region in District Designated Funds (DDF). But it's easy to forget <u>Global Grants</u> can happen in your community, too.

Remember - as long as you have an international partner, U.S. clubs can be a host Rotary Club. Rotarians in the Rotary Club of Little Village, Chicago, IL, USA are partnering with the Rotary Club of Goioerê, Brazil to help provide an answer to the great need for emphasizing peace and conflict resolution for urban youth in the city. The grant, Peace in Chicago Schools, will take place in two Chicago neighborhoods; bringing together different peace initiatives and helping public schools implement them throughout the year.



DISTRICT 5610 FUNDRAISING ANALYSIS

