

Rotary



Club of Mt. Shasta

Club Leaders



Doug Carter
Membership Chair
President



Thomas F. Stienstra
President-Elect



Gary L. Bostwick
Secretary



Lorinda Forrest Meyer
Secretary



Donna Boyd
Treasurer



Audra Beylick
Public Relations Chair



Mark Foster
Rotary Foundation
Chair



Heather Maria Solus
iPast President



Heather Maria Solus
Assistant Governor

Mt. Shasta Rotary Meeting 11-4-2020

Wednesday, November 4, 2020

Call to Order & Welcome
Pledge of Allegiance

Guests/Visiting Rotarians: None

Thought of the Day: from Mark Foster
It takes a smile to make a day better

Reports:

- Amos Merle (sp) Donated two days of backhoe work installing boulders at Mt. Shasta Park
- - Molly says things aren't going well for the in-person gathering she is attempting to arrange. With the sudden jump in COVID infections in our county from 0 to 56, Cindy Rossman says a gathering won't be possible at Axe & Rose.

Announcements:

- Doug informed members that it is the third anniversary of holding evening meetings once per month. However, we currently have no members who can only attend in the evening and our evening attendance drops significantly. A couple of members stated that evening meetings are very difficult to manage attending. Doug asked members to think about the idea of moving back to 100% daytime meetings and promised to bring the item up for more discussion and a vote.
- Mark Foster gave another Rotary International Foundation information session focusing in how support for education is ultimately a pillar for peace.

Program: Audra Beylick The Importance of Branding

Doug introduced Audra's talk by telling the group that in 1974 a book was published entitled **Positioning: The Battle for Your Mind**.

Audra explained the basics of branding, focusing in branding for non-profits. She then asked **What sets Mt Shasta Rotary apart, what makes us unique?**

- Kathy said commitment to every Rotarian, every year. Also, the Foundation is worth a mention not many clubs have a foundation.
- Audra listed specific projects, rain, fish and asked for more input.
- Ted said fundraisers, as the community sees as consistent. Each year, we raise the money and then donate.
- Mark said our club does a tremendous amount of work for students and youth in our community.
- Audra asked where could someone go on our website to learn about our budget and what we spend money on in support of projects.
- She mentioned unique talents our club is 71 years old and that is almost the average age of our members!
- Gary said there are several clubs with a similar age Elks, Lions, and more.
- Tom H said he thinks our clubs age is noteworthy as we were considered to be one of the oldest clubs.
- Kathy mentioned Gary's comment in the chat box on leadership and various endeavors.
- Audra talked about attracting new members and at one time we had a conversation about what people say about our club and possibly what is missing.
- Doug said 4 years ago Ted made a comment. Mark Klure attended a meeting when his daughter received student of the month. When asked, **Why Rotary?**, she replied the quality of people, you feel welcome, Rotary is the only group that gets things done.
- Audra reminded the group that Glen said people know if you want to get something done, call a Rotarian

Audra asked: What are our Club's unique talents or services?

- **Jean Nels - fish and water**
- Theodore Palfini - two good fundraiser events
- **Greg Juell - save the rain, dictionary to children**

- Theodore Palfini - where we are present year after year
- **Kathy - commitment of Rotarians each year**
- Gary Bostwick - unique talents include membership of leaders in various areas of endeavor that are vital to the community
- **Jean Nels - the wells in Africa and the fish program**
- Greg Juell - we are a local action club, fish pens
- **Doug - The ability to think big even though we represent a smaller community**
- Greg - we are social. We enjoy being w/ each other
- **Audra - we serve the youth**
- Greg Juell - somehow we are known as ♦doers♦ in the community
- **Audra - history of local service is 71 years**
- Theodore Palfini - AARP

Glen said he thinks of Jean Nels because she gets things done. Glen has to agree with Gary♦s comment that the main thing he gets when he talks about Rotary is that it is an old men♦s club or people get the deer in the headlights look when asked.

Audra brought up the topic of gap analysis ♦ how can we be effective in marketing when people are so inundated with other marketing?

Ted said we can donate money to organizations who can broadcast what we♦ve done and tout our ability to get things done.

You know you are successful when other people are talking about you.

Audra says when people are asked what keeps you from joining Rotary, they say they don♦t have time and that it is too expensive. Where does that come from? Is that what we want the perception of our club personality and within the community to be? We are more giving than taking.

- Molly said the expensive thing may have come from the expensive fines which clubs used to charge.
- Ted said along that line we talk about happy bucks. He feels it is inappropriate to ask how much is that worth? In his opinion, it should be up to the person to volunteer how much and not be asked.
- Mark said it used to be we♦d pay \$3 a week for the foundation and when we write a check for \$150for the year, the perception is that it is more expensive than the \$3 per week for a year.

Business leaders in the business community giving of themselves - Axiom of service above self.

Audra told the group that we have an opportunity to market ourselves in Giving Tuesday. Go to NorthStateGives.org, the site to raise money for the club through the foundation.

How are we going to promote our brand for this special fundraising event in a few weeks? A lot of organizations will promote the fact they♦ve lost revenue because of COVID. How can we differentiate ourselves?

Audra announced that Siskiyou Media Council is offering to air a video for anyone participating in North State Giving Tuesday. She asked, ♦If we write a script, would you be willing to help us create this video?♦ Each person would talk about what they love about a certain event/project as a lead-in to ask for a donation to Rotary.

Jean says go back to public profile ♦ create a fundraiser for this non-profit ♦ advertise on FB or email ♦ can say your little epistle to spout off about. Let it be a competition between people to raise more than someone else.

Ted asked if this could be shared next Wednesday to club members? To give people a prompt to help promote. (Doug, Kathy, Ken, and Lorinda volunteered to wordsmith the current narrative on the North State Giving website) Let♦s step it up from last year. You can do a fundraiser through FB on your own personal page for Rotary fundraiser. There is an average raise of \$300 per person when each person engages with friends to raise money. ♦ Jean reminded the group that it is better to include the link to North State Giving rather than using Facebook♦s fund-raising feature. Use Facebook to share the link to North State Giving.

Audra ended her talk by saying that Rotary should increase our value through branding, so we can acquire new members and grow awareness of our club.

Happy Bucks:

- Ted ♦ not a happy buck ♦ notes during COVID, this is a perfect opportunity to promote ourselves by giving when people need help. We have money in the bank and in investments and people would appreciate us coming forward with donations leveraging what we do just before Giving Tuesday. Watch what they do and not what they say. We could be doing stuff and we are not ♦ Ted gave \$20 to Happy Bucks.
- Greg took a trip to Portland to see the grandkids. Stopped at the archery manufacturing plant in Eugene and had to buy one ♦ it is the Ferrari of bows and arrows. Been shooting like crazy ♦ arm hurts, but he is happy- \$10
- Tom H is happy Mark Foster got his computer fixed. \$5

Marble Game 🎲 Tom H did not draw the blue marble.

Birthdays

No Birthdays Found

Wedding Anniversaries

No Wedding Anniversaries Found

Years of Service

No Years Of Service Found

Club Meeting

Mt. Shasta

Meets at Normally, Mt. Shasta Resort. Currently via Zoom. * Please note first meeting of each month is an evening meeting at 5:30PM; same location

1000 Siskiyou Lake Boulevard

Mt. Shasta, CA 96067

Time: Wednesday at 12:15 PM