



The Trail

Huguenot Trail Rotary Club

August 22, 2018

Coming Events

August

Aug. 22 Bob Shumar, Director
Boys State

Aug. 29 **SOCIAL AT OUTBACK**
12:30 pm LUNCH
NO FORMAL MEETING
Free Bloomin' Onion
Order lunch from the menu
BRING A FRIEND!

September

Sept. 9 **Run for Heroes**
Noon-4 pm

Sept. 14 **Food Distribution**
Chesterfield Food Bank
12211 Iron Bridge Road
5:30 pm



Scott welcomed Karen Liu, our speaker last week. Karen is director of the Travis Manion Foundation Run for Heroes 5K, set for Sept. 9. As sponsors of the race, HT Rotary will have a tent at the Start to dispense information about Rotary, our club AND sell tickets to the Food Festival. Jim will be looking for volunteers to help set up, man the booth and tear down after the race.

Special guests last week were Chris and Arthur Hoadley of Dalby, QLD, Australia, friends of Julie and George. The Hoadleys, also Rotarians, were in town for a week at the end of a trip taking them to Alaska, the Rockies and down the west coast from Seattle to San Francisco. Sgt. at Arms Paul welcomed them.



Mark got in the swing of RLI Saturday, making new friends and learning the basics in Part I of the Rotary Leadership Institute. Not a very clear photo, but it was taken from a video, so it's the best available!



The Traveling Rotarian is still getting around! Linda shared it with a bear somewhere in Vermont. George took time out from cruising Kerr Lake to read this month's issue (not a chance!). Let's keep it moving. Take a copy when you are out of town and send in a photo. This game is getting recognition in the District: people talked about the idea in the public image session at the recent training seminar held in Williamsburg!

Attracting Millennials-

Interviewing LaShonda Delivuk, President, Lynchburg Morning RC

From the August issue of The Rotarian magazine



1. You're 28 years old, and you joined Rotary when you were 23. Why did you get involved?

I live in a city where we really value community service. I heard about service clubs that way. At my Rotary club, we look to the community to let us know where the needs are, so we change our beneficiaries every year. I liked that we were actively involved in meeting the needs of the moment rather than being boxed in to one thing.

I also really liked that there were so many different types of people in the room that I wouldn't normally meet. Our former and current city manager are both in our club. I would not ordinarily have an opportunity to talk to the city manager, and now they are my friends. There are so many opportunities to be mentored by members of the club, people who are much further along in their journeys as CEOs and upper management. My husband and I had just started our business, and I have learned so much about entrepreneurship from people in the room.

2. How can Rotary clubs reach more young people?

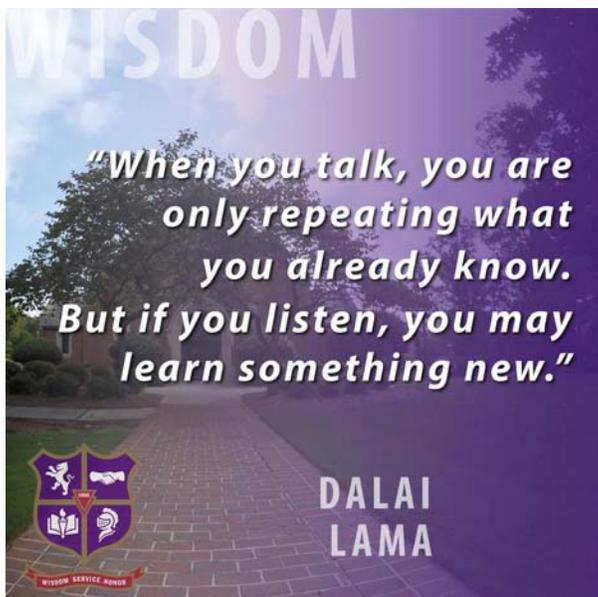
I think many people just don't know about it. I have gotten in the habit of telling my friends about Rotary and what we are up to. I try to post about it on my personal Facebook wall. Word of mouth is extremely powerful; do projects that get you excited so that you naturally want to talk about them with your friends.

Millennials don't like to be talked at. They want you to talk with them and have a dialogue. Take people out for coffee – whether millennial, middle age, or older person. Talking with people is never going to go out of style.

3. Your club has grown from 40 to 60 members in the past four years. What can struggling clubs do differently?

We can't expect a vibrant club when we only invest in it on our meeting day; we have to have Rotary experiences outside of the meeting. People weren't going to service projects, because they didn't know when they were. We started to send email newsletters and post on our website and social media. We also have printed versions of things. You have to make sure you communicate in enough ways that everyone is reached.

We helped members find more opportunities to be with each other. I just added a page to our website called "Support a Rotarian." Often our members are part of fundraisers on their own, so it makes it easy for members to support each other.



We need to stop worrying about the numbers and worry about the people behind the numbers. If clubs return to family and fellowship, they will be fine. Celebrate life's events like getting into college or a promotion at work, and thank people for showing up. We have pregnant women, people with kids, and people with grandkids. We had so many people have their first child that we made Rotary onesies and gave them away. We are giving and serving, but it's not the main motivator; the motivator is that we have a community here and we, as a community, have a desire to serve.

4. What role should young people play in a club's member recruitment strategy?

People are more than numbers and labels. I'm cautious of elevating any age group, because we are all important. If we are recruiting recent retirees, these people are incredible, have lived full lives, and have money to give. Millennials are just one piece of the puzzle. Rotary attracts service-minded people, whatever their age.