



What's Next

Saturday, July 16, 2022

- This is your **August PIPR Update**
Things To Do, Upcoming Key Events, and General Communication

INSIDE THIS ISSUE

- Upcoming Key Dates
- Monthly Theme
- Newsletter Article REMINDER
- LEARN Rotary
- Working with your Local Media
- Suggested Press Releases

UPCOMING KEY DATES

- **District TRAINING EVENT September 17 8:30 to 12:30**
See Event Notice
We hope you can be there - you are a third of the presentation
- Consider sending a **Press Release** about your club's Leadership Transition, as well as special projects, etc. etc.
A Press Release Template is further down in this email.

SEND IN YOUR NEWSLETTER ARTICLES

- Deadline: **25th**
- Club Presidents and PI/PR Chairs – Send in Club Articles
District Leaders – Send in Committee Articles
- Use <https://tinyurl.com/7680districtnewsletter>
or email to john.tabor@hdrinc.com

Monthly Theme



Learn Rotary



LEARN ROTARY

IMAGINE

how Membership, Foundation
and Public Image can make
your club vibrant?



SEPT 17

Saturday 8:30 AM to 12:30 PM
Gaston College ~ Kimbrell Campus in Belmont



Register

<https://tinyurl.com/7680mfpsummit>

MEMBERSHIP

Learn how everything in Rotary starts with a member. Innovative membership strategies will enhance growth and service to others.

FOUNDATION

Learn more on fundraising, outreach and Foundation projects

PUBLIC IMAGE

Learn how to improve your Club's image and outreach internally and externally

Reach Out to Local Media



WORKING WITH LOCAL MEDIA

- Research your media contacts – editors, reporters
- Create a MEDIA DATABASE
 - With names, salutations, emails and information about each person
 - Use Mail-Merge to send out press releases or announcements (meeting notices, etc.)
- Outreach to the Media
 - Visit Face to Face
 - Ask if he/she are looking for stories from time to time
 - Explain Rotary Overall and down to your club level
 - Invite them to meetings, invite them to be a speaker, invite them to be a member



WORKING WITH LOCAL MEDIA

- Reach out with every Project and Meeting
 - Automated, but direct is more personal
- District PI/PR may develop a story/article every month or two
 - You can make an article about Rotary helping your community

Welcome to District 7680!



ABOUT DISTRICT 7680

Rotary District 7680 serves fourteen counties in the west-central region of North Carolina (from the VA state line to the SC state line, and from Boiling Springs to Hamlet). Each county has at least one Rotary club. There are 57 clubs with over 2,600 members who share similar values and are dedicated to serving the needs of their communities and helping others around the world.



BIRTHPLACE OF ROTARACT

District 7680 is noted for its support of The Rotary Foundation, its programs for youth, and as “the Birthplace of Rotaract”. The first of over 10,000 Rotaract Clubs in the world was founded at UNC-Charlotte on March 13, 1968, by the Charlotte North Rotary Club. [Learn more about Rotaract here.](#)

ABOUT ROTARY INTERNATIONAL

What would it take to change the world? Rotary International is the world's first service club organization, with more than 1.2 million members in over 35,000 clubs worldwide. Rotary club members are volunteers who work locally, regionally, and internationally to combat hunger, improve health and sanitation, provide education and job training, promote peace, and eradicate polio under the motto **Service Above Self**. [Learn more about Rotary International here.](#)

WE'RE IN ZONE 33 OF ROTARY INTERNATIONAL

Rotary International is divided into 34 Zones, and District 7680 is in Zone 33.

Stephanie Urchick of the Rotary Club of McMurray near Pittsburgh, Pennsylvania in District 7305 in Zone 33, and Peter Kyle in the Rotary Club of Capitol Hill in Washington, D.C. in District 7620 in Zone 33, are the co-Directors representing Zones 33-34 on the Rotary International Board of Directors for 2020-21.

Zones 33-34 encompass 31 districts from western Pennsylvania, through the Mid-Atlantic and Southeastern United States, and the Caribbean, Puerto Rico, French Guiana, Guyana, and Suriname. There are 26 countries and regions represented in Zones 33-34. Our Rotarians speak English, French, Dutch and Spanish as primary languages.

Zone 33 includes western Pennsylvania down through North Carolina and South Carolina, and Zone 34 includes Georgia, Florida, the Caribbean, Puerto Rico, French Guiana, Guyana, and Suriname.

[Learn more about Zones 33 and 34 here.](#)

And here <https://www.rizones33-34.org/zone-map-and-websites/>



<http://www.Rotary7680.org> ? www.facebook.com/Rotary7680

Rotary District 7680, P.O. Box 79132, Charlotte, NC 28271

Please see 'Contact & Login Info' under Our District for more contact information