Heartbeat

May-June 2021



John Germ

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TRF Opportunities Await Us

John Germ
PRIP and TRF Chair-Elect

As we approach the end of another Rotary year we must ask ourselves some questions. Have we used the Opportunity to do the best we can? While this year has been extremely unusual and tested our resolve and ability to do what we do best — providing Service Above Self to those in need — we must prevail.

Have we extended the Opportunity that someone gave each of us to become a Rotarian with hearts and willing hands to do our work? Have we taken the Opportunity to make a financial contribution to polio eradication?

From those first two drops to a child in the Philippines in 1979 and our promise to children of the world in 1985 we have come a long way; but we have miles to go before we sleep. Our challenge is to reach every child. This will take perseverance and financial support. We must raise \$50 million to get our match of \$100 million from the Bill and Melinda Gates Foundation. We do not need to miss that opportunity.

Neither do we need to miss the Opportunity to look at our communities locally and globally to determine how The Rotary Foundation can help. The needs are there if we use our vision and seize the Opportunity to provide for those needs. We can do more by encouraging more Rotarians to join us in making a contribution to The Rotary Foundation, helping us to transform people's lives by improving their living conditions.

It is possible, through areas of focus, to conduct projects on a larger scale that are sustainable and affect more individuals. Using our resources, we can attract a wide spectrum of partners to enhance our work, including the private sector and governments. Let us remember that working Together Everyone Accomplishes More.

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After COVID-19, what will 'normal' Rotary life be like?

As governments in many parts of the world are making cautious moves towards

lifting COVID-19 restrictions, it's time to start thinking about life beyond lockdown.

Adjusting to the new normal

We have been part of many changes during the last 14 months — how our Rotary functions have been held, even how we've been greeting friends with a nod or a wave, rather than a hug.

Practical activities like driving a car or catching a plane may feel strange. For many of us, the desire to pick up old hobbies and habits or a drink at our favorite social gathering place — maybe a dinner party with friends and family — might be tinged with concern about whether it's really wise to socialize in close contact with others.

But for others, the changes might be deeper. The unexpected nature of the pandemic and its sudden and intrusive arrival in our lives will leave some of us questioning whether the world is still a safe place.

The world might actually be a different place when we get out of this. The fact that we've had a pandemic in our lifetime would shake beliefs in the world for a lot of people, perhaps casting doubt on the stability of the world, or leaving some thinking nothing bad can happen. It's a shock to many of us. Thankfully, we have Rotary in our lives.

A stronger sense of community

The good news is that if research tells us anything, it's that shared experiences of stress can actually bring communities together in a way we may not have experienced prior to COVID-19. Historically, Rotary International has survived pandemics, along with two World Wars. There is little doubt that we as

Rotarians will continue the work of Rotary as it endures this latest obstacle.

So, let's ease back into life after lockdown:

Take it slowly – Simple things like doing the grocery shopping, driving a car or spending time with friends might feel strange as you move back into your post-lockdown life.

Rebuild your relationships – It's been a while since you've physically seen your friends and family members – and remember, they've changed as much as you have. Spend some time together processing the experience, rebuilding bonds and supporting one another as you move into the new normal.

Reflect on your experience — Rather than focusing on going 'back' to your old life, take some time to think about whether the lockdown experience could help you make positive changes going forward. Ask yourself, where do you and/or your Club/District want to be in five years? Is working less, exercising more, making more effort to spend time with friends and family one of your goals? Will hybrid or virtual meetings be a constant in the future? Make a list of new habits you'd like to embrace and start implementing them, one by one.

Remember the advice — Wash your hands regularly, keep a safe distance from others and keep up with rules as they change so you know what you can and cannot do. Remember these rules have been very effective at keeping the infection rate low.

If you are contemplating moving from virtual Rotary meetings, you should know about running Virtual/In Person Meetings. There is useful information available to give you some guidance when deciding whether or not to have an in-person meeting visit: hybrid Rotary meetings.

Above all—Be safe and stay healthy.

Yours in service to Rotary,

Floyd, RID, Zones 30 and 31





Dear Rotarian

Rotary Needs Your Help!

The World needs Rotarians' assistance more now than ever! While the demand for our service projects continues to grow, donations are significantly down - 10% down worldwide.

Your monetary donations and those of your fellow club members are critical, especially now, to keep our commitments and promises for those less fortunate; for those in need of hope.

Our Rotary Foundation's Legacy includes:

- · Cleft palate, heart surgeries and kidney transplants for those most in need.
- · Clean water, education and health programs for children all over the world.
- Peace Scholars in a time of turmoil worldwide.

Through our Polio Eradication efforts, we have:

- Saved 19 million children from contracting polio.
- Saved 1.5 million who would have died from polio.
- Vaccinated over 3 billion children.

And so much more we need your help!

We are just beginning the final quarter of the Rotary year, please make donating, individually and collectively, to Our Rotary Foundation a priority. More importantly, we ask each of you to encourage your fellow club members to contribute during this critical

Rotarians, please help Our Rotary Foundation be the answer to those seeking hope.

Thank you for your leadership,

Zones 30-31 RI Director

John Germ

Past RI President and TRF Chair-Elect

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(continued from Page 1, John Germ)

TEAM work is essential for success. The world needs Rotary more than ever. It needs our Courage, Optimism and Idealism. It needs our voice of Tolerance, Cooperation and Hope. It needs the example of an organization that has proven that citizens of all countries can work together successfully and in friendship. The challenges of bringing peace and understanding to a world full of conflict, ensuring clean water, reliable sources of food, education, polio vaccination, protecting the environment, and access to basic health care for the world's poor are daunting. Rotarians are answering these challenges. Thank you for what you have done, are doing, and are going to do.

Emotional Branding — A Panacea To Rotary Success

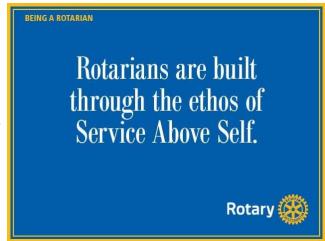
EPDG Professor Dr. Ranjan B. Kini, Ph.D., Indiana University Professor Dr. Sheena Suresh, Ph.D., National Institute of Technology Karnataka, India

'The mark of excellence' has been spinning for the last 115 years and will continue to spin the human spirit. Proud Rotarians true to their insignia have been working tirelessly for humanity like a well-oiled gear attached to a shaft. They have helped propel away human miseries as the blue and gold wheel has witnessed countless success stories. Naturally, the 'emotion' associated with the word Rotary, its logo, and positive messages like 'people of action' has indeed been awe-inspiring.

Contemporary businesses have been warming up to bridge their brands with human emotions and been reasonably successful at winning significant trust from their patrons around their organization, product and services. A centenary and more global presence with 1.2 million members and over 35,000 clubs should have naturally established the umbilical cord. We will take a small journey to explore the emotional aspects of this service organization with a global presence and understand how well it has percolated with the masses and what needs to be done further.

Rotary, since its dawn, has been purposefully engrossed to its maxim "Service Above Self." It works at strengthening every facet of human existence, promoting peace, fighting disease, providing clean drinking water, saving mother and child, supporting education, protecting the environment and growing local economies.

The DNA of Rotary "Service Above Self" and "One profits most who serves best" has inspired Rotarians to pride themselves as "people of action" and "unique problem solvers" with a dedicated presence across diverse cultures and geog-

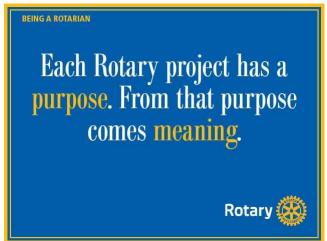


raphy. However, the mutual empathy cherished among communities, recipients, and Rotarians has not boomed to create an emotional bond despite 115 years of selfless presence. The onus rests on Rotarians to generously communicate the ethos and significance of the 'worker wheel' to its member benefactors for a continued emotional connection between them and human miseries around the globe.

As a strategy to build brand awareness, businesses have unsuccessfully pushed "neuromarketing" (marketing based on cognitive and affective response of human brains to stimuli), its research indicating 90 percent of buying decisions made subconsciously and 89 percent of consumers never connected with the brand they buy. They conclusively proved the positive influence of emotional connection between all participants toward a particular brand experience. Extending the same analogy to the Rotary idea we need to understand the emotional connection between patrons and Rotary's logo, messages and services.

Emotional branding experts for organizations have a panacea for building an emotional brand that works in six steps. Portraying a clear picture among all stakeholders on why Rotary came into existence could be **first**.

Rotarians should experience unrestricted joy pursuing their passionate solutions to human miseries. Similarly, local communities need to be educated on the various global level humanitarian projects that Rotary has lent support to in the past and will partner on in the future. The pride of associating with a global player to put a smile back on another human being in the neighborhood serves as the right concoction to bring in more people to serve larger populations.



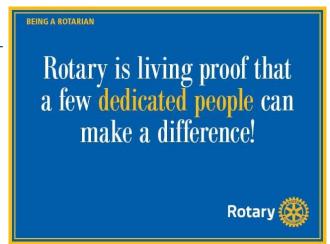
The **second** step is to optimally school Rotary resources and service opportunities to its members and reach beneficiary communities. This requires understanding individual drives of every member whose contributions may have local or global consequence. Community organizations reflect the service needs of a region to the Rotary Club. Building relationships between the global fraternity of Rotary projects would invariably be the **third** step. In this regard, Rotary throws open several opportunities for building local and global relationship networks and engages in fellowships through Early Act, Interact, Youth Exchange, Scholarships,

Peace Fellowships, Rotaract, Rotary Community Corps, Group Study Exchange, Vocational Exchange, Friendship Exchange, District Grants, Global Grants, Polio Eradication Partnerships, etc.

Winning recognition would be the **fourth** step, making Rotary the first consortium approached in any new project. Consequently, Rotary clubs need to engage with smaller community events like partner, civic and educational events which would make them the first choice for any bigger community activity elevating the human spirit. The **fifth** step would be to make Rotary part of the family, the community, and beneficiaries as

was done with Rotary Anns, followed by family and corporate memberships. Rotary can also engage with community through family events, Rotary Community Corps events, Rotaret events, Rotary competitions, etc. Beneficiaries are also involved in several family events to inspire a sense of belonging within Rotary.

Finally, the **sixth** step involves making of ambassadors by having Rotarians, community and beneficiaries participate in broadcasting goodwill messages within and outside the organization, detailing efforts to lift the human spirit with missionary zeal transcending geographical boundaries.



Rotarians look beyond themselves to reach within to embrace humanity to serve and unite humankind, by dignifying a human being and helping make their dreams real while bridging gaps to bring hope to help shape the future and build a better world through Rotary because serving Humankind is their business.

We need humanity to feel it!

Tackling Membership With Innovative Club Advocates

In January 2020, four members of Heart of America, along with representatives for Zones in North America, were invited to RI in Evanston to tackle the membership crisis. We were urged to "re-think" the Rotary Experience and what "product" we have to offer our communities. Participating from Zone 30 were PDGs Laura Carie, D6580 (lauracarie6580@gmail.com) and Steve Sandbo, D6690 (lauracarie6580@gmail.com) and Steve Sandbo, D6690 (lauracarie6580@gmail.com) and Steve Sandbo, D6690 (lauracarie6580@gmail.com) and Jill Pietrusinski, D6510(lauracarie6580@gmail.com) and D1600 a

Our first step was a two-part virtual innovative workshop for each Region, asking each District to choose participants. Our guidance was to choose individuals who are forward thinking and open to new ideas. We asked each District to choose an Innovative Club Advocate and to work with their peer network throughout Heart of America to share best practices under mentorship of the assigned Zone Innovative Club Advocate. We hit the ground running in Q4 of 2020 and haven't looked back.



Of Districts that embraced this concept we are finding innovative New Clubs and Satellite Clubs able to charter in as little as 90 days with the right Champion(s). We utilize RI's series of "Starting a Rotary Club" and go through the stages as the newly forming club progresses: Concept, Informational, Organizational, Charter and ultimately handoff to the membership team for continued nurturing of this newly formed club. The most important thing is the target market for an innovative new club will be those not looking to traditional club models. These are individuals who most likely would never join or have left existing clubs. This offers an al-

ternative Rotary experience that they build in a way meaningful to them for their lifestyle and schedule. Some clubs are Cause-based with primary focus on one area of Service — Veterans' support, Community Development, Animal Welfare Initiatives, and others. Other ideas are Alumni, Corporations, Immigrant communities, former Rotarians in a metropolitan area, and young professionals. These are just a few examples of what our Districts have identified. We discovered by allowing them to form in a way meaningful to them we are continuing to grow potential clubs throughout our Zones.

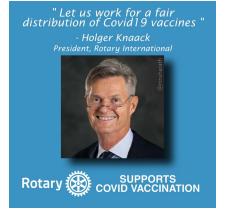
In the last nine months in Zones 30/31 we have 14 new clubs (including Satellites) Chartered, 15 in Organizational phase, 31 in Informational phase and

Region	Potential Clubs	Concept	Informational	Organizational	Charter
1	49	28	10	5	6
2	27	5	17	3	2
3	47	36	3	5	3
4	14	8	1	2	3
Total	137	77	31	15	14

77 in Concept phase. Clubs usually move quickly once in the Organizational phase, which means we could have 20+ new Clubs/Satellite Clubs in our Zones this Rotary year! More exciting is that we have 205 new or returning Rotarians! All during a pandemic! We have learned to collaborate with other districts in our Zones to glean innovative ideas to "Grow Rotary." We realize we are underserving the potential in many of our communities and, by offering alternative Rotary experiences, are opening opportunities to those who may not have known of Rotary or what they can do in support of a passion by joining with like-minded individuals and forming a Rotary Club. If you would like to discuss an Innovative Club idea, please contact an Innovative Club Advocate in your Zone to help guide you. We stand ready to serve and support you to #**GrowRotary**.

Wednesday Night Conversations With Rotary Leaders

May 5	The Power of Youth in Rotary	Ignacio Gonzalez & Anniela Carracedo	
May 12	\$20 Million in Rotary Collaborated Projects	Kim Lorenz	
May 19	Utilize Rotary Action Groups to Enhance	Jim Louttit	
	Your Club's Impact and Public Image		
May 26	Global Grants & The Role of The Rotary Foundation	Wade Noruma	
June 2	Rotary Action Group on Malaria's Exciting Challenges	Drake Zimmerman	
June 9	Challenges Facing Rotary & Highlights of 2019-20	PRIP Mark Maloney	
June 16	RI Polio Plus Director Update	Carol Pandak	
June 23	TRF Gives Hope	Trustee Chair-Elect J Germ	
June 30	Last Call — When Did You Become a Rotarian?	RID Floyd Lancia	







Heart of America RIDE and Coordinators

Rotary Coordinators

♦Bob Callahan Jr., Zone 30, <u>bcjr@callahanmail.com</u> ♦Rita Esterly, Zone 31, <u>esterly.rotary6080@gmail.com</u>

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◊Dan Ryan, Zone 30, danryan.rotary.gmail.com◊Michael Nowobilski, Zone 31, nowobilski@midam-inc.com

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