

# Rotary



## District 6690

Saturday, May 1, 2021

## May is New Generations/Youth Services Month



May is New Generations/Youth Services Month in Rotary. Our District's Rotary Youth Exchange (RYE) program has been an extraordinary asset to our Rotarians and the communities we serve, and to the world, by allowing all involved to learn about each other's culture in an atmosphere of friendship and sharing. RYE has again been postponed for the coming Rotary Year, to hopefully begin July 1, 2022. Its restart will be a blessing to the entire world. And while RYE is in hiatus, we should look forward to being more involved in our Interact, Rotaract and NGSE programs. Our toolkit of youth, young adult and NGSE programs (a young and older adult program) are active District service groups, and they will be strengthened as we become comfortable meeting safely in person again. Please review your Club's youth activities and vow to strengthen them in the coming Rotary year. They are our future!

During these next two (2) months, the District will be asking our District membership to become a 125 Club member (\$100 to the Annual Fund, \$25 to PolioPlus). We currently have approximately 600 District Rotarians who are members, and our goal is to reach 1,000 members before year's end. Many of you are close achieving this distinction but do not realize it. All the District and Club leadership, under the supervision of District Foundation Chair Larry Jenkins, will be asking our members to JOIN THE CLUB, THE 125 CLUB. We are confident that we will be able to make the announcement that we have achieved that goal before the end of June. We have faith in all of you. I wish you a great May and be a proud Rotarian, every day.



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## Monthly Theme



This banner image was uploaded to the Rotary Club Members: Public Image, Graphics & Ideas Hub by

Rotarian Gilbert Thien.

Feel free to download and use it as your banner image for social media accounts in the month of May. We will try to share a new banner image monthly. It's *one* way that your club can keep your social media pages current.

## Project Update: Polio Plus



World Polio numbers hold firm. Only ONE case reported to date in Afghanistan and ONE case reported in Pakistan.!

## Women Leaders in Polio Eradication: Ellyn Ogden

Many of the ideas we take for granted today were spearheaded by Ellyn Ogden's persistent and patient work on polio eradication. [Read More](#) about this unflappable leader on the front lines against Polio.



## New Generations/Youth Service

### Interacting With Our Interactors

Without a doubt, this school year has been challenging for our Interactors and advisors. Now is a great time to look forward to the 2021 – 2022 school year and plan how we are going to re-engage with all 45 clubs in District 6690. We have some exciting opportunities for our students, and I need your help to get

things rolling. It's easy as 1, 2, 3.

1. Please thank your faculty advisors for everything they have done this year. We couldn't do it without them. If you haven't had a chance to talk with them lately, call or email them. Invite them to your club meeting whenever they can attend. You can invite students to join a Zoom meeting to share this year's experiences. Even if they are unable to attend, they will appreciate that you want to stay connected.
2. We are developing a totally new opportunity for our Interactors: A Photo Education & Competition. Developed by a professional photographer, students can sign up to participate in a series of Zoom workshops with professional photographers who will mentor students. There will be challenges, with students submitting their photos for judging. Prizes will be awarded! Please ask your Interact faculty advisors if their students would be interested in participating, and let me know. We want to kick off this initiative as soon as school begins.
3. Be sure your club secretary updates the Interact Club Advisor database at RI. By sharing the name and contact information for your Rotary Club's Interact chair, we can communicate directly with them on new projects for all Interactors. The form requires your Interact Club ID, which can be found on the attached PDF. Here's the RI link: <https://my.rotary.org/en/report-your-interact-club-advisor>

[Here's the PDF](#) where you can locate your Interact Club ID.

Let me know if you have any Interact Club questions. I'm happy to share best practices from other clubs, and I'd love to hear about your club. You can post project updates on Facebook at <https://www.facebook.com/InteractDistrict6690>.

Together we can make every Interact Club in District 6690 a place where students can learn, grow and lead.

Thank you,

Claudia Trusty, District 6690 Interact Chair

[claudia@trustyandcompany.com](mailto:claudia@trustyandcompany.com)

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## Members of Rotary, Rotaract, and Interact Clubs serving their communities and developing the next generation of leaders!

Circleville High School Interact club picked up litter in their downtown area as a community service project.



Jackson Rotary Club honors local high school seniors every month.





Rotary Club of Westerville honors students monthly also!



Bend Area Rotary Club President Annisha Ball shares thank you notes the club received for a recent service project that provided books to local preschools.

Short North Rotarians contributed books to [Reach Out and Read](#). This organization gets books into the hands of medical professionals - to be given out to families along with education on the importance of reading to children.

## Join us for the May 4 Master Class : Best Practices for Board Members.

You will learn new approaches for handling disagreements, creating ground rules, utilizing the 4-way test, and taking ownership. The lessons will apply to a Rotary Board or any other Board where you may serve. They are also good lessons you can apply to your work when trying to resolve difficult issues.



### District 6690 Master Class

### SERVING ON THE BOARD

TUESDAY, MAY 4, 2021

5:00-6:15 PM



OUR SPEAKER, DENNIS SMITH, PRESIDENT-ELECT OF LONG BEACH ROTARY, HAS CHAIRED OR SERVED AS PRESIDENT OF SEVERAL ORGANIZATIONS INCLUDING THE LOCAL CHAPTER OF THE CALIFORNIA ASSOCIATION OF MORTGAGE BROKERS, LONG BEACH EDUCATION FOUNDATION, COMMUNITY HOSPITAL, AND LEADERSHIP LONG BEACH.

DENNIS WILL SHARE WHAT HE HAS EXPERIENCED AND LEARNED SERVING ON BOARDS. HE TALKS ABOUT LEADERSHIP, OWNERSHIP, DISAGREEMENTS, APPLYING THE 4-WAY TEST, UNDERSTANDING THE BY-LAWS, CREATING GROUND RULES AND MORE.

UTILIZE THE LINK TO REGISTER IN ADVANCE.

Speaker Dennis Smith is an experienced board member and is also President-elect of his Long Beach, CA club.

Register in advance for this meeting:

<https://us02web.zoom.us/>

meeting/register/ tZwpceyppjkrGddkysnba6gNw8rO9d Z7QEPI

## SERVICE

### There are still openings to help with the district-wide May Service Project Blitz/

On behalf of District Governor Steve Heiser and Craig Maxey, we invite you to participate in our *District 6690 May Service Project Blitz*. Six projects in various locations throughout Central and Southeast Ohio are waiting for multi club volunteers to help with Spring projects. Service includes general clean up, spring planting, and painting.

Please review the list below, also attached, select your project and click [SIGN UP](#) to join a project team. Join an outdoor service project team, meet new Rotarians, have fun and Celebrate Rotary!



**Warmer weather brought Rotarians out in full force for community cleanups!**

**Rotary Club of Hilliard**



**Logan Rotary**



**Columbus Rotary**



# Rotary Club of Marietta



## Rotarians' Generosity - Helping Our Communities



### Lancaster Rotary

Contributed to the  
[#worldslargestdiaperdrive](https://www.facebook.com/worldslargestdiaperdrive)

### Westerville Sunrise Rotary

Westerville Sunrise donated \$15,000 to donate to [Children's Hunger Alliance](https://www.childrenshungeralliance.org/), improving food access to children at-risk.



### Whitehall-Bexley Rotary

Donated \$5000 to the Central Ohio Make-a-Wish organization.





# Rotary Club St. Clairsville

Held a food giveaway in April - distributing boxes of food for those in need.



# St. Clairsville Sunrise Rotary

Made donations over \$5000 to area nonprofits.

# Wellston Rotary





Instead of a regular Rotary meeting on 4-28-21, the Wellston members were encouraged to have a day of being kind or helpful to someone or some cause. Several members volunteered to help the Jackson County Health Department administer Covid-19 vaccinations. We helped participants fill out their paperwork and keep the lines organized. Pictured are Dave Kelly, Connie Pelletier, Tom Downard and Peggy Shumate.

## The 2021 Rotary District

By Peggy Murgatroyd

### You can make a difference

In 2005 during my year as District Governor, our district was talking about a project we could adopt that would benefit our club members, district and beyond. Cancer affects so many people worldwide and we thought what could we do to help researchers fight this terrible disease. I talked to the researchers at The James hospital and Solove Research Center and asked them what our members could do to help them. After much discussion, creating an endowment seemed to be the perfect project. Our district created an endowment with The James in 2005. Each year we ask the members to help grow our endowment by donating funds during our annual campaign that runs March through June. We ask club presidents to come up with ways to encourage participation from our members. Many clubs participate annually and we appreciate their generous donations. Many club members donate on their own and they continue each year.

### We Need Your Help!

**When you contribute to the Rotary District 6690 Fund for Cancer Research**, you're helping the James and Solove Research Center find ways to deliver the highest quality and most efficient cancer care to patients as well as share findings with other hospitals around the world. The monies you donate today will help you or someone you know and love not just today, but for generations to come. Cancer research is the largest driving force for prevention and early detection. Let's work together to accomplish the goal of kicking cancer and developing an environment where the disease no longer threatens the health of anyone in our communities, our country or our world.

Send your tax-exempt donations to  
Rotary District 6690  
c/o Treasurer, John Vogelpohl  
P.O. Box 387  
Hilliard, Ohio 43026.

We only use the interest each year for research. Last year we donated \$14,708.45 for research. Our total endowment stands at \$218,825.46. Our goal this year is to reach \$225,000.00.

*PDG, Peggy Murgatroyd, Kick Cancer chair*

## Public Image

### Promoting Rotary Through Positive Influence

Many of you may be familiar with marketing researcher Dr. Robert Cialdini. Dr. Cialdini is recognized as an expert in the science of influence. He first published [\*Influence: The Psychology of Persuasion\*](#) in 1984, and it has since become required reading for entrepreneurs and business leaders.

Cialdini defined 6 key principles which influence how we make decisions:

1. Reciprocity
2. Commitment/Consistency
3. Social Proof
4. Authority

## 5. Liking

## 6. Scarcity

Cialdini calls these principles shortcuts: they lead us to draw conclusions faster. While they can be used in a negative way to manipulate consumers into product purchases, they are nevertheless innate and can underlie how people respond to us .. and to our Rotary clubs. Over the next few months, we'll look at these principles and how they can be used to project a positive image of Rotary.

This month, we'll look at the final two principles: **Liking** and **Scarcity**.

### Principle

*(This is how the principle works, according to Cialdini)*

**The Liking Principle:** We are more likely to comply with requests made by people we like.

- Physical attractiveness – [Make your website] well-designed, function and suit what you're selling.
- Similarity – Behave like a friend, not a brand. Show them that you can relate to and understand them.
- Compliments – Have a voice; use social media platforms not to broadcast, but to hold intimate conversations and form relationships with your customers.
- Contact and Cooperation – Fight for the same causes as your customers. Nothing builds rapport and closeness like good old-fashioned teamwork.

Conditioning and Association – Associate your brands with the same values that you want to communicate and possess.

**The Scarcity Principle:** We are always drawn to things that are exclusive and hard to come by.

### Apply to Rotary

*(This is how Rotary can responsibly use the principle)*

- [Refresh your website](#) & social media pages. Look like a professional & well-run organization.
- [Link Love](#) – praise your sponsors, community members, and institutions via social media. Say what a privilege it is to have them in the community.
- Be a person AND a Rotarian. Be present in your community as an upstanding individual and leader who is also a Rotarian.
- Post/repost stories that align with your values. (eg humanitarian efforts, using your network to solve problems, meeting modern challenges, stories of perseverance.)

We don't want Rotary to appear exclusive. But – we can use this principle:

FOMO – post pictures of Rotarians having fun, leading, being listened to. Associate leadership and importance with Rotary. A personal invitation to join will carry an element of scarcity/ prestige.

## Newsletter Contributions

Tell the rest of the district what your club or committee is up to! Where do you need help? What successes can you share? What do you want to know more about? Send submission ideas to [dave.ungar@gmail.com](mailto:dave.ungar@gmail.com) by the 25th of the month. *(Newsletter publication is the first of each month.)*

## Social Media

Does your club use hashtags when posting on social media? Using **#RD6690** on your posts will enable the district to search and repost/retweet your messages. Let us help you reach a larger audience!

**Follow District 6690:**





Yours in Rotary  
Rotary District 6690 Public Image

## Events

### May

1st - [District Grant Applications - Due May 1](#)

1st - [Club Goals due](#)

1st - [Club Service Project-Bed Brigade](#)

4th - [May Master Class](#)

6th - [Rotarians On The Rise - Leadership Development Opportunity](#)

11th - [Rotary District 6690 Membership Roundtable](#)

12th - [Presidents Elect Learning Plan](#)

13th - [Rotarians On The Rise - Leadership Development Opportunity](#)

14th - [First Capital Rotary Presents Fairway For Friends Golf Outing](#)

15th - [District Four Way Test Speech Contest](#)

25th - [Rotarians On The Rise - Leadership Development Opportunity](#)

### June

1st - [Virtual Marathon](#)

7th - [Tri-Village Annual Near and Far Golf Outing](#)

12th - [Rotary International Convention - Virtual](#)

26th - [District Governor Installation - Maryjane Shackelford](#)

28th - [Virtual District Celebration](#)

## District Leaders



Steven L. Heiser  
District Governor



Maryjane Shackelford  
DG-Elect



Price Finley  
DG-Nominee



Frances M. Veverka  
District Executive  
Secretary



John L. Vogelpohl  
District Treasurer



Jenny Rebekah Stotts  
District Membership  
Chair



Lawrence C. Jenkins  
District Rotary  
Foundation Chair



Dave Ungar  
District Public Image  
Chair



Dana K. Vogelmeier  
District Training Chair



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