



February 2021

LEADERSHIP

District 6690 Governor, Steve Heiser

February is
Peacebuilding and
Conflict Prevention
Month



February is Peace and Conflict Resolution/Prevention Month. My dream is that everyone wakes up each morning with hope and goes to bed each night feeling fulfilled. Waking up each morning with hope means to me that you believe that during that day, you will have the opportunity to move towards achieving your goals and aspirations in all the different areas of your life. Peace, in all its different forms, allows you that opportunity. And as Peace is the goal, is the dream that allows each of us that opportunity, Rotary is my vehicle for achieving this dream.

Built upon our twin foundations of Fellowship and Service, and in collaboration with others, Rotarians have committed to that dream as active participants in achieving peace through helping others with our service projects and donations. And Rotary, as a non-sectarian, non-political entity, allows us to collaborate with all persons of goodwill whose goals align with ours. So, as we continue our Rotary journeys, let all of us continue to move our communities, our country, our world toward a place where we all wish them to be, where peace and opportunity exist for all.



RI President, Holger Knaack

Rotarian Peace Projects Incubator

In Rotary, 23 February is our anniversary, and February is also the month when we focus on promoting peace. There is a reason for this: Contributing to peace and international understanding has been a high priority for us since our earliest days.

We are often asked: “How can we get involved in peace now?” There are many paths to peace in Rotary. Our youth programs point us in the direction of Positive Peace, as does the work of intercountry committees and the Rotary Action Group for Peace.

Another path is the Rotarian Peace Projects Incubator (RPPI), an inspirational collaboration among Rotarians, Rotaractors, and Rotary Peace Fellows and alumni. Led by Rotarians in Switzerland and Liechtenstein, RPPI has designed 48 global projects that any club can support, either directly or through Rotary Foundation global grants. Nino Lotishvili and Matthew Johnsen, alumni of the Rotary Peace Center at Chulalongkorn University in Bangkok, Thailand, are two of the many volunteers.

[Read More](#)

POLIO PLUS

Project Update: Polio Plus



WPV Cases, YTD 2020:

- Afghanistan - 56
- Pakistan - 84

Trekking through the snow to deliver vaccines

On a wintery November day, vaccinators across Afghanistan wrapped up warm, checked that they had facemasks and hand sanitizer, and headed out into the cold morning. Their mission? To reach 9.9 million children with polio vaccines, before snowfall blocked their way.



From valleys to muddy lanes, we look at some of the environments where vaccinators work, as well as some of the key challenges that have made 2020 one of the toughest years for polio eradicators.

For some vaccinators, the first snows had already arrived. At the top of the Panjshir valley, Ziaullah and Nawid Ahmad started their day at 7am.

“We walked six hours to Sar-e Tangi and back to take polio drops to the last houses in the valley”, said Ziaullah. The mountainous roads in this area are impassable by car, so vaccinators walk many kilometers to the most remote villages. Sar-e Tangi means ‘top narrow edge’, and the view during the long winter is of snowy peaks.

A few kilometers from Sar-e Tangi, father Arsalan Khan was proud to have protected his own and other children in the extended family with polio drops. He said, “I ensure all the children in the family are vaccinated during each round the drops were offered and of course I will keep vaccinating them each time the vaccinators visit our village”.

Khan continued, “The vaccinators walk long distances across the mountain slopes to our villages, sometimes during harsh weather conditions, to bring polio drops to our doors.”

“Thanks to the people and countries that support the vaccination campaigns and make it possible for the drops to reach our doorsteps.”

[Read More about Vaccinators facing winter conditions and challenging contexts during Afghanistan’s last polio campaign of the year.](#)

PEACE

Rotary Club of Zanesville

Promotes Peace through Vocational Service

The Rotary Action Group for Peace featured the Rotary Club of Zanesville in their recent newsletter. Kudos! Nice work! The article is republished below:

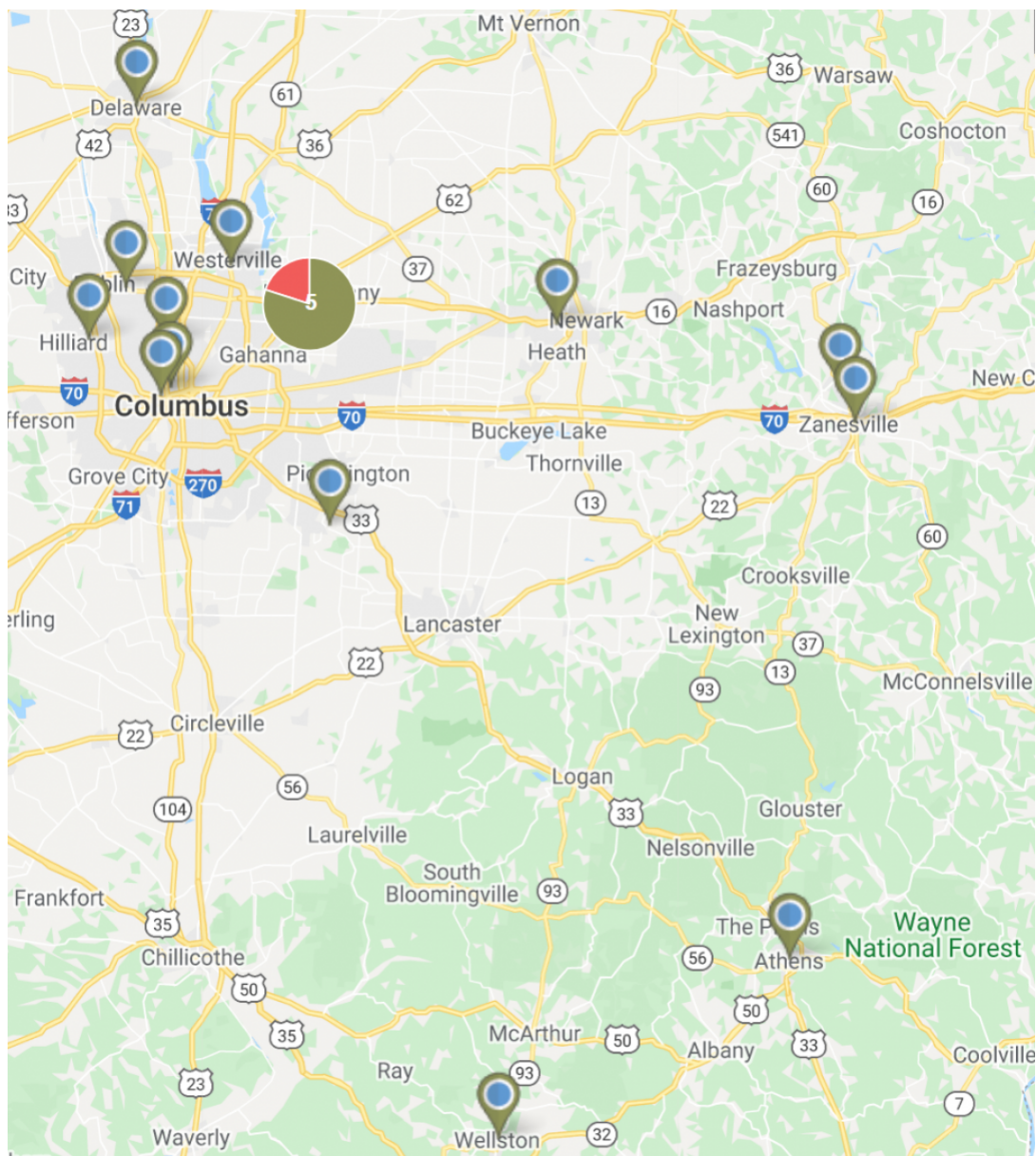


Peacebuilder Club, the Rotary Club of Zanesville, celebrated their first-ever Good Neighbor Day on October 3, 2020. Good Neighbor Day was created to partner with the community of Zanesville to beautify the neighborhood through a fun community event. The Rotary Club of Zanesville collaborated with the Noon Rotary Club and the Bethel Community Center, an organization that assists vulnerable populations in the area, to help organize and facilitate the event. Through the input of local neighbors and community members, a list of needs and goals were established for the Good Neighbor Day event. The 33 volunteers with the collaboration of 9 organizations completed the following good neighbor deeds:

- mowed lawns and collected trimming
- planted 14 trees
- trimmed trees and vines
- repaired and cleaned gardens
- repaired 2 park benches
- stained picnic tables
- cleaned graffiti
- connected with neighbors
- picked up litter
- collected recycling
- cleaned gutters
- repaired fences
- placed numbers on homes
- gained laughter and fellowship within the community.

All activities were done outdoors with proper social distancing protocols. Volunteers worked with their families, used hand sanitizer, and wore face masks to protect themselves and the community.

Rotary Club of New Albany Achieved Peace Club Designation



Rotary District 6690 is the home of 19 Peace Clubs

Congratulations to RD6690's latest [Peace Club](#), Rotary Club of New Albany!

Peace Committee Chair Michelle Davis and committee members will be attending the upcoming Spring "Every Rotarian/Rotaractor is a Peacebuilder" (ERRIP) 2021 online series.

For more information on the online series contact Tom Carlisie at tom.carlisiandassociates@gmail.com

YOUTH

**Westerville
North
students
sending**

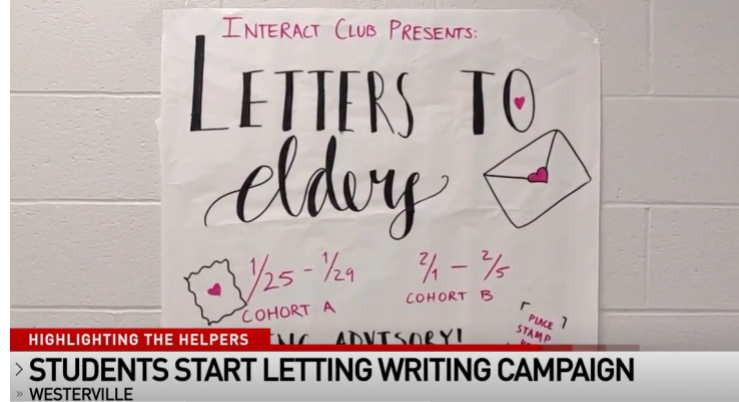
positivity to elders

The Interact Club at Westerville North High School was recently featured on a WSYX news segment. The club started a letter-

writing campaign to bring positivity to elders - to address feelings of loneliness and isolation associated with the COVID-19 lockdown.

Read the full story and see the video [HERE](#).

Interactors: **People of Action!**



District 6690 Four-Way Test Speech Contest



The District 6690 Rotary [Four-Way Test Speech Contest](#) will be held on **17 April 2021**.

Due to the continuing pandemic, the event will be held virtually via Zoom.

PRIZES:

- **FIRST PLACE \$500**
- **SECOND PLACE \$400**
- **THIRD PLACE \$300**

REGISTRATION & TIMING: The registration deadline is 9 April 2021.

PARTICIPANTS: High School students who are winners of a District 6690 Rotary Club contest are eligible to participate.

Find rules and forms: <http://rotary6690.org/get-involved/four-way-test-speech-contest/>

ESSAY CONTEST: An essay contest has been added and the rules and registration are covered [here](#). First Place Prize is \$100.

Membership Success Story: Rotary Club of Lancaster

Matt Wideman serves as the President of the Rotary Club of Lancaster. He has led the club through the surges of the pandemic and has successfully kept the club engaged and energetic. **The club has welcomed 10 new members since July 1, 2020.** A few marks of success include:

- **Promoting upcoming meetings and speakers:** A quick glance at their [Facebook page](#) includes images and details to promote upcoming speakers.
- **Member recognition:** The club recognizes and acknowledges member milestones such as birthdays and foundation recognition.
- **Service:** Lancaster Rotary has continued to serve their community through socially distanced projects such as a drive-thru Santa event over the holidays and clean up events.

President Matt asked each of the club members to commit to bringing at least one guest during the first quarter of 2021. This "Each One, Bring One" approach has already proven to be a success as **6 new members have joined since the New Year!** ...and 3 additional proposed member applications pending!

The Rotary Club of Lancaster meets on Mondays at 12:30pm via Zoom. Check out their [website](#) and consider observing a meeting to learn more about this tried-and-true approach.

Master Class: Attracting a Diverse Membership

February 16, 5pm - 6.15pm

[REGISTER](#)

District 6690 Rotary Master Class Series



February 16, 2021
5:00 pm - 6:15 pm
Attracting a Diverse
Membership



Join us for the next Master Class!

Michelle Wilson, Athens Sunrise, is the current President and a founding member of the LGBTQ Rotary International Fellowship.

She will share ideas on how to attract a more diverse membership.

In addition, she'll share what the Fellowship Group does and how we can welcome LGBT+ Rotarians in our communities.

TESTIMONIAL FROM PREVIOUS MASTER CLASS:

Very different discussion than what would normally be experienced in a Rotary setting - loved the personal/professional development angle.

SERVICE

Rotary Club of Zanesville Daybreak

Rotary Club of Zanesville Daybreak found several ways to still live out the motto "service above self" during these times. Here, you can see club members after unloading the Toys for Tots truck - helping to make Christmas possible for area kids!



Newark Rotary

For their January Rotary Serves/Rotary Gives project, Newark Rotary collected hats, gloves and scarves for kids and adults for the [Boys & Girls Club of Newark, Ohio](#) and [House of New Hope](#).

Clintonville Rotary Club

Members of Clintonville Rotary Club, along with some neighborhood volunteers, braved the cold

and continued with their monthly walks and trash pickup. The club meets the fourth Saturday of every month for cleanups which have started to attract other members of the community.



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.

Principle

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

[The Reciprocity Principle](#): In many social situations, we pay back what we received from others.

- Offer something first – allow them to feel indebted to you.
- Offer something exclusive – allow them to feel special.

Apply to Rotary

(This is how Rotary can responsibly use the principle)

Give a small gift to a prospective member on behalf of your club. (A Rotary-branded pen, flashlight, tape measure, flash-drive, etc.)

Be somewhat selective who you give them to (otherwise, it's just free stuff for the junk drawer.) If you think someone is a great potential

- Personalize the offer – make sure they know it's from you.
- Learn more: [Giving Before You Get: 15 Examples of Reciprocity in Marketing](#)

member, tell them! When you do, hand them a small and useful token to remind them. ...not just to remind them that Rotary is a club in their community, but remind them that **YOU** made a special effort to tell them they were important.

Next month: We look at the Commitment/Consistency principle.

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 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 Communications

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Rotary District 6690

<https://rotary6690.org>

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