

Heartbeat

November-December 2020



RIP Holger Knaack



P2 / Director Message

RID Floyd offers fundraising tips during COVID.



P3 / Club Development

Club membership gains and engagement top priority.



P4 / Membership Stats

Zones 30 & 31 District growth stats through October.



P5 / Taipei Convention

Early registration discount through Dec. 15.

World Polio Day Challenge

Rotarians asked to step up and support Rotary's number one goal of worldwide Polio eradication certainly answered in a big way.



It was RID Floyd Lancia's hope when he scheduled a related Zoom call with district and zone leaders in early September that those participating would lead the way by contributing District Designated Funds for clubs to host fundraisers aimed at community awareness of our End Polio Now effort. And lead they did!

Fundraisers leading up to World Polio Day on October 24 (observed every year that day to commemorate the birth of Jonas Salk) exceeded the \$2 million goal put before them.

Exact total? A whopping \$5,546,918!

That includes proceeds from efforts of five Heart of America Districts supporting Dunkin' Donut sales of Purple Pinkie Donuts (\$1,299,932 w/ match), District Designated Funds, a World Fund Match, and a Bill and Melinda Gates Foundation Match.

Special shout out to the very generous Dunkin' franchise owners, and a huge "thank you" to all who contributed so generously to the World Polio Day Challenge.



Rotary Opens Opportunities



We've been accustomed to encouraging contributions to Our Rotary Foundation in November. Unfortunately, with COVID-19, many clubs and districts have paused fundraising strategies. Social

distancing guidelines made in-person fundraising nearly impossible to do safely, and the economic downturn limited the philanthropic gifts individuals are willing to contribute.

While our in-person contact with supporters has come to a pause, we need to continue providing donor engagement opportunities to assure contributions in these difficult times. This isn't a reason to give up hope! By adjusting to societal changes and reformatting our strategies, we can continue fundraising and engaging supporters throughout the pandemic. Here are a few thoughts I've come across that you may want to consider:

Virtual 5K or Fun Run/Walk (Cycling) --

Transform this event into an online affair with a virtual race! This still encourages supporters to exercise and be healthy (especially important to support right now) while raising funds.

Online Gala -- Online galas are a virtual fundraising idea that allows supporters to get dressed up at home, hear a keynote speaker from the comfort of their couches, share a meal via Zoom, maybe conduct an auction, and contribute to Our Foundation.

Virtual Cooking Night -- Virtual cooking nights allow chefs from local restaurants to share their talents, have club/district members enjoy a nice meal, and allow Our Foundation to raise funds alongside a local business.

Matching Gift Drive -- Matching gift drives take advantage of one of the most underutilized fundraising opportunities available. Using the TRF point match system has been successful for many clubs and districts.

Fundraising Letter Campaigns -- Fundraising letter campaigns can be taken to the virtual sphere or physical world, both while socially distancing.

Virtual Happy Hour -- Your supporters missed out on the opportunity to gather in a TRF Gala. But everyone can hop on a Zoom call and engage in conversation while sipping their favorite cocktails.

Online Q&A (Fireside Chat) -- Many supporters would love to learn more about the work of Our Foundation. A great opportunity to help them learn more about what's being done and feel more connected to Rotary and its work is to offer a Q&A session fundraising event.

Picture Contests (Front Porch Photo) -- Many are likely engaging in various quarantine projects to keep themselves entertained during their time at home. They may have gotten a pet, started a garden, picked up knitting, or engaged in other entertaining activities. Ask club members to share pictures of their projects with a Front Porch Photo.

Online Wine Pull -- Like raffles, wine pulls are a great and classic in-person fundraiser. Here's how it works: your club or district purchases a number of various wine bottles ranging in price from \$5 to \$100. They then decorate the bottles so supporters can't see what they're purchasing (although you should specify red or white). Set a price at \$25 to \$40 per bottle and supporters purchase drinks.

Consider what types of fundraisers will be most effective for your club or district and develop a clear, concise message that effectively communicates your goals and plans to potential donors. You'll make Our Foundation the beneficiary while giving hope to many who are disadvantaged.

The
Rotary
Foundation



Yours in service to
Rotary,
Floyd

How to Start a Satellite Club in 90 Days

SAVE THE DATE

TOGETHER, WE

GROW

Rotary



Join us for a Zoom Conference!

Tuesday, November 17, 2020

6:00 p.m. CT 7:00 p.m. ET

Heart of America

Rotary

Zones 30 & 31



Take-Aways:

**Success stories of four
Rotarians who led
their clubs in starting a
Satellite Club.**

**Advice , tips and
resources for starting a
Satellite Club!**

REGISTER NOW at <https://tinyurl.com/yy4akr28>

Club Development Progress

We all know that Membership, and growth in Membership, is the lifeblood of Rotary, be that in traditional clubs, e-clubs, satellite clubs, or Rotaract Clubs.

Nearing the mid-point of our 2020-21 Rotary year, it's imperative that we take stock and ownership of where we're at, and where we're not as yet, with Membership counts in our Heart of America Zones. Historically speaking, the first half of each Rotary year is usually the time that we see gains in Membership. Unfortunately, that isn't the case five months into this year, although we've lots of ongoing activity focused on assessing and growing Membership.

Data as of the July 1 start of the Rotary year reflects the net change in membership by District, Zones and our region each month — that data through Oct. 31 (**see chart, next page**) showing three districts in Zone 30 and two in Zone 31 with net gains but overall Membership declines in our Zones by 596 members, or roughly 1 percent.

Efforts spearheaded by Innovate Club Advocates Jill Pietrusinki and Nancy Leonhardt in Zone 31 and Steve Sanbo and Laura Carie in Zone 30 are beginning to pay off. The good news is word of 17 new Rotary clubs, 32 Satellite clubs being planned and 18 Rotaract Clubs in initiation stages.

Let's keep that growth going!

ZONE	DISTRICT	MEMBERSHIP 7/1	MEMBERSHIP 10/31	CHANGE
30	6540	2214	2202	-12
30	6560	1820	1891	71
30	6580	1476	1483	7
30	6600	3176	3172	-4
30	6630	1834	1843	9
30	6650	1734	1719	-15
30	6670	2693	2660	-33
30	6690	3405	3380	-25
30	6710	2553	2526	-27
30	6740	1428	1407	-21
30	6760	3447	3411	-36
30	6780	2992	2918	-74
30	6860	3214	3159	-55
30	6880	2184	2135	-49
TOTAL	ZONE 30	34,170	33,906	-264
31	5750	1758	1729	-29
31	5770	1172	1147	-25
31	5830	1536	1501	-35
31	6040	2262	2220	-42
31	6060	1900	1887	-13
31	6080	2439	2423	-16
31	6110	3774	3721	-53
31	6150	1788	1774	-14
31	6170	1441	1405	-36
31	6190	1271	1248	-23
31	6200	2318	2307	-11
31	6460	2009	2000	-9
31	6490	1884	1872	-12
31	6510	1419	1420	1
31	6800	1614	1606	-8
31	6820	1974	1983	9
31	6840	1930	1914	-16
TOTAL	ZONE 31	32,489	32,157	-332
HEART OF AMERICA		66,659	66,063	-596

Early Taipei Registration Savings

COVID-19 presented our first-ever, all virtual Rotary International Convention and quite the participation and excitement in June 2020. Barring any unforeseen repeat of circumstances, we're aiming to recreate that engagement and excitement back together in person at the 2021 RI Convention in Taipei, Taiwan.



Attendees will enjoy a city where old meets new, from ancient architecture and traditions to modern art and culture. Taipei is home to festivals, temples and lively night markets. It's also a chance to find new ways to enhance your Rotary experience.

**Come Feel the Energy in Taipei,
12-16 June 2021**

You've got until December 15 to take advantage of early registration savings by signing up online at convention.rotary.org. You'll want to check out

program tidbits, travel and accommodation tips, visa requirements and more. Heart of America Taipei coordinators PDG Sam Adams (Zone 30, dgsam6880@gmail.com) and PDG Greg Landry (Zone 31, greg@la-law.org) are available to help with details and sample DG and club member invitation letters.

Heart of America RIDE and Coordinators



Rotary Coordinators

- ◊ Bob Callahan Jr., Zone 30, bcjr@callahanmail.com
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Zones 30 & 31

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