Meeting Notes – Aug. 17, 2021

The LaFayette Rotary Club met on 8/17/21 for its weekly meeting. Congratulations to Rotarian Chester Carter for becoming a Paul Harris Fellow as a result of donating $1,000.00 to Rotary International.

Our honored guest today was District Governor Harold Lewis and his wife, Tricia. DG Lewis explained that his role as District Governor is a seven-year commitment. He spent three years in training and preparation for the role, one year serving as DG, and the next three years being spent serving Rotary. We were the 22nd of 51 clubs in his district that he has visited since his term began in June.

In addition to presenting Chester with his Paul Harris certificate, DG Lewis shared with us, in words and pictures, the goals for Rotary. He began by describing two types of Rotarians, the 29 year-olds and the 49 year-olds. Regardless of our chronological age, our mindsets put us in one of the two categories, one being more progressive and one being more traditional. Both groups are essential to Rotary. He shared with us current Rotary International President Shekhar Mehta's vision "Serve to Change Lives". Traditionally, Rotary Clubs have grown by having current members invite or "bring one" prospective member to the meeting. While the concept is good, in reality Rotary's growth has been stagnant or declining since 2003. There has actually been a 23% loss in membership. The proposed solution is to Market Your Product. Rotary's product is hope. Hope is appealing to most everyone and is of no cost, but great value. Our product simply needs to be marketed. We need to Make It Shine. This can be done through our website, socials, member engagement and the newspaper.

Our district is considering hiring a professional marketing agency to help promote Rotary's image and vision. DG Lewis did ask us in any article we publish through social media or other sources, to use the #Rotary 6860 hashtag.

Diane Sherriff