



DISTRICT 6960 SOUTHWEST FLORIDA

August 2022

District 6960 Newsletter

MESSAGE FROM DISTRICT GOVERNOR NEIL SNYDER

August is Membership Month. Membership growth and engagement is an essential part of our organization's future.

Membership month is a time when clubs hold membership drives, ask members to bring guests, organize socials for prospective Rotarians, and boost other membership recruitment and retention efforts. I highly support and encourage clubs to participate in these types of activities, and more, but I also hope to see a strong focus on membership every month, not just in August.

We often talk about which is more important to membership growth: attracting new members or preventing the loss of current members?

The answer, of course, is both because a successful membership plan will incorporate attraction and retention. Picture a club that had 40 members in 2012. Say they gained two members every year and lost five. That club may not realize it at the end of a given year, but by 2022 it would have dwindled to 10 members.

Does attrition really matter? Here's one way to look at it. Consider each of our clubs is a 2023 McLaren 720S and our attraction rate is the fuel. We are fully loaded and ready to imagine our Rotary year ahead. We are sleek, fast and have a lot to offer. Imagine our possibilities for speed, attraction and growth. After all, who wouldn't want to be us? We get started with a full tank of gas, but little do we know there is a gaping hole in the tank and we eventually leak out every gallon we've pumped until there we sit with amazing potential but unable to move. All of the great things we imagined for this Rotary year need fuel - we need Rotarians who are engaged and ready to be people of action.



Here are two wonderful articles pertaining to membership that I strongly encourage you to read. [Click here](#) to read *Answering the Needs of Our Members* by John Smarge, past RI Director and member of the Rotary Club of Naples, and [click here](#) to read about results of a membership survey published in the August 22 edition of *The Rotarian* magazine.

District Membership Chair Gerard Sola shared with me recently that our district membership is up by 20 members since July 1. I am so proud that our McLaren's are mechanically sound and ready for the fast-paced adventures that lay ahead!

Neil E. Snyder, Esq.

District Governor 2022-23

Rotary International District 6960



Why Members Stay

93% of Rotary members were either very likely (78%) or rather likely (15%) to remain a member of their club.

- 61% thought their clubs had made a positive impact on their communities
- 59% participated in global grants by organizing projects, volunteering, and/or donating money

Why Members Leave

61% of Rotarians who joined Rotary in 2016 had terminated their membership by 2020.

- Club does not represent personal values
- Club's lack of impact
- Cost and or time
- Personal circumstances
- 53% said they were informed about how dues are spent

2022-23 District 6960
Rotary Foundation Team

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BREAKING NEWS - FOUNDATION UPDATE

By Jim Hinck, District Rotary Foundation Chair

As we wind down the summer and look forward to fall approaching in the weeks ahead, it's time to start thinking about **World Polio Day celebrated on October 24**. Did you know .60 cents is all it takes to protect a child from the Polio virus? Many clubs already have events scheduled to support our mission to eradicate Polio globally. If your club has not planned something, it is not too late.

During the District 6960 Virtual Seminar on August 13, the District Foundation team shared how we make impacts with the money we give to our Rotary Foundation. We showcased heart-felt stories where clubs, by way of grants, were able to identify a need and make an impact, changing the life of someone else. I would like to thank PDG Sandra Hemstead, Tom Fitch, Susan McGuire, Richard Hall and PDG Pam Akins for their comments and commitment to The Rotary Foundation (TRF). [Click here](#) to view the recording of the seminar.

On **Nov. 5**, we will hold an in-person "Foundation in Focus" educational workshop. Details and registration coming soon on DACdb. All Rotarians are invited, and I guarantee you will leave with new knowledge about our Rotary Foundation after hearing from the amazing District Foundation team who will cover all aspects of our Foundation.

Our team has been scheduling club visits to speak on our Rotary Foundation. Please call or email now to get your club on the calendar.

BREAKING NEWS. Announcing a new District 6960 level of Foundation giving: **TRIPLE CROWN SOCIETY**. To qualify, a Rotarian must:

1. Be a Major Donor Level 1 or higher.
2. Be a member of the Bequest Society or Legacy Society.
3. Give \$1000 or more to TRF during the current Rotary year.

These generous Rotarians will be honored at our Foundation Celebration on **Saturday, Feb. 25, 2023 - SAVE THE DATE!** More details will be announced about this special evening to include dinner and awards. You will really want to see the esteemed keynote speaker we have lined up, Past Rotary International Director Larry Lunsford from Kansas City, who currently serves as the Vice-Chair of the Trustees of our Rotary Foundation.

BUT WAIT THERE'S MORE - I'm excited to announce a **CONTEST** among all clubs for an opportunity to earn grant money for a new project this year. The top six clubs in per-capita giving to the Annual Fund-Share account between July 1 through Dec. 31, will each earn \$1000 in District Designated Funds. Normal requirements of the District 6960 grant program will still apply. Winning clubs will have to contribute \$1000 to make it a \$2000 grant. [Click here](#) for details.

Remember, Rotary's ability to do good close to home and around the world starts with dedicated Rotarians like all of us in District 6960. Thank you for your generous support of TRF.

SAVE THE DATE!

NOV. 5 FOUNDATION WORKSHOP

FEB. 25 FOUNDATION CELEBRATION

CELEBRATE MEMBERSHIP

By Gerard Sola, District Membership Chair

CONGRATULATIONS ARE IN ORDER

Thank you for a fast start to the new Rotary year. Membership is up a net of 20 members district-wide. Great work to all of the clubs who have inducted new members since the start of our Rotary year on July 1st. Keep it up!

LET'S SHARE IDEAS

Thank you to the Rotary Clubs of Englewood, Sarasota Gulf Gate, North Port Central, Punta Gorda, Wellen Park, Bonita Beach Sunset and Manatee River for inviting me to speak on membership and share ideas and strategies with your members. I welcome the opportunity to visit all clubs this year. If your club is interested in a membership strategy session, please reach out to me so we can get it scheduled. My email is gerard_sola@yahoo.com.

CALLING ALL CLUB MEMBERSHIP CHAIRS

Please join me for one of the upcoming membership deep dive sessions. The first will be held in Ft. Myers on Aug. 27, followed by another on Sept. 10 in the northern part of our district. Details and registration are on DACdb. You absolutely won't want to miss out on the great information, fellowship and fun we have planned. From discussions on membership strategies to sharing ideas for membership retention and development, and much more, you'll leave with increased knowledge and a plan of action to help your club grow.



If you haven't had a selfie with Membership Chair Gerard then you are most definitely missing out! In the photo above, he snaps a shot with members of the Rotary Club of Sarasota Gulf Gate after helping them create strategies for membership recruitment and retention, setting the club up for a successful Rotary year.



SIGN UP TODAY! RLI PARTS 1, 2 & 3

Also featuring a **MEMBERSHIP DEEP DIVE!**

August 27, 2022

8:30am-3:30pm

Florida South Western State College

Register on [DACdb.com](https://www.dacdb.com)





4-Way Test Essay Contest

Clubs are invited to participate in the Four-Way Test essay contest.

Rotary's annual essay competition begins each school year, when club representatives and middle school administrators and/or teachers contact one another to initiate local essay contests.

Competitors write an essay depicting how the Four-Way Test has been or could be applied to life challenges or decisions faced by persons in their age group, typically eighth graders. Rotary clubs throughout District 6960 work with schools in their area to offer a local contest. The winners receive awards and have their essays submitted to the district competition.

District 6960 awards from last year's contest were announced at the district awards and leadership changeover dinner in July. Nishini Fernando, an eighth grader at Paul Laurence Middle School in Fort Myers, was awarded first place in the Four-Way Test essay contest, earning a prize of \$500. In the photo above, she is shown reading her essay to the audience at the dinner.

Email Essay Contest Chair Chet Sadler chet@sanibelrotary.org for more information and to learn how your club can participate this school year.

public image

Public Image Citation Tasks

Tasks are due by the end of October, but don't wait, start today!

JULY - Public Image Audit

www.rotaryshares.org/July2022

AUGUST - Public Image Plan

www.rotaryshares.org/August2022

SEPTEMBER - Content Calendar

www.rotaryshares.org/September2022



USING CANVA FOR ALL OF YOUR CONTENT NEEDS

CANVA WEBINAR

REGISTER

RYLA

Rotary Youth Leadership Awards (RYLA) is a retreat-style event that provides an opportunity to exchange ideas and opinions with other student delegates. It is for young adults with existing or desired leadership abilities and commitments to community service.

RYLA offers high school freshman and sophomores a chance to develop leadership abilities, and learn about Rotary and Rotary's commitment to community service. The program is designed to build communication and problem-solving skills; discover strategies for becoming a dynamic leader; learn from inspirational speakers; and have fun and form lasting friendships. Student delegates learn about Rotary's local and global projects including ShelterBox, Gift of Life, PolioPlus, clean water and hygiene, Rotary Youth Exchange, Interact and Meals of Hope. Delegates will pack 25,000 meals.

Earlier this year, RYLA was able to hold the first in-person event after two years. There were 67 delegates in attendance. Immediate plans for the future include growing to 160 delegates (80 females and 80 males) from districts 6950 and 6890 and recruiting more volunteers. Contact Tom Norton for more information by email tom.norton1843@gmail.com or phone 941-284-9684.

RYLA - District 6960

March 9 - 12, 2023

Lake Placid Camp &

Conference Center

2665 Placid View Drive

Lake Placid, FL 33852



Photo above: Delegates from the 2022 RYLA class.

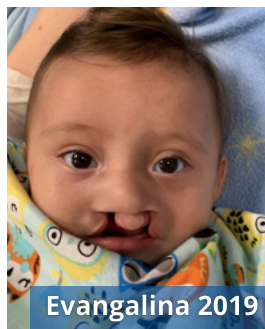
PEOPLE OF ACTION

*Your Foundation giving at work!
These stories are a few of many
examples showing what we can
do with your generous gifts to
The Rotary Foundation.*

Evangelina 2022

CREATING SMILES

The Rotary Clubs of Venice Nokomis and Longboat Key show children how they are People of Action.



Global Grant projects are one of many ways our Foundation dollars change lives.

Meet Evangelina, a young child living in Peru. She was born with a cleft lip. The photo on the left shows her before Rotary changed her life forever.

To continue helping children like Evangelina, the Rotary Club of Venice Nokomis is raising funds to develop a sustainable, fully-staffed multi-disciplinary cleft lip and palate clinic providing cleft lip and palate surgeries as well as all necessary follow up treatment such as speech therapy, dental hygiene, nutrition education, and other necessary care. To support the project or learn more contact Tom Fitch at tjfit5@gmail.com.

Photos below show the amazing transformation of a child whose life was changed forever because of a global grant project organized by the Rotary Club of Longboat Key. They are raising money to continue this great work. Contact Susan McGuire to learn more and support the project susan.mcquire789@gmail.com.



A Smile Train patient in the Philippines received surgery at 10 months old in February 2022. From the left show her first check-up, the Naso-Alveolar Molding, post-surgery, and now.



PEOPLE OF ACTION

Annie Campbell, President of the Rotary Club of Sanibel-Captiva, was recently named Director of Development of The Heights Foundation. The organization works to build strong, self-sufficient families in the Harlem Heights neighborhood of Fort Myers. Campbell will lead ongoing annual fundraising, major gifts, and planned-giving to support the programs of The Heights Center, including programs for adults, the Heights community, and programs for kids such as after-school summer camp and Heights Early Learning. [Click here](#) to read more.

HALLOWINE

NAPLES GULF SHORE ROTARY CLUB

2022

MERCATO
Wine Walk



Save The Date

October

26

6 - 9 PM

[Click here for tickets and more info.](#)



Friday 2nd Sept '22
15H (GMT) | 18H (EAT)

HYBRID CONCERT

In the presence of

JENNIFER JONES
Rotary International President

PARTICIPATION: USD \$100

BOOK NOW ON

<https://www.africapeaceconcert.org>

Experience Ugandan Contemporary music
that will take your breath away

Performances by:

Naava Grey, Michael Kitanda, Kaz Kasozi, BlackRoots UNLIMITED,
Rotaract Club of Kampala North Musical, Makerere Department of Film and
Performing Arts



Check out the calendar on DACdb for more
upcoming events and activities in District 6960!



"How Do You Tailgate?"
Raffle

Winner Chooses

OR

"Tailgate From Home" Package:
Big Screen TV (4k Ultra HD)
Sonos Surround Sound package



Tickets: \$20 each (3 for \$50)

All Proceeds go to local
Englewood area charities

Drawing will be held
September 9th, 2022

"Tailgate At The Game" Package:
Stub Hub Gift Card to your Favorite
Game/Event, Yeti Cooler, Yeti Tumblers,
Generator, Grill and Accessories, Cornhole
Boards, Tent, Chairs, Tables, and Speaker



Purchase Tickets By
Scanning the QR Code Below



SANTA FUN

RUN JOG WALK
ROLL STROLL SCOOT

December 3 @ 8am

1st Annual 3 Mile Santa Fun Run & 1.5mile Walk-
Presented by Sunrise Rotary of Marco Island

Come join us for a Christmas celebration of being
a Claus for a cause. The 1st annual Santa fun run &
walk will begin and finish at Mackle Park on
beautiful Marco Island, FL. This race will raise
money for the Sunrise Rotary of Marco Island &
The Marco Island Police Foundation!!

[Click here](#) for details and registration.