



## TAKE A LOOK AT WHAT'S INSIDE:

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## District Governor Message

Thank you to all that attended our Fall Workshop in Clarion on October 16th as well as all presenters and facilitators. The morning session was the "One Rotary Summit" program, where Membership, Foundation, and Public Image were the focus to gain a better understanding how each work together to strengthen your clubs. Then the afternoon offered choices of multiple break-out sessions. The interaction and sharing of ideas was most helpful and by many accounts a very worthwhile experience.

Please be reminded of the upcoming "Shine for ShelterBox" gourmet meal fundraiser event being held on Friday, November 19th. Detailed information can be found at [shelterboxshine.square.site](http://shelterboxshine.square.site). Previous announcements were in last month's newsletter and have been sent to club Presidents, but in case you missed it, or want to participate, please contact Kathy Corcoran at [corcoran7667@gmail.com](mailto:corcoran7667@gmail.com). The deadline for reservations is November 12th.

I wish to call attention to the "Build a Chair" initiative which is a grassroots project led by our Keystone International E-Club, which now has various partners from New York, United Kingdom, and New Zealand. Their mission and how to get involved or donate is fully explained in their latest newsletter which can be found on their website at [build-a-chair.org](http://build-a-chair.org). Also they would Love to share the program with your club, so if interested please email them at [info@Build-A-Chair.org](mailto:info@Build-A-Chair.org).

This year marks the 51 st Anniversary of the World Affairs Institute for Student Leaders. This year's Institute will be held virtually(via Zoom) on Tuesday, November 16th from 7:30 AM to 3:00 PM. The topic "Afghanistan & Current Affairs in the Middle East" was voted on by the students. Your clubs should have received this announcement, but if you have any questions about the Institute, your club's participation, or the registration process, please contact [kathleen@worldpittsburgh.org](mailto:kathleen@worldpittsburgh.org).

November is The Rotary Foundation Month. While the Foundation should be a Focus throughout the year, it is a good time to check your clubs progress in achieving its goals, and to be sure to schedule a Foundation program at one of your clubs meetings. Also November 30th is the global day of generosity movement, so once again it is a good time to remember our Rotary Foundation. There are many ways to contribute to the Rotary Foundation. We can donate annually or as a one-time donation. You can acquire and use a Rotary credit card where your purchases provide contributions. you can also include the Foundation in estate planning to name a few. Our District Foundation chair, Ken Fleeson has additional Foundation information later in this newsletter and may be contacted with any questions or additional information.

Yours in Service,  
DG Rick Tote

## Warren Rotary Club - Lacy Park Project Spotlight



Born out of a Strategic Planning Initiative, The Warren Rotary Club partnered with the city of Warren with the planning and renovations of Lacy Park. It was the Club's idea to include a multi-sensory handicap accessible playground. The City applied for and was awarded a grant from the Department of Conservation and Natural Resources (DCNR) for the renovations, that required a substantial match. Rotary agreed to raise the matching funds of \$150,000 and teamed with the Warren County Development Association.

The capital campaign was successful with the incredible support of local government (Warren County Commissioners – Act 13 Funds, City Council, Mayor Cashman, Housing Authority of Warren Co.), business and industry (White Cane Coffee, Northwest Bank, PNC, CNB, URC, Betts Foundation, Whirley Drinkworks, Warren County Board of Realtors, Barber National Institute, BEI, Stone Media, Allegheny Enterprises, Scott Electric, National Fuel, Calvert Pearson Insurance), local non-profits and charitable organizations (HEROES, Lacy Community Park Foundation, DeFrees Family Memorial Fund, Sokalski Family Foundation, Conarro Family Foundation, Edith L. Trees Charitable Trust, Community Foundation of Warren), churches (Pleasant Community, Scandia Covenant, Emanuel United, Holy Redeemer), social clubs (Eagles Club, Elks Club, Moose Club), as well as several donations, and volunteer hours from amazingly generous individuals throughout the community!

Despite some bumps in the road (the pandemic almost put the entire project on hold, were it not for the tremendous support from their City partners). The Club is extremely proud to say that they overcame all obstacles, and the park was officially opened in the Fall of 2020! Now, in order to fulfill their commitment of creating a truly all-inclusive environment we are excited to spearhead Phase 2 of the project, which entails replacing the existing ADA compliant wood fibers/chips with a more stable rubberized safety surface that is more conducive with the needs of those with wheelchairs, crutches or other mobility challenges. Rotary has again agreed to raise matching funds (\$50,000) to support the upgrades, with fundraising efforts ongoing.

## MEMBERSHIP: LET'S GET AT IT!

At the District Workshop on October 16, Membership, Public Image and Foundation presented a panel discussion on how these three RI components work together to achieve results. I enjoyed meeting many of the attendees and initiating conversations about how District Membership can best serve our Clubs.

I have two takeaways for this month: the first is that clubs cannot create achievable membership plans without knowing their current status. The least favorite part of being Membership Chair is running reports. I'd much rather be talking to fellow Rotarians and prospective new members. However, I know that if the data going into the system isn't accurate, the reports won't provide a true picture of what we can achieve as we pursue "Each One, Bring One."

When I ran a comparison report between DACdb and Rotary International (big shout out to Ken Fleeson for guiding me through this!), it showed that 26 of our 42 clubs had discrepancies. I spent one day last week reaching out to 26 clubs via email to provide club-specific details on the discrepancies and instructions on how to update the records. I am pleased to report that, after just one week, there are only 13 clubs that have discrepancies! That's down 50 percent from last week. Thank you!

The second takeaway for this month is that we can benefit from more training on DACdb. Enter DACdb University! Every Tuesday at 3:30 pm EST, you can join a Zoom training session. Go to [DACdb.com](https://www.dacdb.com) for all the details and to register. If you have an urgent need, reach out to me (and I'll reach out to Ken Fleeson ☺).

I have set a personal goal of starting a monthly column in the District Newsletter to welcome new members throughout the District. I'll be relying on reports in DACdb to provide accurate information. Club Administrators: Thank you in advance for helping me. Look for this new column in December.

Kindness matters.

Kathy Corcoran  
District 7280 Membership Chair  
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# ROTARY PUBLIC IMAGE

# 5 TIPS FOR SOCIAL MEDIA

1

USE CONSISTENT PHOTOS, HEADSHOTS, AND LOGOS  
BRAND CONSISTENCY ACROSS SOCIAL MEDIA  
CHANNELS IS ESSENTIAL.  
YOU WANT TO BE EASILY RECOGNIZED!

2

LET THE WORLD KNOW YOU'RE ON SOCIAL MEDIA  
GETTING FOUND THROUGH ORGANIC SEARCH  
DOESN'T HAPPEN OVERNIGHT. YOU'LL NEED TO BUILD  
A FOLLOWING AND EXPAND YOUR REACH OVER TIME.  
THE EASIEST AND MOST COST-EFFECTIVE PLACE TO  
START IS WITH FRIENDS, FAMILY, COLLEAGUES, AND  
CUSTOMERS.

3

CREATE A SCHEDULE AND POST CONTENT REGULARLY  
ONE OF THE MOST COMMON MISTAKES YOU'LL SEE  
WITH SOCIAL MEDIA FOR SMALL BUSINESS AND NON  
PROFITS, IS A LACK OF CONSISTENCY IN THE POSTING  
SCHEDULE. THIS NOT ONLY AFFECTS POST VISIBILITY,  
BUT IT CAN ALSO MAKE IT HARD TO GAIN TRACTION  
WITH SEARCH ENGINES.

4

MAKE THE MOST OF VISUAL CONTENT  
VISUAL CONTENT IS A BIG DEAL. IN FACT, 82 PERCENT  
OF MARKETERS SAY IMAGES ARE AN IMPORTANT TO  
VERY IMPORTANT PART OF SOCIAL MEDIA CONTENT  
OPTIMIZATION

5

CROSS PROMOTE CONTENT ACROSS ALL CHANNELS.  
MAKE THE MESSAGE CONSISTANT ACROSS ALL SOCIAL  
MEDIA PLATFORMS YOU USE.



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Rotary





## NOVEMBER IS ROTARY FOUNDATION MONTH

As November is Rotary Foundation Month, it is a reminder to us of the importance The Foundation plays in all that we do in Rotary. The Foundation provides us with the “fuel” we need to run many of our programs and projects. Whether it be Global Grants, District Grants, Scholarships, etc., our District and Clubs depend upon the Foundation to help support these programs and projects.

But like any another “fuel”, it needs to be continually replenished. As clubs and members, we all need to be working together to promote the Foundation to our fellow members and remind them of the good that is done every day around the world. Let’s all use November as the time when Public Image, Membership and Foundation teams work together to develop campaigns to promote the Rotary Foundation not only to our members, but the general public as well.

While November may be Rotary Foundation Month, we all need to be promoting and supporting The Rotary Foundation throughout the year.

## ROTARY FOUNDATION AWARDS FOR 2020 – 2021

Congratulations to the following clubs and their members for their support of The Rotary Foundation in 2020 – 2021

Top three clubs in per capita giving to The Rotary Foundation:

1. Cranberry Twp. \$447.57 per capita
2. Sharon \$393.19 per capita
3. New Wilmington \$272.11 per capita

TRF Giving Banner – Those clubs which had 100% participation in TRF giving and achieved \$100 or more in average TRF giving:

Bradford	Keystone	Rich-Mar
Butler	Kittanning	Sharon
Cranberry Twp.	New Wilmington	Smethport
Cranberry Sunrise	Portersville-Prospect	Zelienople
Ellwood City	Punxsutawney	

EREY Banner – Those clubs which had 100% participation in EREY and achieved \$100 or more in Annual Fund per capita giving:

Bradford	Ellwood City	Rich-Mar
Butler	New Wilmington	Sharon
Cranberry Twp.	Portersville-Prospect	Smethport
Cranberry Sunrise	Punxsutawney	Zelienople

Polio Plus Award – Those clubs which achieved \$1,500.00 or more in giving to End Polio Now

Butler	Keystone	Slippery Rock
Cranberry Twp.	Rich-Mar	Zelienople