



**OUR GOAL:** Strengthen our communities capacity to support Basic Education and Literacy.

**HOW ROTARY MAKES THAT HAPPEN:**  
We take Action to empower educators to inspire learning at all ages

## District Governor Message

September is Basic Education and Literacy month, an opportunity for Rotarians to focus on awareness and needs in our communities and internationally. It is one of Rotary's Seven Areas of Focus and is essential for reducing poverty, improving health, encouraging economic development and promoting peace. I wish to commend the many clubs in our District that have related programs such as "Books for Kids", Reading, and dictionary or other Library support. Please look for a separate email from me that introduces an alternate funding opportunity to support clubs innovative approaches to early childhood education in rural America through "Basic Education and Literacy Rotary Action Group"(BELRAG). This is a partnership between Rotary and Save The Children. A graphic is shown below and my email contains the RFP referenced.

Congratulations to the Cranberry Township Rotary Club for a very successful golf outing at Cranberry Highlands. I was delighted to attend and had a great time, not only on the links, but also reconnecting with people around the area and getting to meet many more.

I was also happy to stop by the booth of the Oil City Rotary Club at The Oil City Arts Counsel "2021 Bridge Fest". It was a great opportunity to get the Rotary word out combined with a Fundraiser .  
(Please see picture below)

At a couple of my club visits I was asked what Rotary is doing in response to the COVID 19 pandemic. I mentioned of course that Rotary offered our extensive Polio eradication network to get the vaccines to the world community and all the local club efforts providing sanitation facilities and volunteers at vaccination centers. However much more information can be found in The September issue of Rotary magazine's cover story addressing that specific question in detail.



Now Accepting Proposals!

## Funding Opportunity for Early Learning Community Projects

Apply by September 30th

Rural eligibility requirements – see RFP for details



## SNEAK PEEK OF WHAT'S INSIDE:

- DG'S MESSAGE
- ROTARY DISTRICT 7280 ACADEMIC SCHOLARSHIP
- ROTARY FOUNDATION UPDATE
- MEMBER RETENTION
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- ROTARY PUBLIC IMAGE
- DUCK DERBY
- DUCK DERBY FLYER

## DG Message Continued ...

Youth Exchange is on for next year 2022-23. Our District Chair Nancy Clemente ([nancy7280@gmail.com](mailto:nancy7280@gmail.com)) is planning on meeting with interested clubs at our Fall Workshop on Saturday October 16th at The Ramada Inn in Clarion. Now is the time for promoting interest in your community. Please contact Jeff Simmons([jssim89167@yahoo.com](mailto:jssim89167@yahoo.com)) if you would like PR materials to share with your schools and local newspapers. Let us help Nancy and her committee reinvigorate the program and get a full complement of Host Clubs, Youth Exchange Officers and Counselors for next year.

Please continue to include me on your emails, communications, and event notices so I can attend when I can or use them in future newsletters. If I haven't been to your clubs yet, I look forward to seeing you soon. The energy and passion in our District is strong, and I am just beginning to learn of all our great work. A very warm and sincere Thank You!

In Your Service,  
Rick Tote District Governor  
Rotary District 7280

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## Rotary District 7280 Academic Scholarship

The Rotary District 7280 *Servant Leader Scholarship* is awarded annually to a college sophomore, junior, senior or graduate student who demonstrates exceptional leadership and service experience and aptitude. The scholarship award, which can be up to \$5,000.00, considers a student's leadership experience, community service, academic achievement and financial need. Winners of the award invariably help to define the Rotary Motto of "*Service Above Self*" for a new generation.

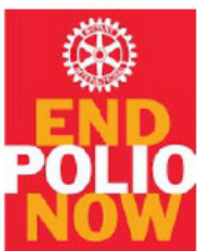
Scholarship eligibility requires a student to be:

- permanent residents of District 7280.
- completing or having already completed the first semester of their sophomore year.
- in good academic standing.
- able to show evidence of being involved in at least three (3) community service activities.
- endorsed by their local Rotary club.
- able to submit a resume which lists involvement and leadership in school and community activities.
- able to include a cover letter explaining how these activities relate to the Rotary motto of "Service Above Self."
- capable of providing their most recent academic transcript.

Inquiries and applications should be addressed to Randy Richardson: [richarr@westminster.edu](mailto:richarr@westminster.edu) or 521 S. New Castle Street, New Wilmington, PA. 16142

The application for the scholarship can be found on the District website [www.rotarydistrict7280.org](http://www.rotarydistrict7280.org) under the "Programs" Tab. The deadline for application is **October 31, 2021**.

## THE ROTARY FOUNDATION UPDATE



Some of us remember back to the 1950's when Polio was running rampant in not only the United States, but other parts of the world as well. When I was a young child, my mother was a nurse at the D.T. Watson Home in Sewickley, PA, which was a home/hospital for crippled children. D. T. Watson was also the place where Dr. Jonas Salk administered the first trials of the Polio Vaccine. My dad worked during the day in Sewickley and my mom worked second shift, so she would take me with her to work until my dad got off work, and I would visit with the patients. It was not until I joined Rotary, and learned of their effort to eradicate Polio from the face of the earth, that I realized that some of the children that I saw at D.T. Watson were Polio victims and made me a believer that I need to do whatever I can to support this effort.

With the developments of vaccines by Dr. Salk, and later by Dr. Sabin, and the efforts of Rotary International, WHO, UNICEF, and The Gates Foundation, the number of reported cases of the Wild Polio Virus since January 1, 2021 is two (2), one in Afghanistan and one in Pakistan.

October 24, 2021 is World Polio Day. The theme for this year is One Day, One Focus, Ending Polio. As we have all lived through the past 18 months of another virus, COVID19, we should all appreciate the importance of trying to rid the world of a disease that affects health and can cause death. Wouldn't it be nice to one day say, we have rid the world of Polio.

In order for Rotary International to once again receive the matching funds from The Gates Foundation, we must raise 50 million dollars. If we are successful, this will turn into \$150 million through the 2-1 match.

We encourage every club/member to get behind this initiative to donate and/or raise funds so that we can one day say, "We have completed the objective and the world is POLIO FREE!" IPDG Beth Marshall, our District Polio Plus Chair, has been promoting the sale of tulip bulbs to help raise funds. In addition, she will be sending more information in early September of some suggestions on how your club can host a World Polio Day fundraiser.

There will be those that will ask, why do we still need to be raising so much money to fight a virus that only has two reportable cases in only two countries? The answer is that in the United States, as well as several other developed countries, vaccinations are still given to children, and in most cases are covered by insurance or other means. This is not the case in underdeveloped countries where they depend on the work of Rotary and other organizations to provide the vaccine as well as the distribution. In addition, there are many other programs that are a part of the "Polio Plus" program. To learn more, please go to: <https://www.endpolionow.org/why-more-funds> or <https://www.endpolionow.org>

Thank you for your continued support to fulfilling our promise of a polio-free world.



## **A Focus on Member Retention**

*Reflections from Kathy Corcoran, District 7280 Membership Chair*

Hello everyone! I think it's safe to say every club is interested in welcoming new members and widening the circle of friendship, fellowship and service. As we look outward to widen our circle, let's also look inward to keep current members engaged and enthusiastic.

What are some strategies for member retention? I'd say the best strategy is to communicate regularly with all members. If you have someone who isn't on email or has technology issues, make sure they have a buddy in the club who will keep them informed. How do you get information out to your members? A weekly or monthly newsletter can be helpful. I know Aaron Sines, our District Public Image Chair, would be happy to help you get started.

If your club isn't meeting because of pandemic restrictions, please try Zoom meetings. I can help you register for a Zoom account. It's free and if your members can "click" on a link in an email, they can join a Zoom call. Our club has been holding "hybrid" meetings, which are a combo of in-person with a Zoom connection for those who can't attend in person. Our Zelenople Club projects our Zoom attendees onto a big screen so everyone can see them. We affectionately call them "Zoomers." There's a great article on hybrid meetings in this month's Rotary magazine. It starts on page 44. Also, there's an informative article on Satellite Clubs starting on page 56.

I'm interested in hearing your ideas on ways to keep members engaged and enthusiastic. Short surveys can provide insight into what your members are thinking and what they value about being a Rotarian. There's a free app called Survey Monkey that makes short surveys easy to create and easy to complete. Send me a message if you need assistance on this.

I would enjoy an opportunity to visit your club. Give me a call at 724-513-3856.

Kindness Matters,  
Kathy Corcoran  
District 7280 Membership Chair  
corcoran7667@gmail.com



# pints for POLIO

Sunday, October 24<sup>th</sup> is World Polio Day and to celebrate, Talbot's Taproom will donate \$1 to Rotary's polio Plus Fund for every pint of beer sold that day.  
(Only the select 3 BEERS)

**EVERY DOLLAR DONATED WILL BE MATCHED 2-1 BY THE BILL AND MELINDA GATES FOUNDATION.**

**OCT 24 2021**  
**SUNDAY**

**ERADICATE POLIO ONE PINT AT A TIME.**

# SAVE THE DATE



Mercer

talbot's  
taproom & terrace



District 7280



# ROTARY PUBLIC IMAGE



## HELLO Rotarians!

THE JOKE IS, THERE IS A GROUP OF ROTARIANS CALLED  
"THE ROTARY POLICE"...WELL THAT'S ME! (LOL)

IF YOU DON'T KNOW ME, I AM AARON SINES, YOUR DISTRICT PUBLIC  
IMAGE CHAIR.

AS WE KNOW WITH ANY BUSINESS, PUBLIC IMAGE AND PUBLIC  
RELATIONS IS VERY CRITICAL FOR SUCCESS; SAME WITH ROTARY. IT'S  
PARAMOUNT THAT WE USE CORRECT BRANDING, ETC. TO CREATE A  
UNIFIED FRONT SO WE AS "ROTARY" SPEAK WITH ONE VOICE WHEN  
GETTING OUR MESSAGING ACROSS TO THE PUBLIC.

*I am here to help!*

WHETHER YOU HAVE QUESTIONS ON CORRECT LOGO OR WHEN TO USE  
THEM, CREATING DESIGNS FOR FLYERS, ETC... IT'S IMPORTANT THAT WE  
START BECOMING MORE VIGILANT IN USING THE CORRECT LOGOS AND  
BRANDING! THE ONLY THING WORSE THEN NOT SHARING OUR ROTARY  
STORIES, IS WHEN IT CONFUSES THE PUBLIC. WE DO GREAT WORK IN  
DISTRICT 7280, BUT WE NEED TO PROMOTE IT IN THE CORRECT WAY!

I AM ALWAYS OPEN TO MEETING WITH CLUBS, OR THEIR PUBLIC IMAGE  
CHAIRS AND PRESENTING TO THEM THE STANDARDS IN WHICH ROTARY  
INTERNATIONAL WOULD LIKE US TO PROMOTE OUR CLUBS AND DISTRICT!

TOGETHER WE CAN CREATE CHANGE, AND IT ALL STARTS WITH ONE  
SIMPLE (CORRECT) LOGO.



# Rotary

P : 724-977-4994

E : aaron.m.sines@gmail.com



# WELL!!! Let's get quackin'!!!



The Keystone Rotary International E-Club of District #7280 invites you to join us for our 3rd Annual Duck Derby. This is a fun event where we race ducks on the lake. Obviously, the more ducks you have on the lake, the better your chances are to win.

Proceeds from this annual event are used to fund the many international projects addressing all of Rotary's Areas of Focus. We need your assistance to continue the good Rotary work. We implore you to make a purchase, and join the race. Duck numbers will be emailed to you.

Join us on Zoom to watch this exciting event unfold. There will be Rotary gear and other cash prizes up for grabs.

**DUCK DERBY SPONSOR \$500.00 - 1 LARGE DUCK AND 70 INDIVIDUAL DUCKS**

**LAKE SPONSOR \$250.00 - 1 LARGE DUCK OR 70 INDIVIDUAL DUCKS**

**DUCK DYNASTY \$100.00 - 25 DUCKS**

**QUACK PACK \$25 - 6 DUCKS**

**OR YOU CAN TEST THE DUCKY WATERS \$5 - 1 DUCK**

**DON'T DELAY! THE LAST DAY FOR TICKET SALES IS SEPTEMBER 24TH.**

Contact us with any questions at [KeystoneRotaryEClub@gmail.com](mailto:KeystoneRotaryEClub@gmail.com)

Buy your tickets today at [KeystoneRotaryClub.org](http://KeystoneRotaryClub.org)

# Duck Derby 2021



Rotary



Keystone Rotary  
International E-Club  
of District #7280

Purchase tickets at: [KeystoneRotaryClub.org](https://www.KeystoneRotaryClub.org)  
Contact us at [KeystoneRotaryEClub@gmail.com](mailto:KeystoneRotaryEClub@gmail.com)

Instant winners  
with our  
Lucky Duck  
Pluck

**What:** Proceeds support the many international projects addressing all of Rotary's Areas of Focus!

## Rotary's 7 Areas of Focus:

- Education & Literacy
- Maternal & Child Health
- Water & Sanitation
- Protecting the Environment
- Disease Prevention & Treatment
- Economic & Community Development
- Peace & Conflict Prevention /Resolution



**When:** September 30, 2021 at 2pm EST

**Where:** Watch on Zoom  
link available on our website

**Prizes:** Rotary gear and other cash prizes!

## "Waddle" it be?

1  for \$5

Quack Pack of 6  for \$25

Duck Dynasty of 25  for \$100

- Deadline to purchase tickets is Sept. 24th
- Duck numbers will be emailed

Keystone Rotary  
@Keystone-Rotary



venmo

SCAN BELOW  
to purchase with  
paypal, credit  
card or details to  
mail a check



Special prizes  
for club  
members of  
the winning  
club!

## Sponsors

- \$500 Duck Derby Sponsor •
- 1 Large Duck + 70 individual ducks •
- \$250 Lake Sponsor •
- 1 Large Duck or 70 individual ducks •