



ROTARY'S GLOBAL QUEST

DO THEY KNOW WHO WE ARE?

Is your club a presence in your community? Are your members the movers and shakers, the business, professional and community leaders? Do you sponsor visible community projects? Is your club friendly, fun and service minded?

DO YOU KNOW WHO WE ARE?

Do you have a membership that participates? Do you have greeters at every meeting? Do you have a club brochure that brags about your club and about Rotary? Do you have meetings that are interesting, start on time, and presents programs that are relevant? How often are you asked "What's Rotary?" How many of you can answer that question?

DISPLAY YOUR BANNERS

Do local citizens recognize the Rotary wheel; our symbol? In order to be a presence in your community they have to know who you are.

Active public relations is vital to the success of Rotary. A service project well carried out is considered one of the finest public relations messages of Rotary. It is essential that Rotary clubs make every effort to inform the public about their service projects

that have been well performed. When the world thinks of Rotary, it can only think of our actions and the service we have performed.

Community service will touch people in our local communities helping

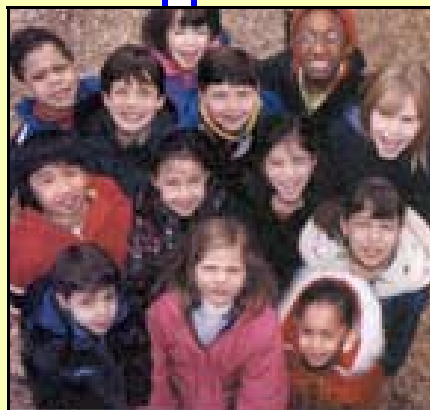
to promote the good work of Rotary and to attract new members into our Rotary clubs.

NEW MEMBERS

Besides meeting a critical need, community programs also benefit Rotary for clubs gain new members when clubs are a visible presence.

Rotary must give more thought to those things that build community -

that hold us together as a community - and how to minimize those factors that separate us like race, religion ethnicity and class. A community is not just a mark on a map. It is a state of mind, a shared vision, a common fate. Rotary helps build and sustain quality communities. Building communities becomes highly important Rotary policy!



Invest in your community
and watch the dividends grow
Rotary International



You must have a recognizable product to build membership



Rotarians Make a Difference



*Eddie Blender,
RIMAZC*

“Who me? I have the opportunity to change lives? To make a difference? To start a program that will grow where hundreds (perhaps thousands) of persons will be affected? Me? You’ve got to be kidding.”

No we are not kidding! As a Rotarian – yes – you have that opportunity, the opportunity to serve, to truly make a difference. Sharing Rotary inevitably helps Rotary to grow.

As an active Rotarian you deliver broad messages to your community and communities throughout the world - messages about Rotary, about our Global Quest, Membership, Community Service, The Rotary Foundation and World Community Service.

*Someone shared
Rotary with you;
Now it's your turn
to share Rotary
with others.*

Are You Convinced?

You will have the opportunity to be a messenger of hope, not only in your own backyard but throughout the world. Learn Rotary. Learn who we are and what we do. Resolve to be active.

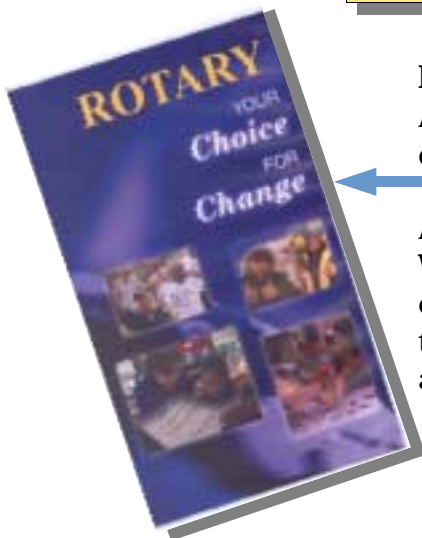
Go for your Masters Degree and then your PhD in Rotary.

Once you are convinced you become a good convincer. You can help to increase our membership. The next person you

sponsor could very well be the person who helps to change the world.

Rotary grows by seeking out worthwhile people who are Rotarians in spirit before they become Rotarians in fact. Make it happen!

What's New?

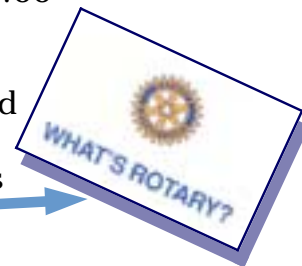


Membership Video (919-EN) — Your Choice for Change.

A video targeted at prospective members in North America depicting community service opportunities - \$10.00

And not so new but very useful:

What's Rotary (419-EN) — A handy, wallet sized card answering frequently asked questions about the organization and scope of Rotary. Popular as a handout to non-Rotarians. 50 for \$1.30



To Order:

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CLUB'S PROJECT FOR THE BLIND HELPS WHOLE COMMUNITY TO SEE

CLUB MEMBERSHIP INCREASES BY 60 %

After Natalia Ayers' mother lost her sight, Ayers noticed a significant difference in the way people treated the older woman. "We would go to restaurants and waiters would say, 'What would she like?' as if she weren't there," said Ayers, a member of the Rotary Club of Buena Vista, Colorado.

ASK THE BLIND WHAT THEY NEED, WORK TOGETHER TO GET IT—INSTEAD OF HAVING THE SIGHTED DECIDE FOR THEM

When her Rotary club was looking for a hands-on project, Ayers joined other members in proposing a community program to help the blind and visually impaired. The resulting initiative has transformed the lives of dozens of area residents offering everything from assistive technology to manicures to a 24-hour support network.

"We've told these residents to call us any time they need anything," Ayers said. "Of the four on our committee, two are blind," she added, "which makes it easy for people to approach us." With just 11 members in the Buena Vista club, Ayers and Rotarian Wallace Bailey teamed up in the effort with John Hanigan, a former Rotarian, and Priscilla McKinley, a non-Rotarian resident, both of whom are blind.

With support from all levels of Rotary, they have provided the blind and visually impaired with computer and typing lessons at a local community college; special software for a computer at the public library, including speech and magnification, descriptive videos (in which a narrator talks out what is happening on screen) and weekly seminars on topics ranging from hair care to mobility training. Ayers said she has even helped people knit and order shoes from a catalog.

***THE CLUB ASSISTS AT WHATEVER LEVEL HELP IS NEEDED.
WE LAUGH AND JOKE AND HAVE FUN***

That spirit of giving has extended into the community with merchants, city employees, and others coming forward with offers of assistance. "The whole town is behind us," Ayers said. "It was like lighting a match to a field of dried corn. Everyone jumped on it and it has taken off."

Launched in January, the program has grown so quickly that it now occupies its own center in a church building. The need is clear: nearly 100 residents out of about 5,000 in the region are blind or visually impaired - a number that is growing due to increased incidence of macular degeneration. The disease, which breaks down the central vision, is exacerbated by low ozone. With Buena Vista sitting 8,000 feet (2,438 meters) above sea level, its population is particularly susceptible.

A SMALL ROTARY CLUB HAS A GREAT COMMUNITY PROJECT -THE CLUB MEMBERSHIP INCREASES BY 60%

Besides meeting a critical need, the program has also benefited Rotary. The Buena Vista club has gained six new members since the effort began.



WE MUST CHALLENGE OURSELVES EACH MONTH



RI President
Rick King

Even though August is officially "Membership and Extension" month, we need to challenge ourselves every month to identify and propose outstanding new members. We still need to make membership our "number one" challenge. It has been estimated that 90 percent of the world's Rotarians have never sponsored a new member. All of our dreams for service to humanity in the 21st century will not be realized if we do not meet this challenge head-on. We must keep Rotary healthy internally if we are to meet our global mission. If we do not build for the future, we are destined to become a relic of the past.

"Rotary has a rendezvous with destiny." It is the uncommon men and women of the world who will enable us to reach this destiny, and far too many of them are not yet Rotarians. It is our job — yours and mine — to find these people and share with them the gift of Rotary

WHO TOUCHED YOU?

If Rotary is to fulfill its destiny in the 21st century, we must act now to bring in new members, with fresh ideas, energy and vision. This is truly the "business of Rotary", just as "Mankind Is Our Business."

I don't know how many Rotarians could name the person who was RI president or district governor at the time they joined a Rotary club. (I can't recall the name of the club president when I joined 33 years



ago.) But I will never forget the name of the man who came to my office and invited me to join his Rotary club. He changed my life for the better, opening doors of opportunity that I never knew existed.

Likewise, there are millions of quality men and women who would be interested in giving back to their communities, but no one has ever asked them to join a Rotary club. No one has ever thought to share the wonders of Rotary.

Rick King, President 2001-02

TO BE A PRESENCE IN THE COMMUNITY *(YOU MUST BRING THE COMMUNITY TO THE CLUB)*

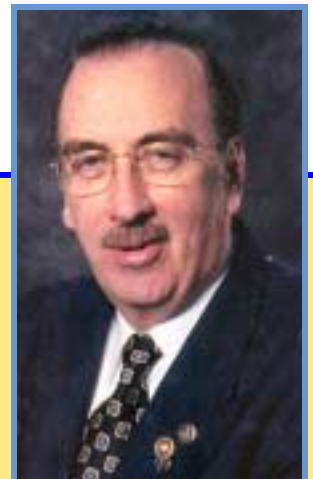
WHERE DO WE FIND NEW MEMBERS?

- 1. EVERYWHERE. YOU MUST THINK MEMBERSHIP.**
- 2. TARGET: THINK ABOUT YOUR NEEDS AND TARGET THE PERSONS YOUR CLUB NEEDS.**
- 3. CLASSIFICATIONS: REVIEW THEM.**
- 4. REFERRALS: DO THE 25 MINUTE SURVEY AND ACQUIRE A LIST OF PEOPLE WHO WOULD BE GOOD FOR ROTARY.**
- 5. PROGRAM SPEAKERS.**
- 6. WOMEN: ROTARY IS NOT GENDER SPECIFIC.**
- 7. YOUNGER PERSONS: WITH DEMONSTRATED LEADERSHIP POTENTIAL.**
- 8. FAMILY AND FRIENDS.**
- 9. RESEARCH: USE CHAMBER OF COMMERCE LISTS; BETTER BUSINESS BUREAU LISTS.**
- 10. RETIRED PERSONS.**

*Be positive, have resolve,
be committed and approach
everyone as
a potential member*

"When others learn of Rotary's good work, they admire us. By making a good impression on non Rotarians we strengthen our positive image. And never before has image been so important. Let's face it: We live in a day and age of public relations, and we simply must take advantage of the opportunities at our disposal."

-R.I. Past President FRANK J. DEVLYN



SPECIAL INTEREST CLUBS

The **Rotary Club of Boulder** under the leadership of Membership Chairman Jim Hanifin is generating some unique special interest clubs - its engines revving at a magnificently high RPMs. Exciting!

- A club for seniors only
- A merger and acquisitions club (bring into Rotary failing other NGOs)
- A Sunday morning family club
- An E-Club

For now, you should know that on July 1st District 5450 submitted initial survey applications for three new charter clubs. One is specifically for retired people and will meet in the afternoon. There will be no meal costs. Their focus will be on projects for the elderly and be called the Senior Club of Boulder. Another is for couples and families and will include the sponsorship of an Interact club and a Rotoract club to meet at the same time - on Sunday mornings called the Sunday Brunch

Club. The third is a University of Colorado Boulder Club that will become a "Mergers and Acquisitions" club incorporating the entire membership of other service clubs that are failing... the Odd Fellows, Zanta, etc. into Rotary.

And the fourth is the E Club which has been chartered under the New Models for Rotary Clubs (Pilot Project) and the first and only electronic Rotary Club ever chartered.

New Model Clubs will greatly expand our potential for membership development in service specialties. Can you see a club made up of none others than teachers? Might their contribution to world service be particularly identified with their profession?

The Internet can create - create an awareness and acquaintance with other persons - even if never seen, heard or ever having met.



THE GRANDEUR OF ROTARY MUST BE IN THE DAYS TO COME

"Rotary has a long way to go. One who thinks of the movement as a finished product is indeed short-sighted; there is nothing in the past to justify such a view; those who have been long identified with it think of it as having made a beginning only; the grandeur of Rotary must be in the days to come". ("Paul Harris - The Founder of Rotary" p. 122)

INTEGRATING EASILY AND EFFORTLESSLY ??

Sunday, August 19, 2001

Dear Ricardo Pimentel:

I loved your phrasing in this morning's Denver Post opinion piece concerning communities accepting and celebrating Hispanic Culture, "...and what many of them have in common is the willingness of the majority to move beyond mere tolerance to celebration and inclusion." Those words are wonderfully descriptive of the communities that seem to integrate easily and effortlessly - those communities that are not threatened by so many Hispanics in their midst and where a fusion of cultures is viewed as more of a gift than a curse.

I am a member of Rotary International, a non-political, non-religious, service organization in which we actively seek inclusion of every cross section of our community. And yet although we declare that intention it hasn't happened here in Colorado. We do not have many Hispanics in our clubs.

Is it us? Is it you? Unequivocally I can state that we truly aspire to ethnic diversity & representation in our clubs from every corner of our community. Why are we not realizing that intention?

Sincerely,

Eddie Blender

Ricardo Pimentel is a columnist and editorial board member at The Arizona Republic

Sunday, August 19, 2001

Dear Eddie;

I don't think it's you, per se. I'm certain you've also noticed the trend that younger folk generally are not joining service clubs. Part of this, I think, is the notion that they aren't "their" clubs, as in they didn't start them. Hence, they have no stake in continuing them. I think it is also a function generally of declining concerns for public affairs and commitment to community. These affliction affect Latinos, but, sadly, affect far more than just them. I notice that when I speak to Rotary, Kiwanis, Friars, Lions, etc. the telling characteristic is not lack of racial and ethnic diversity, but lack of age diversity. The members are middle-aged or older. I see very little young blood.

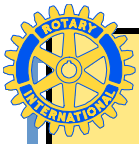
One way one group I'm familiar with got past this stuff was to form a chapter of their own. This was Kiwanis of Greater San Bernardino. I was a member. We were the largest most active Kiwanis Club in the region. We were 90 percent Latino. We were young, middle-aged, old, female and male. Generally, we were all professionals and could relate and commiserate with one another. I realize this does very little for the integration of service clubs, but this one was, of course, open to non-Latinos. And we did good stuff, mostly geared toward the Latino community in which we grew up and still lived.

Is there an opportunity to form a Rotary in a heavily Latino part of Denver? I realize that this does little for integrating the other chapters, but can at least be a start to acquaint Latinos to the noble notion of service thru service clubs. Helping our own community is the draw. Unfortunately or fortunately, we are so geared to giving back to our own community that we often lose sight that there is a larger community as well.

As for integrating the other chapters. It's just a matter of identifying the Latinos who live and work in the region where that chapter meets. This is a matter of keeping your eyes open and then recruiting. But, part of the problem here, is, frankly, that ringing bell. While you can find affluent Latinos if you look, generally the notion of getting fined every time the bell rings might scare off some more entry-level or struggling professionals.

Thanks for your question. It prompted some self-examination.

Ricardo



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Learn our history. Learn about who we were and why we are!
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