

Editor's Column

DEAR ROTARY DISTRICT 1100 MEMBERS,



Christmas 2020 and Covid-19: What is the public perception of this?

Below I have produced a little collage that gives an idea of what the Public might think about this. Christmas 2020 will definitely go down in the history books as ...different!

A lot of Rotary activities for December had to be cancelled due to the situation. That's a shame as December is a fantastic month for Rotary clubs to show the Public what we stand for: goodwill, peace, giving back to the community, service above self amongst many other things. However, nothing lasts forever, and I'd like to borrow a famous dictum and mold it to fit us: "We'll be back in 2021"! The Public Image department is already planning campaigns for 2021 to support the Rotary clubs in our District.

I wish you a very pleasant Advent time and a happy Christmas!

All the best!

Bernd



UPCOMING EVENTS

15th January 2021

"Create your own Graphics then post to Social Media" workshop

Details how to register at the end of this newsletter

21st January 2021

District Forum – "Growing Diversity in Rotary"

December 2020

Disease Prevention and Treatment Month

January 2021

Vocational Service Month

February 2021

Peace and Conflict Prevention/Resolution Month

March 2021

Water and Sanitation Month

Please remember...

...to send your event dates to us so that they can be displayed here:
rotary1100@gmail.com

IN OUR DISTRICT

Rotary Clubs and Rotarians in D1100 showing “Public Image” - 3 Examples:

The Rotary Club of Pershore came up with a great idea: They asked the local community to nominate the individuals and businesses

Rotary **Our Community Champions** Pershore Times

March 23rd 2020 will be remembered as the day we went into lockdown due to an unknown, unseen virus that would affect our lives and that of our community for many months to come. Many local businesses closed down leaving vulnerable people worried and uncertain about the future. But not all. Our request for nominations found that individuals and businesses in and around Pershore recognised the need for immediate action and did something about it. In particular, we would like to highlight the support and community spirit shown by:

All that remains to be said is a great big “Thank you” from all of us to all of you.



Ashton Price, a student at Pershore High, let it be known that he had a bike and would deliver newspapers and groceries anywhere in Bishampton.

Stacey Knapper, Carrick Travel, was commended for sorting out flight and hotel cancellations during lockdown.

Lynne Raymer and Pershore Foodbank volunteers saw client numbers increase by 225% in the comparable 6 months to October 2020.

who, in their opinions, had gone the extra mile to help and support those self-isolating or shielding. In conjunction with their local paper/magazine, the Pershore Times, they advertised the project and by the end of July had received 20 nominations. They had previously decided to give each of them a certificate (we used the RIBI template) and made the presentations in September. Since then, they have had a full centre page spread of photographs from the presentations in the October Pershore Times (see attached) and then produced a video for Facebook that has, so far, had over 9,000 hits. To view this brilliant video, [click on the link below:](#)



[Watch the video](#)

Which outdoor activity has been undertaken in 2020 the most? No proof for this statement, but probably walking! Many individuals -such as the famous Major Tom- but also many Rotary Clubs took up this scheme and raised significant amount of funds for charities. Here is just one example:

“Walk The Wye” raises £11,833 for breast cancer research

The Rotary Monmouth Socially Distanced “Walk The Wye” event, held on 27th September has received a total of £15,778 in sponsorship and donations from the 287 walkers who entered. This total will be split with 75% (£11,833) going to the Velindre breast cancer research team and 25% (£3,944) going towards other charitable causes supported by Rotary.



Owing to Covid-19 travel restrictions in some nearby areas, not all entrants were able to take part. Consequentially, only 198 walkers were able to join the 4 walks available on the day. Some of those who couldn't walk, organised alternative routes near where they lived, and continued to raise sponsorship very generously from friends and colleagues. Organising the event to comply with Covid-19 restrictions was more difficult than previous walk events.

The 2020 walk was the 12th consecutive year that “Walk The Wye” has been run by Rotary Monmouth, during which time it has raised a total of over £121,000 for breast cancer research.

The following action fits in well into the Christmas spirit:

Royal Wootton Bassett & District Rotary Club appeal for toys for the Swindon Domestic Abuse Support Service



Linda Locke, Junior Vice President with the **Rotary Club of Royal Wootton Bassett & District**, appealed to the residents of Royal Wootton Bassett and surrounding area for donations of toys and backpacks to be given as Christmas presents to the children living in the safe houses of the Wiltshire Women's refuge, now rebranded to the Swindon Domestic Abuse Support Service, as men too suffer from abuse.

In just two weeks, Linda's garage was full and piled feet high with donations she collected. Caroline Black and Nicky Alberry came from the Unit to collect the toys on the 11th November and, like Linda, were overwhelmed with the generosity and kindness the residents have shown in supporting this worthwhile cause.

Now the children in the safe houses will be sure to receive presents from Santa on Christmas morning, ensuring a little more happiness in their lives. Through the outstanding generosity of people, an

immense number of toys were received, so RWB & District Rotary Club also donated some of the toys to the Swindon Old Town Rotary Club appeal for children going into care. Please see pictures attached of Linda delivering her toy collection to the refuge and Dr Brenda Moore a Swindon Old Town Rotarian accepting toys on behalf of her club for her appeal.

TIPS FROM THE PUBLIC IMAGE TEAM

This is new in the Brand Centre

With many Zoom meetings taking place in our Rotary environment now, Rotary has created a tool that enables you to create your own club-branded virtual meeting background with our new template. It's easy to use and can be found under [Club Resources](#) in the Materials section. Click this link here:



[Materials/Club-Resources](#)

A new video has been released which is called "Anytown". It shows how to find new ways to adapt and grow Rotary membership. Watch the video here:



[Anytown](#)

A new series of promotion videos has been released

A set of 10 new Rotary promotional videos are now available for you to download and share on social media!

These videos are tools for promoting Rotary, our activities, and the different ways our organisation provides opportunities and support to all. Help share these messages with a wider audience by using them on your websites, social media channels, at virtual events, and encouraging clubs to do the same.

The new videos show the different aspects from corporate membership options to supporting causes through Rotary Action Groups, and much more.

How to download the videos

Login to [Rotary GB&I members' area](#) and head to the Public Image section where you will find 'Rotary 2 video resources.

Beneath each video, there is a download button which will take you to WeTransfer, where you will be prompted to download the video to your device.

Share on social media

The videos are sized appropriately for sharing on social media and contain subtitles.

Each download link contains a draft Twitter and Facebook post to accompany each video, along with a Facebook video thumbnail. This will offer a consistent message across club platforms.

The following instructional documents are available to assist you:

- [How to upload and schedule videos to Facebook](#)
- [How to upload and trim videos on Twitter](#)

ENTER TRAVEL AWARD

As we had **NO response** regarding the travel award, we herewith encourage all clubs again to register and take actively part.

Covid-19 times call for different methods to meet fellow Rotarians be it in our own clubs or in clubs around the world.

We therefore we thought it might be good to start a virtual journey around the world and have developed a "passport" to have your visits "stamped". We would love to hear about your experiences when visiting the clubs and submit a short report after the visiting period. All submitted reports will be considered for our "District Traveler of the Year" award. You can download the passport and instructions here by clicking the link:



[AWARD PARTICIPATION](#)

Happy traveling!

Passport		
Rotary  District 1100		
Clubs visited		
9 clubs by 31.03.2021		
1: Club Click or tap here to enter text.	2: Club Click or tap here to enter text.	3: Club Click or tap here to enter text.
4: Club Click or tap here to enter text.	5: Club Click or tap here to enter text.	6: Club Click or tap here to enter text.
7: Club Click or tap here to enter text.	8: Club Click or tap here to enter text.	9: Club Click or tap here to enter text.
Rotary opens Opportunities 		
Name: Click or tap here to enter text.		
Club: Click or tap here to enter text.		

LAST BUT NOT LEAST

Please take the opportunity to join our follow-up seminar on “How to” do stuff efficiently on Facebook and Social Media in general. The next seminar is being held online on 15th January – details are below:

Rotary 
Canva & Facebook

Create Your own Graphics then Post to Social Media

Friday January 15th 2021 at 7pm

WITH ANDREW PIPPEN & MARY ADAMS

Multi District Seminar 1100/1150/1175/1200

Register by clicking the link below:



<https://zoom.us/j/94952215088?pwd=RTZGWnZPVExQeFF0bmc1Mlg3UU1rQT09>

Contact Us

Submission of articles / pictures are very welcome and need to be in **by January 15th 2021**

Please mail to: rotary1100@gmail.com
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