

DISTRICT 1100 NEWSLETTER

August 2017



Welcome to my thoughts for August.

I've posted a weekly blog to the District 1100 Facebook site, which tells everyone where I've been over the past month (well, not everyone obviously - only those who are signed up to follow that Facebook page).

Someone asked me last week, if I'm intending to tell you all about the good things happening around the District (I pointed him to the Facebook page!) and I will try to do that in these monthly newsletters.

This month I'm going to concentrate on the visitor experience to your club. I've visited 14 of you so far and you've ALL made me feel welcome, but there are a few of you who have made me feel especially welcome and I'll try to explain what the difference has been, without mentioning names - you know who you are.

Three out of the fourteen clubs allocated a specific host to make sure I had all that I needed (for setting up, to get me a drink and to introduce me to people before the meeting began), although several Presidents took this role on themselves. As President you have plenty to do without worrying whether your speaker is being looked after - it's much better to have an allocated "host" - made for a great experience for me rather than just a good one (and I suspect, made a better experience for the President too).

Some clubs provided me with a "souvenir" precis of all they are doing that they're proud of - so thoughtful (and helpful) - Could I suggest that you do this for all visitors, not just the DG - costs very little more to produce a batch than it does one.

Moving to new and prospective members, we all think we're friendly and welcoming to new people, but, at three clubs, very new members have mentioned in discussion how difficult it is to "break in" to the established clique (to the utter surprise of other members present). We are a group of one or more established friendships and we do need to recognise that we have to help our new members assimilate - it shouldn't be up to them to make all the effort.

Mentoring (or buddying, if you prefer) is so important and WILL cut down the number of new members who don't continue past the first year. Allocate a specialist - we're not all good at it. It will reap dividends I'm sure.

One of my three areas of focus as DG is “Telling our Story Better”. It’s something we talk about amongst ourselves every year and something which most of us agree we have to do MUCH better.

This has several elements, some of which some of us are very good at.

Our Public Image Chair, Jan Long, can give any club who feels they need it, tips on getting items into local newspapers and several of the District team (including Jan), and many clubs, are prolific users of Facebook - it doesn’t take very much effort to get a message onto Facebook and others sharing that message gets it to a much wider audience than just your own club or friends.

Rotary in Britain and Ireland will be doing some high profile PR work over the next few months to coincide with a drive to attract new members to our clubs and to promote the modern flexible Rotary, so what can we do to capitalise on this?

We can make sure we have our own promotional stuff (leaflets, pull-ups etc) - District 1100 is prepared, and can lend stuff to you, but clubs should make sure they also have their own, personalised, up to date, materials to use (contact Rob Baxter, if you’re not sure). Contact details for Jan and Rob are on the list of District team members, I gave all of you at the start of the year. Let me know if you need it again

It would help Rotary immensely (and, I believe, your club) if we could just get information together on exactly how much money and time we spend on all the work we do. It would be so powerful to be able to use figures to back up the stories we tell and the images we put out.

The aim is to have accurate and reliable numbers which we can present confidently in our public image work, in our membership materials, and to our partners, that answer not only the question, “What is Rotary?”, but the question “What does Rotary do?”.

We can do this through use of Rotary Club Central. There is bound to be someone in your club who would think nothing of spending a little time on their computer once a month entering and updating information on money and time spent on all your projects and the overall impact would be amazing, even for those of us who think we know how much we do.

Rotary Club Central has been completely upgraded and now gives a much better user experience - talk to your AG and he/she will arrange for your IT champion to receive some initial help with it, if they need it.

We all know we Make a Difference - that will help us to show how much difference we make (and please do share this newsletter with club members).

Keep smiling

Alan Hudson

District Governor 2017/2018

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