

February is World Understanding Month

Understanding and goodwill are essential for world peace. To observe World Understanding Month in February, consider helping club members learn more about Rotary. Invite an international scholar, a Rotary Youth Exchange student, or a speaker from abroad to your club meeting. Consider discussing international issues or presenting entertainment with a cultural theme.

Retaining Members

In a previous issue we talked about the need for new members and that it remains a significant challenge for our District. I am confident you are accepting the challenge to invite new members to join your club so that together we can ensure the future of Rotary. This month we'll discuss another key aspect of the membership puzzle – retention.

It is natural that a club will lose some members; people move, circumstances change, health issues emerge. We need to attract members just to maintain the traditional level in Rotary. However, it is most unfortunate when we lose members because we didn't do a very good job of maintaining their interest and commitment. Throughout North America our membership recruitment is largely offset by membership loss. The net result is smaller clubs, more pressure on existing members to maintain existing projects and all the stress that involves.

21 percent of Rotarians have been members of their club for less than two years. This is a key group to target for membership retention. They must feel a part of Rotary.

Membership is a responsibility for each Rotarian and so is the retention aspect of membership. I think it is a safe bet that when 80 percent of members haven't invited anyone to join the club, a solid majority don't see it as their role to keep existing members active. But, it is your club. It is not just up to the executive to keep your club and your fellow members engaged. It is up to you. When was the last time you changed tables at a meeting so that you could sit with someone you haven't talked with for some time, or to meet a new member? Do you make the effort to support people in Rotary, thank members for the work they do, ask members how they are enjoying Rotary, or if they are not what can be done to make them feel more a part of the club? When chairing a project do you seek out the professional expertise of members so that more than being involved they are putting their special skills to work for Rotary?

It is so easy to fall into the routine of talking to the same people and many times not seriously listening to what they are really saying. Are there hints they are tired of the same old role, or concerned they are not making a contribution?

A key element of the vision of Paul Harris was fellowship, and expanding friendship and contacts within the community. That is still a part of Rotary, but only if you make it so.

A member retained is a happy member. A member who feels cared about and involved will want to stay a part of your club.

*Moe Rodgeron
Membership Development/Retention*

Strategic Planning

Has your club begun the process of strategic planning? Think about starting it now! Strategic planning is a tool to help Rotarians provide long-term direction for their clubs and create a framework to establish goals and objectives. Strategic goals should be reviewed annually and revised every three to five years.

To get started, begin thinking about what your club does well. As a group, brainstorm the key characteristics of your club. Where do you want your club to be in five years? According to a district governor from Canada who's been helping clubs begin strategic planning: "*clubs that don't participate in formal strategic planning are unsuccessful when using or implementing the Club Leadership Plan.*"

Click on the link to download a pdf file of the new 2007 Club Leadership Plan... [Leadership Plan](#)

Learn more about RI's strategic plan.

Click on the link to download a pdf file of RI's Strategic Plan... [RI's Strategic Plan](#)

Canada-Jamaica Literacy Exchange Program and the Rotary Club of Truro

Opportunity knocked when Elizabeth Walker, Project supervisor for the Canada World Youth Jamaica/Truro Literacy Exchange Program, spoke to the Rotary Club of Truro. Nine Jamaicans and nine Canadians would be spending 12 weeks Sept-Dec 2007 with host families in Truro leaving Dec. 5th to spend 12 weeks in Jamaica.

We had begun as individual Rotarians to donate books for an International Project. The Jamaicans were very enthusiastic, feeling books would be a great help in their educational system. Then we discovered a gold mine. At Rotary House in Truro, the Colchester Community Workshop operates a 'New to You Shop'. Boxes and boxes of beautiful books are donated, many of them having to be recycled. A plan was developed. Two Jamaican and two Canadian CWY participants were able, through their volunteer work placements at the CCWS, to identify books that would be useful in schools in Jamaica. CCWS clients put labels "Donated by the Rotary Club of Truro" inside each book and packed the books. Rotarian Chester MacPhee moved the books to Premiere Van Lines where Rotarian Mike Hanes arranged for the books to go through a customs broker to be delivered directly to the Department of Education in Brown Town. The CCWS was paid the normal selling price (an average of 50 cents per book) and the Rotary club paid the workshop for client's time labelling and packing the books. Everybody wins! A pallet with 3000 beautiful books is on its way to be used in schools in Brown Town, St Ann's Parish, Jamaica. Total cost per book delivered by pallet to Jamaica? **One Canadian Dollar!**

If another Rotary club is interested in a project like this, here is the recipe:

- Identify a need somewhere in the world for books written in English.
- Approach your Executive to see if this is a project your club would be interested in.
- Specify the kind of books (eg, reference, children's books, books that would interest teens, novels, text books (be specific).
- Contact Rotarian Lydia Sorflaten (lsorflaten@hotmail.com) for help with the details.

The CCWS would love another project to identify, label and pack books. As a Rotary club, all you would need to do is identify the destination, approve the funds and we will facilitate the project!

The Canada World Youth Jamaicans and Canadians are looking forward to the books arriving early in 2008 in Brown Town, Jamaica.

Lydia Sorflaten, Rotary Club of Truro



More than 3,000 books are on their way to Brown Town, Jamaica thanks to the combined efforts of Canada World Youth, the Rotary Club of Truro and Rotary House Colchester Community Workshops. Books were selected, boxed, packed on a skid and shipped via container ship through Montreal to arrive in Jamaica early in the new year.



3000 books weighing 3000 pounds will be delivered to the Ministry of Education, Brown Town, Jamaica at a cost of less than \$1.00 per book.

PREMIERE
Delivery to:
Ministry of Education
Attention: Jean Fisher Literacy Officer
Region 3
Kingston, Jamaica
Phone: 876-917-8440/975-2703



*From left to right:
Sheldon Owen, a participant of Canada World Youth, Lydia Sorflaten, Rotary Club of Truro, and Heather Russell, Colchester Community Workshop Instructor.*

"Keep Rotary Fun"

Zone 22 Northern Lights Brunch

You are invited to join us during the 2008 Rotary International Convention for the annual *Northern Lights Brunch*.

Meet, mix and mingle with your Rotary friends from Zone 22 including our own RI President Wilf Wilkinson, President Elect DK Lee, Foundation Chair Bob Scott and RI Director Monty Audenart.

The brunch will be held in conjunction with the Rotary International Convention in Los Angeles on June 15, 2008 at 10 AM.

This has always been a popular, sold-out event.

BRUNCH FEE:

CDN \$40 through May 15, 2008

CDN \$45 after May 15, 2008

District Attendance

Be sure to get your clubs attendance to the District Secretary by the 10th. of the month (Bill Kendrick: rotaryd7820@gmail.com). It is a requirement of Rotary International that **all** clubs report their attendance to the District secretary monthly. Only 34 clubs provided an attendance report for the month of December (74% of 46 clubs). The average attendance of those clubs reporting in December was 75%.

Congratulations to the **Rotary Club of Happy Valley-Goose Bay** for having **96%** attendance for the month of **December**. 23 clubs were at or above 70%.

How did your club fare? Check out the attached *District Attendance Report*.

Rotary - Service Above Self

DISTRICT CONVENTION MAY 29 – JUNE 01, 2008

May is coming quickly and the 7820 Convention Committee is very busy!

With award winning speakers and our own live production of:

–“Yee Haw It’s Rotary”–

You’ll be inspired and entertained, not to mention our fellow district Rotarians who will be giving seminars on their projects and adventures, and the single project that will bond all 46 clubs together.

We’re excited!

Please plan on joining us. Don’t forget that you can save \$50 simply by registering by March 31, 2008.

Incoming presidents and secretaries can be on the lookout for their registration invoices.

Please do not hesitate to contact us with any questions.

Sarah Cooke, Conference Coordinator, can be contacted at sarahlynncooke@hotmail.com.

Happy Birthday, Rotary!

On 23 February, Rotary celebrates its 103rd anniversary. This day also marks the anniversary of the first mass polio vaccination effort for children, which started in Pittsburgh, Pennsylvania, USA, in 1954 and expanded across the United States. Commemorate this day with Rotarians by discussing the history of Rotary and all that has been accomplished by Rotarians.

Rotary Dates to Remember

10th. of the month - Attendance reports to Bill Kendrick.

15th. of the month - Club News to *The Lighthouse* editor.

April 1, 2008 - *Outstanding Club Recognition* deadline.

March 1, 2008 - *Donald MacRae Peace Award* deadline.

March ??, 2008 - *PETS and SETS*.

April 15, 2008 - *Presidential Citation* deadline.

May 29 - June 01, 2008 - District Conference - Amherst N.S.

Please contact us with your questions, suggestions and articles...

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Check out our District Web Site at

<http://www.rotary7820.com>