

Club Information Program  
2005-6 Leadership Academy  
By Sally Briggs (Eugene Southtowne)

There is no more important and neglected part of a Rotary Club plan than recognizing and implementing a plan to keep your members informed. You could call it Internal PR - "Getting Your Membership Excited and Fired-Up about Rotary so They Talk To Their Family and Friends about Rotary"! If members are going to be active they must know what the Rotary Club does and how important that is to them as a Rotarian, their Community and the World.

If the leadership understands this concept, it is possible to make a plan that will achieve this understanding in most of your members. It is much more difficult to expend the effort and provide the leadership to make it happen. Some of this is caused by the educational structure of Rotary which continues to promote Rotary programs with little regard to the motivation and effort that is needed. A more effective use of this time and effort could be to place more emphasis on how to motivate the individual Rotarian base.

Back to the plan. Rotary Clubs do a multitude of great things. Seldom do we understand that most of your Club members do not begin to understand enough to intelligently talk about what good their club is doing. You extend this void to the Rotarian's family and friends and there is even less understanding. There is almost no effort expended to directly share and motivate the individual member and his or her immediate family and their close net work. It is not rocket science, mostly common sense. "Service through Fellowship".

The task begins with understanding volunteers and your members. Not an easy job nor will you ever be 100%. But basic to understanding is that your members are only motivated when they have information that excites them enough to use their knowledge to take some action. The source of information will be different for each person in both the way it is received and when it is received. This concept must be understood when you outline how you plan to keep your Club informed and involved.

Recognizing the limited amount of time available, I would outline an internal plan that uses the normal means available to most Clubs and build

upon that. This plan would be done in April – May and would define the methods and include an outline for each month.

The first part of the plan would be a review of what methods and sources I had available. The methods that I would like to use are direct e-mail to each member with links to our Club web-site for additional information. Back this up with a monthly information publication by the President that is written to the family. Prewritten articles that show the projects and the good the club is doing. An example of this is the “Lets Talk About Numbers” article on page four. Other subjects would be how your attendance helps the others in the club or how we are part of other projects and programs. I would use ads to our own Club members and ideas how to use the information that is in the monthly motivational publication. An example of this is at page three. I would also develop an Information Pamphlet on our Club. What we do, how to contact the club members, provide sample attachment cards and letters, ads or other ways that they member could tell others what we do. I would use a weekly hand out and a e-mail sheet for each meeting telling them what is going on and an outline for the meeting. Mostly the current program, projects and contacts and calendar of events. I would have a pamphlet that explains club projects and asked for outside support for projects and frequent Club programs.

I would provide a monthly on line budget and expense page, a monthly update of members list and what people are doing. I would encourage one sheet handouts from members working on projects, monthly minutes and budgets summaries at the meeting and on our web-site.

The most important items are: Current Membership, Project Information and a Monthly Written Information Communication with the members-keeping them and their family informed and motivated-and which will help fulfill individual needs such as satisfaction of service, increased business contacts, fellowship, etc.

Much of the success of this basic information is to provide the information in a variety of ways so that members will understand the things that you are getting from your club.

Of course, the extent and success of keeping your members informed depends upon working with your committee to understand how important this information is to you club and actually get it done.



# We didn't invent high-efficiency stoves. We just delivered them to thousands of Guatemalans.

When Rotarians in the Eugene Southtowne Rotary Club found out about the health and burn hazards of traditional cooking methods in Guatemala, they helped raise money to provide fuel-efficient stoves. In the past several years, over 12,000 rural people have benefited from reduced deforestation, better health and more time to earn additional income.

*Eugene Southtowne Rotary Club — be a part of something great.*



Eugene Southtowne Rotary Club  
Thursdays at Noon  
Veterans Memorial Building  
1626 Willamette Street  
Eugene, Oregon 97405  
[district5110.org/eugenesouthtowne](http://district5110.org/eugenesouthtowne)

WE RECENTLY E-MAILED THIS AD TO OUR MEMBERSHIP WE

**GOT UNSOLICITED POSITIVE COMMENTS BACK FROM 20%;  
ONE REPLY “ I HAD NO IDEA WHAT WE ACTUALLY DID-BUT  
THE PHOTO- BROUGHT IT ALL TOGETHER” ANOTHER “IT MADE  
TEARS IN MY EYES-WHAT WE ARE DOING”**

Let's Talk About Numbers – the number of people you, the members of Southtowne, have helped in our community and throughout the world!!!

In our community, thousands with new socks and under wear, hundreds that visit Greenhill Human Society and enjoy the new patio, hundreds of Southtowne Choir students each year, thousands a year that use the new Delta Trail, the Centennial project that we worked on, the many families that received Christmas gifts at the Woodleaf Village Housing area and who use the improved bus stop, those who receive the Meals on Wheels we deliver, the hundreds of thousands of dollars that the Duck Race delivers to our community to help prevent child abuse. The 150,000 that used the Clean Team trailer, and Dictionaries delivered to all third graders in Lane county. The list goes on and on! You as a Rotarian have made these things happen.

Lets talk again about numbers you have helped throughout the world. In Ecuador, 85,000 people have clean water, sanitation, education and better health; Guatemala, 13,000 people will have clean fuel efficient stoves, less respiratory problems and women extra days to take care of themselves instead of cutting and hauling wood! Project Amigo provides health, dental and eye clinics and the opportunity for our members to build toilets, playgrounds, libraries and education for over 700 young people by keeping members of the family in school.

In Uganda, you are helping a whole village by providing clean water, additional food, mosquito nets and efficient stoves that will give basic health to hundreds of lives and allow them to take care of themselves. The list goes on and on. You as a member of Southtowne makes these things happen. It should be a source of great pride for all of us.

What's meaningful in our lives? Family, community and helping others in our world.  
Numbers - Service above self.