

# THE SPOKE DISTRICT 6740 NEWSLETTER



## Message from the District Governor

### How to Make Your Club Irresistible!

We all want to be part of a successful club – to have the ultimate club experience! But how can we make it so? Is there a special formula or secret sauce or do healthy clubs just spring up out of nowhere?

As I travel across the district, I have noticed some commonalities among the more successful clubs, and I would like to share some of my observations with those of you endeavoring to create the type of club your members crave. After all, healthy clubs don't just happen!

1) First impressions are important! Is your club welcoming to guests and speakers? Do the guests sit at a table alone and separated from the rest of the members? When a guest comes to your club, if there isn't an assigned "greeter", does anyone make an effort to introduce themselves to the guest? It is up to all members, not just the president, to help generate an atmosphere of inclusivity and warmth.

2) Presidents can help shape better members by offering big doses of encouragement. These presidents work hard to make sure their clubs stay relevant to their members and that the members have multiple opportunities to get engaged. They offer the kind of club experience that members expect.

3) Club leadership listens to their members. They allow for informal discussions (in small or large groups) so members feel like they have a voice in the direction their club is headed. Meetings should be open and foster discussions that can help move the club forward. Remember, the club belongs to its members and is only as strong as its membership base. Club leaders should guide the direction of the club; they do not mandate.



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## How to Make Your Club Irresistible!

- 4) Club leadership understands why members join and why they leave. When a club continually gains and loses members, it becomes more difficult for the club to operate effectively, carry out successful projects, and attract potential members. Members are more likely to remain in the club if they are involved in club programs and projects. Engagement is key.
- 5) Successful clubs are aware of their image in the community and seek to heighten their presence. It seems that most people recognize the Rotary logo or know that a Rotary club sponsors a particular fundraiser each year, but they really don't understand what Rotary does in their own community let alone around the world. Clubs should be more open to raising awareness of the work they are doing within their communities and have a concrete plan on how to do this. (Think Facebook, LinkedIn, Twitter, YouTube, etc.)
- 6) Healthy clubs are not only aware and knowledgeable about Rotary programs, but they are pro-active in involving their members in them. Whether it's promoting peace and understanding in the world through being part of a global grant or purchasing a ShelterBox, sending a student to RYLA or Youth Exchange, sponsoring an Interact club or making sure that a few club members sign up for Rotary Leadership Institute, clubs have myriad ways to involve their members outside the club experience.



## August is Membership and New Club Development Month

There are two ways to add to the number of hands we have joining us in Rotary service. One way is to bring in new members, either into existing clubs or by forming new ones. The other is the subject of focus for RI President R. Gordon R. McNally, and that is engaging existing members to retain them. This month is a great time to evaluate existing clubs and make any needed adjustments. As Paul Harris said, "This is a changing world, we must be prepared to change with it. The story of Rotary will have to be written again and again."

We've recently seen changes in the qualifications for Rotary membership, the meeting attendance requirements, etc. These have helped our membership challenge, but more change may be needed to assure existing members find their club membership valuable and engaging. [Rotary.org](http://Rotary.org) has a large assortment of [membership resources](#) to help you assess and reinforce that value.

Action steps you can take today:

- [Download](#) and distribute a survey to find out how your club's members are interested in serving or what projects they'd like to undertake;
- [Create an online survey](#) to assess club members' satisfaction with how the club is meeting their needs;
- Have your board or club members [take a club "health check"](#) to identify any gaps in its offerings to keep members engaged and satisfied;
- Have board members take the 15 minute ["Creating an Inclusive Club" course](#) in the [Rotary Learning Center](#).



# Did You Know?

## WHAT IS THE ROTARY FOUNDATION?

- The Rotary Foundation is Rotary's own charity. It exists to support Rotarians and their clubs in the charitable activities that clubs choose and undertake themselves.
- The mission of The Rotary Foundation of Rotary International is to enable Rotarians to advance world understanding, goodwill, and peace through the improvement of health, the support of education, and the alleviation of poverty.
- The Rotary Foundation is governed by a Board of Trustees.
- The headquarters of The Rotary Foundation is in Evanston, Illinois, but it also has associate foundations in other countries, including Rotary Foundations in the United Kingdom, Canada, India and Brazil.
- All contributions to either The Rotary Foundation directly or any of its associate foundations are essential to securing and growing Rotary programs throughout the world.
- Since it was founded over 100 years ago, The Rotary Foundation has spent \$4 billion on life-changing, sustainable projects around the world. It currently awards grants averaging about \$1 million per day.

## WHERE CAN I GET CURRENT INFORMATION ON MY FOUNDATION GIVING?

- Log in to [My Rotary](#) and open "My Account" by clicking on your name in the top corner OR create an account if you do not have one. The drop down box has a tab for "My Donations".

## HOW DIFFICULT IS IT FOR A CLUB TO WITHDRAW FUNDS FROM THE FOUNDATION?

- Clubs do not "withdraw funds" as such, but apply for grants.
- Funds are made available to districts on an annual basis for the purpose of supporting club projects. These are known as [District Grants](#). The process is managed by individual districts.
- [Global Grants](#) can be applied for projects in excess of \$30,000. An international partner is required. Districts have access to The Rotary Foundation funds DDF (District Designated Funds) which are available to support projects. This also can attract matched funding from the World Fund of The Rotary Foundation.

## HOW DO I GIVE TO THE ROTARY FOUNDATION?

- Pay online - Use this link [www.my.rotary.org/donate](http://www.my.rotary.org/donate) to donate to any of the variety of TRF funds
- If you would like to pay in some other way, visit <https://my.rotary.org/en/check-draft-or-wire-payments>

## WHAT IS THE DIFFERENCE BETWEEN A PHF AND A PHS?

- PHF (Paul Harris Fellow) recognizes a gift, or accumulation of a gift, of \$1,000 (or the donor can award a PHF to a third party in recognition of service, having given \$1,000 to The Rotary Foundation themselves).
- PHS (Paul Harris Society) recognizes an individual's commitment to contribute \$1,000 (annually) to The Rotary Foundation (any of the programs) every year that they are able to.

## WHERE CAN I GET MORE INFORMATION?

There's a wealth of information on the Rotary website. Start with this page.





## DG's Tip of the Month

Potential members may be your friends, business acquaintances, Rotaractors, or Rotary alumni, including former Youth Exchange participants. They could also be family members or even someone you've just met.

So. . . how do you approach a prospective member?

- 1) Keep your message simple. Don't try to tell prospective members everything there is to know about Rotary before they've attended a club meeting or taken part in a service project.
- 2) Try starting the conversation by explaining how Rotary has had a meaningful impact on YOUR life, career, or friendships. Although facts and figures may be useful, personal experiences and stories connect people on an emotional level.
- 3) After you've told your story, ask them what they would look for in a Rotary club. They may be most interested in making new friends, taking action on a specific community issue, or developing professional networks. When you know what they're looking for, you can show how your Rotary club can fill that need.
- 4) Think about what kind of event your prospective members would enjoy. Some people might be more comfortable attending a club meeting or social event, while others might prefer to learn about Rotary by working on a service project or participating in a fundraiser.

In talking to prospective members, consider their interests and needs as you explain the benefits of Rotary membership. Remember that potential members could offer a wealth of ideas and experience that will help your club make a greater difference in your community and the world.

## Calendar of Upcoming Events

September 9 **District Ride to End Polio** Bike Rally in Pikeville  
9 am - Registration at the Mineshaft Harley dealership  
10 am - Kickstands Up!  
Noon - Food Trucks, Silent Auction, Live Music from Appalachian Wireless Arena

October 24 World Polio Day

Join the global movement on 24 October as Rotary, Rotaract, and Interact clubs around the world take action to promote awareness of polio and raise funding for Rotary's polio eradication efforts. With poliovirus being reported in previously polio-free areas, the past few years have truly shown that polio anywhere is a threat to children everywhere.

In this critical year for polio eradication, we need your help to show the world the tenacity of Rotary members in accomplishing an audacious goal: a polio-free world. Visit the World Polio Day webpage for resources and tips on how you and your club can participate in promoting a polio-free world on 24 October.

Let's make polio history. Together, we end polio!



# Rotary Establishes Maui Fires Relief Fund



Earlier this week, horrible fires fueled by a dry summer and strong winds from Hurricane Dora overtook the island paradise of Maui, Hawaii. The historic town of Lahaina has been left to rubble. The fires have already claimed the lives of more than 50 people and have become the state's deadliest natural disaster since 1960. It's also the deadliest U.S. wildfire since the 2018 Camp Fire which devastated the community of Paradise, California. Hawaiian Governor, Josh Green, [estimates it will take billions of dollars](#) to rebuild all of the communities affected and there is an urgent need to house thousands of people who have lost their homes to the blaze.

Rotarians are *People of Action* and the Rotary members of Hawaii (District 5000) have created a [fund to help with the relief and rebuilding effort](#). We welcome members and clubs who are interested in supporting the recovery effort to donate there.

This relief fund aims to provide immediate assistance and long-term recovery support to the people of Maui, as they navigate the path to rebuilding their lives and communities. Individuals, businesses, and organizations are invited to contribute to the Maui Fires Relief Fund to provide immediate relief and support for the long-term recovery of Maui's communities.

53 Rotary clubs in Rotary District 5000 have already taken the lead by collecting donations at their club meetings and collecting needed supplies at collection points.

To donate or learn more about the Maui Fires Relief Fund, please visit [rotaryd5000.org](https://rotaryd5000.org). ([https://rotaryd5000.org/?fbclid=IwAR0rIBPUDcBvhivtGCI-tXXKXhd4uNeQ33u5OA\\_nZBy63VpNZtHAK6zVJUw](https://rotaryd5000.org/?fbclid=IwAR0rIBPUDcBvhivtGCI-tXXKXhd4uNeQ33u5OA_nZBy63VpNZtHAK6zVJUw)) Your support will play a vital role in helping Maui recover and rebuild stronger than ever. Below is a letter from Rotary District 5000 Governor, Mark Merriam:

August 9, 2023

*Rotary members are people of action, and we can take immediate action. As we come together to recover and rebuild, we need to support each other. We need to [Create Hope for Maui](#).*

*Please consider donating to this special fund.*

[Donate Now - Maui Fires Relief Fund](#)

[https://www.paypal.com/donate/?hosted\\_button\\_id=6C4K2SDUY8FUG](https://www.paypal.com/donate/?hosted_button_id=6C4K2SDUY8FUG)

Source: <https://rotary5150.org/stories/rotary-establishes-maui-fires-relief-fund>

## EFFECTIVE 1 JULY 2023 | DISASTER RESPONSE...

### DOES

- Generate Foundation Recognition Points, and count words donors' total cumulative giving
- Help donors work toward Paul Harris Fellow, Paul Harris Society, Major Donor, and Arch Klumph Society Recognition
- Help clubs achieve the 100% Foundation Giving banner

### DOES NOT

- Count toward a club's Annual Giving goal
- Count for Annual Fund per capita giving calculations
- Generate DDF
- Count for donors' attainment of Every Rotarian, Every Year or Sustaining Member status





## Paris-Bourbon County Rotary Club 100th Anniversary in July

The Paris-Bourbon County Rotary Club celebrated its 100th Anniversary in July. 100 years of Service Above Self, serving the Paris-Broubon County Community since 1923. Congratulations!





## Rotary Club of Florence Passes the Gavel

The Rotary Club of Florence marked a momentous occasion with the recent Passing of the Gavel ceremony, held on Monday, July 10, 2023, at noon. This cherished event, steeped in tradition, serves as a powerful symbol of leadership transition within the club. As the gavel was passed from the outgoing President Carrie Herrmann, to the incoming 78th President, Julia (Julie) Pile, the club reaffirmed its commitment to unity, continuity, and the shared journey ahead.

Julia Pile, a respected figure in the Florence community, brings over 13 years of experience as a family and parent engagement advocate. Her dedication to building connections within schools and communities has left an indelible impact. Pile's impressive journey includes serving in various volunteer and leadership capacities within northern Kentucky schools, including as a local PTA president and a member of the Boone County Board of Education. Her commitment to education and community engagement is also evident through her co-founding of ParentCamp, a national nonprofit that enhances family-school-community engagement through virtual training across the United States. Pile's influence extends beyond her immediate community, as she contributes to the Cincinnati Enquirer's Education and Family Life Roundtable panel, serves on the board of the Rotary Club of Florence, and is involved in multiple business ventures.

Amidst this rich background, Julia Pile's assumption of the Rotary Club presidency stands as a continuation of her dedicated service to education and community engagement. As she takes the helm, the Rotary Club of Florence embarks on a new chapter under her leadership, embracing unity and the shared commitment to positive change.

The Rotary Club of Florence is focusing on Reading Literacy this year by partnering with the Northern Kentucky Education Council by becoming One to One Reading Coaches. In coordination with this initiative, the club is purchasing a book in honor of each week's speaker and donating to the Stephens Elementary library. Julie Pile presents an autographed version of the book Joey The Can-Do Kangaroo written by a past Rotary Club of Florence Teacher of the Year recipient, Chad Caddell.



## Corbin Rotary Club Celebrates First Two-Generation Club Presidents

New Club President Mallory Davis with her father and past Club President Mike Sparks. They are the first two-generation club presidents in Corbin Rotary History!



## Lexington Rotarians Hit the Links in Support of their Club's Endowment

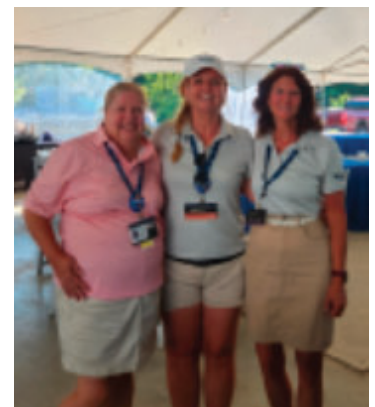
The Barbasol Championship, a PGA golf tournament held July 10th -16th, at Keene Trace Golf Club in Nicholasville with a purse of \$3.7, recently concluded another successful event. And it could not have been done without the help of the Rotary Club of Lexington.

Sixty-three volunteers, Rotarians, friends of Rotarians and potential Rotarians came together to staff the newly formed and much needed (given past tournament weather!) evacuation committee, in exchange for a to-be-determined contribution to the club's endowment. The PGA requires that if a player is on the course, an evacuation plan must be in place for those players to evacuate the course.

A 168 shifts were filled by trained and organized volunteers. One evacuation took place this year. The PGA commended Rotary and the safety team for a smooth evacuation and the ease with which the players were returned to the course.

In addition to supporting the club's endowment, this activity served to increase awareness of Rotary. Several folks asked about Rotary and what we do. It was a great way to educate folks on who we are and to invite them to a meeting.

Thanks to the leadership team of John Wright, Chris Peck, Nelson Rodes, and Susie Basham for pulling this together and to all of the Rotarians who volunteered, making this project a great success and a lot of fun.





## Carlisle Rotary Club Fundraiser

Carlisle's Blackberry Festival is the longest running festival in Kentucky and occurs during the 4th of July week each year. Carlisle Rotary Club sells funnel cakes, ice cream, and beverages during the festival, which serves as one of their primary fund raisers for the year.

"It's a lot of hard work, but we see this as more than a fund raising event. We are also trying to give something back to the community," said Club Secretary Carolyn Dotson.

This year we had customers telling us our prices were too low – especially considering the rates being charged at fairs in neighboring counties, but there are many residents – and children in particular – who have very little and look forward to coming to the fair each year. By keeping our prices low, some of the less-fortunate are still able to afford an ice cream cone and a funnel cake, which adds to their enjoyment at the fair. In this way, Carlisle Rotary Club embodies "Service Above Self" while still managing to reach their fund raising goal for the year.

And as you can see from the photos, the smiles make it all worth while.



## Rotary Club of Whitesburg Raises Over \$10,000 with a Golf Scramble!

The Rotary Club of Whitesburg hosted a Golf Scramble at Raven Rock Golf Course in Jenkins, KY on Friday August 18, 2023, with fourteen teams participating. The winning team from Community Trust Bank had a score of 54 (17 under par). The event raised over \$10,000! Organizers for the Scramble were Rotarians Margaret Hammonds and Debra Lucas.

Funds raised through the Golf Scramble will be used to help fund Dolly Parton's Imagination Library of Letcher County, scholarships to local students, and other service projects of the Rotary Club of Whitesburg.

Rotarians pictured below who worked the event are (L to R) Debra Lucas, Rita Pratt, Amanda Hammonds (Volunteer), Margaret Hammonds, Darrell Holbrook, Ken Sanders (Volunteer), back row Duran Sparkman, Ellen Wright, Mitch Addison Whitaker, and Ron Brunty.

Rotarians (not pictured) who participated by playing on a team included Mike Watts, Ricky Rose, and Jeffery Justice.





## District Governor Jeanne Clark Visits Rotary Club of Kenton County

The RC of Kenton County recently hosted DG Jeanne Clark. Her visit was the highlight of the August meeting. She did an outstanding job speaking with our club and gave us lots of encouragement for our upcoming year. Pictured here with Current Club President Michael Constantino and Past Club President Barbara Rahn.

We have TWO wonderful events coming up....

The first is an outreach fundraiser called The 3rd Annual Music in The Vines. We've tweaked it a bit this year to focus more on Community Outreach and to inform people about Rotary while also raising funds toward a future Rotary project. If you will be in the NKY area the weekend of Sept. 9, be sure to get your ticket to attend! You click the following link:<https://www.brownpapertickets.com/event/6108930>

Rotary Club of Kenton County, Club 3764  
Noelle Grimes  
Public Relations Co-Chair



Kenton County Past President Barbara Rahn and President Michael Constantino welcomed DG Jeanne Clark to a recent meeting.

## Rotary Club of Florence Helping Kids Read

The Rotary Club of Florence is doubling down on helping kids learn to read on grade level by 3rd grade. Club and community members are training through the Northern Kentucky Education Council to become One to One Reading Coaches. Along with committing to read with kids at least once a week, the club is donating a book to the Stephens Elementary library in honor of the speaker at each week's meeting.

Eric Blankenship (@mistabscience), Principal of Stephens Elementary (@StephensElemKY), shares "We are tremendously excited to be partnering with the Florence Rotary to start a One to One Reading Program here at Stephens Elementary. The impact of having Reading coaches with our students will directly impact student success not only for this year but for life. Early childhood literacy is the foundation of learning and having amazing community partners like the Florence Rotary to mentor our students will be one more level of support to ensure that our children have the best chance at success moving forward. Thank you to The Rotary Club of Florence and The One to One Program."



Polly Page – Director One to One Programs, Julie Pile – President of Rotary Club of Florence and Eric Blakenship, Principal, Stephens Elementary



## Ashley Wilks, RN Presents to Louisa Rotary Club

Thursday, August 17, the Louisa Rotary club met at the Louisa First Baptist church for their weekly meeting.

Guest speaker was Ashley Wilks, RN, with the Lawrence County Health Department. Her topic was the 'CDC Diabetes Prevention Program'.

The LC Health Department offers a Year-Long Lifestyle Change Class. The first class will be September 5. Classes will continue to meet most Tuesdays at 12:00 noon at the Lawrence County Health Department. This class is free. Those interested should register for class before the series begins. Call 606-638-4389 for more info.



## Richmond Rotary Club Takes All-Around Award at Pops at the Park

The Richmond Rotary Club won the Pops at the Park table decorating event held at Whitehall State Shrine. This year's theme was "Made in the 80's" and the winning table was Raiders of the 80's!





## Rotary Club of Lexington After Hours - First All-PHF Club in District

On the Aug. 24 meeting of the RC of Lexington After Hours, PDG and District Major Gifts Chair Keith Key, along with club President Phil Moloney, presented club member Teresa Branham a Paul Harris Fellow, making the RC of Lex. After Hours the first all-PHF club in the district. Congratulations!!!



## Jeanne Clark Delivers Message to Rotary Club Lexington After Hours

Lexington After Hours club members and guests gathered on Aug. 24 to hear one of their own, Jeanne Clark, the 2023-24 district governor, deliver her message "How Healthy Is Your Club?" along with some tips about how to make the club even more vital.





# Zoom...Zoom



## **Rotary District 6740 Ride To End Polio Bike Rally**

**Saturday Sept. 9, 2023**

**Registration 9 am**

**Mineshaft Harley Davidson**

**Pikeville, KY**

**\$20 a bike/ \$10 a rider**

**Kickstands up at 10 am**

**Appalachian Wireless Arena will have**

**Bug Dots      50/50 Raffle**

**Silent Auction**

**Food Trucks      Live Music**

**All proceeds go to The Rotary  
Foundation's PolioPlus Program.**



## Buy an Ad for Rotary Radio Day

OCTOBER 24, 2023 ON  
RADIO WIVY 96.3 FM



### Buy an Ad for Rotary Radio Day

On October 24th Radio Station WIVY (96.3 FM) in Morehead will donate ad revenue to Morehead Rotary Club from 9 am to 3 pm. You can help your community and advertise all at once. Rotary is selling 30-second ads for \$15.



Rotarians will read your 30-second ads on the air. If you don't want to write an ad, we can write it for you or you can use your own pre-recorded ad. You can buy up to 10 ads but only two scripts will be allowed. We can also do greetings for birthdays, anniversaries, songs, and special event promotions.

Radio Day proceeds will be used for Polio Eradication and Community Rotary Projects.

Call 606 207 4785 or write [MoreheadRotary@gmail.com](mailto:MoreheadRotary@gmail.com) to order your ad! Write your checks to the Morehead Rotary Club and send them to Morehead Rotary, 106 Timber Lane, Morehead, KY 40351.

Rotary will invoice you if you request it.

Ads and payments are due by OCTOBER 17, 2023.

## The District Leadership Team Is There For YOU!

### DISTRICT GOVERNOR

*Jeanne W. Clark (Lexington After Hrs.)*

### DISTRICT GOVERNOR-ELECT

*Xandy Stewart (Maysville)*

### DISTRICT GOVERNOR NOMINEE

*Greg Palmer (Florence)*

### DISTRICT FINANCE CHAIR

*PDG John Hutchings IV (Maysville)*

### DISTRICT TREASURER

*PDG John Hutchings IV (Maysville)*

### DISTRICT MEMBERSHIP CHAIR

*Bill Wilson (Lexington)*

### DISTRICT DIVERSITY, EQUITY AND INCLUSION CHAIR

*AG Bill Wilson (Lexington)*

### DISTRICT ROTARY FOUNDATION CHAIR

*PDG Rakesh Sachdeva (Pikeville)*

### DISTRICT ROTARY PUBLIC IMAGE CHAIR

*AG Gil Fauber (Covington)*

### DISTRICT TRAINER

*Judy Worth (Lexington)*

### DISTRICT ALUMNI CHAIR

*PDG James Glass (Pikeville)*

### DISTRICT ENDOWMENT/MAJOR GIFTS SUBCOMMITTEE CHAIR

*PDG Keith Key (Lexington After Hours)*

### DISTRICT GRANTS SUBCOMMITTEE CHAIR

*PDG Kathryn Hardman (London)*

### DISTRICT COMPLIANCE OFFICER

*Arnold Taylor (Covington)*

### DISTRICT INTERACT CHAIR

*Joanna Foley (Pineville)*

### DISTRICT NEW CLUB DEVELOPMENT CHAIR

*Patton Hart (Louisa)*

### DISTRICT NEW GENERATIONS SERVICE EXCHANGE CHAIR

*Martha Riddell (Lexington)*

### DISTRICT PAUL HARRIS SOCIETY COORDINATOR

*PDG Seema Sachdeva (Pikeville)*

### DISTRICT POLIOPUS SUBCOMMITTEE CHAIR

*PDG Rakesh Sachdeva (Pikeville)*

### DISTRICT ROTARACT CHAIR

*AG David O'Meara (Richmond)*

### DISTRICT RYLA CHAIR

*Chris Hickey (Lexington)*

### DISTRICT YOUTH EXCHANGE CHAIR

*Arnold Taylor (Covington)*

### DISTRICT YOUTH PROTECTION OFFICER

*Arnold Taylor (Covington)*

### ANNUAL FUND SUBCOMMITTEE CHAIR

*PDG Rakesh Sachdeva (Pikeville)*

### DISTRICT COLLEGE ON LEGISLATION CHAIR

*PDG Kathryn Hardman (London)*

### COUNCIL OF GOVERNORS CHAIR

*PDG James Glass (Pikeville)*