

 **ROTARY IN LONDON** 
COMMUNICATIONS NEWSLETTER
EVE CONWAY, COMMUNICATIONS CHAIRMAN

Thanks for Life – End Polio Now



It is now less than 2 months to Thanks for Life day on February 23rd 2010 and it really will be crucial for clubs to finalise their plans for this vitally important initiative. It is, of course, a tremendous opportunity to combine fund raising for polio eradication and membership recruitment.

TO FIND OUT MORE ABOUT WHAT YOUR CLUB CAN DO FOR THE THANKS FOR LIFE/END POLIO NOW CAMPAIGN - ROTARY IN LONDON IS HOLDING A SPECIAL THANKS FOR LIFE/END POLIO NOW COMMUNICATIONS RALLY AT DISTRICT HQ, 6 YORK GATE, LONDON, NW1 4QD ON WEDNESDAY, 20TH JANUARY, 2010 AT 6.30PM. LIGHT REFRESHMENTS: £5 PER PERSON. REGISTRATION FORM IN DISTRICT MAILING. A DVD ON THE POLIO CAMPAIGN PRESENTED BY FORMER BLUE PETER KONNIE HUQ AND PRODUCED BY EVE CONWAY IS NOW AVAILABLE FOR CLUBS TO GIVE TO SCHOOLS AND USE IN THANKS FOR LIFE ACTIVITIES.

Those clubs who have been given the opportunity to collect outside 13 Tesco's stores in the London district on February 27th have been asked not to contact the store until after the Christmas and New Year trading periods. These will be over when the 'world' returns to work on January 4th and contact can then be made and arrangements agreed. Please try to ensure that these arrangements include having the facility of an information point manned by a separate Membership Awareness team who are additional to your collectors. There is an excellent guide to the preparations that you need to make on Page 6 of the December [RIBI Zones 17a/18 Membership Newsletter](#)



The arrangements with Sainsbury's, which we hope that clubs will collect at on Saturday 20th February, are rather different. Their CEO Justin King has given his permission for his local store managers to be approached for a "bag packing" opportunity. Here it will obviously depend on the negotiating skills of individual clubs to achieve the most favourable arrangements.



Where clubs are arranging other events in support of Thanks for Life it is essential that the club and district team try to maximize media coverage. For this to happen it will be vital to give advanced notice to local press, radio and TV so that they are primed to expect the resultant press/media releases. For a handy reminder of what to do, go to the [PR Toolkit page](#) in the MPRC section of the RIBI website.

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Thanks for Life in brief - updates

You will continue to find a fabulous range of information and ideas on the Thanks for Life website including the criteria for grants for [Advertising and Photography](#), the deadline for which is **Friday Jan 8th**. There is also a link to an excellent interview with Rotarian Dr Keith Paver on the recent NID in India which was broadcast on TV Channel M covering Manchester which you can also link to [here](#).



Some clubs have been requesting a certificate to issue to schools and children when they have supported a polio eradication project for example, a Purple Pinkie day. A basic certificate has been devised that can be customised by the club for their own use. This can be obtained via the [Thanks for Life downloads library](#). Generic shop window posters, A4 or A3, for clubs to use can also be downloaded from the above web page. They have been designed with space left for clubs to add their own details.

The Rotary Club of Stevenage Grange (D1260) will supply additional copies of the official T4L posters mounted on 3mm white Foamex board. Digitally printed on vinyl using original artwork, the club will arrange to print, mount and deliver your posters at an unchallengeable cost. An order form is available at [End Polio Now merchandise - RIBI](#). Order early to avoid disappointment.

Through the initiative of Jannine Birtwistle of the Rotary Club of Guernsey, a fantastic selection of [End Polio Now products](#) have been produced with ALL profits going to End Polio Now through the Rotary Club of Guernsey.

On behalf of the RIBI District Governors, the Rotary Club of Exmouth has been commissioned to produce and supply over a million lapel style thank-you stickers for the Thanks for Life campaign. District Governor Martin has ordered varying quantities of the rolls of sticker for distribution in the district. These lapel stickers are primarily aimed for the Thanks for Life week. They are undated and available now. If additional supplies are required, visit the website: [Thanks For Life Stickers | Exmouth Rotary Club](#).

Thanks for Life – End Polio Now



Lucknow.

As part of the Thanks for Life initiative, a group of 86 Rotarians, partners and friends from across RIBI travelled to India to take part in a Polio Immunisation Day. The photo on the left, taken by Jean- Marc Giboux, shows Rotarians Steve Martin and Pam Joyce giving the vital drops to a small child in

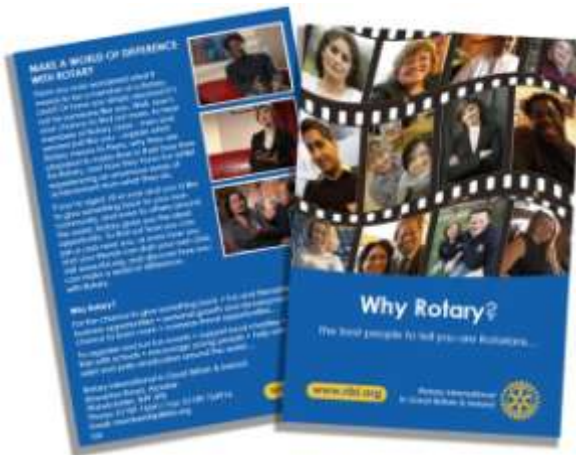


The team were accompanied by former Blue Peter presenter Konnie Huq, myself and The Guardian's Health Editor Sarah Boseley. As a result the media coverage of the trip has been excellent. Konnie presented a report and was interviewed on the BBC and you can find more on this by going to the [BBC News website](#). Sarah Boseley's article was in the G2 section of the Guardian on Friday 27th November and you can find it on the [Guardian online website](#). A DVD of the trip is now available and has been sent to Club secretaries for use in schools and Rotary Clubs and T4L activities.



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Membership Recruitment Campaign



The next phase of RIBI's Membership Recruitment Campaign starts from the middle of January in another three regions but not in our district 1130, Rotary in London, and runs until the end of February. One of the clear lessons from the East Midlands campaign was that Rotary only managed to achieve limited additional PR coverage via the press or local radio to

supplement / support the actual adverts. This was probably because we tried to achieve it centrally and it is clear (in hindsight) that the contacts that clubs and districts have with their local and regional newspapers and radio stations are more likely to be effective. It was also clear that the adverts, especially those on radio and online, were picked up by significant numbers of people outside the actual target areas – and this had led to a number of inquiries from people whose details were passed onto Rotary in London and potential new members have already attended various Clubs in the London district.

It would be really helpful, therefore, if all clubs were to have a major push to get as much high quality publicity as possible during the campaign periods. As Thanks for Life falls towards the end of the campaign periods there will hopefully be plenty of great stories out there in addition to clubs' usual activities. Although the media always assert that there is no link between advertising and editorial copy, it should hopefully be easier than normal to get stories covered by those papers and radio stations that are carrying the adverts in particular.

Key phrases for recruitment

With the RIBI Membership Recruitment Campaign and the membership opportunities offered by Thanks for Life, it is very important that everyone involved has key phrases ready when speaking to potential Rotarians. The latest edition of [Rotary Minute](#) consists of 3 short videos with the titles: What have you learned from being a Rotarian? How did you get started in Rotary? and What is Rotary? Watch them and I am sure that you will identify key thoughts and phrases that you will want to use.

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Five reasons to support The Rotary Foundation



There are as many reasons to support The Rotary Foundation as there are ways to do good in the world. Just in case you need reminding of some of them as we head into the New Year of 2010, five top examples are illustrated on the RI website. They are: fighting hunger, reducing child mortality, promoting peace and conflict resolution, giving the world hope for just US\$2 per week and eradicating polio. For more details on these just ctrl click [here](#).

RI President's January Message



RI President John Kenny says that: "In Rotary, January is the halfway point of our year of service, and it is also a time for us all to look at both the past and the future. It is the time of year to take stock, to review the goals that we have set for ourselves, and to evaluate how well we have fulfilled those expectations. It is a time to look honestly at our progress and our challenges and to consider the steps we will need to take to complete our planned service successfully." For the full text of President Kenny's message, just click [here](#).

The Magic of Rotary Awards 2009-10

There are many Rotarians who work as groups or individuals on worthwhile projects that are not widely publicised. The "Ordinary Rotarians Doing Extraordinary Things" programme was featured at the recent RIBI Conferences in Blackpool and Edinburgh. For Rotary Year 2009-2010 we will be showcasing a similar programme, "The Magic of Rotary". The awards will be presented at the RIBI 2010 Conference in Bournemouth.

The objectives of the awards are to publicise the rich variety of projects across RIBI, to improve collaborative opportunities for Clubs involved in similar projects, and to encourage more diversity in Rotary Club programmes. Full guidelines for the awards can be found on the RIBI website by ctrl clicking [here](#). Please note that the closing date for nominations is **Friday 5th March 2010**.

Why are good headlines vital?

The headline of a news release is the single most important aspect of your copy. It needs to be written for both consumers and search engines. The first thing your customer should know when reading your headline is: **What's in it for me?** You must let them know, right from the start, what's in it for them. Often, your headline is the first, and only, thing they read. The headline must immediately grab their attention otherwise your news release is dead.

The fact that search engines are increasingly becoming the gateway to how consumers discover the latest news means that, when crafting a news release, you need to write it to be found. Use the keywords that match your prospective customers' search queries. For more tips on writing better headlines in 2010 ctrl click [here](#).

Useful historical facts about Rotary

As we enter a new decade it can often be useful to be able to look back as well as forward. This is particularly true when we are engaged in a major recruitment initiative. New and potential members may well ask questions such as: When and how did Rotary become involved in polio eradication? or Why did RIBI come into existence? You can find the answers to these and to many other questions about Rotary's history from the [online Rotary timeline](#). It also features historic photos, documents and links to multi-media.

Making good use of Social Networking sites

More and more Rotarians are finding that social networking is a great way to connect with other Rotarians, broaden their horizons, and spread the message about Rotary to non-Rotarians. Here are some of the experiences of Rotarians in the USA:



The Rotary Club of Orlando, Florida, USA, has had success attracting new members through both LinkedIn and Facebook, says Linda Rolf, a member of the club and a software development specialist. "There is no doubt social networking

opens doors that simply would not be possible otherwise."

"I believe we must learn to communicate with members and prospective members any way they want to receive communications," notes Kevin Learned, governor of District 5400 (parts of Idaho and

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Oregon, USA). "We have to acknowledge and embrace generational differences in communication preferences." Ctrl+click on the LinkedIn and facebook logo above for more experiences and information.

Women in Rotary

The 1989 Council on Legislation vote to admit women into Rotary clubs



worldwide remains a watershed moment in the history of Rotary. The vote followed the decades-long efforts of men and women from all over the Rotary world to allow for the admission of women into Rotary clubs, and several close votes at previous Council meetings. Twenty years after the Council on Legislation's vote, Rotary has nearly 188,000 female Rotarians. Women have served in leadership positions as high as the RI Board of

Directors and The Rotary Foundation Board of Trustees. To watch an interesting 10 minute video on women in Rotary, featuring Past Rotary Foundation Trustee Carolyn Jones (pictured above), go to <http://www.rotary.org/en/MediaAndNews/Multimedia/RVMVideoMagazine/Pages/04-3.1-women.aspx>

Dolly in Montreal

Country music legend and philanthropist Dolly Parton (*photo courtesy*



of The Dollywood Foundation) will be a keynote speaker during the 2010 RI Convention in Montréal, Québec, Canada, 20-23 June. Dolly Parton will speak at the morning plenary session on 23 June to promote reading among pre-school children. She and the Dollywood Foundation's Imagination Library teamed up with Rotary International in March to help provide age-appropriate books each month to children from birth until age five. She will speak to Rotarians about the importance of early

childhood reading and how the collaboration with Rotary International has augmented the success of the Imagination Library. For more information and to register for the 2010 Convention, go to: http://www.rotary.org/en/MediaAndNews/News/Pages/091027_news_dolly.aspx

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Why Rotary?



Hopefully you have all viewed the RIBI video and DVD with this title at least once. If not, just go to the RIBI website Home Page on <http://www.ribi.org/> RI has now produced a video with exactly the same title (is imitation the sincerest form of flattery or is it a case of two minds with but a single thought?). To watch the RI video just Ctrl+click on the picture on the left. You will see

that one of the contributors to the video is PP RIBI Allan O Jagger.

Effective Photography



There are a number of updated **Information Sheets** available on the RIBI website. I particularly want to draw your attention to the one put together by Karen Jones and Mike Sanders (DCC D1110) on [Effective Photography](#). Why? Because I would like us to get many more stories published in local and regional newspapers and featured on the RIBI website and a great photo can really sell a story and make people want to read it. The more that read it and find out about the tremendous things

that Rotary clubs are doing, the more people are likely to think "That looks great, I would like to be a part of that". There are lots of talented photographers in clubs, we just need to make sure that we plan the 'photo opportunities' as well as we do the rest of the event.



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Rotary and the United Nations



Rotary and the United Nations Global Compact have recently agreed to deepen their collaboration, encouraging Global Compact local networks and Rotary clubs to seek a stronger alignment through joint activities and programs. The announcement was made during Rotary-UN Day at United Nations headquarters on 7 November. "Through discussion, collaboration, and joint cooperation, Rotary clubs and the United Nations Global Compact can foster high ethical standards, universal principles, and tangible humanitarian successes," said Rotary International General Secretary Ed Futa. "Together, we can work for the benefit of all". [Read the full text.](#)



Three graduates of the Rotary Centres for International Studies in peace and conflict resolution are working at the United Nations to promote peace, tolerance, and human rights.

Bautista Logioco (pictured left), Jayashree Nadarajah, and Richard Gee are among dozens of [Rotary Foundation alumni playing important roles at the UN](#). These alumni bear witness to the close collaboration between Rotary and the United Nations. "This is our life's work and our biggest dream," says Logioco, a political affairs officer for the UN Department of Peacekeeping Operations in New York. "Rotary gave me and others the chance to create and build the capacity to make contributions to society through peace and conflict resolution."

Another very busy year for ShelterBox

It seems hard to believe that ShelterBox, founded by Rotarian Tom Henderson, will celebrate its 10th anniversary this year. In a way those iconic green boxes seem to have been around for so much longer.



This has been another very busy year for ShelterBox with a total of 9397 boxes sent between January and the end of November '09 making a total of 57,852 sent since the scheme's inception. At the start of December ShelterBox response

Teams were still present in the Philippines, Indonesia and El Salvador making sure emergency shelter is delivered to the people who need it most. If you don't already get the ShelterBox monthly newsletter you can read the review of 2009 in the December edition by [Ctrl+clicking here](#).

Eve Conway
Communications Chairman, Rotary in London

