



## Rotary International in Ireland District 1160

### District Governor's Newsletter January 2012 – Rotary Awareness Month

My Fellow Rotarians,

Happy New Year to you all and to your families. I hope that 2012 is gentle with you, generous to you and that it provides you with a sufficiency of stretch for you to continue to grow and develop.

January in each year is Rotary Awareness Month. The Rotary International (RI) website ([http://www.rotary.org/en/MediaAndNews/News/Pages/120103\\_news\\_resolve.aspx](http://www.rotary.org/en/MediaAndNews/News/Pages/120103_news_resolve.aspx)) suggests to us that we “try something different in 2012 to attract new members and keep existing ones”. It offers the following ideas for us “to help you do more with Rotary in the new year.”

- Be part of Rotary's efforts to End Polio Now
- Think strategically and set club goals
- Help the Foundation fulfill its mission
- Get inspired at the RI Convention
- Celebrate 50 years of Interact
- Publicise your good work

Have a look at the web site to see each of these ideas amplified; it might be useful.

In Rotary we have a deeply rich story to tell about who we are, our ethical code, the work that we do and the people we serve. I am of the view that as well as telling the story to the world it also needs to be told and told again to ourselves within Rotary. My experience over the years has been that we ourselves are not near as well informed about the organisation we are members of as we should be. This is something we need to address; if we cannot describe and articulate colourfully, accurately and pithily the good we do individually and as an organisation then we have a serious problem in the context of our ongoing survival and our viability as a voluntary international service organisation.

As Rotarians we should have at the very least a knowledge about the path the organisation has taken and the contribution it has made since its inception in 1905 by Paul Harris, Gustavus Loehr, Silvester Schiele and Hiram Shore. You will find the following link useful in this regard <http://www.rotary.org/en/AboutUs/History/RIHistory/Pages/ridefault.aspx> In addition, PDG Frank Arnold delivered an excellent paper on the history of Rotary in 2010 which will be made available in the next week.

I spoke in the December news letter of The Family of Rotary which incorporates Interact, Rotaract, Inner Wheel, Probus, Rotary Alumni (GSE Team Members, Ambassadorial and Peace Scholars), RYLArains, Friends of Rotary, extended Rotarian families and Rotary itself. Our collective and individual knowledge of Rotary would be greatly enhanced if we knew more about the family of Rotary in general and particularly as it relates to each of our clubs. Are there people who have benefitted from Scholarships, GSE or YLDC that are now

potential members? Remember that a person need not have necessarily been successful with these endeavours to be worthy of contact from us. The very fact that they had the opportunity to be actively considered is reason enough to re establish contact with them.

In the context of Rotary awareness you will have heard much over the last ten weeks about Rombo and the response from clubs has been heartening. As I said in previous correspondence, seventy five Rotary clubs in District 1160 each contributing modestly in relative terms would have a very significant and sustainable impact on the lives of hundreds of children in Rombo and say something very serious about us as Rotarians also. I thank you again for your characteristic generosity.

We need to talk with people to make them more aware of what we do. Garth Arnold wrote in his Newsletter of 10 January last. "Person-to-person dialogue about Rotary makes a difference; let's use the month of January to spread the word of Rotary and ask a business colleague or friend to come to a Rotary meeting. It is very important when we tell colleagues and friends about Rotary that we do not confuse them; we must have consistency when promoting the image of Rotary. Remember your elevator pitch!" The message here is know what we are doing and keep it simple. In the end if we do not ask people to come we will not make progress.

In the context of Rotary awareness we should all know that we give service to others through five difference Avenues of Service i.e. Club Service, Community Service, Vocational Service, International Service and New Generations service. If every club was active in each of these Avenues of Service and include specific Rotary Foundation activities through one or all of the Avenues of Service we would be successfully active and have a vibrant story to tell.

To do something practical on Rotary awareness why not look at the five Avenues of Service to improve our Rotary awareness. There are really useful resources available at [www.rotary.org](http://www.rotary.org) and [www.ribi.org](http://www.ribi.org) In addition, there are experienced people in your club that will be able to assist. Each Rotary club President is encouraged to invite a District officer to address the club in the first six months of office as club President and to invite a second District officer in the second six months of office. District officers will be delighted to attend and serve clubs which will contribute positively to raising Rotary awareness and to improving our individual and collective service effectiveness.

I wish you the very best in your service to others, I remain your servant in all things Rotary and I look forward to meeting you all in at the District Council meeting on 28 January in Belfast for Rotary business where we will be honouring the stirring efforts of Rotary Clubs who have already surpassed the \$6,000 Gate's Challenge to End Polio Now. We will also be continuing the celebration of the Centenary of the Rotary club of Belfast after the Council meeting with a fellowship dinner in Parliament Buildings, Stormont. Please consider coming along to the District Council meeting and the fellowship dinner, it will be a very worthwhile experience.

**P. G. Callaghan (Barney)**  
**District Governor**