

Rotary International District 68

Governor's Newsletter

July 2008

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JOHNNY CARSON
Batesville

JO ANN DENLEY
Bruce

BETTY JO DULANEY
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JULY IS
LITERACY MONTH

DISTRICT STATISTICS JUNE 2003

CLUB	No. 6/1	# MEET	% ATTND [+/-]	No.6/30
Aberdeen	57	4	73	57
Amory	70	4	68	-2 68
Baldwyn	36	4	68	36
Bartlett-Cordova	38	4	65	38
Batesville	88	4	64	-2 86
Booneville	51	4	76	+1 52
Bruce	32	4	76	-1 31
Calhoun City	41	4	72	41
Charleston	21	4	61	22
Clarksdale	82	4	54	+2 84
Cleveland	55	4	58	+1 56
Collierville	62	4	53	-4 58
Como	18	4	62	+1 19
Corinth	90	4	57	90
Drew	12	4	60	12
Fulton	32	4	65	+2 34
Germantown	48	4	66	48
Grenada	50	5	78	50
Hernando	21	4	65	21
Holly Springs	39	4	75	+2 41
Houston	20	4	65	20
Iuka	32	4	73	32
Memphis	370	4	47	-1 369
Memphis-Central	44	4	64	44
Memphis-East	134	4	59	134
New Albany	55	4	58	55
Olive Branch	61	4	65	+3 64
Oxford	147	3	48	147
Pontotoc	45	4	60	45
Quitman County	23	4	74	-2 21
Ripley	63	4	81	+1 64
Robinsonville	35	4	58	35
Ruleville	12	4	66	12
Sardis	16	4	68	16
Senatobia	54	4	75	54
Southaven	57	4	58	-3 54
Sumner	32	5	57	32
Tunica	42	4	56	-1 41
Tupelo	155	5	81	-2 153
Water Valley	24	4	79	+1 25
West Point	75	4	70	-2 73
District 6/30/03			2440	-22
District 7/01/02			2501	-61

DISTRICT SETS AMBITIOUS /ACHIEVABLE TRF GOAL

Governor Ken has set a \$125,000 annual giving goal for District 6800 for Rotary year 2003-04. That's a lot ... it's \$5 member for each of our nearly 2500 Rotarians. **Ambitious!** It's **achievable!** And it's **absolutely necessary** if our District is to not only thrive but to survive. Last year our annual giving was \$84,000, which means that for Rotary year 2004-05, we won't be able to award our usual two Ambassadorial Scholarships. And this is just what happens to our District when annual giving is low. The humanitarian services that Rotarians provide throughout the world likewise suffer because 50% of what we give goes to Match Grants like the Rotary Club of Memphis Avoidable Blindness Project or the Rotary Club of Germantown's school project in Liberia. As Foundation Chair, my reaction to the Governor's goal was, "Can we do it? Well, we have before and we can again. In 1998-99 our per capita giving was \$60 and EVERY Club gave something. We almost did it again in 2000-01 when our per capita was \$49 and we only had 3 zero-giving Clubs.

How can we do it? Remember at PETS, Annual Giving Subcommittee Chair Phil Bailey and I told you how:

- * Set a Club goal of at least \$50/member.
- * Appoint a Foundation Chair who is inspired and can be inspirational.
- * Get out your Guide to Annual Giving and find creative ways to make giving to the Foundation fun. [The Rotary Club of Memphis East's Paul Ball is a huge success!]

MEMBERSHIP INCREASE--HOW TUPELO DID IT

(By Cathy Robertson--District Membership Chair)

Membership Increase it is always something every new President and every club strives for. As President in 2001-02, I was fortunate enough to have a great year. As I look back at our successes, I think there were several things that helped. First, President Rick King had challenged every club to get one new member per month or have at least a 2% increase of five members by the end of the year. My goal, therefore, was the same as the RI goal. I was fortunate to have that momentum since every Rotarian magazine had articles in it about membership growth. However, the most important thing I did was choose a good Membership chairman, who was Tom Murry. Tom has been in Rotary a long time and has served in many different positions, including District Governor. He routinely made presentations to the club during the year about membership growth and challenged each member to get a new member. He and I also divided the club into four groups with a leader of each group. We met with the four leaders and challenged the club groups to a little friendly competition! In the past, we have also given a cash award to the member who proposed the most new members.

Also, I know it goes without saying that there is someone out there under our nose who would make an excellent Rotarian if we would only invite him or her. So many times when a new proposed member was introduced, I find myself thinking, "Why did I not invite that person to join?" So, I think the bottom line is, "Be Aware and Ask!" I am confident that we can have a great membership year. Whatever you do, make it count!

Literacy in Action- July Focus

by Betty Jo Dulaney District Literacy Task Force Leader

RI President Jonathan Majiyabe issued five for Literacy and Education. These ideas may help you in selecting your club literacy project. Keep in mind the theme "Lend a Hand." Checks are great but personal contact and commitment offer a human touch. People see that you care.

1. Continue with an emphasis on Concentrated Language Encouragement. Literacy projects such as English as a Second Language (ESL) classes.

2. Focus on smaller projects that can start and finish in 20 minutes. Donations of books, good used or new computers, tape recorders, volunteer services.

3. Pursue low cost, local level literacy projects that don't require specialized instructors or teachers. Check first to see if there is a need or program already in place.

4. Establish "lend a hand" challenges that combine literacy and self-help economic self-help enterprise such as micro-enterprise banking or revolving loan projects.

5. Emphasize the importance of the education of women and improve literacy skills among those in the neediest populations including street children, refugees, immigrants, prison inmates, teens.

Some facts of importance: In the US Four million non-English speaking women live in linguistic isolation where no one over age 13 speaks English fluently. Poor, undereducated women are less likely to be involved in their children's schooling. They share fewer family activities with their children such as reading, library visits, or arts and crafts. Sixteen percent of all women and twenty five percent of all children in the USA are poor. And 20+ million women scored in the lowest level of the U.S. Dept. of Education 1993 National Adult Survey.

July is the month of new beginnings. Plan and start your literacy project program now. The goal of District 6800 is 100% club participation in a literacy project!! If I can help, call me at 662-363-2150 or email me at wdulaney@midsouth.rr.com.

--RI DISTRICT 6800--

* Call on District leaders to help you by presenting a program, not just in November, which is Foundation month, but early in the Rotary year so that by September 30, you can be one-quarter of the way toward your goal.

Why should we do it? Each month we will provide an update on the top three Club's progress toward this goal. And as Governor Ken has told you at PETS, we have a few rewards for your Club if you help achieve this goal. A Paul Harris Fellow Award is waiting for the Club that is the first to achieve this \$50 per capita giving goal. WILL IT BE YOU CLUB? Stay tuned next month for the rest of the story.

Janice Johnson Trawick, District 6800 Foundation Chair,
Zone 30 Annual Program Fund Strategic Advisor