



District 6080 Rotarians,

August is Rotary's Membership and New Club Development Month. Membership is also one of Rotary International President Stephanie Urchick's three goals for the 2024-25 year. She challenged each of her District Governors to increase his or her district's membership by 100 members. Therefore, my challenge to each of the clubs in District 6080 is to increase your club's membership by at least two members. Stephanie's rationale is simple: more Rotarians means more service and more good in the world.

For our clubs to grow, we need to attract new members. Each club is different, but Rotary provides a number of resources to help clubs attract new members. The Learning Center provides new ideas. Rotary Zones 30 and 31 (we're in Zone 31) has monthly webinars to provide ideas, tools and techniques to attract new members. Cindy Beck, our District Membership Chair, can also help. Fundamentally, each club needs to identify individuals in its community who would be good Rotarians and invite them to meetings.

Another facet of club membership growth is member retention. Inevitably, there will be some attrition in membership, whether due to job changes, illness or death or other reasons. To minimize attrition, each club needs to make its experience "irresistible," to quote Stephanie. This means the club needs to be welcoming, have interesting and relevant programs and get members—old or new—active and involved in the club in some fashion. A lot of clubs, including mine, have a checklist of items a new member needs to check off to be fully integrated into the club. These activities should be designed to get a member involved. Don't forget activities at the District and Rotary International level such as our District Conference on Oct. 26, or the Rotary International Convention in Calgary that will be held in late June 2025.

I hope all the clubs in District 6080 will work hard on membership so that our district can return to a growth mode. More members mean more service, more networking, more socializing and stronger clubs.

Rowland Geddie
District Governor 2024-25
Rotary Club of Springfield Sunrise



Send your news items and photos to District Secretary Mary Ann Beahon at beahon.rotary@gmail.com

News from Rotary Clubs in District 6080

Branson-Hollister's Rotary Youth Exchange student from 10 years ago, Emma Le Chatelier, and her parents, Anne and Patrick, visited from France in July. Pictured: Doug Kissinger, club youth exchange officer; Glenda Justus, club counselor; and Emma's three host families, the Warners, the Penrods and the Longs



Columbia Rotary did some roadside trash pickup July 27.



Branson Daybreakers Rotary presented a check for \$2,000 to Sandy Miller with Barnabas Prep. The donation will be used for the Vocational Skills Classroom.



Nixa Rotary presented a check for \$3,500 to the Christian County 100 Club. The money was raised during the Party in the Park in June.

Lebanon Rotarian Tom O'Neil shares a laugh with District Governor Rowland Geddie after receiving the Rotary lifetime achievement award. Tom joined Rotary in 1972 and was club president in 1982-83.



Salem Rotarians served over 100 free hotdogs and water to the 4H-FFA auction at the Commons as a community service project and a thank you to all the buyers and kids showing the animals.



Additional News from Rotary Clubs in District 6080



Centralia Rotary partnered with the Ministerial Alliance for a good cause. Nothing better than grillin' burgers (and dogs) and fillin' little tummies.



Columbia South Rotary sponsored a cart in Mobility Worldwide's Craft Beer and Carts Fundraiser July 14. The cart was decorated by Andrea and James Greer. Mobility Worldwide MO - Columbia provides mobility for people in developing countries who have lost the use of their legs due to land mines, polio, birth defects, etc... Mobility Worldwide is a 501(c)(3) non-profit organization and is volunteer-based.



This cart was one of 114 sponsored and decorated for the 2023 Craft Beer and Carts fundraiser. It went to this young man in Kenya in February 2024.

Springfield Rotary Clubs Have an Active Month



Left: Springfield Rotary helped Habitat for Humanity July 27. Below: Springfield Rotarians volunteered at CrossLines Food Pantry July 10.



Below: Springfield Rotaract served the community at the Victory Mission.



Right: Springfield Sunrise Rotary served dinner to their neighbors at Springfield Dream Center July 24.



Right: Springfield Sunrise Rotary officially kicked off its new lunch social theme for the year: "Rotarians Favorite Lunch Spots!"

Each month Rotarians will meet at a lunch spot picked by one of the members. This month they met at Wheelhouse, which is Katie Jackson's favorite lunch spot.



Springfield SE Rotary Enjoys Annual Shrimp Feed



Springfield Southeast Rotary held its 52nd Annual John Simpson Shrimp Feed July 11. The shrimp feed and "fireside" group discussions began in 1972 and have been a club tradition.

The event was held on the tennis court of John Simpson's house for many, many years. For the past few years it has been held at the home of Patrick Harrington. During the "Fireside Chat" part of the evening, the club discusses club direction and goals.

The shrimp cook crew (Dan Emrie, Rick Gilmore, Rex Johnson, Gary Leonard and Bill White) boiled the shrimp July 10 at Evangel University in preparation of the event the next night. The traditional menu is shrimp, salad and toast.



Cindy Howell headed up the "toast & salad" preparation. That crew consisted of the nearly 20 new Southeast members, who also set up, serve and clean-up the dinner.



Metro Clubs – Springfield & Columbia – Stay Active



Springfield Metro Rotary did their fifth Tuesday project July 30, adding mulch around the playground equipment at Phelps Grove Park. Tired and hot, they then moved to Farmers Gastropub for social time.



Columbia Metro Rotarians enjoyed an educational field trip to Aurora Organic Dairy on July 31.

Upcoming Events



GOLF ● **3 PERSON SCRAMBLE**
TOURNAMENT

Get ready to tee off at our annual Rotary Golf Tournament! Join us for a day of fun and friendly competition on the greens as we raise funds for various local organizations.

SATURDAY ✨ **AUG 3, 2024**
MOUNTAIN VIEW, MO MUNICIPAL GOLF COURSE

\$120 - EARLY BIRD SPECIAL
7 AM TEE TIME

\$150 - 1 PM TEE TIME

\$30 - ROTARY PACKAGE
(MULLIGANS AND ADVANCED TEES)

MILLION DOLLAR SHOOTOUT

Sign up in the Pro Shop at
Mountain View, MO Municipal Golf Course!

Save The Date



October 12, 2024

Hollister Rotary will host the Color Me Grape 5k to kick off the Hollister Grape & Fall Festival Oct. 12. Proceeds will benefit the Hollister Schools Foundation.

Lake Ozark-Noon

Rotary



\$25/TICKET OR
\$200/TEAM-TABLE OF 8!

Thursday, August 15, 2024
at Elks Lodge, 5161 Osage Beach Pkwy

- 5:30 PM SOCIAL** • Appetizers Included
6-9 PM TRIVIA • Cash Bar
• Dress: Favorite Football Team!

Benefiting:

Scouting  **America**

Presented by

 **Central Bank**
of Lake of the Ozarks

REGISTER AT: LakeOzarkRotary.com



CLUB PUBLIC IMAGE CHAIR CHECKLIST

Rotary's public image is shaped by the actions of every member, from how we conduct ourselves in meetings to how we represent Rotary at events and respond to needs in our communities.

The club public image committee's role is to create and implement a plan to tell Rotary's local story, promote the club's activities in the area, and raise awareness of Rotary's work around the world. This list will help you assess how well your committee is shaping Rotary's image.

Committee members

- Our committee has 5-15 members who have expertise in communications or public relations, with staggered terms that allow for continuity from one year to the next.
- We have all completed the Club Public Image Committee Basics learning plan.
- We work closely with club members, the club Rotary Foundation committee, and our district public image chair.
- We meet as needed to discuss news, progress on our public image plan, and club needs.
- We share our resource needs, budget requests, and public image successes with our district public image chair and district membership chair.
- We use free marketing tools such as community newspapers to raise awareness of Rotary locally.
- We created a club brochure using the customizable template in the Brand Center.
- Our club has a brand-compliant press release template, logo, flag, and banner.
- We ensure that our club banner is displayed when members gather.

Rotary's visual branding

- We are comfortable using the Brand Center and know where to find People of Action resources.
- Our club website, pamphlets, and other materials are updated and aligned with the current Rotary branding.
- We refer to the [Voice and Messaging section of the Brand Center](#) when we create communications about Rotary for the public.
- We use messaging and images in our communications to show that we are people of action.

Social media and club website

- We have a social media strategy.
- We use paid social media posts.
- We use images and videos that show our members having fun and working with others.
- We keep information about club business on pages that are accessible only to members and promote our local efforts on our public-facing webpages and on social media.

Member involvement

- We encourage all club members to share their Rotary experiences on their own social media pages.
- We encourage club members to wear their Rotary lapel pins and other Rotary-branded apparel.