



Rotary District - news & updates

April 2020

John Hanrahan, MD District Governor 2019-20



Dear Utah Rotarians,

Recently, one of our wonderful club and district volunteer leaders, sent in her Rotary resignation due to the vast adverse economic impact to her business from covid-19. While we have found a means to prevent her loss to her club and our district, I am sure that many of our Clubs will have Rotarians in a similar predicament.

I am asking each of you, and each of your club presidents, to reach out to each other this week and in the weeks to come to make sure our Rotarians and our families are healthy: physically, mentally, emotionally, financially--in every way.

For clubs who have members with financial needs, please innovate--

- Club boards could consider reducing dues/fees by allocating funds from meals not currently consumed.
- Club funds held but not allocated in any specific way, or club funds meant – but not yet spent - for a non-covid related project or district grant.
- Of course, clubs need to respect donor intent, and check with members or outside donors about a re-allocation of use – whether the funds would now be allocated toward member dues or a covid related service project.
- Some members may be able to help with dues for other members.
- District leadership is working on mechanisms to provide some assistance to clubs whose members need financial help as well.
- If your club has not yet used its district grant funds, you can reallocate funds to a covid project in your community. Please contact your district foundation specialist and club foundation chair on this.

For other needs in your club and your community, we have established a Utah Rotary covid support committee who held their first meeting earlier this week.

The Committee's mission is to support our individual clubs as they continue to address the pandemic's impact on their members, families and communities. We want to assist in creatively engaging our membership and communities, and strengthening those ties, even though we aren't meeting in person or holding our traditional events. We are brainstorming ideas and strategies, and will be sharing best practices between the clubs. We will be facilitating access to resources available from Rotary International, and district grant opportunities as well. There will be opportunities for clubs to volunteer, donate and demonstrate Service Above Self with COVID-19 related projects.

Look for a survey coming out later this week to each Club President asking for input, resources, and needs. Interested in joining the Utah Rotary COVID-19 Support Committee? Contact Cheryl Butler at butlcr@hotmail.com

Here you can read [the Covid Response page](#) on the Utah Rotary website. This webpage will continually be built out as more info is added.

The committee needs to hear what you are already doing in your communities and what help you need for your club and community. We want to be a liaison and resource data base for those who need help and those who want to help.

Many clubs are holding online meetings, socials and get together to remain connected. I encourage all clubs to hold online gatherings. If you have access to Zoom or another platform through a club member, great. If you need a platform, we have some limited capacity with the District Zoom platform to offer. I have linked info from RI President Mark Maloney on online gatherings in the first two text blocks of the Utah Rotary website [Membership page](#).

We are, in a very strange way, living at a time when we have a unique opportunity to focus on our members' health, our clubs' health, and the health of our community. We need to lean on each other, support each other, and strengthen our members and clubs so we are able, in turn, to strengthen our communities. What we do now as Rotarians will be remembered for years to come.

It is truly my honor to be your fellow Rotarian,

John Hanrahan, MD
District Governor 2019-2020

Utah COVID-19 Response Team

In response to the ongoing pandemic, Utah Rotary District 5420 has created a COVID-19 Response Team. The Team's mission is to support our individual clubs as they continue to address the pandemic's impact on their members, families and communities. We want to assist in creatively engaging our membership and communities, and strengthening those ties, even though we aren't meeting in person or holding our traditional events. We are brainstorming ideas and strategies, and are sharing best practices between the clubs. We will be facilitating access to resources available from Rotary International, and District grant opportunities as well. There will be opportunities for Rotarians to volunteer, donate and demonstrate Service Above Self with COVID-19 related projects. Visit our new District Covid-19 Webpage at <http://www.utahrotary.org/covid19-response/> Interested in joining the Utah Rotary COVID-19 Response Team? Contact Cheryl Butler, butlercr@hotmail.com

Learn about Rotary online while social distancing at home

There are 37 English language courses in the Rotary International Learning Center, ranging from 15 minutes to an hour, covering everything from Youth Protection to Rotary Branding, from Membership to Mentoring.

There are 12 Learning Plans, comprised of many courses to train everyone from club officers (including Secretaries and Treasurers) to Club Membership, Public Image, and Foundation Chairs - especially in grant management. The Learning Plans can proceed at one's own pace, as they are a few hours each.

Sign in to rotary.org with your My Rotary account. If you do not have an account, ask your Club Secretary for your membership # and create an account. Access the Learning Center under Learning & Reference or under Member Center or just type Learning Center into the Search bar. Go to the Course Catalog and click on Courses in English. Enjoy!

What works to attract younger Rotary members?

Learn from these 11 Utah clubs who experimented with new ideas to attract younger members through the District's U40 (Under 40 years of age) Citation Initiative, and earned \$1,000 each in social media marketing consultation. Read all about their efforts on our website, and try some of the strategies in your own club.

Thank you to the Rotary Clubs of Cedar City, Dixie Sunrise, Kaysville, Layton, Midvalley, Millcreek, Ogden, Roosevelt, Salt Lake, Tooele, and West Jordan for their participation in this Initiative to grow Rotary in their clubs and in our District.

Rotary board position in 20-21? Then join us at District Assembly

If you will be a club board member serving during 2020-21, please plan to attend Board-elect Training Seminar – also known as District Assembly.

Invited to consider "WHAT'S NEW? WHAT'S NECESSARY? WHAT ISN'T NEW ... OR NECESSARY?" are PEs and PENs, particularly those who did not attend High Country President Elect Training, secretaries, treasurers, club Membership, Foundation, Service, Public Image, and Youth chairs ... as well as any and all club members who wish to attend in anticipation of service to their club in any capacity in 2020-21.

Mark your calendar for Saturday, June 27 in St. George (the morning before the District Governor Installation Dinner) from 9 a.m. – 1:30 p.m.

District Membership Best Practices

Based on twelve and a half (12.5) years of membership data provided by Zone 27 (from July 1, 2007 to January 1, 2020), 10 clubs in the district had a net gain of two or more members each (for a total net gain of 119). During this same period of time, the district experienced a net loss of about 300 members.

The 10 clubs and their net gains are:

Bountiful (+19)
Cedar City (+2)
Centerville-Farmington (+2)
Dixie Sunrise (+7)
Park City (+11)
Park City Sunrise (+52)
Red Rock (+3)
Springville (+4)
Tooele Valley (+7)
West Jordan (+12)



In order to learn more about why their clubs experienced net growth over the 12+ year period, the clubs were asked to provide the major reasons with a brief explanation for each.

Several common "best practices" can be found in the more detailed club responses below. Briefly summarized, these are:

1. Fun and engaging service projects that attract new members and help retain members
2. Members personally inviting others (often friends and family) to meetings or service projects
3. Fun and interesting meetings, programs and socials
4. Flexibility in trying new ideas for meeting formats/times and alternative dues structures
5. Immediate engagement of new members in areas of interest and committee assignments

These best practices are being provided to all clubs in the district so they may learn and apply them as appropriate to aid in membership retention and recruitment efforts.

Read more about what these clubs did and how they did it.

ROLLING CALENDAR (all subject to cancellation as circumstances dictate)

Sat., June 27	BETS (aka District Assembly) in St. George
Saturday, June 27	DG Installation Dinner in St. George
July 1	Happy New Rotary Year
Sept. 23-26	RYLA weekend
Sat., Oct. 24	District Foundation Dinner / World Polio Day
June 12-16, 2021	RI Convention in Taipei, Taiwan

Save the Dates



District Facebook - public



District Blog



District Facebook - members only