

GML

GOVERNOR'S MONTHLY LETTER

D3830 HANDOVER 2020

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Rotary 
District 3830



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LEAD WITH A ROTARIAN HEART

Rotary 
District 3830



Rotary Opens Opportunities

New normal is now the new possible

by **PP RAÍSSA HECHANOVA-POSADAS**, RC Makati Premier District
District Coordinating Committee Chair for Community Service

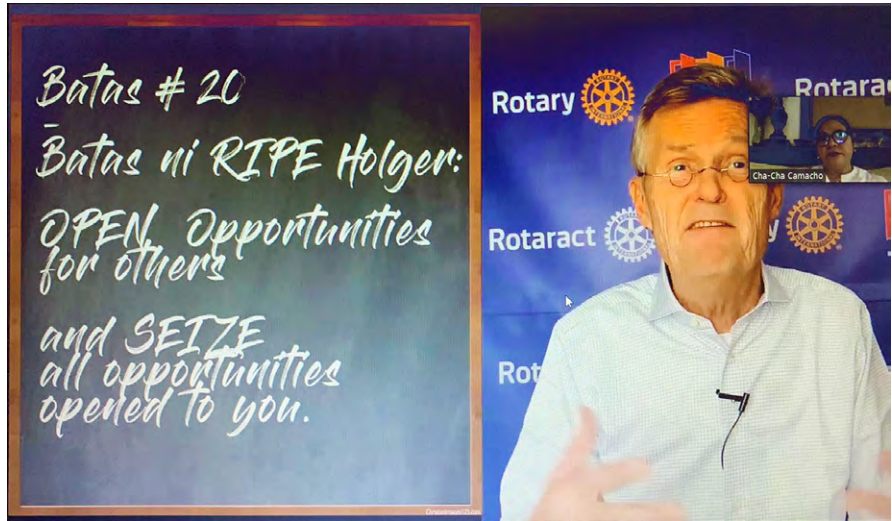
Covid-19 changed us forever. We will remember where we were, what we did, and what happened during those three months of lockdown and quarantine—the lives lost and bleak isolation of quarantined patients, the jobs lost and the hunger of many, and the emotional challenge of physical separation from loved ones. But through that darkness, we saw the light. We saw rainbows in acts of bravery by front liners and health workers, and the generosity of many. We saw new opportunities.

The Rotary New Normal

Covid-19's New Normal is well accepted: continued social distancing, limited social and mass gatherings, reduced capacity in public transport, restaurants, and businesses.

But in Rotary, what is the New Normal?

1. Put Everything on Test. Rotary International President (RIP) 2020-21 Holger Knaack said: *“Everyone wants us to get back to Normal. But in Rotary, this is the time for a change. This is the time to be revolutionary. Let’s take the opportunity now to make Rotary ready for the future. I’m asking you to put everything on test—meeting frequency, venue, day/time, fundraisings, service projects—simply everything. Your club can be more attractive, flexible, and effective. Don’t waste this opportunity.”* Among the videos shown during our recent District Training Assembly (DTA), these words of [then] RIPE Holger resonated the most with participants at the two breakout sessions I attended.



2. Increase Club Empowerment.

Goals, KPIs, and metrics all drive behavior. To achieve the 2020-21 RI Citation, clubs can pick at least 13 of the 25 available goals in Rotary Club Central and create their targets. For instance, if you commit to service projects as one of the 13 goals, it is up to you to set the target number of service projects and which service activities to do. There will be no separate District scorecard and no separate PMR monthly progress report. You are fully empowered to set your goals to achieve them realistically!

3. Focus on Membership Engagement and Retention. For years, we aimed high but remained stuck at 1.2 million members globally. When quantity is the goal, poor member recruitment only led to eventual member defection. The New Normal is about membership quality. You grow at your pace with no pressure to retain disengaged members merely to get a 5 Star

club rating. You can instead focus on engaging your members and delivering value to their Rotary membership. RIP Holger says, *“Grow, but select members carefully and make sure they are a good fit for your club and that your club meets their expectations. Take care of them.”*

Covid’s New Normal + Rotary’s New Normal = The Now Normal

We cannot go back to where we were before Covid-19. And the ramifications of Covid-19 will remain for at least 12-18 months until a vaccine is commercially available and widely accessible. In light of the Now Normal, what service projects should Clubs do? How can we deliver value to our members?

1. Re-evaluate existing/continuing service projects. There are no sacred cows. Can they still be done under a Now Normal?

2. Assess your Membership Engagement numbers. Draw up a list of all service projects and fellowship ac-

ROTARY'S VISION STATEMENT

**TOGETHER WE SEE A WORLD
WHERE PEOPLE UNITE AND TAKE ACTION
TO CREATE LASTING
CHANGE ACROSS THE GLOBE
IN OUR COMMUNITIES AND IN OURSELVES**

As we stand on the cusp of eliminating polio, we find ourselves poised for our next challenge. The time is right to move toward realizing a new vision that brings more people together, increases our impact, and creates lasting change around the world.

To achieve the vision of Rotary International and The Rotary Foundation, we have set four priorities that will direct our work over the next five years.

ROTARY'S STRATEGIC PRIORITIES AND OBJECTIVES

<p>INCREASE OUR IMPACT</p> <ul style="list-style-type: none"> Eradicate polio and leverage the legacy Focus our programs and offerings Improve our ability to achieve and measure impact 	<p>EXPAND OUR REACH</p> <ul style="list-style-type: none"> Grow and diversify our membership and participation Create new channels into Rotary Increase Rotary's openness and appeal Build awareness of our impact and brand 	<p>ENHANCE PARTICIPANT ENGAGEMENT</p> <ul style="list-style-type: none"> Support clubs to better engage their members Develop a participant-centered approach to deliver value Offer new opportunities for personal and professional connection Provide leadership development and skills training 	<p>INCREASE OUR ABILITY TO ADAPT</p> <ul style="list-style-type: none"> Build a culture of research, innovation, and willingness to take risks Streamline governance, structure, and processes Review governance to foster more diverse perspectives in decision-making
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tivities in the past year, and review the number of members engaged in each. Analyze the results.

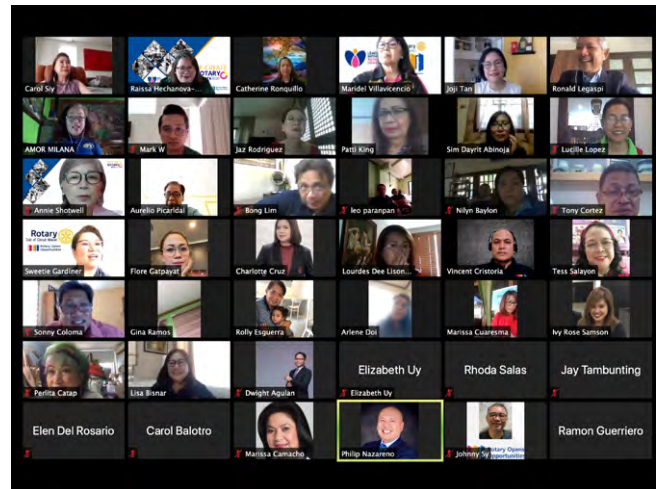
3. Survey your members. When was the last time your club surveyed its members' advocacies? Or probed into which projects they want to do but have never been able to bring up? Or asked which projects the club wants to be known? You can download very insightful membership engagement tools at www.rotary.org, such as surveys on club health and other membership matters.

Armed with the above results, embrace your increased club empowerment and plan to do the projects your club wants to do. In this regard, during the DTA, DG Chacha Camacho cited three movements: **“Pivot. Reinvent. Implement.”**

It is very tempting to revert to pre-COVID habits and practices. But instead of trying to see how the projects can fit into the Now Normal, why not do the reverse. Throw out the box and imagine a blank space, and think of what your club can do digitally. Physical presence is no longer a constraint.

With technology, you can pierce physical boundaries and international borders. A club's willingness and ability to pivot quickly to a new way of serving will allow it to explore these new opportunities. Here are some ideas and initiatives:

1. Create timely and curated communication channels. Maximize the use of Viber/Whatsapp to communicate effectively with your members. You can avoid burying essential announcements by posting it at the best time of the day when people can read it without distraction. You can strengthen fellowships and engage members in your club by forming curated Viber groups based on member interest, e.g. golf, music, food and travel, good governance (politics), etc. Use Viber's poll feature to obtain feedback easily.



Plenary Session during the District Training Assembly held via Zoom on May 30th 2020

2. Use the classifications or vocations of your members strategically. You need not go far to find vibrant and exciting speakers. Hold a series of Classification Talks by co-members. See if you can kill two birds with one stone by establishing a leadership development program with your club members forming the core of lecturers.

Use the same cadre of member-speakers to conduct webinars to benefit your adopted communities on topics related to their vocations.

Use the vocations of your club members to develop a more impactful relationship with your project beneficiaries.

3. Capture the opportunity to develop deeper relationships with project beneficiaries. We want to do so

1st movement:
PIVOT to our brave new world of Rotary service in the time of COVID-19.

We need to quickly re-focus and embrace the new realities.

RE-CREATE ROTARY DTA 2020

Rotary Opens Opportunities

2nd movement:
RE-INVENT

*From face-to-face to virtual and online,
From work outside to work from home,
From isolation to connection through service.*

RE-CREATE ROTARY DTA 2020

Rotary Opens Opportunities

3rd movement:
IMPLEMENT & OPEN OPPORTUNITIES

What we did quite well during the last three months, we need to do consistently well during the next 12 months and beyond.

RE-CREATE ROTARY DTA 2020

Rotary Opens Opportunities

much for so many, all at the same time. But in the process, we may have spread ourselves too thinly. Consider how you are engaging with your beneficiaries at these events in light of RI's Strategic Priority of Increasing Impact. Perhaps having 50 kids you can spend more time within a day creates more impact than 300 kids you do not have much time to engage with. Perhaps having fewer activities in a day is more impactful than doing so many activities to hit all Areas of Focus (AOF).

As DGE Chacha mentioned at the DTA, every Little Act of Kindness Everyday (L.A.K.E) "sends out ripples of hope. Let us create our own LAKE Rotary." We are collecting LAKE stories from AGMs and Presidents.



Rotary clubs in East Africa are forging partnerships to provide hand washing stations and food in areas where social distancing is a luxury that few can afford

4. Leverage off the Filipinos' Heavy Use of Social Media. Studies show that for the fourth straight year, Filipinos are #1 in the world in social media engagement! We spend over ten hours on the Internet, and over four hours on social media platforms compared to the global average of 2+ hours. In the Philippines, social media users are now at more than 76 million, mostly on Facebook, and 67% access through mobile phones.

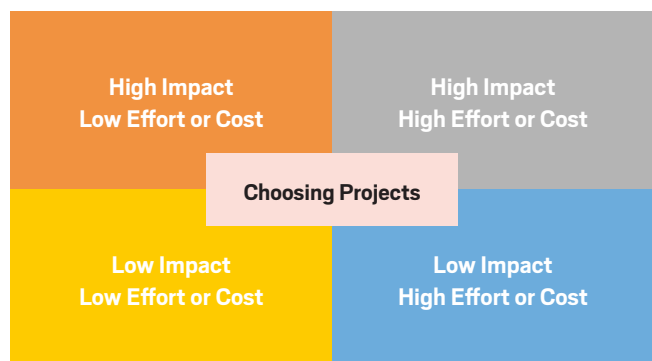
Use Facebook and FB Messenger to communicate effectively with your project beneficiaries and partner organizations. Use Facebook Live for webinars.

With no physical boundaries, you can have joint meetings with sister clubs here and abroad, recruit members residing in the other provinces, or even abroad (my club has members in LA and Europe). You can invite international Rotarians or non-Rotarians as guests at your virtual club meeting.

5. Coping with Covid-19. The pandemic has drastically disrupted education (compressed school year, significant revisions to curriculum) and resulted in the highest unemployment rates (7.3 million jobless). Here are some ideas:

TEACHING AND LEARNING DURING COVID	HELPING JUMPSTART THE ECONOMY
Explore flexible tutoring techniques	Upskilling for skills needed during this time (Viber order takers, Grab/Lalamove drivers, processing of online orders, website developers etc.)
Webinars on topics like mental health, grief and depression, anti-bullying etc.	Assist entrepreneurs repurpose manufacturing for COVID New Normal needs like face shields, coveralls, cotton masks, acrylic shields for restaurants and banks etc.
Public school teacher training in blended learning techniques	Provide tools to bring back confidence to go out to shop and eat – safety distance markers, acrylic shields, cotton masks, face shields in public areas
Provide public schools with access to multimedia learning tools	Providing sanitation stations and/or handwash stations in small hospitals, bus and other transport hubs, palengkes, and other public places
Provide internet access to adopted communities and schools	

Surely, your club has generated a lot of ideas on what projects to do. Here's a tool to help assess the impact of your project and what it takes to do it.



The New Normal has become the Now Normal. But the Now Normal is also now the New Possible. Go out and Create new Opportunities.