

DISTRICT PULSE



Rotary
District 7545



Chief Logan State Park, Logan Cty.

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ENVIRONMENT

NOTE FROM THE DISTRICT GOVERNOR

It's Environmental month in Rotary. Protecting the Environment became Rotary's 7th Area of Focus in June of 2020, so while it's relatively new as a focus area, it's always been an interest both locally and globally. I've been experimenting with an AI tool recently and asked it to list the most significant environmental issues facing mankind. Not surprisingly, climate change was at the top followed by loss of biodiversity, water scarcity, pollution and deforestation.

Sometimes it's easy to say, there's little we can do about these mega issues, but that's the easy way out. It just takes a bit of scaling down to the local level. Projects like the Pristine Waters initiative mentioned in last month's Pulse is one example. Other initiatives focus on recycling and reutilization, waste disposal, invasive species reduction, and habitat preservation. Take time to consider how your club can have an impact locally. Maybe a service project or a program that highlights an environmental issue. Let this month's theme be the catalyst for a discussion on how your club can expand its efforts to protect our environment.

Our 2024 District Conference is rapidly approaching. Last month I sent a communication to Club Presidents asking them to appoint a Conference Coordinator and start their planning now. We'll be unveiling more this month. Make plans now to join us in Morgantown May 31st through June 2nd for our best District Conference ever!

Finally, we're in the last quarter of the Rotary year, but there's still time to make progress on your goals. I ask you to particularly focus on three: membership, Foundation giving, and public image. If you don't know what your club's goals are, ask. If you're short of your goals, act now to reach them. By doing so, we will Create Hope in the World!

J. Dan McCarthy
Governor, RI District 7545



DG Dan & Carol McCarthy

CLUB IN THE SPOTLIGHT

Chartered June 5th, 2006 the Rotary Club of Summersville is 61 members strong and growing. In the last three years they have increased their membership by over 26%. They've done so by visibly serving the community (read active public image campaign), warmly inviting people in, hosting social gatherings for prospective new members and lining up really interesting and pertinent speakers that members of the community want to hear.



One of the clubs in Area 12 supported by Area Governor and DGN Rick Macak, the club's signature service projects revolve around school support: providing coats to elementary schools for kids in need, providing dictionaries, acquiring vape detectors for the middle school, working the concession stand at the high school to benefit the senior prom, and granting college scholarships to at least 5 students every year.

According to Club President Scott Berg: ""We are excited about the progress being made in West Virginia, Nicholas county and especially in Summersville. We see all the potential. As Rotarians, we want to invest our time, talent, treasure, and touch as best we can to usher in a future that capitalizes on that potential."

HELP HONOR THE LEGACY OF ROTARIAN WOODY WILLIAMS



The Milton Rotary Club, Woody's home club, is leading the way in contributions to our Elkins Gold Star Families Memorial Monument project. At last report, they have already contributed \$9,000 of their \$10,000 pledge to the project.

The following clubs have either donated already or have advised of their intent to do so:

- Ceredo-Kenova
- Summersville
- Fairmont
- Canyon Rim
- Putnam County
- South Fairmont
- Princeton

Is your club contributing? Club, business and individual donations are encouraged. Let's work together to ensure the legacy of this extraordinary Rotarian and patriot is preserved by supporting the establishment of this Gold Star Families Memorial Monument.

To learn more, check out the headline on our district webpage or go directly to [Elkins Gold Star Families Memorial Monument](#).

SHOUT OUT TO OUR DISTRICT TRAINERS



A huge thank you to the District Team that delivered our President-elects Seminar and District Training Summit this month under the leadership of DGE Jeff Disibbio. Seventy-five Rotarians from thirty-five of our clubs gathered in Lewisburg to both prepare for the 2024-25 Rotary year and hear the latest on current Rotary initiatives. With a focus on membership, our Foundation and public image, the training targeted three of our continuing primary focus areas.

DISTRICT FOUNDATION GIVING PROGRESS

At the beginning of the 2023-24 Rotary year we set three goals for Foundation giving:

- Annual Fund SHARE: \$176,925 (a 10% increase over the previous year)
- Polio Plus: \$49,350 (a 4% increase)
- Total giving: \$240,390 (a 5% increase)

We set the Annual Fund SHARE goal highest because it's those funds that ultimately support the grants that fuel our district service. Here's a graphical depiction of our progress through March on all three goals.

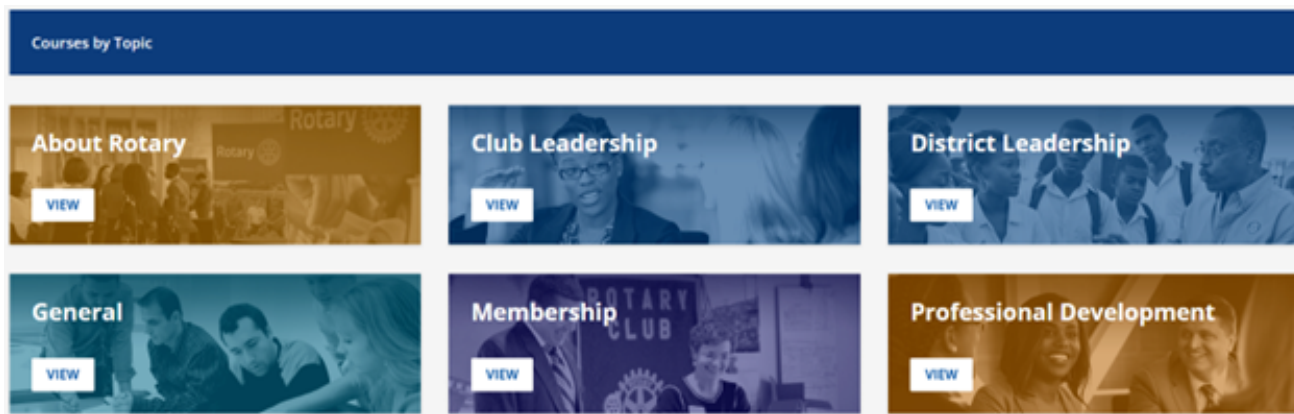
Our overall and Polio Plus giving are on track to reach goal at 78% and 96% respectively. Our Annual Fund SHARE contributions are now at 52%. Let's focus our final quarter Foundation giving on support to Annual Fund SHARE where the need is greatest. And if you're not already using [Rotary Direct](#), please consider doing so. A gift of just \$9 per month (about 1½ lattes for specialty coffee drinkers) makes you a Rotary Foundation Sustaining Member.



ARE YOU USING THE ROTARY LEARNING CENTER?

When was the last time you looked at the Rotary Learning Center? Have you ever explored that resource? A quick check of our district's usage revealed less than 5% of our Rotarians have visited the Learning Center.

Accessing it is easy through your [My Rotary](#) account. Just scroll down and click on the box that says Learning Center. Doing so will lead you to this topic summary of over 600 courses available to explore:



Perhaps you'd like to learn more [About Rotary](#) or explore a [Club Leadership](#) position. You can also learn about [District Leadership](#) opportunities as well as explore an array of [Professional Development](#) topics. There's even a set of courses focusing on strengthening your club's [Membership](#).

Regardless of your area of interest, the Rotary Learning Center is a great resource. Check it out today!

WHAT'S ALL THE TALK ABOUT MAP?



Speaking of membership... did you know membership growth is Rotary's #1 internal priority? If it is, you'd think there would be a special emphasis on providing tools that can help clubs grow their membership, right?

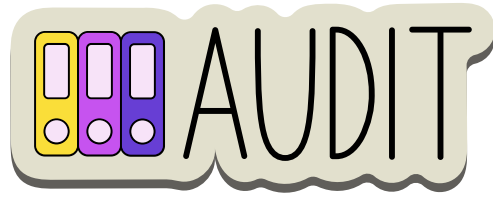
That's what the Membership Action Plan (MAP) is all about, providing the tools and techniques to grow your membership. Is your club growing? A quick check of district performance to date show 27 clubs have grown from the start of the year, 12 clubs are at the same point as they were at the start of the year and 14 clubs have lost membership. In which category is your club? Where is your club likely to be at the end of Rotary year?

The MAP Bite sized Informational Webinars are there to help Club Membership Chairs create a team, make a plan and grow their clubs! If your club is not joining those that attend these webinars and growing their clubs, it's time to start!

Register to attend using this QR code and view past webinars by clicking [here](#). There's still time to grow your club this year!



CLUB SOCIAL MEDIA PLATFORMS AUDIT



When was the last time you reviewed the content on your club's social media platforms (website, Facebook, Instagram, etc.)? Are you using the Rotary brand correctly? Is your current club leadership properly identified? Is your club meeting place and time accurate so those that would like to visit can find you? Are you displaying the correct Rotary theme and logo (currently "Create Hope in the World")? Is there a point

of contact for questions? Is it clear you are a West Virginia Rotary Club (you'd be surprised how many of our Rotary club names are common with those in other States).

If it's been a while since you did a thorough review of your social media platforms, why not do it now? Form a small team of social media savvy club members and have them take a look at your social media platforms. Then meet and share observations. It's not hard, but it could make a big difference in both how others view your club and in attracting new members.

FROM THE DISTRICT CALENDAR

DISTRICT CONFERENCE

The countdown to District Conference has begun!

Over the next few weeks you'll be seeing highlights and tips about our upcoming District Conference. Come for the golf tournament. Come to make a difference in addressing food insecurity in West Virginia by packing meals with us. Come to experience Morgantown. Come to share stories and experiences with Rotarians from throughout our district. Come to learn more about Rotary and current initiatives in our district and beyond. Come to hear dynamic speakers. Come to celebrate this year's successes as well as those that will receive annual awards. Come to thank our outgoing district leadership team and welcome their successors. Whatever your reason, plan now to join us in Morgantown for our 2024 District Rotary Conference!

DISTRICT EVENTS

4/27: RLI, Fairmont State University
11/1: District Foundation Celebration;
Pete Dye Golf Course, Bridgeport



District 7545 Conference
May 31 - June 2, 2024
Morgantown Marriott at
Waterfront Place

Registration is now open via DACdb or by clicking **HERE**. All District 7545 Rotarians, Rotoractors, and their guests are invited. See you there!

5/31: District Golf Tournament;
Lake View Golf Course
5/31: District Food Packing;
Stepping Stones

Let's Connect:



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CREATE HOPE
in the **WORLD**