



Rotary Club of Centennial Colorado



Centennial, Colorado

August 28, 2018

There will not be any photographs in this newsletter. I was unable to attend the meeting so I was unable to take pictures.

BUSINESS MINUTE

Diana Whye gave the business minute. She is launching the JCS Initiative on Sept 27. It is legacy protection through video. It is recording persons history on video.

SPEAKER: Jessica Sidener and Ginger Masset.

Jessica and Ginger spoke on marketing our Rotary club. It is basically telling our story.

Why tell our story? Like the Library District, our Rotary club has a local, national, and international story to tell. Both organizations are changing lives which needs to be told. It is also important to tell the story for sustainability.

Who tells our story? We all do. The presentation primarily on word-of-mouth marketing to our friends and associates. Why, because it generally comes from our heart when we tell the story. It is also the most powerful form of marketing.

Who do we tell our story to? We need to target our audience. Our target audience is who we want to serve and who we need to serve. The more specific we are in who we tell, the more it will resonate. It quality and quantity. We probably don't want to tell teenagers about our water projects, but adults might be interested.

They spoke about specific marketing like what the Library District does. The marketing should answer the question, "what is going to capture peoples attention." What makes us different? What are our experiences?

How are we going to tell our story? While there are many different methods for telling our story, Jessica and Ginger talked about the two most effective methods for our club, which are Facebook and print media. Facebook is probably best for our club since it inexpensive and can reach the most people with little to no effort. Jessica and Ginger emphasized the use of photos, information, and especially keeping it updated. Facebook has no printing costs. The club can advertise through Facebook with ads being as little as \$20.00

The ads can be specific to certain areas and demographics.

Media relations is important and can be used. It is important to remember that not all things Rotary might be news worthy. Whatever is presented to the media must be 100 percent covered.

How are we going to market? A media press form was handed out to the members. The form is to be used to promote Rotary functions and ideas. The form should tell the who, the what, the why, the where, and the when. The form should be submitted to Jessica at least 4 weeks before the event.

Jessica and the Library District are going to support the club in maintaining the Facebook page.

CLUB BUSINESS

- Ken Hope announced the kiddie underwear collection will stop with next week's meeting.
- Ken Hope announced that the Christmas Tree give away will be Dec 8 and 9.
- Roxy announced the exchange student welcoming party will be Sept 3 from 2-4. It will be at the host parent's house. Those that are going to attend should bring an appetizer and their own drinks. Also, there will be bucket list of things to do for the exchange student.
- Roxy Hahn announced the Aurora club has given our club an invite to join them on a bus trip to a Blackhawk casino on Oct 4. If the bus is filled, there is no charge. Trip would start at 4 PM.
- Diane Zing said the Kohls Santa Clothes will be Dec 12. Volunteers are needed to visit other clubs.
- Tim Eunice announced the Holiday Party will be Dec 7 at Heritage Eagle Bend. More details later.
- Tim Eunice announced the Sept 11 meeting will be at the Arapahoe County Sheriff's office.

2018-2019 Club

Officers

President—Tim Eunice
President Elect-Samantha Johnston
Past President –John Berry
Secretary—Karen Berry
Treasurer—Barbara Medina
Sergeant at Arms—Allen Jackson

Directors

Technology—John Peterson
Membership Growth & Enrichment—Samantha Roe
Rotary Foundation—John McCarty
Communication-Jessica Sidener
Millennial Satellite Club-Andrea Tagtow & Katie Guyon

UPCOMING EVENTS

Sept 1-Peach Pick-up, Embassy Suites, 7:30-11:30 AM

Sept 4-Chuck Renstrom, Photographer and Author

Sept 11-Calvin Shivers, Remember 9/11, Keeping Terrorists Away

Meeting is at the Arapahoe Sheriff Office

Sept 18-Scott Aksamt, Black Belt Marital Arts Instructor

Sept 25-Kimberly Konczak, Controller PREMA Corp, Increasing Local Gove Revenue

TRAVEL GIFTS

- Marc Garfinkel went to the Woodrow Wilson Presidential Library and brought back a presidential trivia book, Woodrow Wilson water bottle, and a refrig magnet with a quote.

BLUE MARBLE

Paul Horiuchi had his number drawn but was unable to find the blue marble.

ON THIS DATE IN HISTORY

55 years ago Dr. Martin Luther King Jr. delivered the “I Have a Dream” speech to 250,000 people in Washington D.C. “Even though we face the difficulties of today and tomorrow, I still have a dream. It is a dream deeply rooted in the American dream . . .”