

Rotarians in Action



Rotary District 5630

2021-22 · Edition 4 · June 2022

SERVICE ABOVE SELF

THE OBJECT OF ROTARY

The object of Rotary is to encourage and foster the ideal of service as a basis of worthy enterprise and, in particular, to encourage and foster:

FIRST: The development of acquaintance as an opportunity for service;

SECOND: High ethical standards in business and professions, the recognition of the worthiness of all useful occupations and the dignifying of each Rotarian's occupation as an opportunity to serve society;

THIRD: The application of the ideal of service in each Rotarian's personal, business and community life;

FOURTH: The advancement of international understanding, goodwill and peace through a world fellowship of business and professional persons united in the ideal of service.

As I write my final message for 2021-22 to 5630 Rotarians, I think it's important that we go back to and think about the basics of Rotary. It's the reason that I bring your attention to the Object of Rotary. I believe that if we follow this Creed and are very honest in our dealings with others, we will be very, very happy. Sharing this philosophy of living with non-members usually brings a smile of admiration and often results in further questioning and occasionally a desire to join our organization.

This past year has been a year of transition and in many cases recovery from the effects of COVID-19. Many of our clubs resumed meeting in person, and some came back in full force with pre-pandemic attendance numbers at these sessions. Other clubs saw and continue to experience 40- and 50-percent attendance numbers even while holding ZOOM hybrid sessions. A few lost 80+ percent attendance, and member apathy has caused a crisis with club survival. Sixty members left the District between July 2020 and May 2022. Of that number, only seven passed away. Many of the remainder relocated for jobs, but the majority quit for lack of interest.

Here is the full truth about our situation: Rotary International is strongly considering "Re-districting" us or combining us with one or more adjacent districts because we are **TOO SMALL!** Officially, we are opposed to that process and have asked for more time to raise our ranks to 1100, but we must accomplish this very soon.

As of May 31, 2022, we have 1015 members and 13 Honorary members, for a total of 1028. We've gained 17 new members since March 1 when we hit a 45-year low of 998 members. We had a net loss of 43 members before July 1, 2021 but only 17 in the last 11 months. This gives me hope of our ability to climb out of this membership basement! It can be done if each of us works on helping others, having fun, and then broadcasting our activities loud and clear!

I hope that you will make an individual effort to find a new member – one who is not just a number, but a new member with a "Rotary Heart," a person who wants to help others *and* likes to have *fun* doing it!

Speaking of fun, I enjoyed watching our clubs do many, many good things with more than a hundred different projects and events. We have so many anecdotal stories of fun and efforts to do good things to help others throughout our territory.

Time after time my chest burst with pride watching our Rotarians, Interactors, and Rotaractors work hard to make a difference.

- At District Conference, members donated and the District matched donations for a total of \$14,000.
- We had 100% club giving participation in the Annual Fund Campaign, which netted \$111,000 as of May 31. This number exceeded our previous recent high of \$105,000 and was an increase of \$33,000 from the previous Rotary Fiscal Year.
- Our Per Capita giving of \$107.58 (which is a five-year high) smashed the Covid year per capita of \$72.38!
- Polio Plus Giving rebounded to \$37K+ with one month to go. Only five clubs failed to contribute to

ROTARY INTERNATIONAL

A Global Network of Community Volunteers
One Rotary Center
1560 Sherman Avenue
Evanston, IL 60201



Rotary International President 2021-22

Shekhar Mehta

Member of Calcutta-Mahanagar Rotary Club
West Bengal, India

District 5630 Central and Western Nebraska

www.rotary5630.org

DISTRICT LEADERS

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Lore Beckius loreb@wolfauto.com

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PDG Jerry Milner jerrymilner@hotmail.com

District Foundation & Grants Chair

PDG Dale Schultz dg.2018@5630mail.org

District Grants Subcommittee Chair

Emma Reichenberg emmapetersen@gmail.com

District Treasurer

Brooke Robertson brooke.robertson@ampf.com

PolioPlus Chair

Dr. Delane Wycoff delanew@charter.net

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Youth Exchange Chair

Paula Witt wittinc@icloud.com

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our #1 Priority Goal of wiping out polio – an improvement of two clubs from the previous year.

- Our overall giving in 2021-22 was \$150,675, with 30 days still to go in this Rotary year.

There are too many other victories to mention here because of the caring efforts of our 1015 members. We continue to be generous Rotarians with our time and talents.

We may be looked upon as *small*, but I believe that we have a fully functioning district that has not given up and is not likely to do so anytime soon.

I ask you to jump on board with incoming District Governor **Deb McCaslin**. She is a ball of energy with ideas to match her enthusiasm. Align yourselves immediately with Governor McCaslin and watch your club and District 5630 soar to new heights. I promise that you will have a great amount of FUN if you support her!

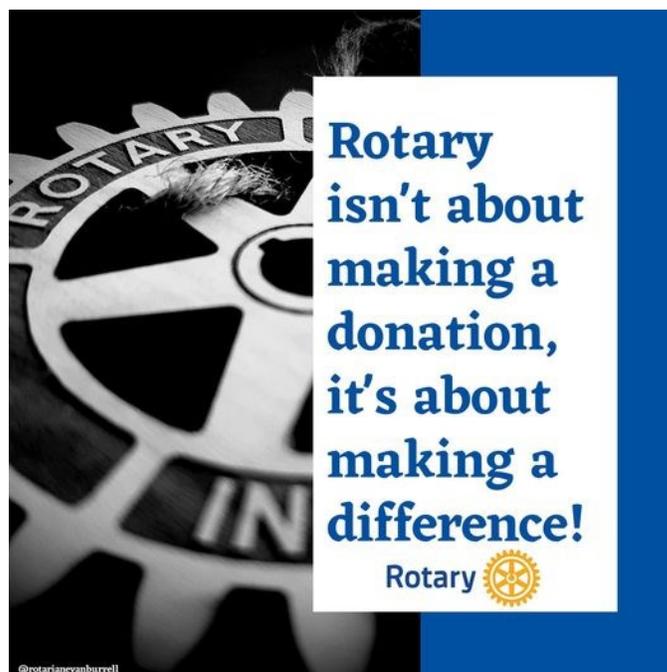
Most of all, thanks for the support and warmth shown to me during my year as DG. I'm not leaving, just handing off the reins to DG McCaslin. I plan to continue helping each of you succeed as Rotarians in 2022-23.

Let's GET GOING!

~DG Bob

DG Bob Mayber 2021-22

North Platte Rotary Club
dg.2021@5630mail.org





Message from DGE Deb McCaslin

Dear friends and colleagues,

July 1, 2022 is fast approaching and as the incoming governor for District 5630 – a place we call home - I couldn't be more excited. I am deeply humbled, honored and secretly a bit nervous about the next year. My steps follow in a long line of wonderful leaders who thankfully continue to serve and volunteer – to be there. You have my promise to work hard and stay focused, to give my all and do my best.

In prepping for the year to come, I keep coming back to 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.”

It's a powerful gathering of words with one key component – together.

**We are people of action!
And we are in this together!**

At the International Conference in Houston I learned a new fact – Rotary is in more countries than the United Nations. Wow! We are part of a 1.2 million strong network of people worldwide who donate over 47 million volunteer hours each year.

In Houston we heard firsthand from Rotarians from Ukraine; their stories were heart-wrenching – but they also held a glimmer of hope and were full of gratitude for the organization they belonged to – Rotary. Over this past year, the number of Rotarians in Ukraine and its neighboring countries to the West have increased. I found that fact also to be humbling.

District 5630 was there when asked. We joined a coalition of 18 districts across the Midwest United States to help fund the cargo planes to send over \$3 million in donated medical supplies to the Ukraine as well as three ambulances and a firetruck, also donated. This was worked through the Disaster Response arm of Rotary International and achieved through an incredible network of Rotarians. This particular project was chaired by **Pat Merryweather**, our incoming Zone Director.

To hear the thank yous from our fellow Rotarians from Ukraine amidst their tears stills tugs at my heart.

We as Nebraskans never hesitate to answer the call. When a neighbor needs help – when a community needs help – when the firemen in Cambridge need to be fed – we are there. This is the together thing. And no one knows your community better than you!

To achieve the vision of Rotary as stated in the beginning of this article, Rotary International has set four priorities to help direct our work over the next five years:

IMAGINE what we could do if we:

- ◆ **Increased our impact** by eradicating polio and leveraged the legacy; **focused** our programs and offerings and **improved** our ability to achieve and the measured the impact.
- ◆ **Expanded our reach** by growing and diversifying our membership and participation; **created** new channels into Rotary; **increased** Rotary's openness and appeal and **built** awareness of our impact and brand.
- ◆ **Enhanced participant engagement** by supporting clubs to better engage their members; **developed** a participant-centered approach to deliver value; **offered** new opportunities for personal and professional connection and **provided** leadership development and skills training.
- ◆ **Increased our ability to adapt** by building a culture of research, innovation, and willingness to take risks; **streamlined** governance, structure and processes and **reviewed** governance to foster more diverse perspectives in decision-making.

As we head into the year – and to reemphasize this “together thing,” please note the [2022-23 District 5630 leadership list](#) and contact information. We are here to assist, so don't hesitate to reach out.

Thank you for all you do for your communities, your families and the world.

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2022 Rotary Council on Legislation (COL)

April 10-14, 2022 • Hyatt Regency, Chicago



The purpose of the Council on Legislation meeting was to vote on proposed changes to the Rotary International (RI) constitution, RI bylaws and the Standard RI club constitution. I attended the COL representing District 5630.

The COL is the legislative body of RI. The Constitution of RI provides that the COL meet every three years at a site determined by the RI Board of Directors. This year's

Each rep was assigned a seat and had to wear an electronic ID badge to enter the room as well as be COVID negative.

COL is the 2020-23 cycle. Proposed changes were submitted by districts, clubs, the RI board and council of Rotary International of Great Britain and Ireland (RIBI).

A total of 522 districts of RI were represented at this COL with 325 in-person and 197 via Zoom. There were 94 proposals (enactments) that we discussed and voted whether to approve the change. Of the enactments, 13 were withdrawn, 28 were given approval and 51 were rejected.

I would be glad to give a more detailed presentation of the COL to your club, if interested, regarding those enactments. Since I don't have the space to condense them into this newsletter, I've selected a couple that are of interest to this district going forward to the next COL in 2025.

Enactments were listed and grouped by topic such as club admin, membership, RI officers and elections, etc., for a total of 22 groupings. Each enactment was given a number, such as **22-02**, and presented in page format with a short summary stating its intent, the proposer(s), the purpose and effect of the enactment and any financial impact to RI.

I've selected two enactments to recap:

22-40: Reestablish a standing Youth Exchange Committee. This was established in 2005 but recently removed. Reestablishment of this standing committee would add continuity and stability because Youth Exchange officers tend to serve in YE for many years in various positions, while RI staff historically experience a high rate of change because of the opportunity RI gives them to advance within the organization (the proposer's words).

This enactment was debated quite a bit and looked to be given the nod for approval, just based on the number of proposers (5 districts, 15 clubs) and the positive support during the debate.

Several RI board members gave their reasons to reject the enactment, basically stating that YE didn't need to be a standing committee; they instead wanted to create a Youth Advisory committee. The vote was 222 for, 259 against. *In my opinion*, a standing committee has more longevity, and I'm concerned that with the turnover in RI board members (every 2 years), an advisory committee lacks longevity. This is an issue that can and will likely be brought up with a new proposal for the 2025 Council on Legislation.

22-46: Raise RI dues from \$35.50/half year for Rotary year 2022-23, by \$4 for 2023-24, and an additional \$3.50 each for 2024-25 and 2025-26 for a total of \$11. It was proposed by the RI board. The reasons: 1) RI membership has declined to 1.168 million and membership dues revenue (95% of RI revenue) has declined as a result; 2) The RI five-year financial forecast included RI membership trends, inflation, and capital spending to arrive at their proposal.

After lengthy and emotional debate (45 minutes) it passed 285 to 205. I voted for it, as \$11 over 3 years didn't appear to be unreasonable, but I also realize that for many Rotarians it might not be acceptable. For Rotarians in less developed countries the increase would be substantial.

PDG Dale Schultz
District Foundation & Grants Chair
dg.2018@5630mail.org





Kickoff time for the 14th Annual Big Red Blowout Fundraiser

**GO
BIG
RED**

Please note these dates:

Week of **June 13** - Tickets mailed out.

August 8 - Deadline to turn in sold tickets to your club

August 24 - Drawing at 7 a.m. at Kearney Dawn Rotary meeting.

How does it work?

At the end of the selling period, we draw 10 winning tickets. Both the buyer and seller receive

- 2 round trip motor coach seats, picked up in North Platte, Kearney, and Grand Island. If the winner lives 100+ miles away we will provide a motel room.
- 2 seats in Memorial Stadium
- 2 passes to the tailgate party in Lincoln
- 2 prime rib buffets at Chances "R", York

3 Top Sellers receive:

- 2 round trip motor coach seats (pick up at North Platte, Kearney, Grand Island). (If the winner lives 100+ miles away we will provide a motel room.)
- 2 passes to a tailgate party
- 2 prime rib buffets at Chances "R", York

Where does the money go? Out of every \$100:

\$40 goes to the Rotary Foundation in your name. Funds in the foundation are used for large-scale grants, and 50% of money given is returned to the district within three years.

\$20 goes to the District* for operational expenses, grants for local clubs, and keeping dues low. Because of the Big Red Blowout, District 5630 hasn't raised dues in 13 years!

\$20 goes to your club* to be used however your club sees fit.

\$20 covers event expenses.* On average, 20% of sales are used to fund the event – the more money raised the smaller the ratio.

*Percentages vary from year to year

And courtesy of **Nebraskaland National Bank:**

First Place – two club seats at Memorial Stadium.

Second Place – two tickets to the Champions Club.

100% Clubs who sell 10 tickets (1 packet) for every member – and extra \$100 for their club funds.

Amount Raised in District 5630 Per Year Since 2009



Over the last 13 years, Big Red Blowout has raised over \$633,700.

Over \$245,000 has been given to The Rotary Foundation, changing the lives of millions through programs like PolioPlus and funding other proposed projects.

So many reasons to participate, only one thing to do: Sell one or more packets of tickets.

For more information contact:



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Rotary Action Group
Against Slavery



Trafficking Talk

What's next?

Hello again, my fellow Rotarians! Can you believe it's June and a new Rotary year is almost upon us? I want to take this time to share with you what you can expect regarding our District's efforts in the fight against human trafficking.

As always, one of our main goals is to raise awareness on this issue. Believe it or not, there are still many who do not believe that human trafficking exists in our country, state, and small towns. But it is everywhere.

Several clubs were blessed last year with a visit from the Global Connection International's (GCI) Mobile Experience truck and trailer. As the demand grew, GCI informed us they were not able to keep up with this demand and would require additional funds to continue at such a pace. The ever-rising overhead costs and limited manpower have put a standstill to their efforts as of right now. We have spoken with them about what they would need to get back up and running, and I hope to have an answer soon. According to a recent newsletter from Jim and JoAnn Weber, owners/operators of the Mobile Experience, they are in the process of moving to Elm Creek, Nebraska; I hope this will reduce the costs and burden on GCI and allow us to begin scheduling Mobile Experience visits to clubs again soon.

Truckers Against Trafficking also use a mobile trailer to give presentations at events and for communities, and we are in the process of working with them to plan a few district-wide programs in the near future. They call this the Freedom Drivers Project. More information can be found at the [Freedom Drivers Project website](#).



Another non-profit organization I'm excited to work with more in the future is [I've Got A Name](#) out of Lincoln. Their executive director, Paul Yates, and I have visited on several occasions about hosting events together in southwest and western Nebraska. With programs like Street Outreach and their newest program, [Men's Movement](#) – which I am most excited about – there is so much we can learn about human trafficking in our state from this organization.

As the Men's Movement states, **“The demand is fueled by factors like pornography, sexualization in media, and past life experiences. As the desire for sex increases, so does the seller's impulse to sell and the buyer's willingness to pay.”**

I've Got A Name's pledge reads, **“We are determined to help men become more aware of sex trafficking in Nebraska. We seek to guide men as they examine their own lives and address areas that may lead them down a destructive path.”**

Last year I brought State Patrol Officer Tim Flick to a few of the schools here in McCook to speak with students about online safety and the dangers of social media and apps. I hope to continue to do this again this year for those clubs interested.

Angie Swanson

District Chair, [RAGAS](#)
(Rotary Action Group Against Slavery)
McCook Rotary Club
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Thoughts regarding RAGAS:

When I think of the critical initiatives to address this coming Rotary Year – the education of our youth of the horrors of human trafficking, its tie-in to the internet, and what to look for in our communities – this educational piece couldn't be more important.

The statistics are out there, and they aren't pretty. As a matter of fact, they are horrifying. I couldn't be prouder of Angela and her work with this educational component.

As the District Chair of [Rotary Action Group Against Slavery](#), she occupies a critical position on your leadership team, so please reach out and ask for help and/or information.

Thank you, District 5630, for helping carry the torch. We are in this together, and together we can make a difference.

DGE Deb McCaslin



District 5630 Joins with District 2231 in Poland to Help Ukrainian Refugees

Rotarians representing several districts in Minnesota and Nebraska combined efforts to deliver over 250 pounds of goods and more than \$6500 in aid to Ukrainian refugees in Western Poland through the Rotary Youth Exchange partnership between D5630 and D2231.



Rotarians from District 2231: "Polish Rotarians in Solidarity with Ukraine"

Youth Exchange officers *Paula Witt* (5630 in Central and Western Nebraska) and *Krystyna Baj Pawluk* (RC 31846 in Gorzow-Wielkopolski, Poland) met while arranging a student exchange between their districts.

When Paula learned of a travel opportunity to Estonia, Latvia, Lithuania, and Warsaw, Poland, arranged by Rotarians from northern Minnesota, she asked the other travelers to join in the effort to provide clothing and essential items for women and children fleeing the Ukrainian war and seeking refuge in Poland. The group of 11 Rotarians were able to deliver needed items and donated money to Krystyna Baj-Pawluk when they met in Warsaw on May 13th.

The group delivered shoes; maternity, women's and children's clothes and underwear; and towels, socks and toys, along with a supply of over-the-counter medications, which were distributed to families in the Tomico refugee camp near Warsaw. N95 masks and testing kits were also provided to the camp.

When Krystyna returned home to her Rotary Club of *Gorzow-Wielkopolski*, there was much discussion about the best way to use the donated funds. After looking at several options, it was determined that the greatest unmet need for the refugee mothers and children was a system of mental health services.

Krystyna, who is President of the club reported, "After addressing the physical needs of the refugees, there remains a constant need for food and medicines, but it seems that more and more Ukrainians are in need of psychological support. They are getting increasingly frustrated and depressed as the war continues and does not seem to be ending." She added, "We are noticing children feeling isolated, despite going to school and making friends with Polish children, and many people spend their time in bed doing nothing. They hardly get up for meals."

The club's plan is to find Ukrainian-speaking psychologists and interpreters to meet with the refugee mothers and children. Some of the professionals may be found among the refugees, and given the resources, will be able to help others.

In addition, Rotarians plan to help the women learn Polish and find jobs. "But first," Krystyna says, "they need to feel stronger mentally and emotionally." Her plan is to use the donated monies to rent suitable space for a counseling center which will include activities for children and resources for diagnosing and treating depression. The goal is to help them become more assertive and independent in this difficult situation of war and exile.

Contributed by Paula Witt

Rotary District 5630 Helps Save Lives in Ukraine

In early April, under the guidance of District Foundation Chair *Dale Schultz*, District 5630 cooperated with 15 other districts - in Iowa, Texas, and Argentina - in raising \$400,000 in funding for supplies to be sent to Europe for distribution to displaced Ukrainians. In response to a request from District 6450 (Chicago), 16 districts contributed \$25,000 each.

This report from DGE *Deb McCaslin* in an April 6th Facebook post:

"This past Tuesday, a Cargo shipment of 100 tons of emergency medical supplies and medications was shipped for hospitals and clinics in Ukraine through the Ukraine Medical Association North America (UMANA). Donations came from hospitals, manufacturers, Ukrainian community, Rotary donations and Rotary community collections. An ambulance, fully stocked with pediatric and adult emergency supplies, was donated by OSF Healthcare in

(Cont'd next page)

District 5630 is gearing up for an amazing year in Youth Exchange. We are in full swing after a two-year Covid hiatus. We have two students preparing for their international travel experiences.



Rudi Anderson, sponsored by **Ogallala**, will be headed to Brazil, and *Jordan Mireles*, sponsored by **Grant** Rotary, is making his plans to head to northern Germany, where he hopes to expand to tri-lingual fluency.

Hosting clubs include **Ogallala, Grant, Gothenburg, North Platte,** and **Minden/Hastings Sunrise.**

Host families, counselors, and coordinators have all successfully completed their background checks and vetting processes. Online and in-person trainings are being scheduled for July, before the students start arriving.

Inbound students have completed their paperwork, immunization requirements, Guarantee Forms, exchange agreements, and visa application materials. They have received their official welcome letters and required documents from our district, and are busily making their consulate appointments, awaiting their visas, and making flight reservations. They will be arriving in Nebraska from late July to early August.

We are anticipating students from Brazil (2), Spain (1), and Germany (2) – three girls and two boys; each of them is an amazingly high quality young adult. Please make the opportunity to meet them if at all possible. Our schedule of events and meetings can be found on our website. Simply Google “Rotary Youth Exchange Nebraska” or see 5630rye.org

All incoming Rotary Club Presidents are encouraged to learn more about Youth Exchange and make plans to sponsor one of your best students for a year abroad.

Schedule a youth exchange representative for one of your meetings to tell you more. Or perhaps invite a former host family or current/former exchange student to share with you. You can also encourage your local high schools to invite Rotary to share information about exchange students attending their schools.

This is a win-win for everyone! Stay tuned! There’s more good news to come!



Paula Witt

Youth Exchange Chair
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Helping Save Lives (cont’d)

Peoria [IL] and yes, it is now in Ukraine and serving the community. After the plane lands, it is unloaded by volunteer groups, and then the transport to different clinical locations within Ukraine begins.....some near and some far....and all in need.”

Members in District 5630 raised money and awareness of Rotary’s efforts by selling Nebraska Stands with Ukraine Signs. With the help of Rotary member *Judy Pederson*, Owner of ProPrinting in North Platte, organizer *Lore Beckius* reported that the District sent \$5,285 to the Relief Fund. Congratulations to the four clubs who sold the most yard signs – Ogallala, Imperial, North Platte, and Hastings. These funds, added to direct donations from District 5630 Rotarians and Rotarians around the world have added up to more than \$15 million for the Rotary Foundation’s Ukrainian Disaster Relief Fund.

At the May 3, 2022 [Foundation Dinner for District 6450](#) (Chicago), RI Director Elect *Pat Merryweather-Arges*, with DG *Jane Hopkins*, reported that, with generous donors paying for the flight expenses, the fourth flight would be going out on May 7. “It will carry over 80 tons of medical supplies. We have already sent over 200 tons of medical supplies and equipment,” said Merryweather. “It goes to different areas – sometimes it’ll land in Poland, sometimes it’ll land in Luxembourg – it depends upon the safety of the transport that they can make into Ukraine.... Next week we’re sending two ambulances, fully equipped, fully stocked. These will be the 3rd and 4th ambulances going.

“Hopefully, we won’t be at this much longer, but I have a feeling we might be. And we’re just going to be there. We’re going to be there.”



Public Image: Using Social Media to Recruit New Members for Your Club

One of the most effective methods of attracting new members for your club is social media. It has been estimated that more than half of the world's population has at least one social media account.

To leverage the popularity of these networks, here are some of the most effective options you might want to explore.

1) Establish a presence on social media for your club.

First - Start creating content that will attract your target audience. This is the key to getting noticed by people who will be interested in joining your club. Decide what type of social media platform you want to target. Here are a few popular options:

- Facebook
- YouTube
- Instagram
- TikTok
- LinkedIn
- Twitter



There might also be smaller sites. For example, some people regularly use forums to meet with others online. You won't need to use all of these, but you will need to have a presence on some of the biggest platforms.

Once you decide on what platforms to use, look at the kind of content that tends to be the most popular. **Look at some of the other clubs in the district to see how they're performing.** This will give you a good idea of what works and what doesn't.

Remember that the content you create will determine the way that people think about your club. If you build a strong brand identity on social media, people will be able to understand what your members stand for and whether your values align with theirs. As this first impression can be hard to change, it's worth taking your time to think about what you want to convey. In some cases, you can survey to see what people currently associate your club with.

2) Make it easy for people to contact your club on social media.

Once you've got their attention, people will want to find more information about becoming a member. Many social media networks have mechanisms that allow you to have a private conversation. However, you might also want to list a phone number or email address that they can use. Follow these tips when having a conversation with a prospective member:

- ◆ Answer questions as directly and succinctly as possible
- ◆ Respond to messages fast
- ◆ Give reliable information

Consider using a chat box, which allows you to set up pre-programmed responses for the most commonly asked questions. This will let you send back an almost instant response.

3) Learn how to use hashtags.

Many social media platforms get inundated with content regularly. To help them sort through it all, and decide which will be most relevant to their users, they use hashtags. Getting comfortable using hashtags to promote your content will give you the best chance of getting your posts in front of your target audience. Here are some suggestions for non-profit hashtags from Wildapricot.com.

4) Encourage your existing members to share their experiences.

Social media is the perfect place for members to talk about their experiences and share their stories. This can be very influential, convincing friends and family to become members. Some suggestions:

- ◆ Hire a photographer for events, then get participants' permission to tag them in photos on social media.
- ◆ Run a competition, giving away free perks to the member who contributes the best photo. This will give people an added incentive to actively engage with you on social media.
- ◆ Create social media materials, then encourage people to share them on their pages.

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Top 5 Reasons People Share Content on Social Networks (from go-gulf.ae.)

1. 49% want to share information on products they like with a hope to change opinions or encourage action.
2. 68% want to give people a better sense of who they are and what they care about.
3. 73% like to connect with others who share their interests.
4. 78% want to stay connected to people with their interests they may not otherwise stay in touch with
5. 84% use it to support causes or issues they care about.

5) Build an engaged community on social media.

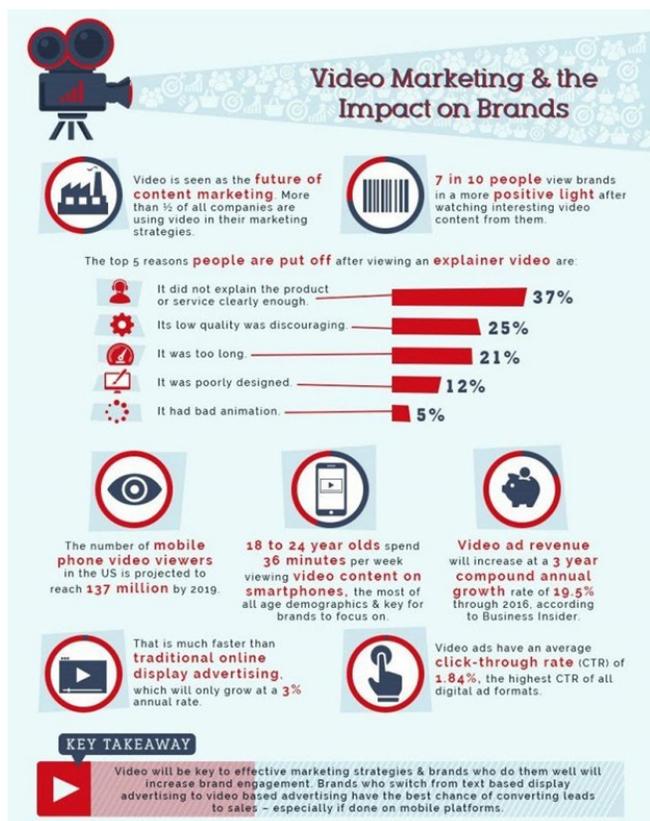
The most important part of social media is building a strong community, giving people a reason to keep coming back to your page. Assuring people that you understand how they feel about a topic can often cause them to ask about becoming a member.

Suggestions for building a strong community:

- ◆ Pose questions and ask for responses
- ◆ Run competitions and giveaways
- ◆ Collaborate with popular people in your niche

6) Use video and live streaming for storytelling.

While photos can be fun, videos create a more visceral experience and create a more powerful memory. They also tend to be easier to share, giving your content a lot of views.



If you want to take your videos to the next level, consider live streaming, which offers a few distinct advantages: You'll be able to respond directly to any questions, you'll see the responses you're receiving and make adjustments during the stream to offer a better experience.

7) Measure your social media engagement.

To use social media effectively, make sure you're looking at your statistics. This gives you a good idea of what's working and what you need to change.

Here's what to look at:

- ◆ Likes
- ◆ Comments
- ◆ Shares
- ◆ Number of people who applied for membership

You can use this information in a few ways. First, engagement indicates the success of the content you are posting, allowing you to build a strong community. You can also use the data to measure your progress against your goals.

Keep track of these stats. This can come in very useful for tracking your progress and engagement.

Conclusion

Social media is one of the most effective ways to attract new members to your Rotary club. It can also let you boost engagement with the people who have already joined your group.

Once you've got someone signed on as a member, the hard work isn't over. You'll still need to make sure to communicate with them effectively.

Lorena Beckius
District Public Image Chair
Ogallala Rotary Club
loreb@wolfauto.com



Paul Harris Quotes

Whatever Rotary may mean to us, to the world it will be known by the results it achieves.

Rotary



2022 – New Successes, New Challenges

The year 2022 has no shortage of polio news. Vaccines developed against mutated virus are having success.

In 2020, I reported the development of a new vaccine which is "triple locked" against accidentally mutating into a disease-causing form of the virus. This vaccine has now been used to deliver over 350 million doses across 18 countries at high risk for the spread of polio cases from lingering mutated virus originating from the original oral vaccines. The spread of such cases has been stopped in the majority of countries where this new vaccine has been deployed.

The primary target of these efforts is labeled "cVDPV2," which is shorthand for "circulating vaccine-derived polio virus, type 2." It occurs in under-immunized communities with poor access to sanitation. For the week of June 8, 2022, the following cVDPV2 cases were reported: one in Eritrea, two in Nigeria, and 28 in Yemen. The number of environmental samples with this virus were: two in Djibouti, one in Egypt, two in Ghana and five in Nigeria. These numbers demonstrate progress but also significant risk if there are any gaps in immunizations.

These are fundamental reasons why our funding for world-wide polio immunization is so important. Polio spread has often been compared to that of a slow-motion fire. Whether extinguishing fires, or eradicating polio, the job is not done until every last remnant has been eliminated.

Wild Polio cases are flaring up again in PAKISTAN

Just this week, Pakistan has report two new cases of wild Polio virus type 1 (WPV1). The entire country reported only one case in all of 2021. Now, the WPV1 count is already up to eight cases in less than half of 2022. All of these cases are in North Waziristan where there remains significant resistance to vaccines with high refusal rates and parents falsely marking their children's fingers with purple marker to make them appear vaccinated when they really are unprotected. This province is being targeted with administration of polio vaccine to children up to the age of 10 at all entry and exit points to stop the spread of the virus to the rest of Pakistan.

AFGHANISTAN is continuing immunizations

Despite the tragic killings of polio workers in recent months, immunizations are being administered, sometimes in communities which have not received polio

vaccines in years. This is with the official support of the ruling Taliban. Wild polio cases in Afghanistan number one so far in 2022, compared to four cases in 2021.

UKRAINE WAR - a new risk for polio spread

In early February of 2022, health officials were preparing to intensify polio immunization efforts in Ukraine in response to vaccination rates that had fallen well below 95% in some areas of the country. These plans were disrupted by the Russian invasion that began two weeks later. Many children in Ukraine are not receiving the polio protection that they should be receiving. Concerns are growing for the possible spread of polio to neighboring countries receiving war refugees from Ukraine because many children are in need of immunizations and there are some areas of Ukraine considered at-risk for spread of



A health worker gives polio drops in Lahore, Pakistan, May 23, 2022

cVDPV2 polio virus. Some countries receiving refugees are addressing this concern, but coverage is not consistent.

The WORLD NEEDS YOUR HELP to finish the job of polio eradication. Polio Fundraisers can play a bit part.

Through Polio Plus, Rotary provides vaccines to the world – and the Bill and Melinda Gates Foundation matches our dollars 2 for 1.

If you have not recently given, why not donate now? The world needs to END POLIO NOW! Your \$\$ will help! THANK YOU for anything you can contribute!

Donate to End Polio

Delane Wycoff

Polio Plus Chair, District 5630
delanew@charter.net



District 5630 Clubs: Meetings with a Difference



Members of the **Cozad** Rotary Club met for lunch at the Robert Henri Museum and Art Gallery in March.



In May, the **Kearney** Rotary Club had their lunch meeting at the new Ernest Grundy Tennis Center, with lunch provided by Mom & Dad's Bar -B-Que in Kearney.



At their May 11th meeting, **North Platte Noon** played a YouTube video of RI President Nominee **Gordon McNally's** [inspiring address](#) at the 2022 High Country PETS.



Dogs, children, young rowers, and Rotarians were all welcome at **McCook's** 5th Tuesday gathering on May 31 – despite what the table sign said.



On June 2, The **Ogallala** club welcomed guest speaker and Rotarian **Clare Richards** via Zoom to speak to the club about emerging leaders. Clare is Rotaract Chair for District 5950 in Minnesota.

Leadership in Everyday Club Life: Better Meetings

Susan Nickerson of the **Grand Island** Club picked up these pointers at one of the Membership Meetings at the International Convention in Houston. Try one or two – or three – in your club:

- Host an online audio-only meeting session
- Field Trip – explore your area and bring the family
- Raffle off a chance to be "Club President for a Day"
- Bring Your Own Beverage (BYOB) meeting
- Appoint a Director of Member Satisfaction
- Member business visits
- Appoint a Club Programs Committee
- Hybrid meetings
- Standup meetings
- Coffee with a Rotarian/Rotoractor
- Business after hours – explore new meeting times/new places

Most important, says DGE Deb McCaslin: Try something new and then report back how it worked.



St. Paul Rotary welcomed **Scottlynn, Kendyl, Addy, and Ellie**, visiting the club with their parents on their day off from school.

District 5630 Rotarians: Fundraising for Good



Smiles all around on April 2 as the *Grand Island* Rotary clubs held their annual **Taste of Grand Island**, featuring 26 food and drink vendors and raising funds for [PolioPlus](#) and [Leadership Tomorrow](#).



Grabbing Groceries for Good in Holdrege. *John McGowan, Greg Girard, and Brett Bebensee* won the privilege of grabbing what they could for 3, 1, and 2 minutes each. The *Holdrege* Rotary club fundraiser supported [BackPack Blessings](#), which supplies weekend meals for children.



Imperial Rotary and Interact Clubs graciously provided the funding for this resident furniture



The \$4000 raised by *Imperial* Rotary's February Chocolate Affair was enough to purchase two new state-of-the-art electric beds with specialty mattresses for the Imperial Manor/Parkview Heights assisted living facility.

District 5630 Rotarians: More Fundraising for a Good Cause



The *Lexington* club showed Rotary's brand well at their May 21st golf tournament, raising over \$9k – enough to bring in the anti-trafficking program and provide for their scholarship fund. Rotarians from *Grand Island, Kearney,* and *North Platte* also participated.



Gary's Groceries on East 4th Street in North Platte was the scene of *North Platte Noon's* 4th Annual Grocery Grab on June 11th.

First Place *Wendy Thompson's* son-in-law *Trey*, second place *Christina Butterfield*, and third-place winner *Lori McConnell* grabbed groceries totaling \$865.60. The club sold about \$5,000 in tickets.

Proceeds will benefit such projects as Josh the Otter, Bloodhounds Blood Drive, the NPHS Food Panty, RYLA, and the Rotary Youth Exchange program.



Fish N Chips For Scholarships
 Sponsored by:
 Valentine Rotary
 &
 Sandhills Area Foundation

March 25th

Join us @ Bolo Beer Co
FRIDAY MARCH 25TH 5:30 - 7:30

Valentine Rotary

Bring a Friend!

- Free Will Meal Donation
- ALL Proceeds Go Toward Youth Scholarships
- Get in EARLY Before it's Gone!
- FUN, New Drawings and Prizes

Sandhills Area Foundation

Valentine Rotary's Annual Fish & Chips for Scholarships, held at Bolo Beer Co. on May 25th, was a great success. Proceeds were doubled with a match from the Sandhills Area Foundation. As you can see from the photos, both the servers and served had a great time.



District 5630 Rotarians: Helping Out Wherever Needed



Cambridge Rotarians stepped up to feed and joke around with hungry firefighters

On May 4, *Cambridge Area Rotary Club* and *Southwest FBLA* students joined forces to gather 24 big bags of trash and some bigger items from the highway.



Southwest students *Austin Thompson, McKenna Hylton, and Ashlynn Latimer*, with advisor *Sara Calvert* behind the camera.

Enjoying pizza afterwards are *Kathy Benson, Cheryl Haaskensen, Kate Warner, Berkley Warner, Kallan Warner, Russ Wood, and Sam Jaeger*, with *Debbi Runner* behind the camera.

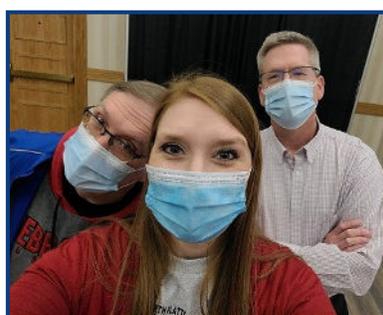


On May 2, *Grand Island Noon* Rotarians cleaned up along Highway 281.



At *North Platte Noon's* Bloodhounds Blood Drive on April 20, some served refreshments, at least one (*Brian Phares*) donated blood, some sold shirts (perfect for Public Image!), and some posed for selfies. (Thanks, *Cassie Condon*.)

And they *all* had fun!



District 5630 Rotarians: More Helping Out Wherever Needed



A few of the *North Platte Sunrise* Rotarians who helped with groundskeeping for a Youth Baseball Tournament, celebrating Youth Service Month in May.



Bags of trash you won't see now along Highway 20, thanks to the *O'Neill Rotary Club* and *O'Neill Lions Club*. Pictured: Dr. Dena Jundt, Terri Krysl, Kip Krysl, Ron Anderson, Mike Hammerlun, Dr. John Kersenbrock, and Tammy Ducker. Not pictured: Marv Fritz, Jill & Cameron Everitt, and Kayla Burdick.



From *St. Paul's* Facebook page: "Saturday morning, May 7, was a great morning to pick up 10 bags of trash along Highway 92. Lessons learned: Feed bags are great to hold trash, barbed fishing lures get caught in your gloves, the wind will blow, and the sun will come out.



"A huge thank you to *Rotary Interact* members Emma Elstermeier, Sam Wells, Rowen Hansel, and Karlie Vieth for their service to the community. Nothing motivates adults like keeping up with high schoolers!"



Why are these *Ogallala* Rotarians smiling? They just hosted another Red Cross Holiday Hero Blood Drive. Kudos to LuRae Hagan (at right in photo) for all her hard work in organizing the event.



District 5630 Rotarians: Supporting Our Youth



Cambridge Rotary will sponsor *Haylee Thomas* from Southwest Public Schools at Great Plains RYLA this summer. She's one of two Cambridge students going to the camp.



Creek Valley High School sophomores *Ella Whiting*, *Kennedy Bocock*, and *Diego Caraveo* were chosen to attend RYLA Camp this summer, sponsored by the **Chappell** Rotary Club.



On March 22, *Sophie Cass* shared with **Hastings Sunrise** Rotary her experiences with her Youth Exchange to Peru, her studies in Prague, her world travels since exchange, and her current work utilizing Maya Mills farming with Green Cover Seed in Nebraska.



Club sponsors *Bernie Svoboda* and *Brenna Bartruff* flanking the award winners.



Award winner with club sponsors *Silvia Prado* and *Bernie Svoboda*.



Congrats to the 2022 **McCook** Rotary scholarship recipients: *Max Wiemers*, *Madison Tarencz-Rasmusen*, *Kailynn Rodewald*, *Addison Randel* and *Joslyn Hammond*.



One of **North Platte Noon's** most fun projects is Josh the Otter, a program to save lives of little persons while in the water. Rotarian *David Greiner* and Josh read to the kindergarten class at Our Redeemer School early in May.

District 5630 Rotarians: Helping Our Youth



The Rotary Club of *O'Neill*, with the Community Wardrobe and O'Neill Super Foods, will sponsor free group swimming lessons at the O'Neill City Pool again this summer.



Ogallala High School Interact Club applied for a Keith County Community Foundation grant to

purchase an aqua chair to provide access to the new Collister Splash pad for youth who use wheelchairs. And they received it! Thank you to Interact members *Ashley Pluard, Kallie Eisenzimmer, Claudia Rhoades and Saylor Pfarr* for helping to deliver it

District 5630 Rotarians: Earning Paul Harris Awards!



PH+1 *Brian Phares, North Platte Noon*, with Foundation Chair *Kendi McClain*



PH+1 - *Louise Hoffmann*, President *North Platte Noon*, with District Foundation Chair *Dale Schultz*



PH+1 - *Rob Wahlstrom, Chadron*, with Foundation Chair *Ron Miller*



PH+2 - *Dr. Jerry Seiler, Hastings Sunrise*, with Club President *Daniel McMahon*



PH+2 - *Craig Fidler, Kearney Dawn*, with Club President *Bill Calhoun*



PH+4 - *Ron Roberts, North Platte Sunrise*



PH+2 - *Bill McGahan, North Platte Sunrise*



PH+2 - *Joyce Anderson, McCook*

Memories of the Rotary District 5630 Conference April 29-30 - Best Western Plus Inn & Suites North Platte



Passing the Pin:

DG Bob Mayber 2021-22 to DGE Deb McCaslin 2022-23.



Greeting everyone at the registration table: Angie Swanson, Sarah Mills, and Cheryl Bryan.



Enjoying pre-conference festivities at the Golden Spike in North Platte: PDG Jerry Milner, PDG Scott McLaughlin, PE Kiersten Lange, District Treasurer Brooke Robertson, James Delahunty, Angie Swanson, Lore Beckius, PE Teresa Delahunty, PE Cindy Houlden, and PDG Dale Schultz.



Club of the Year. Club President Scott McKelvey accepting award on behalf of the **Lexington** club, which increased by 10 members in 2021. Scott has also been chosen to serve as District Governor in 2024-25.



PE David Greiner showing his enthusiasm for Rotary.



District Executive Secretary Cheryl Bryan received the **Distinguished Service Award** for supporting and helping clubs and district officers during the past year.



Magician Adam White amazed and delighted the crowd with his comedic wizardry.

More Memories from the Rotary District 5630 Conference



Motivational speaker and author of *The Power of Asking*, Van Deeb encouraged the crowd to build on what Rotarians do: build relationships and provide service to others.



Sarah Cathcart Mills made an impassioned plea on behalf of firefighters who fought recent fires in Nebraska. With the money donated at the conference and matching funds from the district and Forest Service, the firefighters will be able to purchase two \$5000 suits of gear for new volunteers.



A special thanks to **Jo Mayber** for your planning, hard work, and infectious cheerfulness.



District Leadership Team: DG Bob Mayber, PDG Dale Schultz, District Treasurer Brooke Robertson, IPDG Bob Taylor, RAGA chair Angie Swanson, RYLA Chair Cindy Houlden, PDG Don Peterson, RYE Chair Paula Witt, DGE Deb McCaslin, PolioPlus Chair Delane Wycoff, 2022-23 Membership Chair Kellie Soden, PDG Scott McLaughlin, Public Image Chair Lore Beckius, PDG Jerry Milner



District leaders shared their expertise on public image, leadership, club dynamics, human trafficking, and the Rotary foundation. Clockwise: Lore Beckius, Scott McLaughlin, Jerry Milner, Deb McCaslin, Dale Schultz, and Angie Swanson.

Dick Cochran named Rotarian of the Year



Because of the work and commitment of Cheryl and Dick Cochran, Dick's HotMeals USA initiative has served over 300,000 meals to people affected by a disaster, whether it's a pandemic, fire, or flood.

In Dick's Words

[HotMealsUSA Facebook](#), April 27:

It simply amazes me how if you spend too much time watching the news, how divided our country has become. Yet you come out into the real world and get to have the privilege of seeing this. Oregon, California, Wyoming, South Dakota, Kansas, Colorado and Nebraska all coming together to help their fellow man. No political parties, no race, no gender differences, no care in the world other than getting a job done. Many of our local fire crews have been able to go home so I'm sorry their pictures aren't in here.

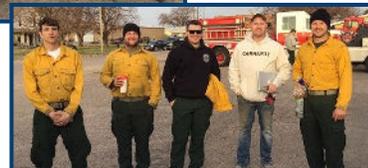
I wish every teacher in our nation would share this. **What's a hero?** Well folks here's a few examples: just scroll through the pictures. Some heroes wear uniforms, some don't. Not one real hero holds a ball or appears in movies. All of them are people we see everyday; unfortunately we don't let them know how truly important they are to all of us. Some heroes put out fires, some pull people from a wrecked car or blown-down house. Some even step in and serve food.

And just a little secret: All of them get mad and yes, they even cry when they lose someone. They carry a heavy load emotionally all too often.

Well, that's it from the fire area for today. Breakfast is done, all are fed. Now we're making supper, getting ready for some hungry people.



District Rotarians (above) were some of the countless volunteers who served the heroes fighting fires near Cambridge in April. Read more on our [District Website](#).



District 5630 Rotarians with International Ties



When Covid hit, *Broken Bow Area* Rotary teamed with *Victoria Falls* Rotary to drill bore holes for two villages and help create community gardens to help with food stability. The two clubs are now partnering in a global grant for girls empowerment addressing the challenges for girls to take care of their monthly periods and stay in school.



In April, *Alice Atemo* spoke at *North Platte Noon* meeting about her three schools in Kenya which welcome children from orphanages and underserved communities.

Also attending were students from McDaid Elementary School, which raised \$11,000+ for Alice's schools.

Local Rotarians contributed funds for shoes for the students in Kenya.



The *Rotary Virtual Youth Exchange* that took place in January and February was a cooperative effort between Districts 5630 and 3190 (Bangalore, India). As far as we can tell, it was the first of its kind – anywhere.

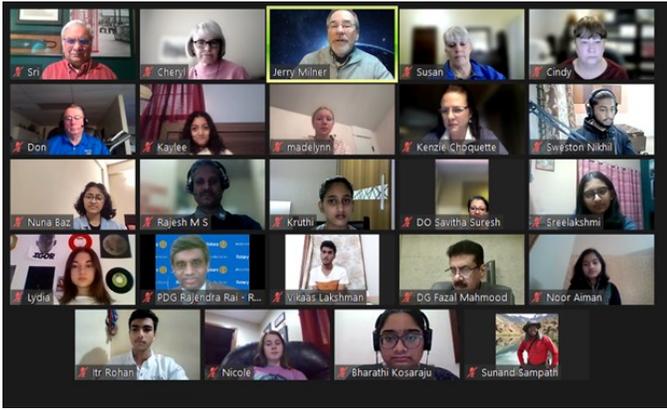
Some district Rotarians were more involved in the beginning. *Cynthia Houlden* of Kearney Dawn used her RYLA experience to find interested teens, develop application and permission forms, and process the applications – available through a website PDG *Scott McLaughlin* set up.

RYE coordinator *Ronna Morse* and Youth Protection Officer *Delane Wycoff* facilitated the necessary legal paperwork for adult participants. PDG *Don Peterson* – who received the initial invitation from District 3190

PDG *Rajendra Rai* in September 2021, PDG *Jerry Milner*, and DGN *Glenn Knuth* offered valuable insight and helped select students. DG *Bob Mayber* participated in the planning and virtual meetings with the students. *Sri Seshadri's* (Kearney Dawn) participation was invaluable both in the preparation and execution of the program and as the ideal bridge between the two cultures.

Others became more involved once the program started. DGE *Deb McCaslin*, District Secretary *Cheryl Bryan*, former RYE student *Kenzie Choquette* (Grand Island Noon), and *Susan Jensen*, whom Sri “recruited” from UNK to participate, served as the Resource Committee. They met each week with the Nebraska students to plan for the Saturday morning sessions.

(cont'd next page)



At the District Conference in North Platte, DGE *Deb McCaslin* welcomed the students participating in the pilot Rotary Virtual Youth Exchange program: *Lydia, Nicole, and Kaylee*. Not pictured: *Madelynn*.

The students – four from Nebraska, and eight from Bangalore – met via Zoom for about two hours every Saturday from January 8 through February 26. The Indian students logged in at 7:30 p.m., whereas our Nebraska students had to get to the meeting by 8 a.m. (7 a.m. for our Imperial student).

Topics of discussion included Leadership, Traditions, Music, Sports & Recreation, Lifestyles, Government, History and Religion. The students were also introduced to Rotary-specific topics, such as the 4-Way Test and PolioPlus. Each week, after two 25-minute student presentations – one from each country – the students would go into breakout rooms with an adult facilitator from each country. The students learned a lot from their formal presentations, but they all seemed to enjoy their exchanges in the breakout rooms the most.

Though it doesn't take the place of an in-person exchange, the Rotary Virtual Youth Exchange program gives opportunities to students who may not have the resources or time to travel abroad. Other Rotary districts are expressing an interest in cooperating with us in similar exchanges.

Comments from our students:

Lydia: "I found out that I could form connections even over Zoom. It helps you get good perspective on how things are in another country and how kids hours away from you are still basically the same."

Kaylee: "I found it really easy to talk to them. I would ask questions about random stuff in the breakout rooms, and found out I could be outgoing and open up with other people. Even waking up early just becomes part of your Saturday routine. It'll be something you'll carry with you for probably the rest of your life."

Madelynn: "I made many friends and learned so much about myself, other students from India and from here, another culture, and my own culture. I still talk to the friends I have made through this exchange, and I plan to for a while."

Niki: "It was a great experience. I made friends and learned a lot. I found several other bookworms and we bonded over Harry Potter."

District 5630 *Rotarians in Action* is published quarterly. Archives are posted in PDF format at rotary5630.org and at DACdb.com—District. We encourage Rotarians to use this newsletter both internally and externally as a resource for club newsletters and for the advancement of Rotary.

The publication target date for the next District 5630 newsletter is **September 16, 2022**.

Please submit your photos and/or articles by **Friday, August 26, to daa@5630mail.org**.

Thanks, *Cheryl Bryan*

Rotary District 5630 - *Rotarians in Action*

2021-22

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