



# PLAYBOOK

## DISTRICT 6600

AUGUST 2017



### Message from Governor Deb Cheney



Dear Rotarians,

Wow! July was such a whirlwind as I kicked off my club visits to so many amazing clubs in our district. Each club has been showing off their accomplishments and there really is no way to capture how much is done by the 63 clubs in our district just by reading about it. If you're not already, be sure to follow District 6600 on [Facebook](#) where I'm sharing so much of what I've been able to experience!

Truly, we are making a difference in our communities and our world and I've been lucky enough to visit many of the projects and places Rotarians have impacted during my official visits. What a blessing!

It's hard to imagine what my life would be like if I had not been asked to join Rotary. Whether your story is like mine and your employer encouraged (i.e. told) you to join, or someone personally asked you to come to a meeting, you are a Rotarian for a reason! Today we find members seeking us out through online tools or our local webpages because the reputation of our humanitarian work is first class.

Inviting someone to join Rotary is just one way you can *Make a Difference*, like our Rotary theme encourages. The more people we can have on our team, the greater the work we can achieve together.

August is Membership Month and I encourage you and your club to seek interesting and innovative ways to add members to our clubs this month and throughout the year. On the last page of this newsletter is a contest from our District Membership Chair, John Hill. It's a quick exercise and you could be a winner!

YIR,  
District Governor Deb Cheney



# Public Image



Want to add a professional Rotary look to your flyers and business cards but don't have graphic design skills? Your first stop should always be the **Brand Center at Rotary.org**.

Customize logos, adapt sample flyers, download PowerPoint slides and more! There are even billboards, print ads and press releases.

Check out all of the resources today or email Alison Frye at [afrye@signaturebankna.com](mailto:afrye@signaturebankna.com) with your questions.



Plan a club awareness project around World Polio Day. Visit the [resource page](#) and find sample press releases, mayoral proclamations and more:

<https://www.endpolio.org/resource-center>

**WORLD  
POLIO  
DAY**

**10.24.17**

## Medical Equipment Supplies Abroad (MESA)



### A Signature Service Project of District 6600

MESA can connect your club to the world! Consider sending a representative to the next monthly meeting on Thursday, August 17<sup>th</sup> at 4:30 PM at the MESA Warehouse in Fostoria.



## Upcoming District Governor Club Visits

Antwerp	Aug 10 <sup>th</sup>	Noon
E-Club	Aug 11 <sup>th</sup>	6:30 PM
Toledo	Aug 14 <sup>th</sup>	Noon
New Bremen/New Knoxville	Aug 15 <sup>th</sup>	7:30 AM
Celina	Aug 15 <sup>th</sup>	Noon
Wauseon	Aug 16 <sup>th</sup>	11:45 AM
Archbold	Aug 18 <sup>th</sup>	Noon
Fostoria	Aug 21 <sup>st</sup>	Noon
Reynolds Corners	Aug 22 <sup>nd</sup>	Noon
Stryker	Aug 22 <sup>nd</sup>	6:45 PM
Oregon-Northwood	Aug 23 <sup>rd</sup>	7:45 AM
Bowling Green	Aug 24 <sup>th</sup>	11:45 AM
Holland-Springfield	Aug 25 <sup>th</sup>	Noon
Upper Sandusky	Aug 28 <sup>th</sup>	Noon
Bucyrus	Aug 29 <sup>th</sup>	11:45 AM
St Marys	Aug 30 <sup>th</sup>	11:45 AM
Cardington	Aug 31 <sup>st</sup>	6:15 PM

# Water is Life



## VISIT STONE LAB ON GIBRALTAR ISLAND



- On October 7, 2017 Rotarians will have an opportunity to visit Ohio State University Stone Lab on Gibraltar Island.
- This is a rare opportunity to learn from expert scientists about the health of Lake Erie.
- Registration will be coming soon. Check the [District Calendar](#) for information.
- Contact [Janina Douglas](#) for more information.

## SEPTEMBER 2017 THEME:

# Education & Literacy



**More than 775 million people over the age of 15 are illiterate.** *Rotary members make amazing things happen, like:*

**Opening schools:** In Afghanistan, Rotary members opened a girls' school to break the cycle of poverty and social imbalance.

**Teaching adults to read:** Rotary members in the United States partnered with ProLiteracy Detroit to recruit and train tutors after a study showed that more than half of the local adult population was functionally illiterate.

**New teaching methods:** The SOUNDS program in South Africa, Puerto Rico and the United States teaches educators how to improve literacy by teaching children to recognize letters by sounds instead of names.

**Making schools healthy:** Rotarians are providing clean, fresh water to every public school in Lebanon so students can be healthier and get a better education.



## TEAM MASCOT: Piggy for Polio

Piggy is making his rounds to all of the club visits this year and his enthusiasm is rubbing off, just like his paint job!

Can you believe our poor mascot has already needed to be re-painted to freshen up his look?

Clubs continue to be generous with the official mascot and the plastic pigs that each club has been given. All of this loose change is going to add up in a big way...to save the lives of children everywhere!





# Rotarian Spotlight: Burl Morris

Burl Morris received a plaque to recognize his amazing 65 year membership in the Delphos Rotary. He joined the club in 1952 when the club was just 4 years old. He was invited by another member and has been coming ever since.

The Delphos Herald covered the milestone anniversary saying:

Morris feels satisfaction from the things Rotary does locally and worldwide.

"I encourage people to see what the Rotary Foundation does," Burl said. "We had the polio project and now polio is nearly eradicated. We have raised funds to send much-needed medical equipment and supplies to South America. Now we are starting a worldwide nutrition program. The Rotary is doing good things. We're in our 12th year with the Music in the Park. It's all good."

ROTARY DISTRICT 6600 PRESENTS  
*The Team Makes The Difference!*  
 ★ DISTRICT CONFERENCE ★  
**MAY 18-20 2018** SAVE THE DATE  
*and step up to the plate!*  
 RENAISSANCE TOLEDO DOWNTOWN HOTEL

ADMIT ONE  
 5 18-20 18  
 SEC ROW SEAT

## Our Team In Action



Little Free Libraries are an amazing way to promote literacy in your community. Learn more at <https://littlefreelibrary.org/>

Farming is a part of our district's DNA. Join us on September 22nd for a Rotary tour of farms in Hancock and Hardin counties. [REGISTER NOW](#)



[rotarydistrict6600.org](http://rotarydistrict6600.org)  
[district6600@gmail.com](mailto:district6600@gmail.com)

Read past issues: <http://rotarydistrict6600.org/newsletters/>

## Follow Us





# August Membership Contest Matchstick Detail



## What is a "Matchstick Detail"?

Basically, all Rotarians should possess an effective way to tell an interested party *what Rotary is* and/or *does*. It is also called an "Elevator Speech." I like the "matchstick" idea, because it allows one *less time to give it*, plus the thought of burning one's finger(s) gives it A LOT more emphasis – it *can be great fun*, especially in a club setting!

So – When someone asks you "What is Rotary" or "What does Rotary Do" or "Why should I join Rotary", can you effectively tell them? In other words, the first few seconds might make the difference between keeping that person's interest, or not! Heck, you might find that this person could be your club's newest member!

**20-30 Seconds is all you've got sometimes!** I would challenge YOU to develop a "detail" that is concise, to the point, and effective. Here are a few examples:

*"Being a Rotarian means passionate people enjoying doing good in our world, through local and international projects, even saving lives!"*

*"Rotary means bringing education to children, helping mothers, keeping them safe, healthy, and helping their community with problems that they can't handle alone!"*

*"Rotary means working with World Health Organization, and Bill/Melinda Gates Foundation, to eradicate Polio from our world!"*

**The Matchstick Challenge** – I challenge you to send me your best "Matchstick Detail". It could be one per club, or individually. I should be able to easily read it **before** a 3" match (Ohio Blue Tip Match is a good example) burns down, but **not** your finger! **Send your written "detail" to me by no later than August 31<sup>st</sup>**, and I will decide which detail was the most effective. First Place wins a \$100 Russell-Hampton gift certificate, and Second Place gets a \$50 gift certificate.

## Please send your detail to:

John Hill (District Membership Chair)

[degaje98@hotmail.com](mailto:degaje98@hotmail.com)

Questions: Please call me at 440-858-7669 or 440-967-2821