Presidential Leadership Concepts

Rotary

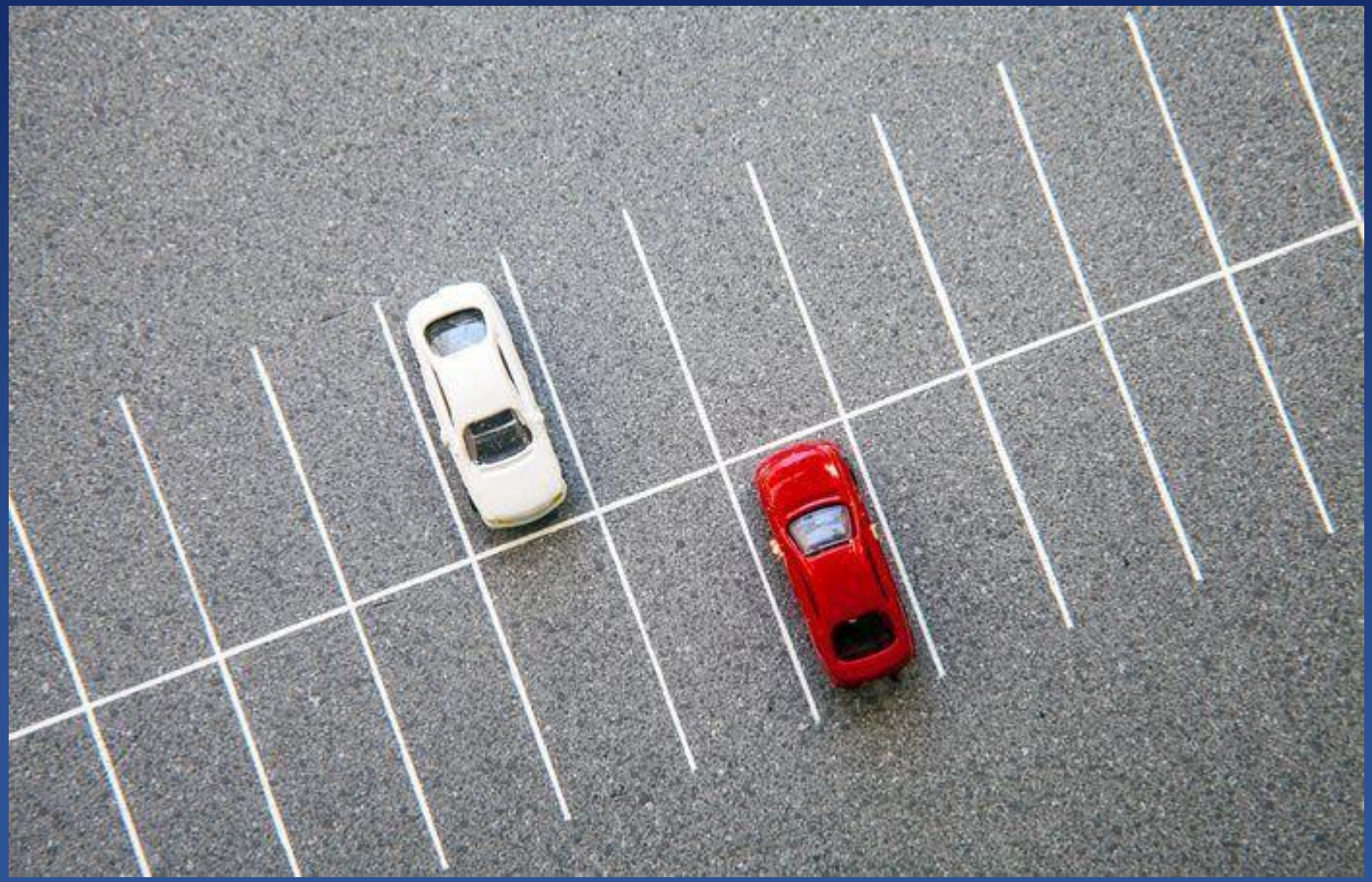
District 5180

Welcome

FFF n Amazing

Rotary District 5180

Parking Lot



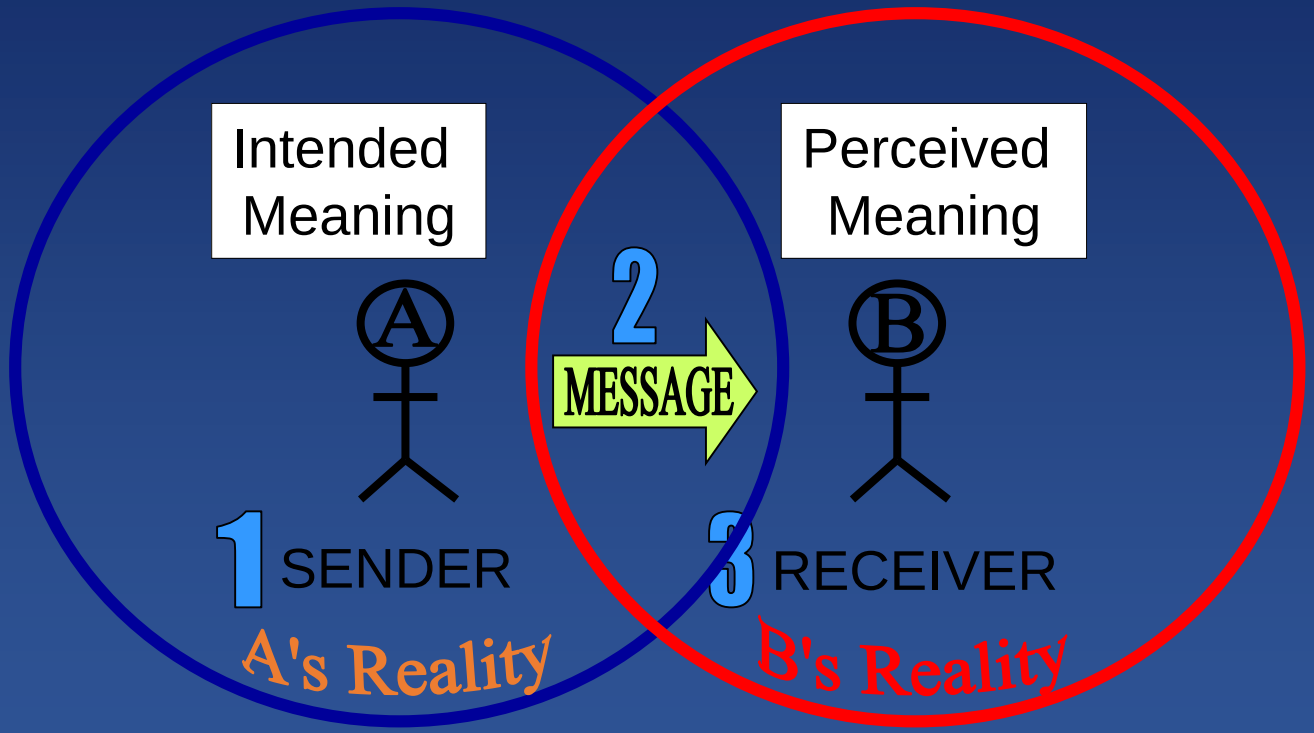
Communication

Leaders Communicate

Objectives

- Understand the traits and benefits of being an effective sender/receiver
- Identify barriers to communication
- Explore ways to enhance a message
- Learn strategies for minimizing difficult communication experiences

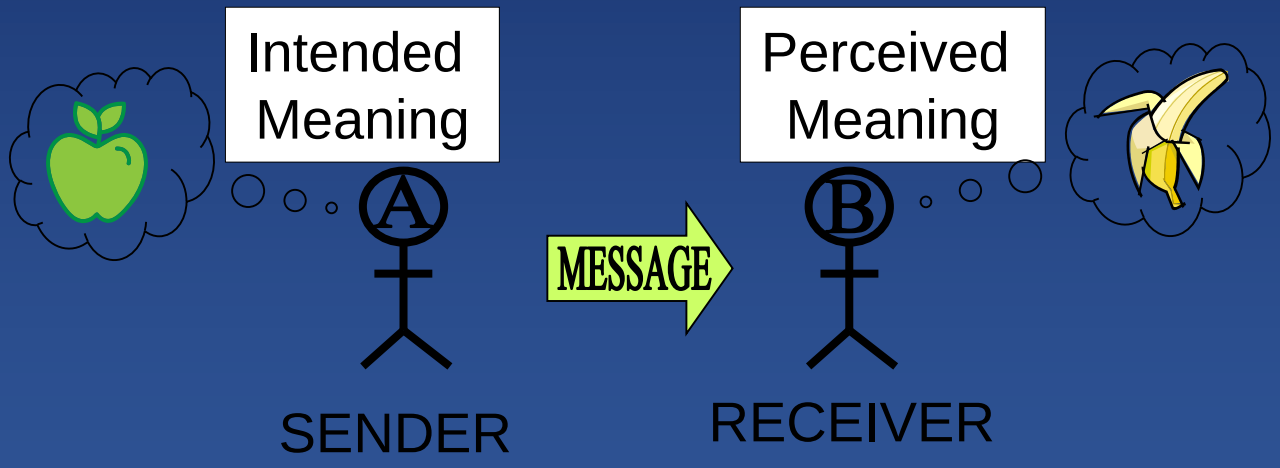
The Communication Picture



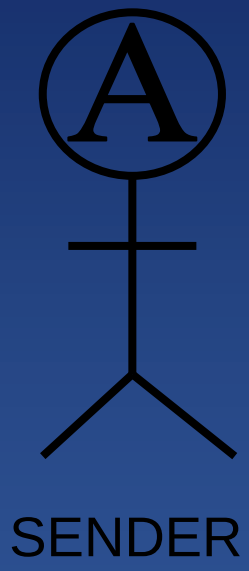
Process Difficulties

What do we do when the perceived message doesn't match the intended message?

We may need to RECODE or RESEND the message.



The Sender

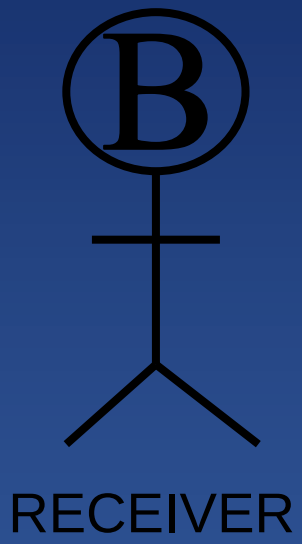


A. Knows the audience

B. Develops a communication plan

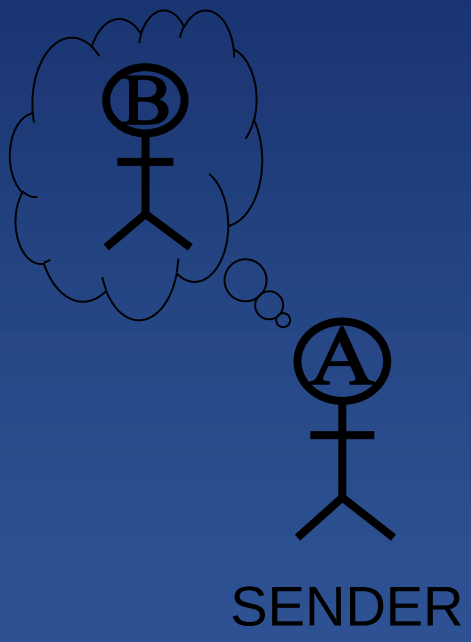
C. Enhances the message

The Receiver



- Listens
- Acknowledges
- Invites
- Summarizes
- Asks

Know The Audience

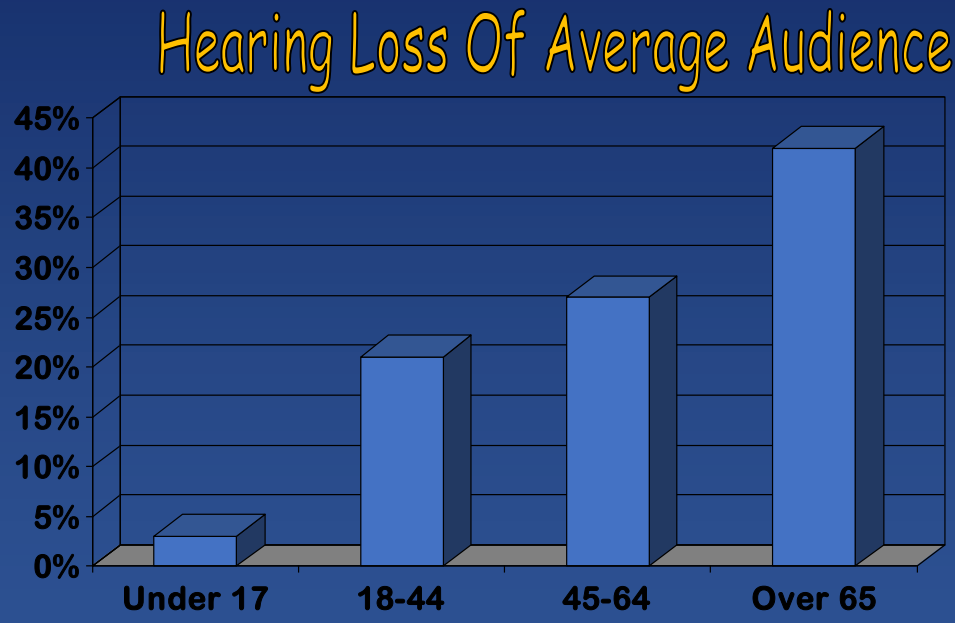


- Start with the end in mind
- Be aware of potential barriers to communication

Communication Barriers

1) Physical

Average Rotary audience has 40% hearing loss



Communication Barriers

1) Physical
2) Perceptual

Is this an Eskimo or a Native American?

Communication Barriers

1) Physical
2) Perceptual
3) Generational

Communication Barriers

1) Physical
2) Perceptual
3) Generational
4) Cultural

Communication Barriers

1) Physical
2) Perceptual
3) Generational
4) Cultural
5) Emotional
6) Gender
7) Language

Enhance The Message:

1. Provide structure
2. Use visuals
3. Use Audio Cues
4. Use emotion
5. Use Entertainment
6. Be Enthusiastic

Learner Types

- Visual Learning

  Learn Through Seeing - 29%

- Auditory Learning

  Learn Through Hearing - 34%

- Kinesthetic Learning

  Learn Through Moving - 37%

Develop A Communication Plan

To Effectively Communicate Today

You Can Not Communicate The Way You Like To Communicate

You Must Communicate The Way The Listener Wants To Be Communicate To!

Ray Ward

Communication Methods

- Person to person — 1:1, Meetings, Presentations, Phone
- Written — Books, Reports, Notes, Journal, Newsletters, Articles, Letters
- Internet — E-Mail, Websites, Video Conferencing, Blogs, Posts, IM's, Social Networking, Texting, Video Sharing
- Mass Media — Ads, Billboards, TV/Radio

Communication - Ask

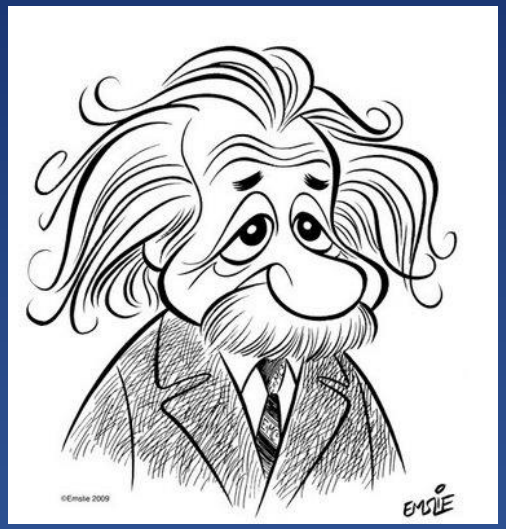
Working Together Communication Method

Person to Person

- Praise
- Describe Need
- Purpose
- Ask for Commitment

Dealing With Difficulties

Recognize, Stop & Shift



- Alter your style
- Focus on a new aspect
- Breathe and center
- Change posture
- Open or close in on space
- Lower or slow down voice

Dealing With Difficulties

Avoid Trigger Words

- You
- Why
- Have To
- Can't
- Try
- But
- Sorry
- Always/Never

- "I…"
- "Tell me more…"
- "Willing to…"
- "Unable to…"
- "This is what I can do…"
- "…and…"
- "…apologize…"
- "Sometimes it seems…"

Dealing With Difficulties

Anger

Remember "Q.-T.I.P."

- **Q – uit**
- **T – aking**
- **I – t**
- **P – ersonally**

Dealing With Difficulties

Handling A Complaint?

Remember "L.A.S.T."

- **L – isten**
- **A – cknowledge**
- **S – uggest**
- **T - hank**

Rotary's Communication Barrier Strategy

The 4 Way Test

Of the things that we think, say, or do . . .

- Is it the TRUTH?
- Is it FAIR to all concerned?
- Will it BUILD GOODWILL and better friendships?
- Will it be BENEFICIAL to all concerned?

Let's Review

- Understand the traits of being an effective sender/receiver
- Identify barriers to communication
- Explore ways to enhance a message
- Learn strategies for minimizing difficult communication experiences

Developing a Plan

Developing a Plan

Developing a Plan

- Understand Your Market
- Develop A Strategy

Developing a Plan

Setting A Membership Goal

Membership Goal		
Goal		2
Annual Loss	7	5
New Member Needed		7
Prospects Needed (3X)		21
Potential Prospects (5X)		105

Plan:

Developing a Plan

- Understand Your Market
- Develop A Strategy
- Implement
- Revise

15
Coffee
Est. 2016

Marketing

Marketing Your Club

Why Marketing?

- Public Relations/Image
- Branding
- Marketing

Why Marketing?

What Do We Need to Do?

- Plan
- Reach
- Act
- Convert
- Engage

Use the Brand

Rotary

Our Town

Big Event

Date

Time

Location

Address

City, State

$$$$$

Rotary Club of Our Town

Use the Brand

Use the Brand

Use the Brand

Rotary

D5180

Use the Brand

Marketing Your Club

Where?

- Community Events
- Fundraisers
- Service Projects

What Actions Do You Expect?

- Come to an Event
- Buy Tickets/Contributions
- Join the Club

Process

Goal Increase Membership

- First Action Sponsor Community Event
- Have a Booth at the Event/Signage
- Have Flyers for the Club
- Wait?

Process

Raffle

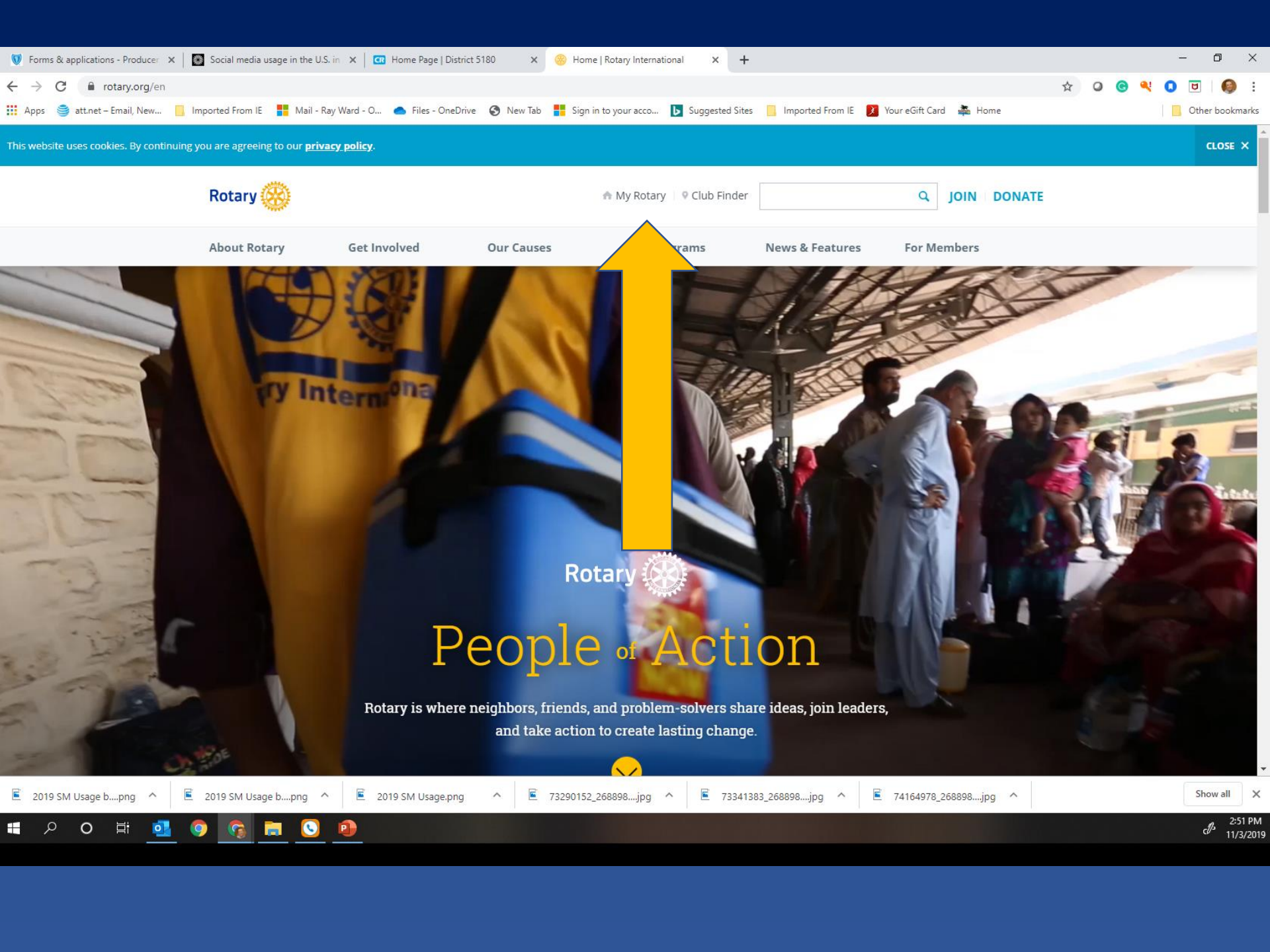
- Working the Crowd
- Follow-up

INSIDE THE
FREEMASONS

Technology

Rotary International
District Governor

NO WHEELS HERE
NO NEW TECHNOLOGY
NO
PROTESTING AGAINST NEW TECHNOLOGY – THE EARLY DAYS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Social media usage in the U.S. in
Home Page | District 5180
Home | Rotary International
rotary.org/en
Apps
att.net – Email, New...
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Imported From IE
Your eGift Card
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CLOSE
Rotary
My Rotary
Club Finder
JOIN
DONATE
About Rotary
Get Involved
Our Causes
News & Features
For Members
Rotary
People of Action
Rotary is where neighbors, friends, and problem-solvers share ideas, join leaders, and take action to create lasting change.
2019 SM Usage b....png
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11/3/2019

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my.rotary.org/en
Apps | att.net – Email, New... | Imported From IE | Mail - Ray Ward - O... | Files - OneDrive | New Tab | Sign in to your acco... | Suggested Sites | Imported From IE | Your eGift Card | Home | Other bookmark
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My Rotary Member Dashboard

Welcome to My Rotary, a place for members of Rotary to access tools and information to m
your membership.

If you are not a member of Rotary, please visit our home page at Rotary.org.

SIGN IN TO MY ROTARY

REGISTER FOR AN ACCOUNT

World Polio Day cheers major achievements toward global polio eradication

Rotary Spotlight

Together, we see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves. Read more on our strategic plan >

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my.rotary.org/en/user/register

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Account Registration

*Required

First Name *

Last Name *

Sign-in Email *

Are you 18 years old or older? *

- Yes
- No

CONTINUE

By creating an account, you are agreeing to Rotary's Privacy Policy and Terms of Use. Your privacy is important to Rotary and the personal data you share with Rotary will only be used for essential activities or legitimate interests that do not unduly interfere with your privacy rights. These uses include financial processing, supporting The Rotary Foundation, facilitating event planning, communicating key organizational messages and responding to your inquiries. Rotary's privacy policy can be found at https://my.rotary.org/privacy-policy.

Please help us improve. Was this page helpful?

YES NO

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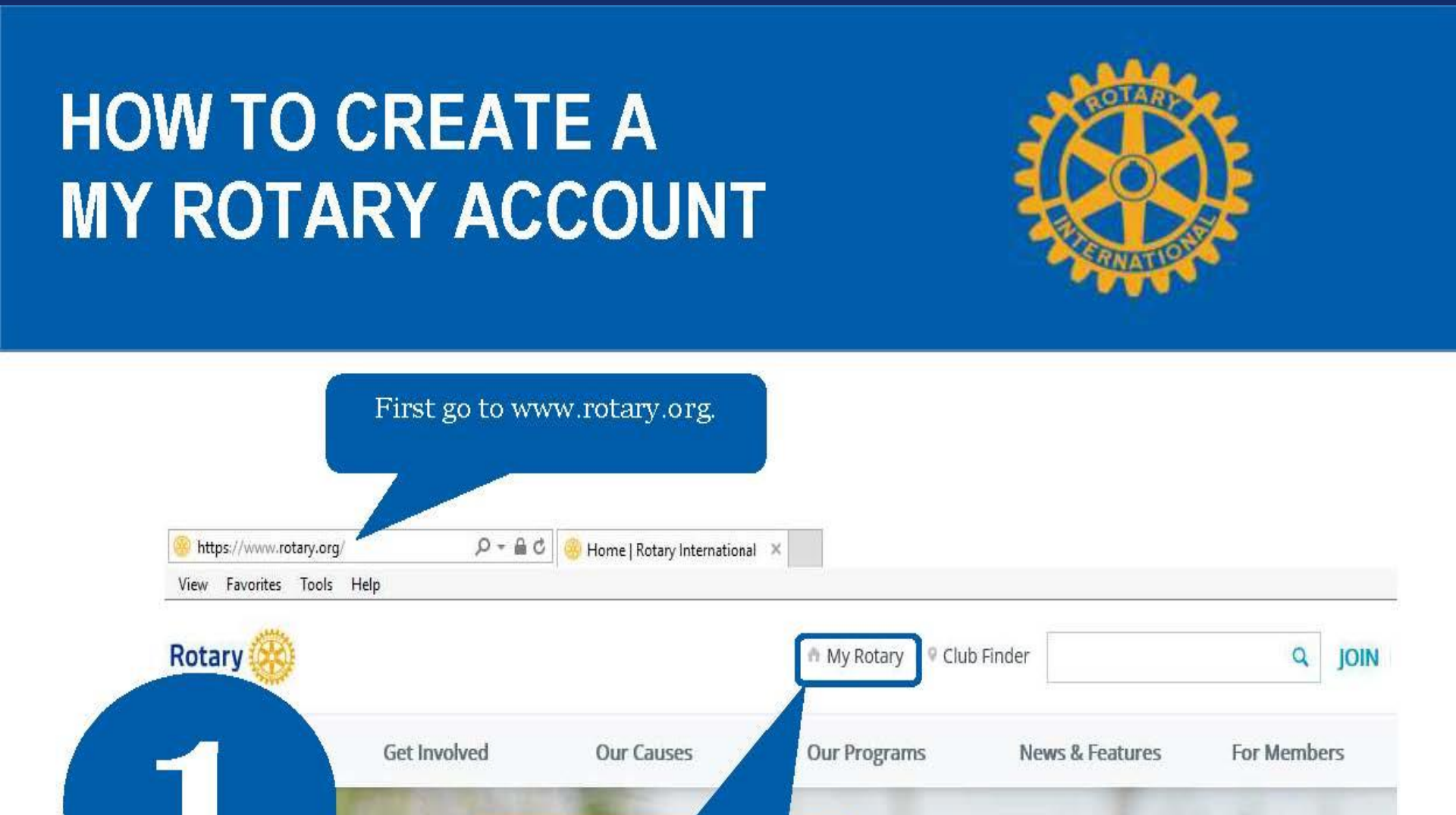
Creating a My Rotary Account



my.rotary.org/en

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World Polio Day cheers major achievements toward global polio eradication

Health officials announce type 3 of the wild poliovirus has been completely eradicated, a major step toward a polio-free world. Read more ›

Rotary Spotlight

Together, we see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves. **Read more on our strategic plan** >

My Club Snapshot

What's new

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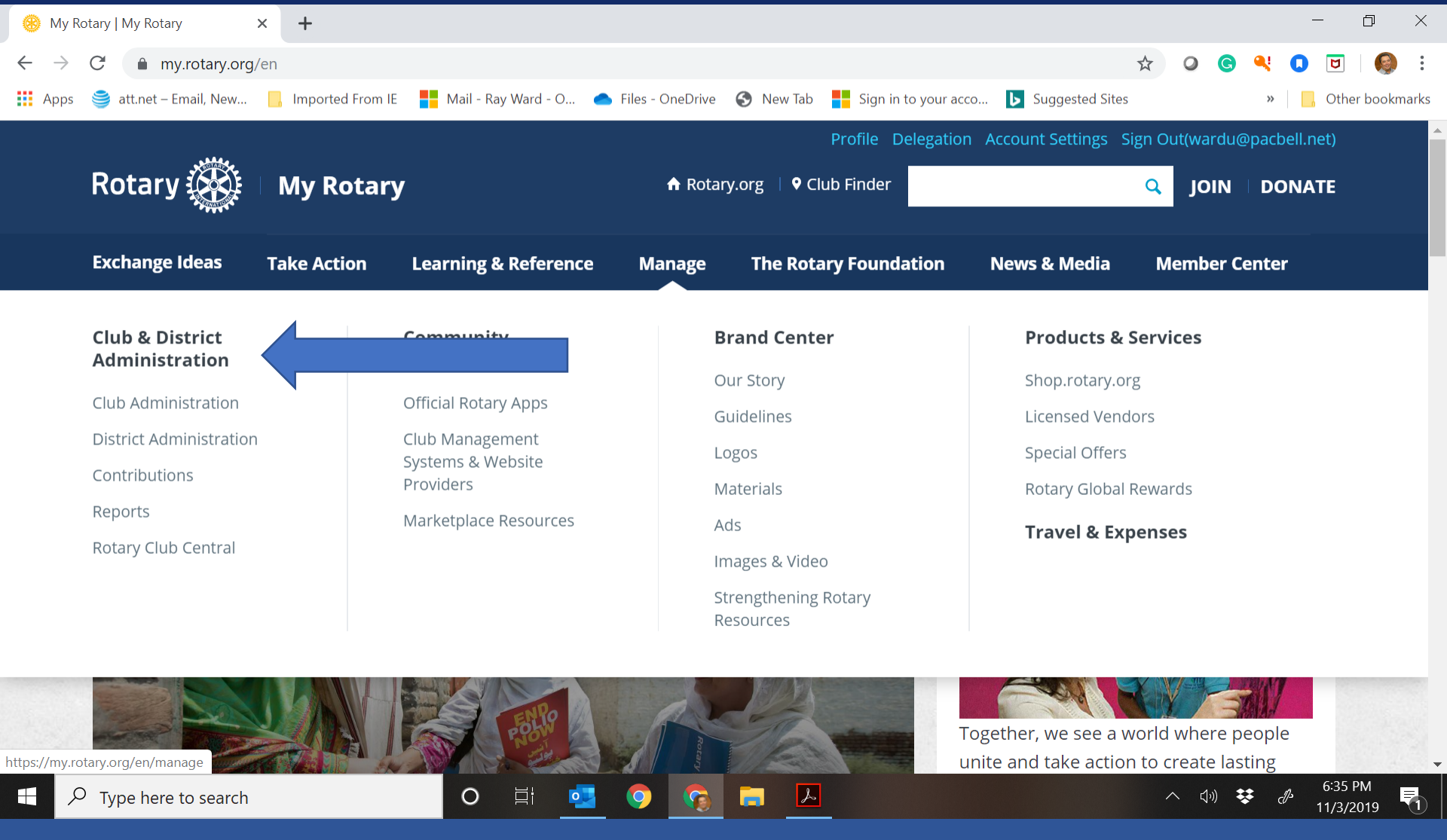
Club Admin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my.rotary.org/en
Apps
att.net – Email, New...
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New Tab
Sign in to your acco...
Suggested Sites
Other bookmarks
Profile
Delegation
Account Settings
Sign Out(wardu@pacbell.net)
Rotary
My Rotary
Rotary.org
Club Finder
JOIN
DONATE
Exchange Ideas
Take Action
Learning & Reference
Manage
The Rotary Foundation
News & Media
Member Center
Club & District Administration
Club Administration
District Administration
Contributions
Reports
Rotary Club Central
Official Rotary Apps
Club Management Systems & Website Providers
Marketplace Resources
Brand Center
Our Story
Guidelines
Logos
Materials
Ads
Images & Video
Strengthening Rotary Resources
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END POLIO NOW
Together, we see a world where people unite and take action to create lasting
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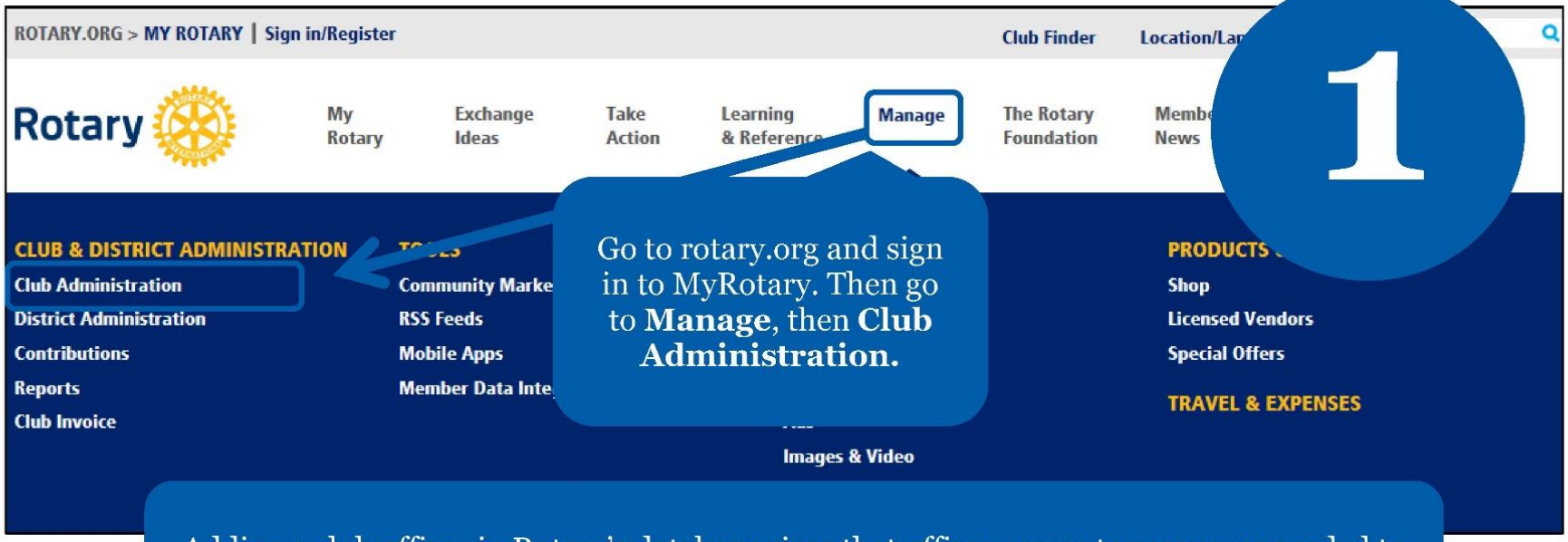
Add an Officer

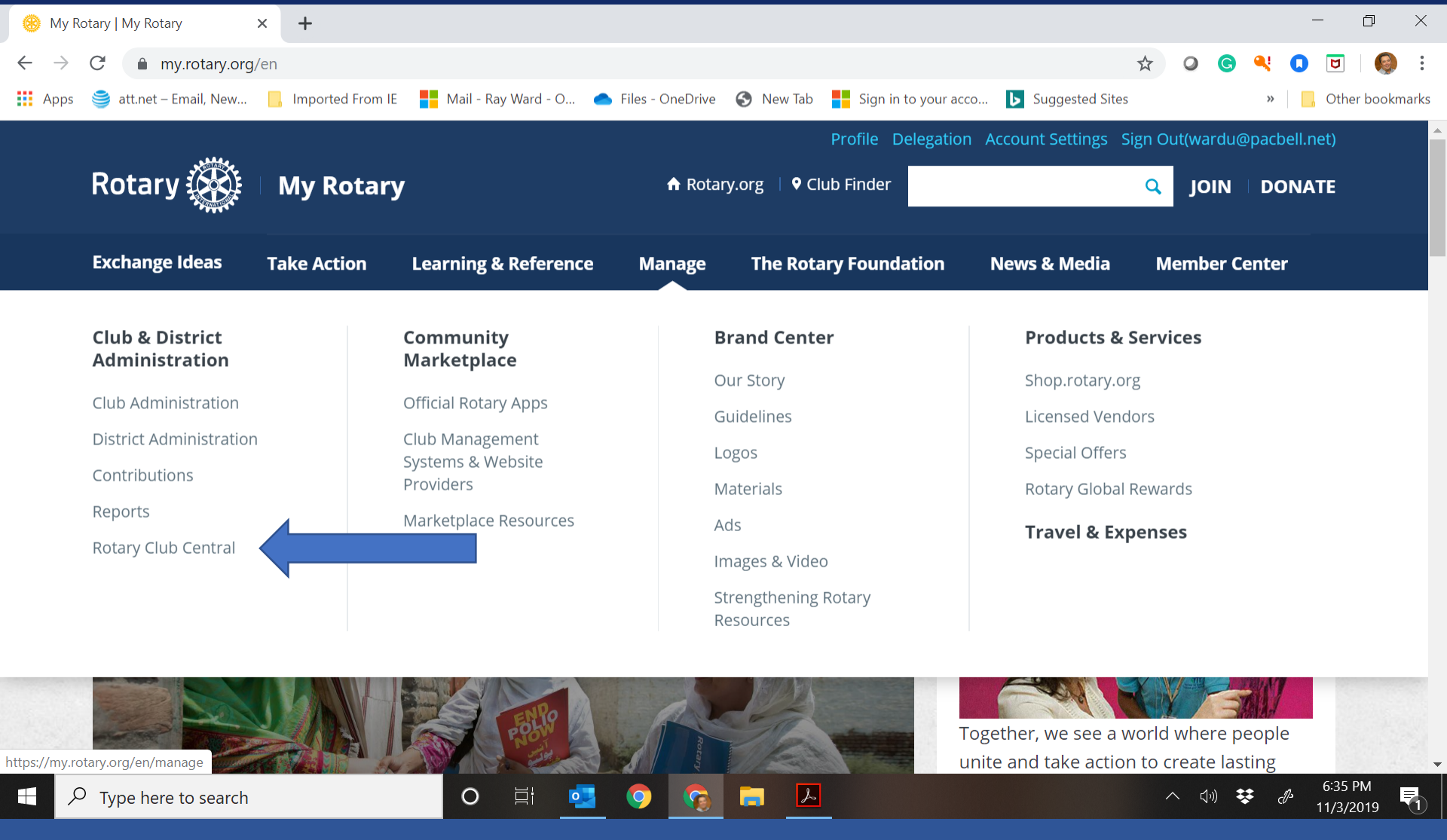
HOW TO ADD AN OFFICER



Add an Officer

- Add for 2020-2021
  - President (YOU)
  - Treasurer
  - Secretary
  - The Rotary Foundation Chair
  - Membership

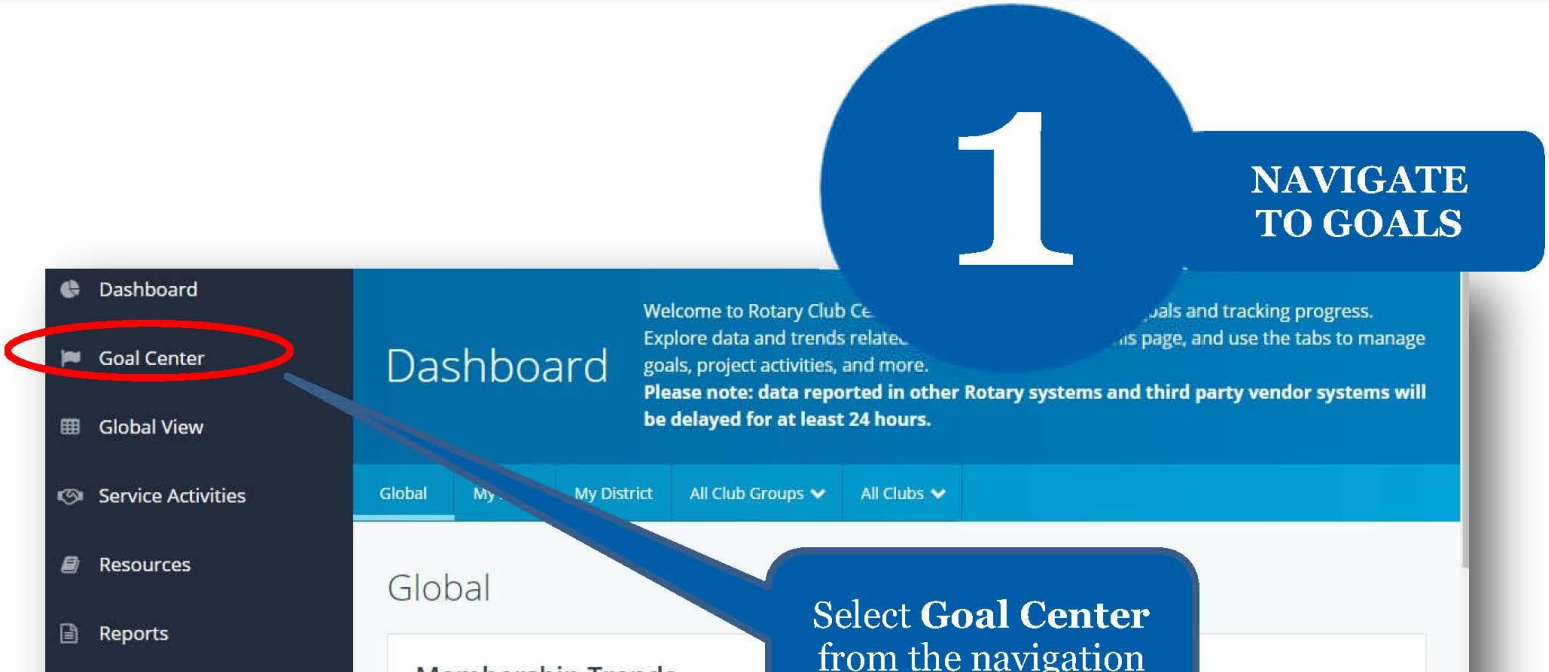
Rotary Club Central - RCC



Rotary Club Central - RCC

HOW TO SET A GOAL

For club officers



Required Goals

At or before PETS

- Membership
- Foundation Annual Fund Goal
- End Polio Now Goal

Club Fundraising Analysis

Rotary

Club Fundraising Analysis

Interim Results For July through November (2019 - 2020)

District 5180

Annual Fund Goal	
2019 - 2020	$10,500
2018 - 2019	**$10,900**
2017 - 2018	$7,600
2016 - 2017	$5,800
2015 - 2016	$5,100

Annual Fund Contributions	
2019 - 2020	$3,167
2018 - 2019	**$11,437**
2017 - 2018	$9,982
2016 - 2017	$6,895
2015 - 2016	$10,193

Total Contributions	
2019 - 2020	$3,407
2018 - 2019	$12,922
2017 - 2018	$11,162
2016 - 2017	$7,945
2015 - 2016	**$18,233**

AF Per Capita	Club	District
2019 - 2020	$122	$48
2018 - 2019	**$347**	**$206**
2017 - 2018	$285	$172
2016 - 2017	$197	$164
2015 - 2016	$261	$173

Membership	
2019 - 2020	26
2018 - 2019	33
2017 - 2018	35
2016 - 2017	35
2015 - 2016	**39**

	EREY Members	Sustaining Members	PHS Eligible
2019 - 2020	37	8	0
2018 - 2019	48	43	0
2017 - 2018	49	46	**1**
2016 - 2017	44	19	0
2015 - 2016	**52**	**49**	**1**

Annual Fund Report Range Comparison is the Annual Fund giving from 1 July to 30 November for current and previous years

The prior four-year average in Annual Fund giving from July through 30 November is $3,490. This figure can be used to compare Annual Fund giving for the current Rotary year.

Total Contributions include Annual Fund, PolioPlus, approved Foundation Grants, Other Giving, and Endowment Fund (Permanent Fund) contributions for the reporting period.

For questions and additional club reports please use Member Access at www.rotary.org or call our Contact Center toll free at (+1-866-976-8279) or by email at (contact.center@rotary.org).

Note: 'EREY Members' reflect the number of donors who contributed some amount to the Annual Fund during the Rotary Year. 'Sustaining Members' reflect the number of donors who contributed US$100 or more to the Annual Fund. 'PHS Eligible' reflect the number of donors who contributed US$1,000 or more to the Annual Fund, Polio Plus or approved Foundation Grant.

Data As of: 02-Nov-2019

ClubFundraisingAnalysis R00079D.1403

Club Reports Contribution & Recognition Reports

Rotary

CLUB RECOGNITION SUMMARY

AS OF 3 NOVEMBER 2019

Fair Oaks, CA, United States

District:	5180	Paul Harris Fellows:	62	Bequest Society:	6	Rotarian Donors:	73	Rotary Direct Donors:	27	All-Time Giving:	$483,120
Club:	525	Benefactors:	14	Major Donors:	7	Rotarian Non-Donors:	16	Non-Rotarian Donors:	0		

Rotary ID	Name	Club Member	Recognition Amount	Current PHF Level	PHF Date	Foundation Recognition Pts Available	— Last Contribution —		Benefactor	Rotary Direct
525	R/C of Fair Oaks					23,268.59	Oct-2019	POLIO PLUS		
01	Harris, Paul	Y	2,702.50	PHF +1	Mar-2016	852.50	Oct-2019	POLIO PLUS	N	Y
		Y							N	
		Y							N	
		Y	1,591.00	PHF	Oct-2019	1,591.00	Oct-2019	AF-SHARE	N	
		Y	1,352.00	PHF	Oct-2019	252.00	Jul-2017	AF-SHARE	N	
		Y	1,500.00	PHF	Aug-2015	562.00	Oct-2019	AF-SHARE	N	
		Y	2,000.00	PHF +1	Sep-2019	1,000.00	Sep-2019	AF-SHARE	N	
		Y	1,536.00	PHF	Jun-2019	461.00	May-2017	AF-SHARE	N	
		Y	2,756.00	PHF +1	Oct-2013	656.00	Oct-2019	POLIO PLUS	N	Y
		Y	2,150.00	PHF +1	Mar-2008	1,150.00	Oct-2019	AF-SHARE	N	
		Y	3,893.00	PHF +2	Dec-1989	400.45	Mar-2018	AF-SHARE	N	
		Y	2,552.61	PHF +1	Jul-1997	552.61	Oct-2019	POLIO PLUS	N	
		Y	4,200.00	PHF +3	Feb-1996	200.00	Oct-2019	POLIO PLUS	N	
		Y	3,625.00	PHF +2	Jun-1990	525.00	Jun-2017	AF-SHARE	Y	
		Y	25.00			25.00	Oct-2019	POLIO PLUS	N	
		Y	1,199.00	PHF	Jan-2018	499.00	Aug-2018	AOFWTRSAN	N	
		Y	1,695.00	PHF	Nov-2012	595.00	Oct-2019	POLIO PLUS	N	Y
		Y	5,600.00	PHF +4	Apr-2010	2,250.00	Oct-2019	AF-SHARE	Y	Y
		Y	3,500.55	PHF +2	Jan-2006	450.55	Apr-2017	AF-SHARE	N	
		Y	1,420.00	PHF	Dec-1989	400.00	May-2016	AF-SHARE	N	
		Y	3,022.50	PHF +2	Dec-2017	822.50	Oct-2019	AF-SHARE	N	Y
		Y	1,135.00	PHF	Jan-2019	135.00	Oct-2019	AF-SHARE	N	Y
		Y	100.00			100.00	Oct-2019	POLIO PLUS	N	
		Y							N	
		Y	3,564.50	PHF +2	Jan-1993	864.50	Sep-2019	AF-SHARE	N	Y

Personal data on this report should be used for authorized Rotary purposes only. By accessing this data, you agree to abide by Rotary's Data Use Policy.

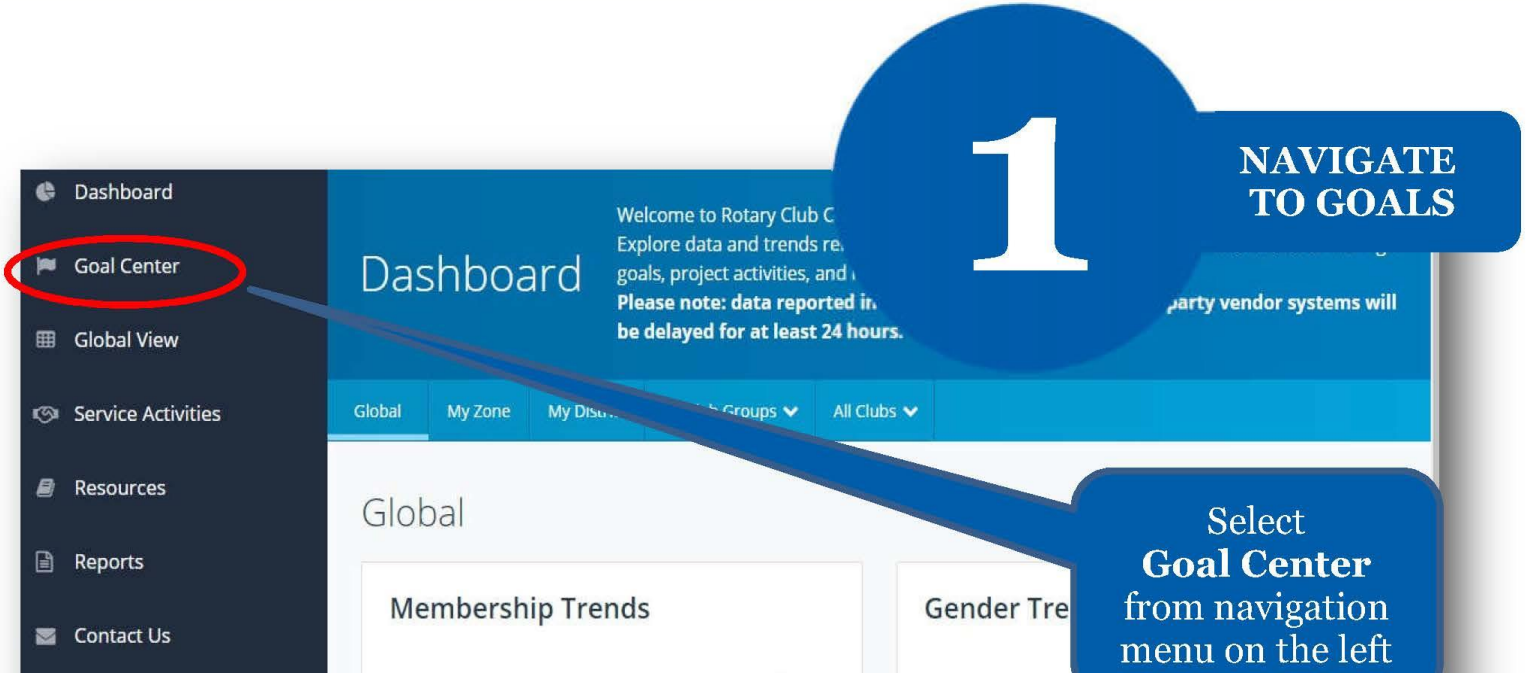
Membership Trending

DISTRICT 5180 MEMBERSHIP NUMBERS	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	2019-20	31-Aug-19	30-Sep-19	17-Oct-19			Vs Goal	Diff from 18 SAR	Diff from SAR Peak
Arden-Arcade (Sacramento)	47	51	50	49	44	45	44	50	53	51	55	47	50	51	48	50	49	49			-1	1	-6
Carmichael	28	29	28	28	28	27	31	30	30	28	33	33	35	33	32	32	33	33			-4	1	-2
Citrus Heights	35	28	29	27	28	35	36	42	45	48	40	35	35	33	26	27	27	27			-8	1	-21
Clarksburg													30	33	16	17	17	17			17	1	-16
East Sacramento	52	51	49	47	39	37	38	38	44	39	44	42	40	41	48	47	47	47			-1	-1	-5
El Dorado Hills	62	67	52	48	45	42	37	36	29	28	30	29	25	34	39	39	39	39			-2	0	-28
Elk Grove	81	86	87	88	87	74	69	68	65	60	61	62	60	61	60	61	61	61			61	1	-27
Fair Oaks	48	46	44	48	45	46	49	53	60	64	79	74	80	82	85	86	87	86			-4	1	1
Folsom	74	75	78	85	89	82	70	72	72	73	74	80	85	93	94	96	96	97			2	3	3
Folsom Lake (Folsom)						24	28	25	19	20	21	17	18	21	18	18	17	17			-2	-1	-11
Foothill Highlands	27	27	27	24	26	24	26	24	22	21	21	19	19	13	13	13	13	13			-1	0	-14
Gold River			7	7	5																		
Granite Bay	35	37	43	42	35	43	39	40	39	36	37	37	34	32	29	29	29	29			29	0	-14
Great Sac Passport One											51	82	67	54	44	48	49	50			-10	6	-32
Gridley	45	44	44	46	38	41	41	41	36	37	39	40	41	38	38	38	38	35			35	-3	-8
Historic Folsom	27	34	38	39	33	32	29	26	26	17	24	23	22	23	17	11	12	12			-18	-5	-27
Laguna Sunrise (Elk Grove)	14	15	11	24	34	42	42	38	46	40	44	45	44	38	40	43	43	45			5	5	-1
Lincoln	40	50	52	54	52	57	48	51	55	52	51	50	48	47	50	56	54	53			-3	3	-4
Loomis Sunset								25	25	22	19	14	12	8									
Marysville	42	44	48	47	46	44	41	41	43	42	39	43	45	43	41	41	41	43			43	2	-5
Midtown-Sacramento	14	10	9	7	8	8	7	8	5	5	9	8	7	8	5	6	6	6			-2	1	-8
Natomas (Sacramento)	13	14	20	21	23	20	16	13	12	11	11	11	8	7	7	7	7	7			-3	0	-16
North Sacramento	34	30	28	31	30	29	28	27	25	22	18	16	14	18	22	23	24	24			1	2	-10
Orangevale	41	47	48	51	46	38	34	30	32	34	34	32	33	30	31	31	31	33			0	2	-18
Oroville	47	51	57	56	57	62	58	62	39	40	47	46	46	45	50	49	49	49			-3	-1	-13

Rotary Club Central - RCC

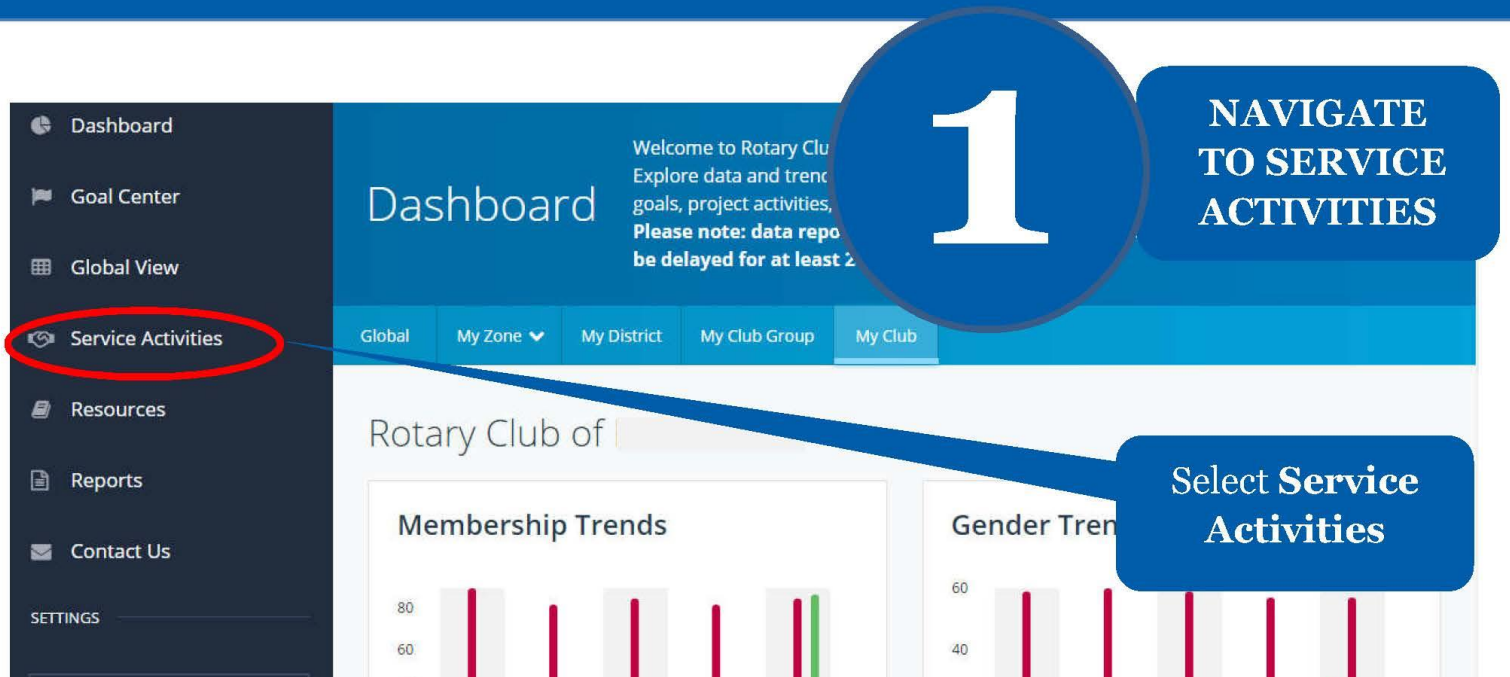
HOW TO REPORT PROGRESS ON GOALS

For club officers

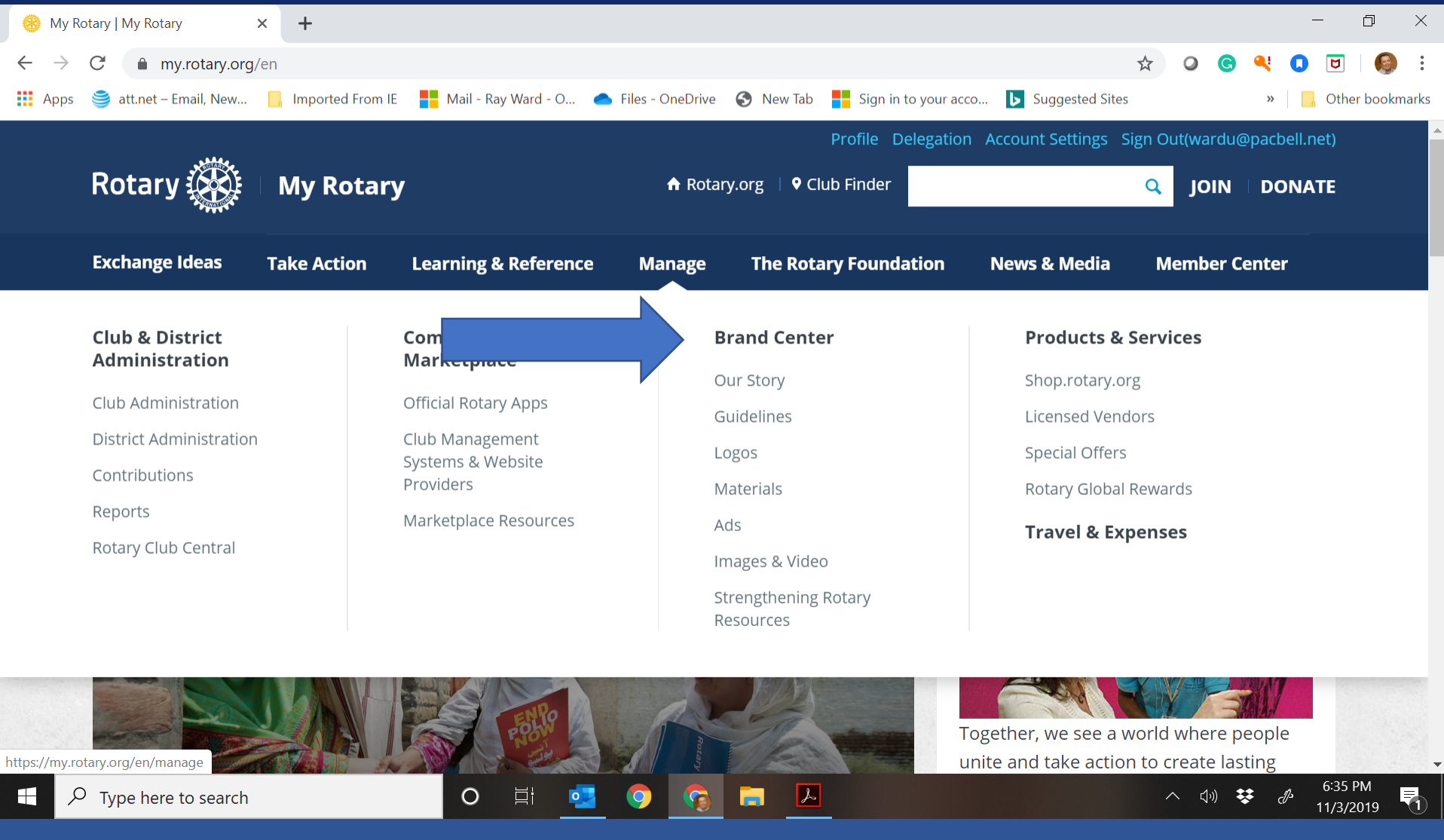


Rotary Club Central - RCC

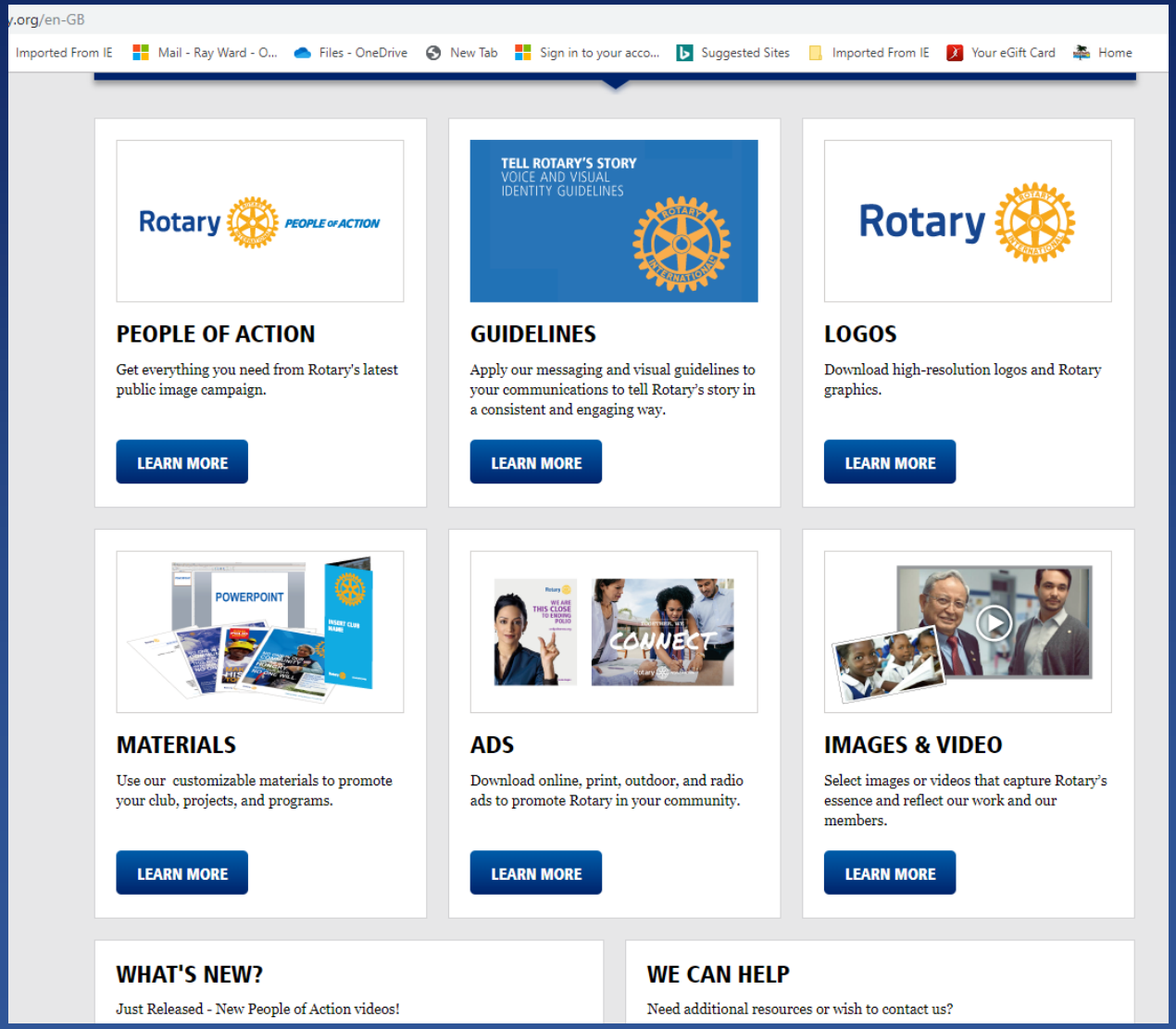
HOW TO RECORD SERVICE ACTIVITIES



Brand Central



Brand Central



Brand Central

Rotary

IDENTITY AT A GLANCE

Overview

Our identity at a glance contains the basic elements in our visual system: our logos, color palette, typography, iconography, and information graphic styles, along with photography style and suggested subject matter and merchandise ideas. Each element is designed to work in harmony with the others, while providing flexibility within a framework. When combined, they clearly convey our active leadership, our persevering spirit, and our compassion. Please use this condensed guide in conjunction with the full guidelines available at www.rotary.org.

What logo format do I use for:

Print	.eps	spot or cmyk
Embroidery	.eps	spot or cmyk
Silkscreen	.eps	spot or cmyk
Word Doc (Print)	.png	rgb
PowerPoint	.png	rgb
Digital: Web/Email Tablet/Mobile	.png	rgb

Logos

Masterbrand Signature

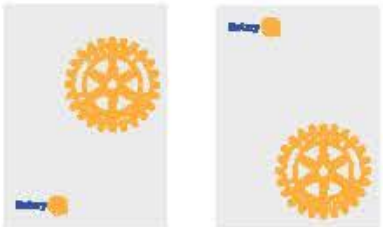
Rotary

RotaryMBS_P_PMS_Cans

Mark of Excellence

RotaryMOE_P_PMS_Cans

Single Page Logo Usage Example



Typography

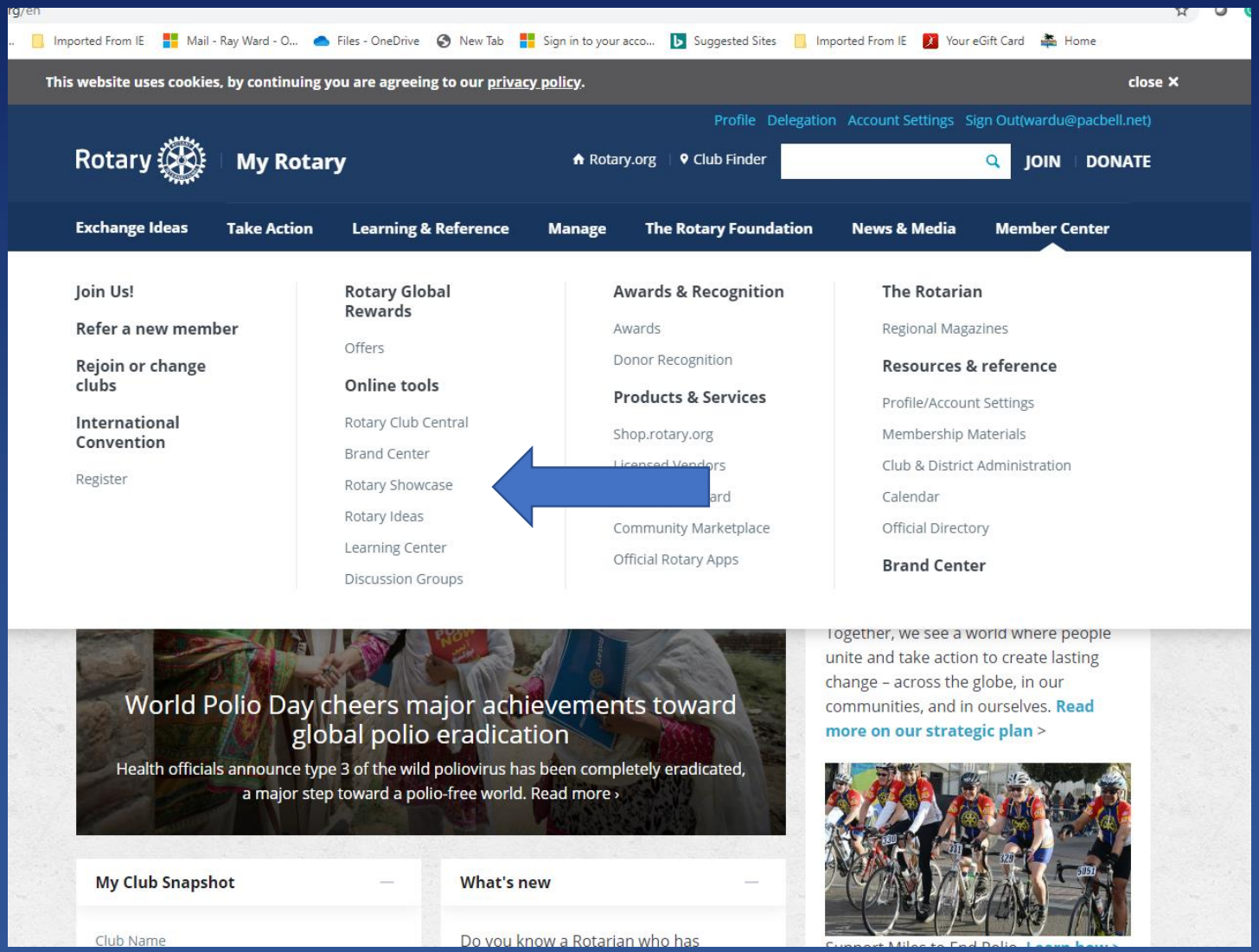
Licensed Option —
fonts for purchase

Primary

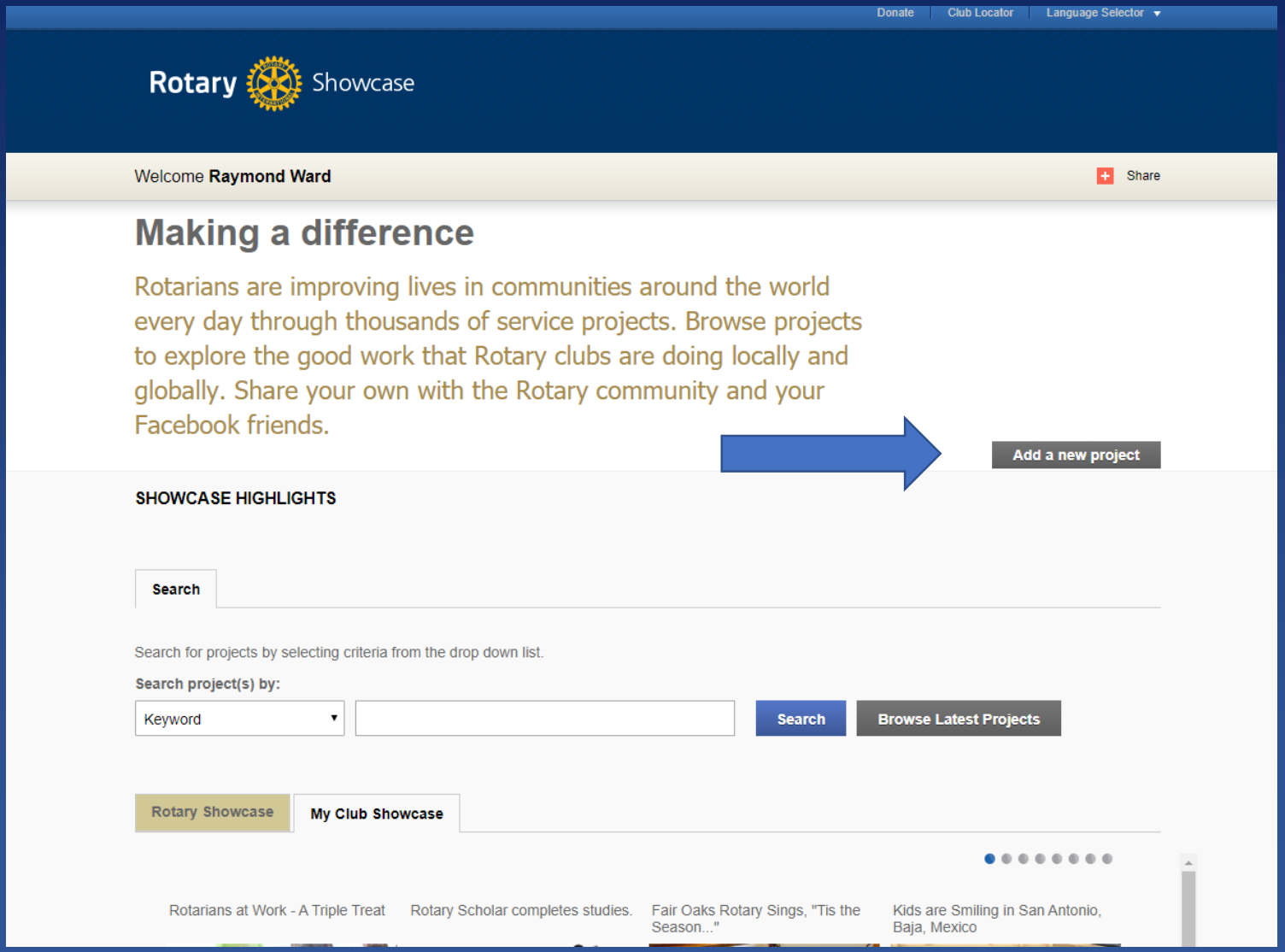
FRUTIGER BLACK CONDENSED ALL CAPS FOR HEADLINES

Frutiger for subheads,
secondary nav,
info graphics, and lockups

Rotary Showcase



Rotary Showcase



Welcome to ClubRunner

An Official Rotary International Licensee

Clubrunner

- Full Version
  - Club Website
  - Communication tool
  - Membership Add/Term
  - RI Integration
  - Attendance

Clubrunner

- Full Version
- Lite Version
  - Club Website
  - Communication tool
  - Membership Add/Term
  - RI Integration

Clubrunner

- Full Version
- Lite Version
- Admin
  - Communication tool
  - Membership Add/Term
  - RI Integration
  - Attendance

Clubrunner

- Full Version
- Lite Version
- Admin
- Use of District Site
  - Membership Add/Term
  - RI Integration
  - Attendance

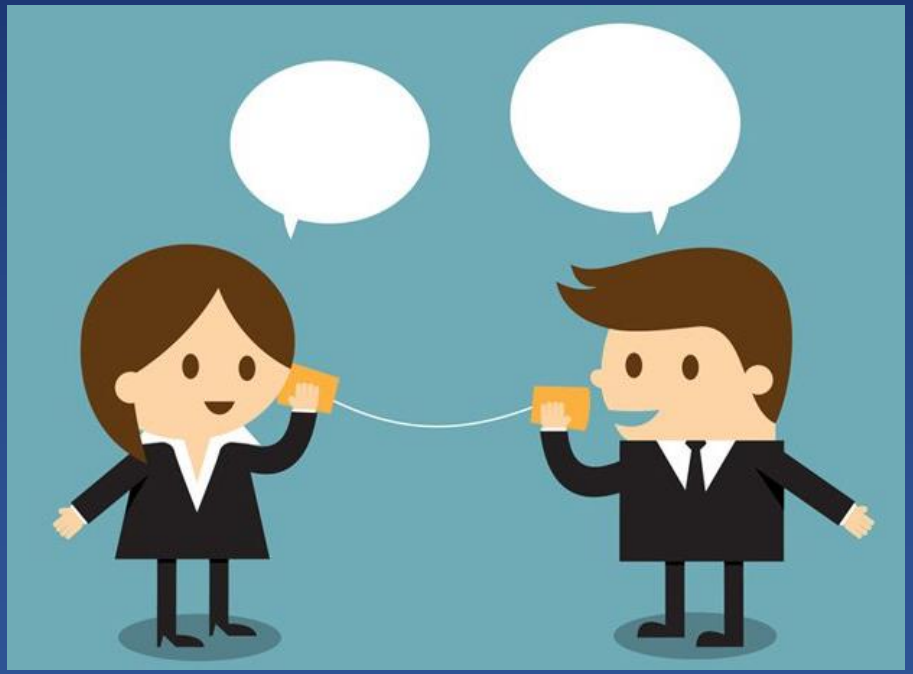
Websites

- Why?
  - Presence
  - Browse
  - Credibility

Clubrunner

Other Important Elements (internal)

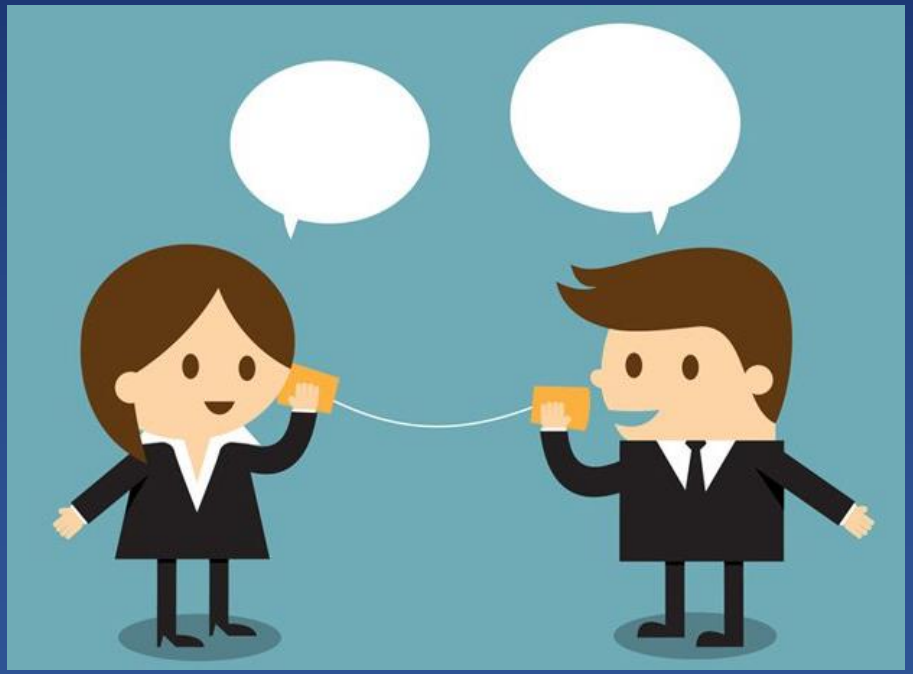
- Your Staff
  - President (You)
  - President-Elect
  - Treasurer
  - Secretary
  - Membership
  - Marketing
  - Community Service
  - International Service



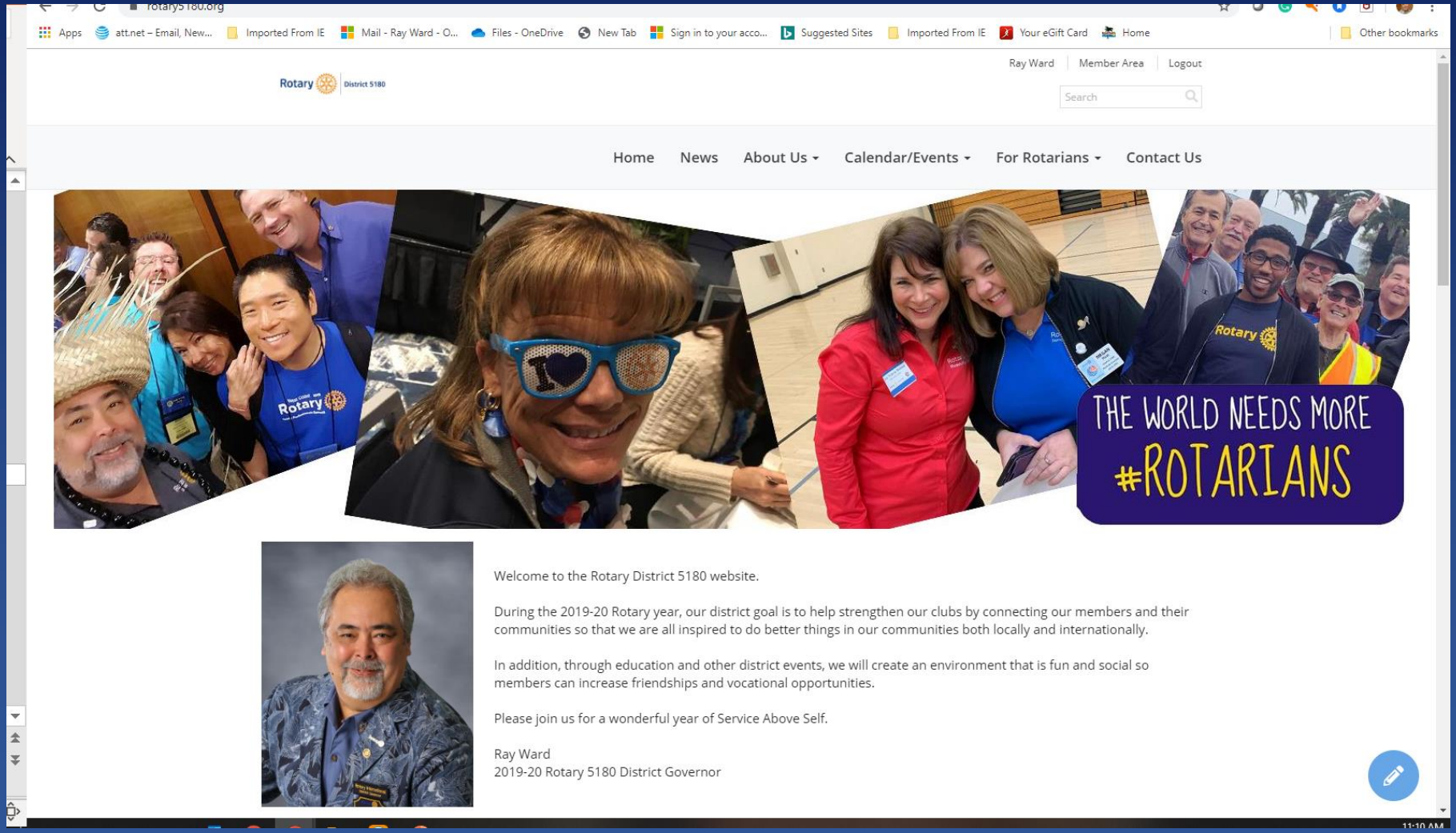
Clubrunner

Other Important Elements (internal)

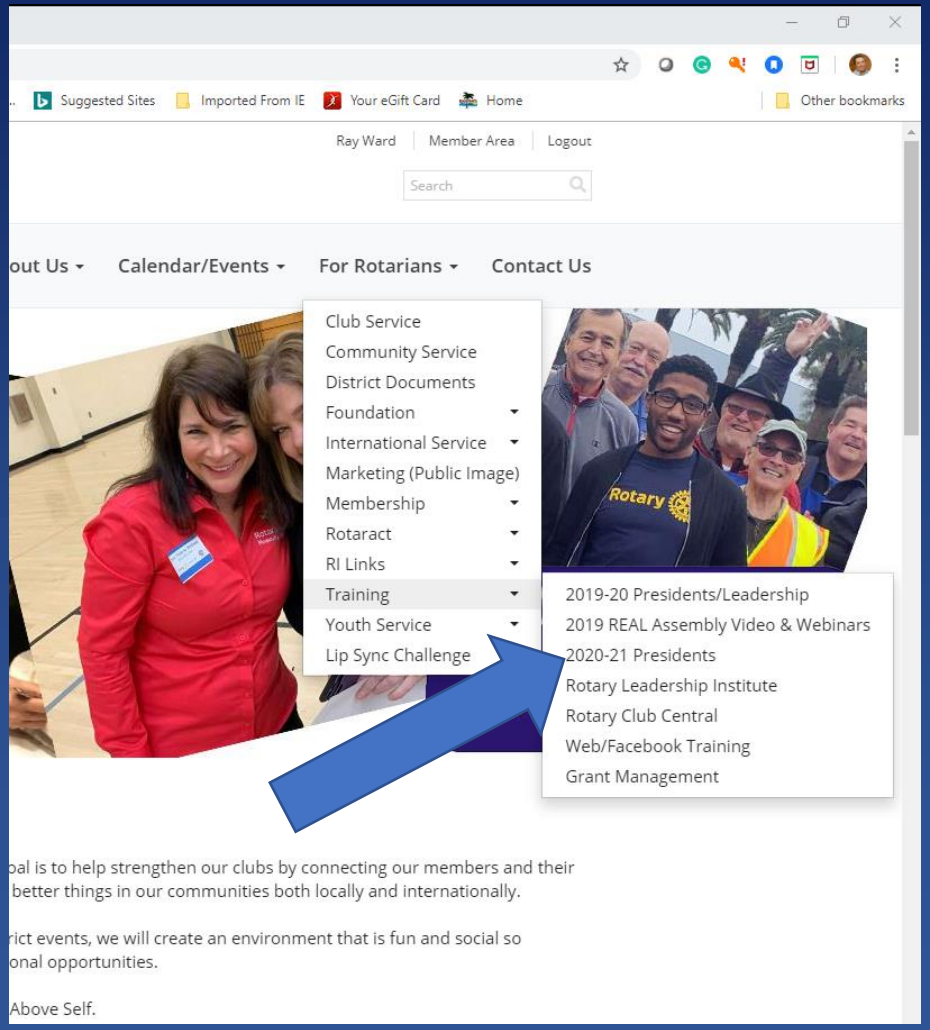
- Your Staff
- Member Info/Stats
- Communication



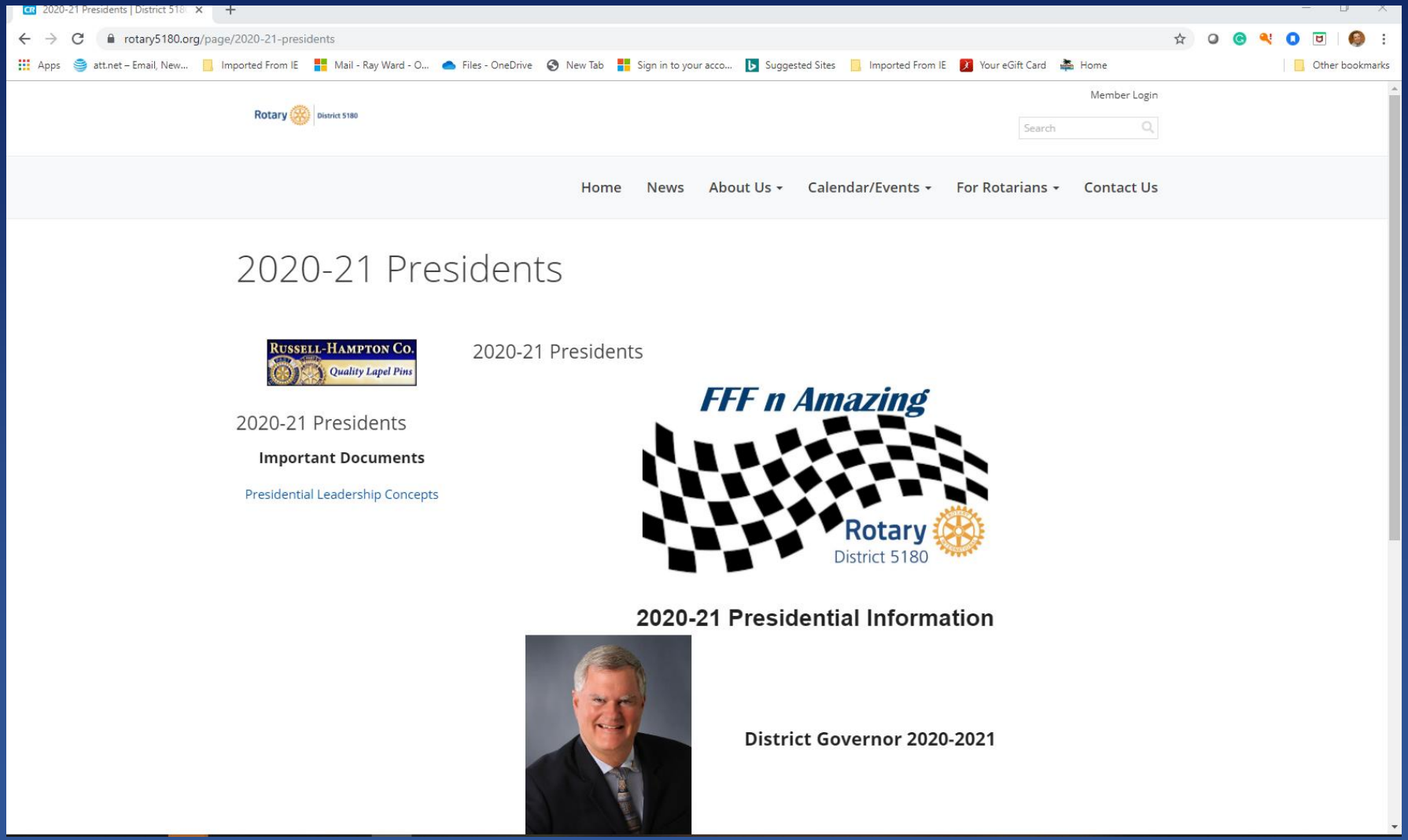
District5180.org



Rotary5180.org



2020-21 Presidents Page



Membership Trending

DISTRICT 5180 MEMBERSHIP NUMBERS	2005-2006	2006-2007	2007-2008	2008-2009	2009-2010	2010-2011	2011-2012	2012-2013	2013-2014	2014-2015	2015-2016	2016-2017	2017-2018	2018-2019	2019-20	31-Aug-19	30-Sep-19	17-Oct-19			Vs Goal	Diff from 18 SAR	Diff from SAR Peak
Arden-Arcade (Sacramento)	47	51	50	49	44	45	44	50	53	51	55	47	50	51	48	50	49	49			-1	1	-6
Carmichael	28	29	28	28	28	27	31	30	30	28	33	33	35	33	32	32	33	33			-4	1	-2
Citrus Heights	35	28	29	27	28	35	36	42	45	48	40	35	35	33	26	27	27	27			-8	1	-21
Clarksburg													30	33	16	17	17	17			17	1	-16
East Sacramento	52	51	49	47	39	37	38	38	44	39	44	42	40	41	48	47	47	47			-1	-1	-5
El Dorado Hills	62	67	52	48	45	42	37	36	29	28	30	29	25	34	39	39	39	39			-2	0	-28
Elk Grove	81	86	87	88	87	74	69	68	65	60	61	62	60	61	60	61	61	61			61	1	-27
Fair Oaks	48	46	44	48	45	46	49	53	60	64	79	74	80	82	85	86	87	86			-4	1	1
Folsom	74	75	78	85	89	82	70	72	72	73	74	80	85	93	94	96	96	97			2	3	3
Folsom Lake (Folsom)						24	28	25	19	20	21	17	18	21	18	18	17	17			-2	-1	-11
Foothill Highlands	27	27	27	24	26	24	26	24	22	21	21	19	19	13	13	13	13	13			-1	0	-14
Gold River			7	7	5																		
Granite Bay	35	37	43	42	35	43	39	40	39	36	37	37	34	32	29	29	29	29			29	0	-14
Great Sac Passport One											51	82	67	54	44	48	49	50			-10	6	-32
Gridley	45	44	44	46	38	41	41	41	36	37	39	40	41	38	38	38	38	35			35	-3	-8
Historic Folsom	27	34	38	39	33	32	29	26	26	17	24	23	22	23	17	11	12	12			-18	-5	-27
Laguna Sunrise (Elk Grove)	14	15	11	24	34	42	42	38	46	40	44	45	44	38	40	43	43	45			5	5	-1
Lincoln	40	50	52	54	52	57	48	51	55	52	51	50	48	47	50	56	54	53			-3	3	-4
Loomis Sunset								25	25	22	19	14	12	8									
Marysville	42	44	48	47	46	44	41	41	43	42	39	43	45	43	41	41	41	43			43	2	-5
Midtown-Sacramento	14	10	9	7	8	8	7	8	5	5	9	8	7	8	5	6	6	6			-2	1	-8
Natomas (Sacramento)	13	14	20	21	23	20	16	13	12	11	11	11	8	7	7	7	7	7			-3	0	-16
North Sacramento	34	30	28	31	30	29	28	27	25	22	18	16	14	18	22	23	24	24			1	2	-10
Orangevale	41	47	48	51	46	38	34	30	32	34	34	32	33	30	31	31	31	33			0	2	-18
Oroville	47	51	57	56	57	62	58	62	39	40	47	46	46	45	50	49	49	49			-3	-1	-13

Membership Avg Add/Term

DISTRICT 5180 MEMBERSHIP NUMBERS	Start 14-15	Add 14-15	Term 14-15	Start 15-16	Add 15-16	Term 15-16	Start 16-17	Add 16-17	Term 16-17	Start 17-18	Add 17-18	Term 17-18	Start 18-19	Add 18-19	Term 18-19	Start 19-20	Total Add	Total Term	Avg Add	Avg Term	Diff
Arden-Arcade (Sacramento)	51	12	8	55	6	14	47	3	0	50	5	4	51	4	7	48	30	33	5	6.6	-1.6
Carmichael	28	3	0	31	8	6	33	5	3	35	3	5	33	1	2	32	20	16	4	3.2	0.8
Citrus Heights	48	4	13	39	6	10	35	9	9	35	5	7	33	3	10	26	27	49	5.4	9.8	-4.4
Clarksburg								34	4	30	23	20	33	1	18	16	58	42	29	21	8
East Sacramento	39	6	1	44	1	3	42	4	6	40	2	1	41	8	3	46	21	14	4.2	2.8	1.4
El Dorado Hills	28	5	3	30	6	7	29	4	8	25	16	7	34	8	3	39	39	28	7.8	5.6	2.2
Elk Grove	60	5	5	60	7	5	62	5	7	60	6	5	61	9	10	60	32	32	6.4	6.4	0
Fair Oaks	64	18	3	79	8	13	74	13	7	80	13	11	82	10	7	85	62	41	12.4	8.2	4.2
Folsom	73	7	7	73	15	9	79	9	3	85	14	6	93	15	13	95	60	38	12	7.6	4.4
Folsom Lake (Folsom)	20	6	5	21	1	5	17	4	3	18	6	3	21	2	5	18	19	21	3.8	4.2	-0.4
Foothill Highlands	21	2	2	21	1	4	18	2	1	19	1	7	13	1	1	13	7	15	1.4	3	-1.6
Granite Bay	36	4	3	37	8	7	38	6	10	34	5	7	32	2	3	31	25	30	5	6	-1
Great Sac Passport One		46	3	43	55	16	82	14	29	67	28	41	54	15	27	42	158	116	31.6	23.2	8.4
Gridley	37	6	4	39	6	5	40	5	4	41	0	3	38	0	0	38	17	16	3.4	3.2	0.2
Historic Folsom	17	9	2	24	3	4	23	5	6	22	3	2	23	6	12	17	26	26	5.2	5.2	0
Laguna Sunrise (Elk Grove)	40	9	7	42	13	10	45	12	13	44	4	10	38	9	7	40	47	47	9.4	9.4	0
Lincoln	52	10	11	51	4	5	50	6	8	48	9	10	47	10	7	50	39	41	7.8	8.2	-0.4
Loomis Sunset	22	4	8	18	4	8	14	1	3	12	2	6	8	0	8	0	11	33	2.2	6.6	-4.4
Marysville	42	3	6	39	9	5	43	8	6	45	4	6	43	4	6	41	28	29	5.6	5.8	-0.2
Midtown-Sacramento	5	4	0	9	1	2	8	2	3	7	1	0	8	0	3	5	8	8	1.6	1.6	0
Natomas (Sacramento)	11	1	1	11	0	0	11	0	3	8	1	2	7	0	0	7	2	6	0.4	1.2	-0.8
North Sacramento	22	1	5	18	1	3	16	1	3	14	5	1	18	4	1	21	12	13	2.4	2.6	-0.2
Orangevale	34	3	3	34	3	5	32	3	2	33	2	5	30	3	2	31	14	17	2.8	3.4	-0.6
Oroville	40	8	1	47	7	8	46	4	4	46	4	5	45	5	0	50	28	18	5.6	3.6	2
Oroville Sunrise	27	4	2	29	6	4	31	4	6	29	4	5	28	0	1	27	18	18	3.6	3.6	0
Pocket/Greenhaven	13	2	2	13	4	2	15	3	2	16	5	3	18	1	6	13	15	15	3	3	0
Point West-Sacramento	153	8	9	152	4	15	141	10	20	131	13	16	128	7	16	119	42	76	8.4	15.2	-6.8
Rancho Cordova	33	4	3	34	1	8	27	0	2	25	4	3	26	1	3	24	10	19	2	3.8	-1.8
Rancho Cordova Sunrise	22	0	5	21	3	1	23	1	2	22	4	7	19	0	19	0	8	34	1.6	6.8	-5.2
Rancho Murieta	9	0	1	8	0	8	0										0	9	0	4.5	-4.5

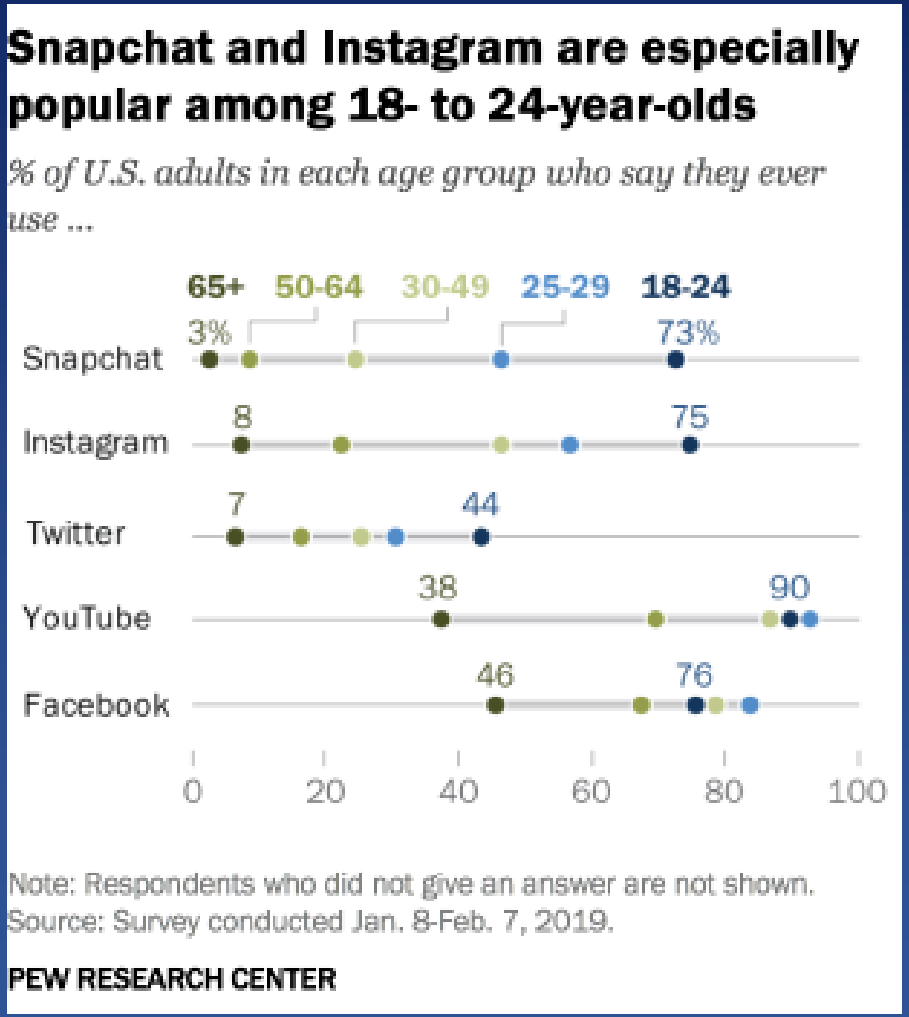
Social Media

- Why?
  - Presence
  - Browse
  - Credibility

Social Media

Where?

- YouTube
- Facebook



Social Media

Where?

- YouTube
- Facebook

Use of different online platforms by demographic groups

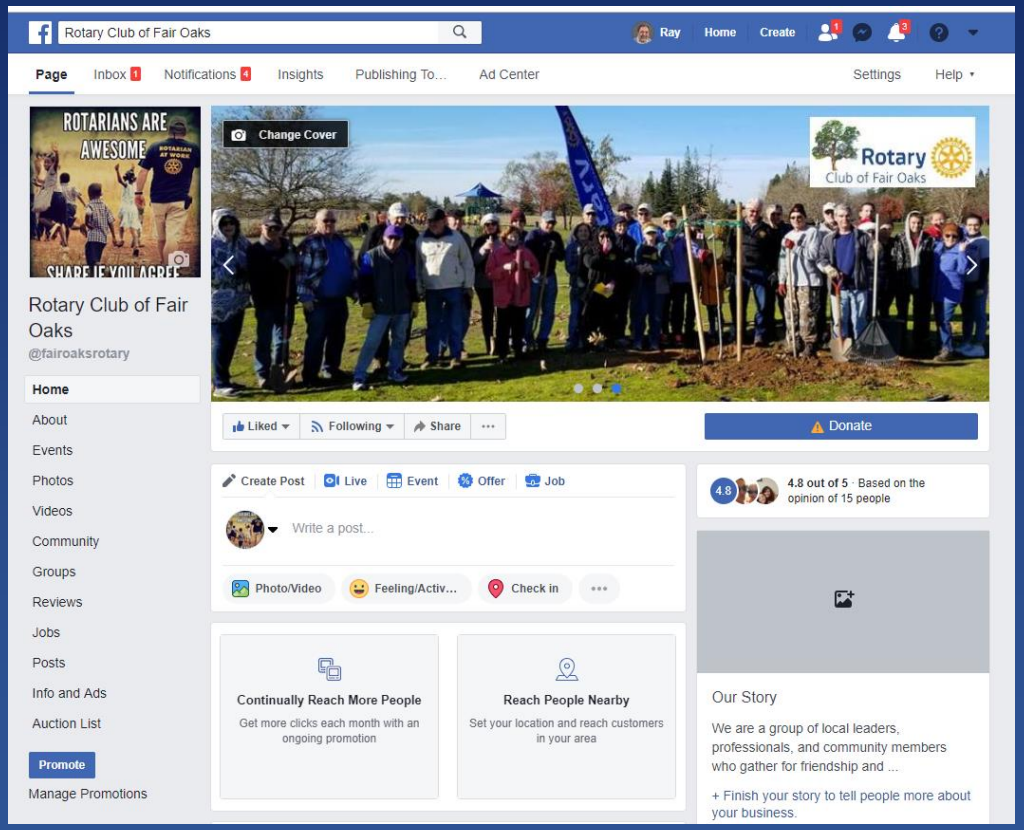
% of U.S. adults who say they ever use the following online platforms or messaging apps

	YouTube	Facebook	Instagram	Pinterest	LinkedIn	Snapchat	Twitter	WhatsApp	Reddit
U.S. adults	73%	69%	37%	28%	27%	24%	22%	20%	11%
Men	78	63	31	15	29	24	24	21	15
Women	68	75	43	42	24	24	21	19	8
White	71	70	33	33	28	22	21	13	12
Black	77	70	40	27	24	28	24	24	4
Hispanic	78	69	51	22	16	29	25	42	14
Ages 18-29	91	79	67	34	28	62	38	23	22
18-24	90	76	75	38	17	73	44	20	21
25-29	93	84	57	28	44	47	31	28	23
30-49	87	79	47	35	37	25	26	31	14
50-64	70	68	23	27	24	9	17	16	6
65+	38	46	8	15	11	3	7	3	1
<$30,000	68	69	35	18	10	27	20	19	9
$30,000-$74,999	75	72	39	27	26	26	20	16	10
$75,000+	83	74	42	41	49	22	31	25	15
High school or less	64	61	33	19	9	22	13	18	6
Some college	79	75	37	32	26	29	24	14	14
College+	80	74	43	38	51	20	32	28	15
Urban	77	73	46	30	33	29	26	24	11
Suburban	74	69	35	30	30	20	22	19	13
Rural	64	66	21	26	10	20	13	10	8

Note: Respondents who did not give an answer are not shown. Whites and blacks include only non-Hispanics. Hispanics are of any race.
Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

Posting

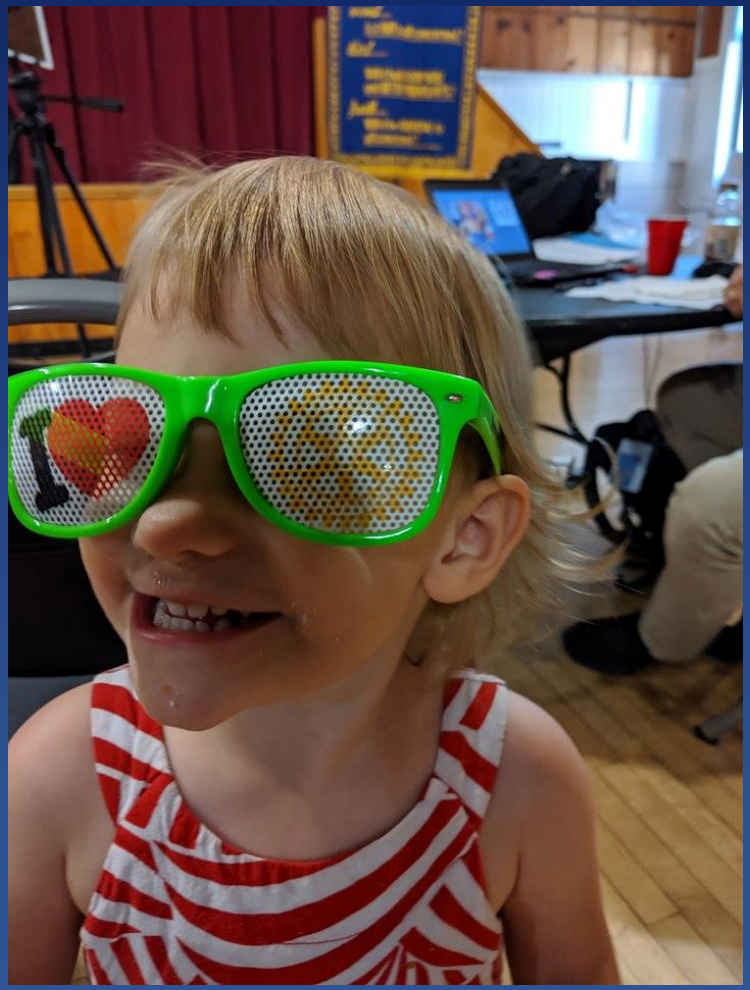

Rotary Club of Fair Oaks
Ray
Home
Create
Page
Inbox 1
Notifications 4
Insights
Publishing To...
Ad Center
Settings
Help
ROTARIANS ARE AWESOME
SHARE IF YOU AGREE
Change Cover
Rotary Club of Fair Oaks
Rotary Club of Fair Oaks
@fairoaksrotary
Home
About
Events
Photos
Videos
Community
Groups
Reviews
Jobs
Posts
Info and Ads
Auction List
Promote
Manage Promotions
Liked
Following
Share
Donate
Create Post
Live
Event
Offer
Job
Write a post...
Photo/Video
Feeling/Activ...
Check in
4.8 out of 5 · Based on the opinion of 15 people
Continually Reach More People
Get more clicks each month with an ongoing promotion
Reach People Nearby
Set your location and reach customers in your area
Our Story
We are a group of local leaders, professionals, and community members who gather for friendship and ...
+ Finish your story to tell people more about your business.

Posting

- Good Pictures?

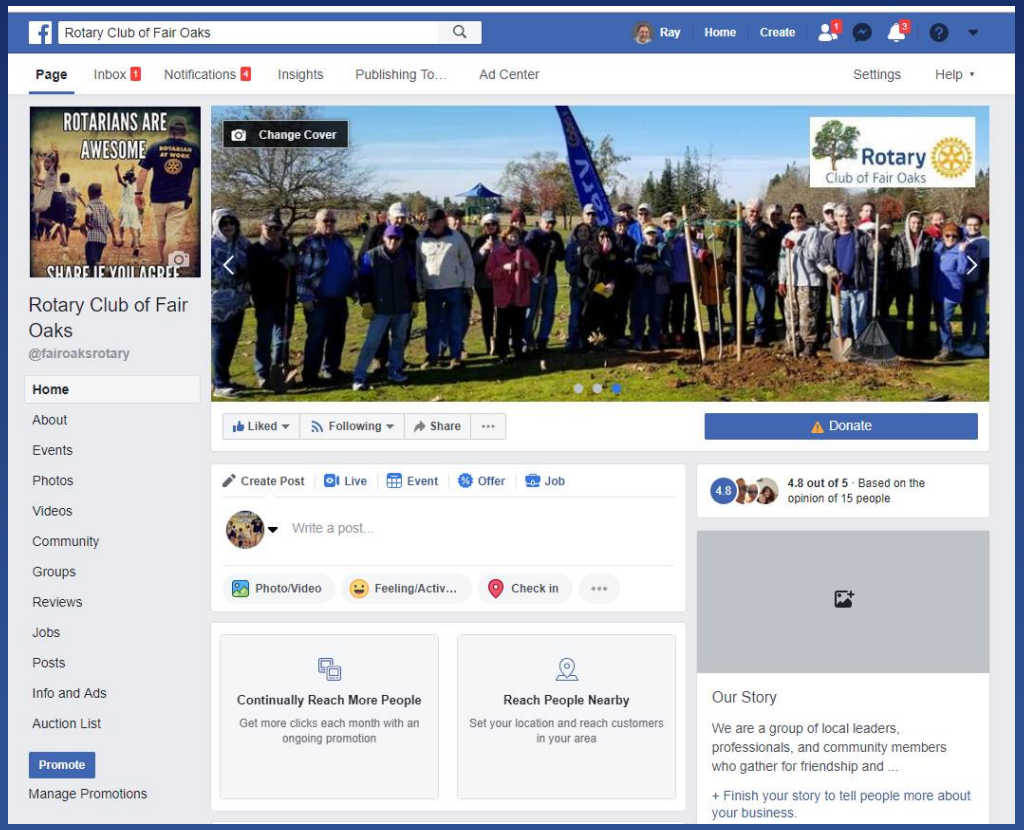
Posting

- Good Pictures, Yes

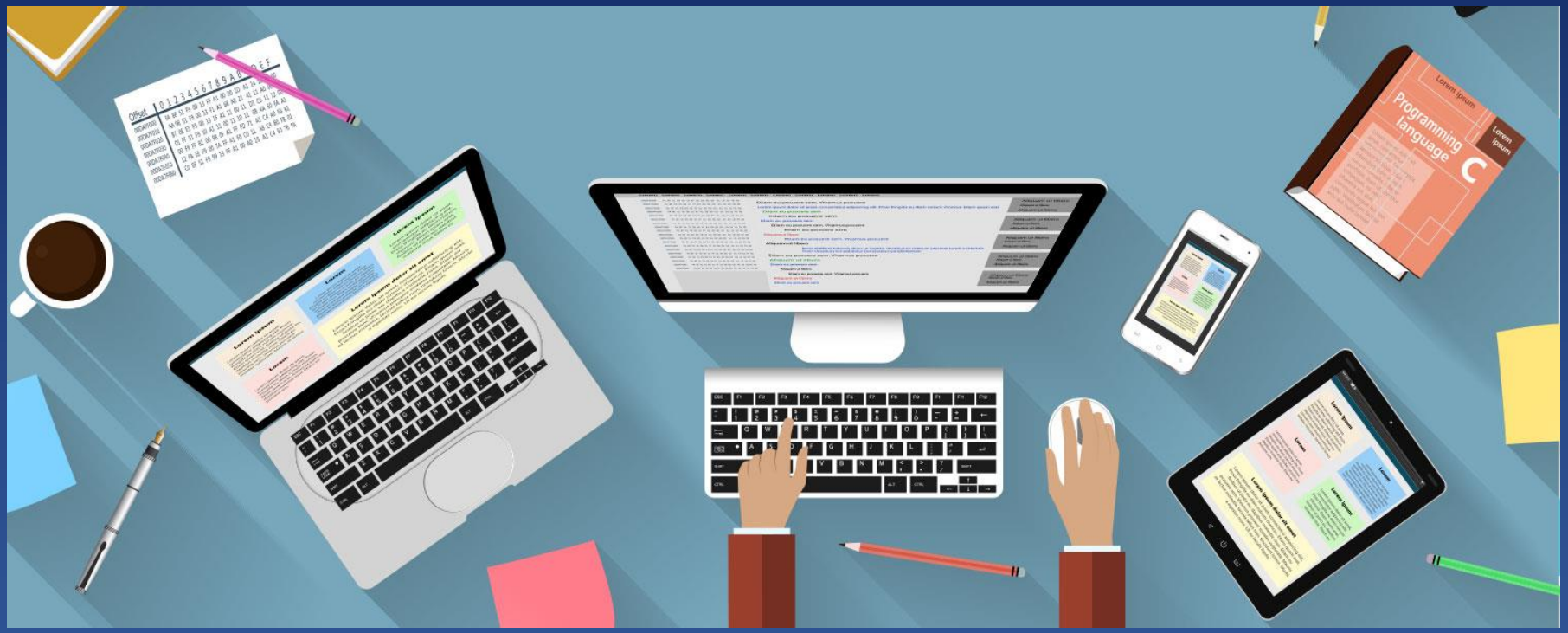


Posting

- Good Pictures
- Limited Text
- Videos
  Facebook Live
- Articles



Other



Club Technology

COMMON

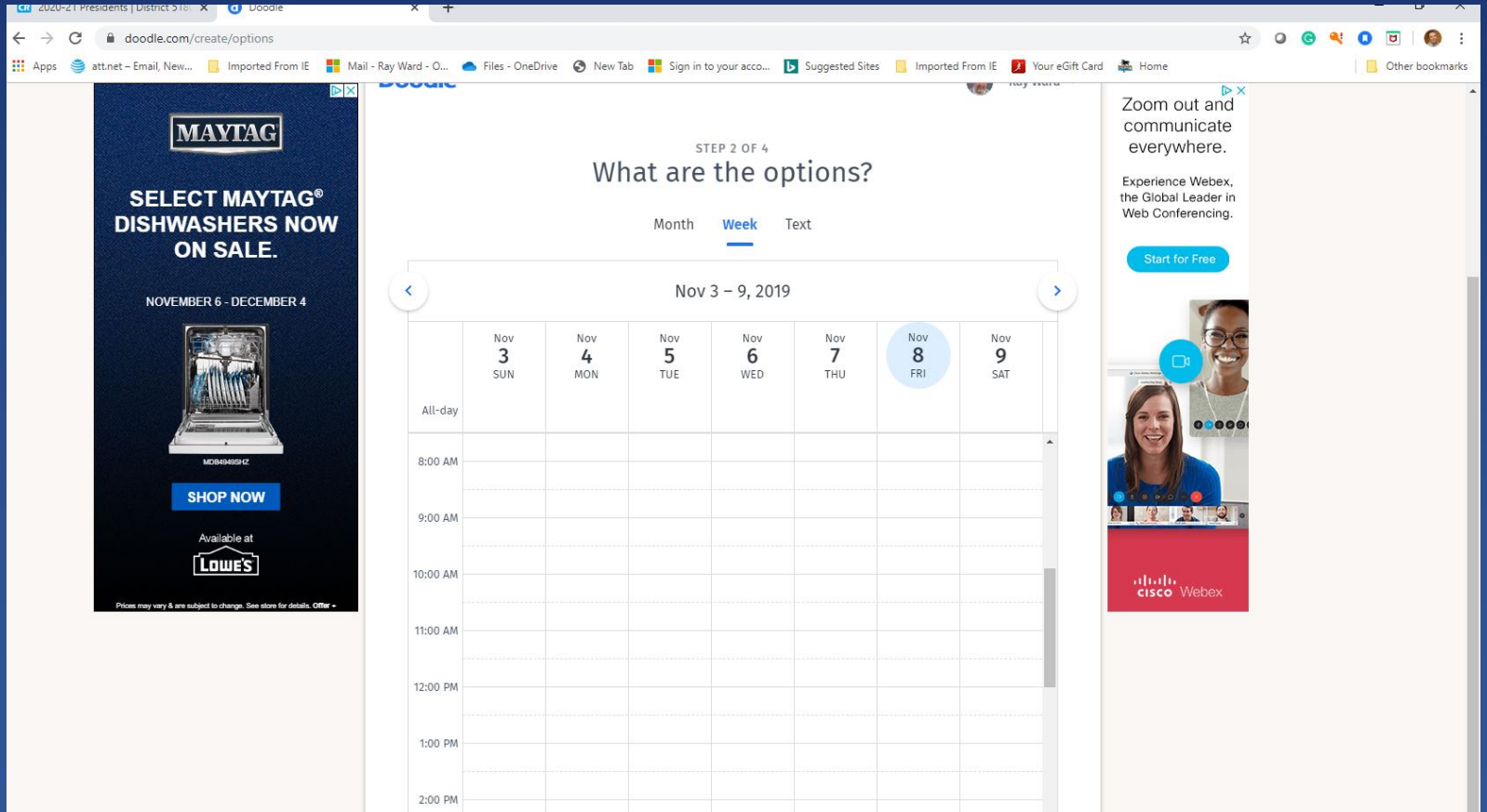
- Website - Clubrunner
- Facebook – Social Media
- Email
- Laptop - Computer
- Projector/Screen
- Or Larger Screen Monitor
- Power Point
- Microphone
- Speaker System

ADVANCE

- **Video**
- **Rotary Club App/Messaging**
- **Online Meetings**
- **Confidence Monitor**
- **Easy Scheduling**
- **Point of Sale (P.O.S)**
- **Online Ticket Sales**
- **Online Banking**
- **Cloud**

Scheduling

Doodle®



Online Meetings

Receive or Pay Money

Online Ticketing and Marketing

CLOUD

ca technologies
CA.COM/CLOUD-MONITORING
ALL I KNOW IS THE BOSS SAID WE HAD TO MONITOR THE CLOUD.
© D.Fletcher for CloudTweaks.com

Google Drive

box

iCloud

mozy

OneDrive

EGNYTE

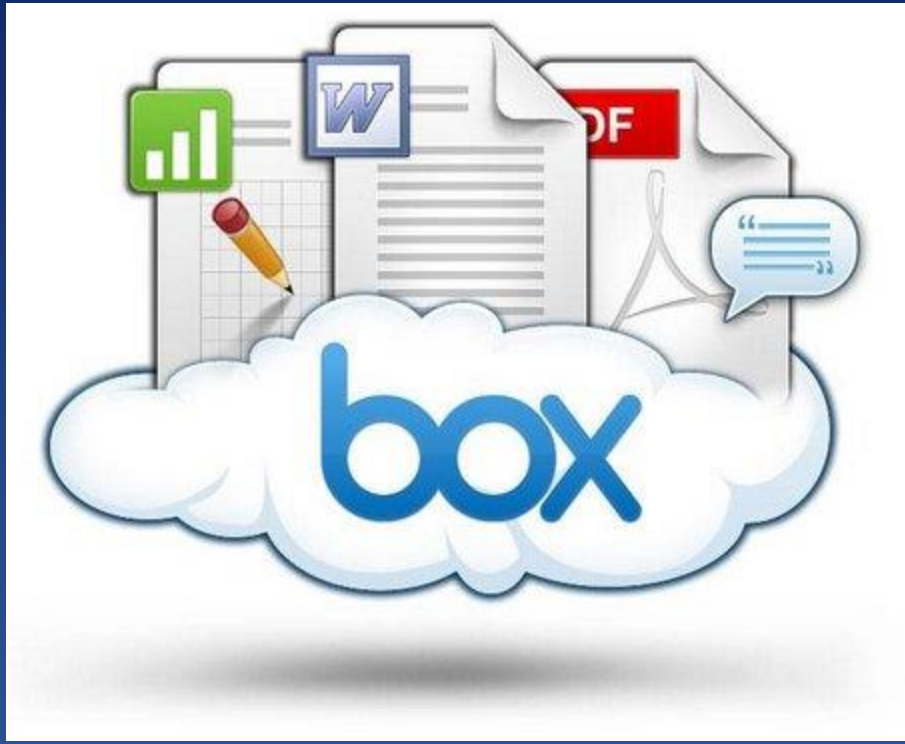
Dropbox

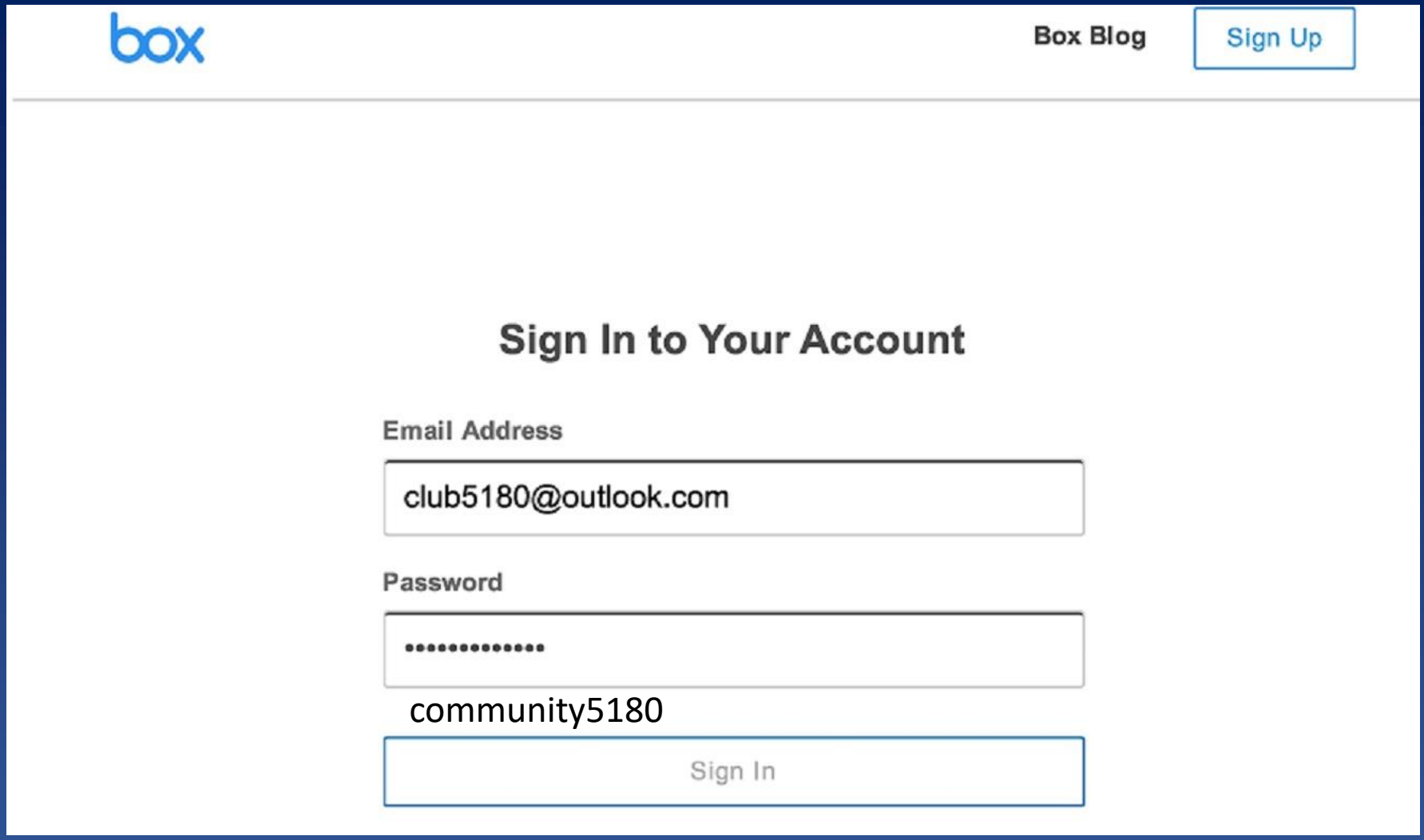
hp

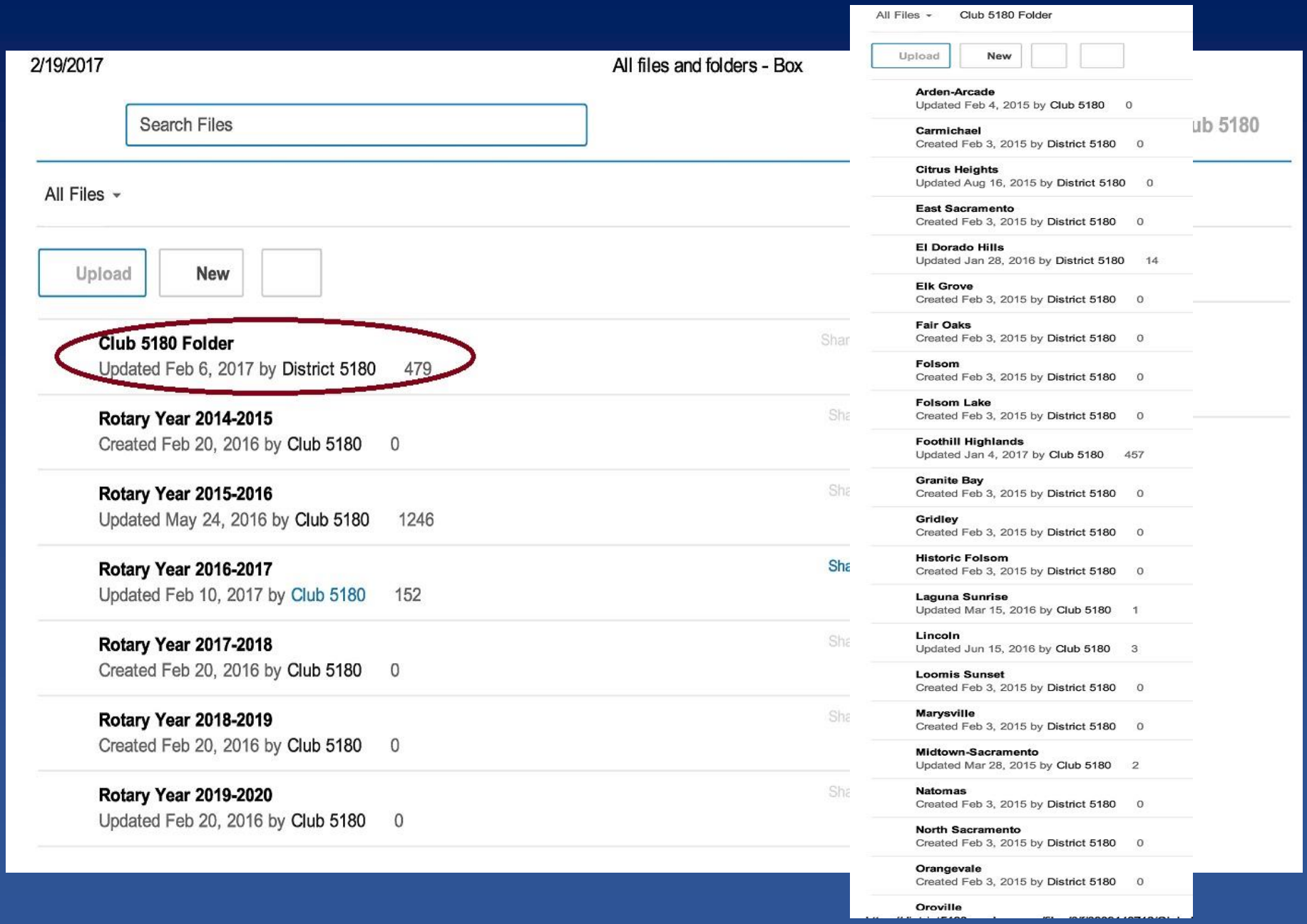
IBM

cisco

amazon


box


box
Box Blog
Sign Up
Sign In to Your Account
Email Address
club5180@outlook.com
Password
community5180
Sign In


2/19/2017
All files and folders - Box
Search Files
All Files
Upload
New
Club 5180 Folder
Updated Feb 6, 2017 by District 5180 479
Rotary Year 2014-2015
Created Feb 20, 2016 by Club 5180 0
Rotary Year 2015-2016
Updated May 24, 2016 by Club 5180 1246
Rotary Year 2016-2017
Updated Feb 10, 2017 by Club 5180 152
Rotary Year 2017-2018
Created Feb 20, 2016 by Club 5180 0
Rotary Year 2018-2019
Created Feb 20, 2016 by Club 5180 0
Rotary Year 2019-2020
Updated Feb 20, 2016 by Club 5180 0
All Files
Club 5180 Folder
Upload
New
Arden-Arcade
Updated Feb 4, 2015 by Club 5180 0
Carmichael
Created Feb 3, 2015 by District 5180 0
Citrus Heights
Updated Aug 16, 2015 by District 5180 0
East Sacramento
Created Feb 3, 2015 by District 5180 0
El Dorado Hills
Updated Jan 28, 2016 by District 5180 14
Elk Grove
Created Feb 3, 2015 by District 5180 0
Fair Oaks
Created Feb 3, 2015 by District 5180 0
Folsom
Created Feb 3, 2015 by District 5180 0
Folsom Lake
Created Feb 3, 2015 by District 5180 0
Foothill Highlands
Updated Jan 4, 2017 by Club 5180 457
Granite Bay
Created Feb 3, 2015 by District 5180 0
Gridley
Created Feb 3, 2015 by District 5180 0
Historic Folsom
Created Feb 3, 2015 by District 5180 0
Laguna Sunrise
Updated Mar 15, 2016 by Club 5180 1
Lincoln
Updated Jun 15, 2016 by Club 5180 3
Loomis Sunset
Created Feb 3, 2015 by District 5180 0
Marysville
Created Feb 3, 2015 by District 5180 0
Midtown-Sacramento
Updated Mar 28, 2015 by Club 5180 2
Natomas
Created Feb 3, 2015 by District 5180 0
North Sacramento
Created Feb 3, 2015 by District 5180 0
Orangevale
Created Feb 3, 2015 by District 5180 0
Oroville

No thanks!
We are too busy

Closing Comments

Rotary
District 5180