



The Lakeshore

www.rotarymontreallakeshore.com

Vol. 2018-19
Issue No. 12
Tuesday
September 18
2018

BE THE INSPIRATION WEEKLY BULLETIN OF THE ROTARY CLUB OF MONTREAL-LAKESHORE

Chartered February 27, 1961

This Week's Program...

Ryan Li, of the Rotaract Club of Downtown Montreal, will tell us about his club.

Birthdays and Anniversaries...

Happy 80th birthday, Joe Zemanovich ...

... Saturday Sep 22nd!

Future Programs...

Sep 25: **Working Meeting**. Members will be invited to choose a table according to committee work they are, or wish to be, involved in.

October is Vocational Service Month

Oct 2: **Tess Widdiman**, Program Coordinator of ShelterBox Canada, re our club's Bronze Hero Award.

Oct 9: **NO MEETING** (Tuesday after Thanksgiving)

Special Events...

Sep 20-22: **Rotary Zone Conference**, Bonaventure Hotel, Montreal.

Oct 24: Board of Directors meeting in the Boardroom of **Semi Karacova's** building, 6500 TransCanada Hwy West.

Oct 26-28: **District Conference**, Four Points by Sheraton Hotel, 285 King Street East, Kingston ON. Register at

<http://rotary7040.com/page/2018-district-conference>



What are the hallmarks of a healthy Rotary Club, and how do we foster the ideal conditions for a vital and engaged membership?

We invite you to participate in our professionally facilitated dialogue across all generations of Rotary (from Interact to Honorary Rotarians), as we focus on the

opportunities and potential that lie ahead for our organization.

We will discuss the ongoing value, relevance, and accessibility of Rotary.

- Why might a Rotary Club consider changing its ways?
- How can we promote collaboration and mentorship between generations?
- How might we attract and engage new members of all ages?

Nov 2: [Friday] Our annual **Oyster Party**, 300 Surrey Drive, Baie d'Urfé (Rescue Squad's Training Centre).

Last week's meeting...

We had an amazing attendance of 22 members, all wanting to learn more about **Fundraising** from **Kim Fuller**, Founder and Creative Director of **Phil Communications**, which bills

itself as creating "communication and fundraising strategies and tools specifically for non-profit organizations and socially-missioned businesses."

We missed the fellowship of **Sacit, Brahm, Aytaç, Şehnaz, Gilles Leclerc, Patrick Lefrançois, Raymonde Lefrançois, JP, Robert McKinnon, Steve, Jennifer, Sade, Sola, PDG Serge, George Saad, Berna, Omer** and **Joe Maxwell**.

We were pleased to welcome **Anita**, guest of Stan, and **Kemba Mitchell**, Chairperson of the *West Island Black Community Association*, guest of the club.

Brenda said our annual sock drive for the residents of the **Denis Benjamin-Viger** residence on Île-Bizard will begin in October. Ankle-length socks are preferred, for health reasons.

She also told us that the other sock drive, for the children, Grades 1 through 6, at **La Corde**, will also begin next month. If members don't want to buy socks, they can donate cash and Brenda said she will use the money to buy the needed socks.

She said the drive for non-perishable food and other items for our Christmas baskets will begin now. "I'll probably get the names of the recipients in November and the plan is to give baskets to 12 families again this year."

Joe Zemanovich asked how to suggest input for Board meeting discussion. "Send it to me or **Deniz**," Murray replied, "and it will be added to the agenda for the next meeting."

Carol said, "We have committees and anyone can join any committee. After tonight we're going to have a serious finance committee." She said she had a list of members who have signed up to work on a committee and she planned to email it to all members and request a response to either, 'Keep my name on that committee' or 'Scratch my name off the list for that committee' or 'No, I'd prefer to be on the (name) committee'. "And remember, fundraising is very important." In reply to a question Carol said that any member can also choose not to be on any committee but he or she can still attend any committee meeting.

She also asked members to review the 'Long-Term Goals for Membership 2018/19' that Club Secretary **Deniz** sent out with the minutes of the September 5th Board meeting and to comment on those 'serious membership goals'.

"Please note," she added, "anyone can go to any committee meeting they want. You don't have to be a member of that committee. Bill will be posting dates and times of all committee meetings in *The Lakeshore*."

Our 50/50 fundraiser did not result in a winner. **Deniz** won the right to overturn the **Ace of Spades** but found the **8 of Clubs** instead. So, the 50/50 pot will continue to grow.

Invited to introduce our guest speaker, **Emily** told us, "Kim Fuller is Founder of Phil Communications where, since 1999 she has successfully helped hundreds of charities and foundations get their message to the market and raise more money."

"To do good as event specialist combination of practical insight and boundless activity, Kim has won the reputation for delivering innovative practices that effectively and efficiently meet the needs of today's evolving not-for-profit landscape. Her experience working with local, national and international charities combines over 20 years in graphic design, multi-media, online marketing and fundraising with a lifelong passion for volunteering in the community. When she's not in the office she volunteers her time and expertise as a speaker, author and mentor at several local and national organizations.

"Kim is currently President of the Board of Directors of both the Concordia University Alumni Association and the Empress Theatre Foundation.

"On a very personal note, she is happily married and the proud mother of two teenage boys.

"Please join me in welcoming our guest speaker, **Kim Fuller.**"

The Future of Fundraising

What has changed?

The Rise of Big Everything: Big problems; big gifts; big expectations; big data; big campaigns; big investment; big transparency.

The Shift to **Shared** Responsibility

Understanding values and behaviours:

The Silent Generation (Ages 71-89)

- Place a strong emphasis on rules
- Lead with a 'command and content' style
- Prefer face-to-face interaction but communicate best formally (e.g. memos)

Baby Boomers (Ages 64-70)

- Are retiring at a rate of 10,000 per day, but many can't afford to retire and want to work part-time
- Are inclined to seek contract work after retirement
- Tend to be workaholics who get personal fulfillment from work

Generation X (Ages 34-63)

- Prefer independence and fewer rules
- Seek to balance work and family
- Want to communicate directly with leaders

Generation Y aka Millennials (Ages 21-33)

- Take an entrepreneurial approach to work
- Prefer direct communication and feedback
- Want a social, friendly work environment

Generation Z (Ages 20 and under)

- Are likely to be using Twitter to find jobs
- Communicate best by smartphone/e-mail
- Have large networks

Kim quoted Tim Sarrantonio, Director of Business Development at Neon CRM (Customer Relationship Management):

"Fundraising will become more difficult unless nonprofits change the ways that they approach both donors as well as data. Recent studies have shown that donor retention has been consistently going down and a big part of that is while technology is getting better at communicating, fundraisers aren't using the technology in ways that make a meaningful connection with their donors. The organizations that invest in smart usage of their data will buck the trend of retention and grow their missions significantly."



Opportunities:

- Website
- Social Media
- Online donation
- Crowdfunding
- Email marketing
- Search engine optimization
- Mining data

What has stayed the same?

We are all, for now, still human.

We care deeply.

We want to do good.

Why we give:

- Compassion toward people in need.
- Help a cause in which we personally believe.
- Make a contribution to the community.

Why we don't give:

- Impression that the problem is too overwhelming for one person to solve.
- Distrust in how the money is spent.
- Too many competing causes, brand confusion.

What to expect for the future

The future of fundraising is a two-way street. Organizations need to listen to what supporters are interested in and not just spew organizational platitudes. Individuals increasingly want to be involved in causes on multiple meaningful levels.

YouTube has over a **billion** users, almost one-third of total Internet users. 45% of people watch more than an hour of **Facebook** or **YouTube** videos every week. Over half of video content is viewed on mobile devices.

The pieces of the pie are getting thinner and thinner. Organizations that choose to collaborate with like-minded or complementary groups will be favoured by grant givers. Sharing resources and knowledge among peers will be cost-saving and necessary.

What to do

- Learn to see through your donors' eyes.
- Develop strategies for building the trust of your donors.
- Practise transparency, accountability and consistency.
- Always keep your promises and show that you have and do.
- Become masters of technology, new channels of communication. Be careful! Technology is a means to an end, not the end itself.
- Become brilliant at storytelling. Communicate often. Focus on quality, not quantity: if it isn't really good, don't send it.
- Meet with and listen to your donors at regular intervals. Make it easy for them to recommend your cause to other potential donors, sharing their experience and sense of fulfillment.
- Recruit younger, diverse talent for your club and its Board.
- Outside help is a good investment. Focus your attention and scarce resources where you can make the most difference.

Murray thanked **Kim** for her excellent, thorough presentation and gave her a cheque for a donation, in our club's name, to **Montreal Walks for Mental Health.**

