



CHAIRMAN: Duncan Forbes

VICE CHAIRMAN: Rob Hart

COMMITTEE: IT and Communications

COUNCIL MEETING DATE: 27<sup>th</sup> February

#### KEY PROJECTS:

- Promotional help to the Dementia UK Project
- Promotion and support for the Santa Sleigh Collection
- The Family Fun Day event promotion
- Support to the Membership Committee
- Ongoing maintenance and updating of the website
- Creating posts on Facebook

#### UPDATES SINCE LAST REPORT:

**Join us**  
**Have Fun**  
**Get Involved**  
**Make A Difference**

 @HattonRotary  
 info@hattonrotary.co.uk  
Registered charity no 1119479

**Rotary**  
Club of Wellingborough Hatton  
For Friends and Charity 

- It is now our intention to use this theme to create new material for the website and Facebook to encourage more to join the club. This process has commenced we are currently developing our thoughts on how we give meaning to these phrases on our website.
- We have abandoned plans to enter a float in next year's Carnival on the basis it will stretch our resources too far give the tasks of supporting both the Waendel Walk and the Fun Day
- We are developing the idea to obtain sponsorship from local companies by asking them to advertise the club by displaying a plaque on their premises.
- We have also have defined for the website what becoming a friend of Wellingborough Hatton Rotary would be.

*A Friend of the Hatton Rotary Club is interested in joining in club activities and make new friends.*

*Rotary is an international service organisation. There are over 1.2million members in 34,000 clubs in over 225 countries. As a Friend of Rotary you can become a part of Rotary and discover the opportunities and fellowship that it offers.*



### *Our Friends*

- *receive regular email bulletins with information about upcoming meetings and events.*
- *are welcomed to any Club 'Guest' meetings and can ask to attend any other meeting.*
- *are invited to social activities of the Club and encouraged to help us in our Fund-Raising activities and Service Projects – but with no obligation to do so.*
- *are not Rotarians but will discover what Rotarians do, and join in the fun!*

*We meet usually meet at Wellingborough Golf Club at 7.30 for 8.00 and finish between 9.30 and 10.00 and enjoy a two-course meal followed by an interesting speaker or some form of social activity.*

*If you would like any further information please browse this website or our Facebook page <https://www.facebook.com/HattonRotary/> and if you are interested email us on [info@hattonrotary.co.uk](mailto:info@hattonrotary.co.uk) or phone 00000000*

### RESOURCES / SUPPORT REQUIRED:

- We have built up real momentum over recent months with Facebook which is proving to be a powerful tool in engaging with the public. I would like us to keep this up with strong messages about our activities with local charities. We always receive a strong response when we are seen to be helping local charities through the work we do and donations we make. I would like us to consider how we could create more of a drip feed of this type message.

#### **Proposal to Council**

Following discussions on the above point at the last council meeting I was asked to put forward a proposal on how this could be put into practise which is set out below for discussion.

#### **Proposition**

Based on the money raised during the previous Rotary year the club decide how much it would like to allocate to local charities.

We decide at the beginning of the year how many charities we can sensibly support such that our donation will make a significant difference to the charity in question.

Using this number, we research local charities who based on this research we believe are suitable for our support both in terms financial practical assistance.

Each month we invite one of these charities to tell us about what they do and how we could help them.

Based on the research and the presentation from the charity in question the council decide if they feel they can sponsor a proposal to the club to support the them.



If agreed this would then be put to the club for a vote if passed the appropriate support would be provided and a donation made within a week or 2.

The club may also consider how much other support we wish to give as in further donations and practical support.

Thought could also be given to the idea of providing longer term support through a whole year to be a catalyst for longer term development of a charity.

### **Benefits**

This process would bring real meaning to the talks given by speakers from charities.

The talks could be timed to be just prior to business meetings and donations could be made shortly after.

We could increase our profile with local communities through promotion through social media on a regular basis.

The support we give could make a real difference as we have done with the Polio Foundation where we have raised money and provided practical support.