



CHAIRMAN: Duncan Forbes

VICE CHAIRMAN: Rob Hart

COMMITTEE: IT and Communications

COUNCIL MEETING DATE: 10<sup>th</sup> April

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:

- We have primarily been supporting Tony with the plans for the Waendel Friendship walk. (See Tony Frankland's report)

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 by adopting the following proposal.

**Proposal to Council**

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 presidential year how many local 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.

At various times in the year 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 charity in question.

If agreed this would then be put to the club for a vote if passed the appropriate support would be provided and the charity informed within 4 weeks of agreement.

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.

A good example of this is the support we have given to The Polio Fellowship.

### **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.