

November 5, 2003

To Supporters of The Paul Harris Society:

Thanks to the article in the Rotary World, I've received eight new inquiries for more information from districts across the US. Each expressed their desire to establish their own Paul Harris Society as a means of recognition and increased Annual / Restricted Giving.

The enclosed pamphlet is for your information and our newest tool in marketing the PHS at our recent Foundation Gala Dinner with its 550 attendees. I've wanted to create this pamphlet for five years to showcase our district's achievements in the various foundation programs...and to list our membership. It seems to me that our members need to be reminded of all the good they do...especially through their financial support. Our district leadership was most supportive as they approved the \$990 to print 4000 copies. We have sufficient copies for our attendees at various district events through June 30,2004. If all goes well, we'll print a new pamphlet in September 2004 to highlight our 2003/04 district achievements. Then, we'll determine if this type of marketing is effective and to be continued in 2005/06.

Di Thompson of District 7610 developed a good-looking certificate for Charter Members and regular Members. Di has the Certificate artwork and can provide a PDF with your district number. Her program is in Coreldraw or Illustrator. Contact Di at [thompsonsgroup@cox.net](mailto:thompsonsgroup@cox.net)...for a certificate with your district ID.

We continue to use the 3x5 card as shown in the marketing plan packet...just not as much now that we are experimenting with the pamphlet.

We also display this work on our district website which is being accessed more and more each week.

Got an idea how to make this program better? Please let me know and I'll share your idea with those in other districts or I'll email my contact list to you and you can do it...whichever is easier!

As I see it...the biggest administrative problem is still how to accurately identify who qualifies for membership each fiscal year. I still use Member Access via RI's website to give me a good idea who might qualify...but, its not foolproof...and its time-consuming. By using our DG's password, I can find the addresses of the qualifying members. This way beats asking Club Foundation Chairs to provide it...some will...some won't. Our roster of members of The PHS of 5340 is now about 95% accurate which is nice when you mail invitations to these members for a Special Reception in their honor or whatever.

We'll develop a PHS letterhead as soon as someone shows me how to do it!

Keep those thoughts and ideas coming!

Your friend in Rotary,

Enclosures: PHS of 5340 pamphlet  
Copy of PHS Certificate to Charter and New Members  
3x5 card for marketing your PHS