 **RAM Zoom Meeting**

**Wednesday March 24th 2021**

**Notes of Meeting**

**Attendees:** Dr Jenny Kerrison, DG Dr Bruce Anderson, Dr Russ Stephenson, DGND Andrea Grosvenor, Peter McKenzie, Netania Lim, Cherilyn Fleming, John Macpherson, Gloria Hargreaves

**Apologies:** Ray Fauntleroy

**TOPICS:**

**1: How do we better promote RAM in the Districts?**

**2: How Can We Make RAM More Visible?**

**TOPIC 1: How do we better promote RAM in the Districts?**

Regional Supervisors were invited to comment and the following points were raised

**Russ**

* 20 years ago support for RAM was strong
* When the PNG Adopt-A-Village Program was introduced, it was well supported financially
* Then the message was felt that with the availability of Global Funding RAM contributions weren’t needed as much anymore and unfortunately this attitude still persists.
* New members aren’t aware of what RAM has achieved so the most important issue for RAM is lack of awareness of what RAM is and does

Gloria

* Communication and contact with District Supervisors are really important. Reporting and regular SR Meetings are also beneficial so ideas/activities are shared.
* Emphasis should be put on having a District Team to aid planning, to increase the number of clubs visited, to offer mutual support etc
* The sticking point is when there’s a chain of information to be forwarded. The task of sending information to clubs is not as effective as it should be
* Sending flyers or occasional brief reports to club Bulletin Editors requesting the item be attached to the next edition/s of the club Newsletter was something that worked for her

**Russ** - so that clubs don’t become overwhelmed with information. RAM needs to be selective in what it wishes to convey

**Andrea**

* Frequently sends out information to the District Supervisors and speaks often to the other 3 Area RAM personnel who are in her District
* Regarding the reaction to Global Funding Andrea wonders what message RAM can initiate. Eg what is RAM’s particular contribution to malaria and why it’s important to keep doing what we do? It is a good selling point to speak of the value that RAM adds and the projects we implement that no one else does.

Promoting that we have a particular range of skills, contacts and networks we can use to advantage will provide a reason for further contributions and support

**Jenny**

* We need to engage the people who are new to the role and those who are not responding. We need to contact those who are not active, with offers of help

**Cherilyn**

* Finding it very difficult to enlist volunteers to be on a Committee
* Wrote to every Club President, Secretary and Area Governor when she started and received a disappointing number of responses
* It will take time 47/87, clubs have a membership of less than 10
* Not convinced that a Committee is always beneficial in such a large area. Sending emails to all Presidents in the District might achieve more

**Bruce**

* Regarding the benefits of a Committee D9790 has been split into 3 zones and is trying to have a RAM representative in each one. It reduces the burden of travel and increases the number of clubs hearing the RAM message
* Each representative shares general RAM information and is not expected to be a technical expert

**Gloria**

* Really encourages SR District Supervisors to source a Committee and is a member of the D9810 Team.
* Members of a Team initiate ideas, help with planning and share the load.

**Peter:**

* Has found that people are not so willing these days to commit to the responsibilities of their roles or to accept new positions
* The issue is how to deliver to the faraway clubs and next year’s amalgamation will complicate this further. Peter wants to be in on all early discussions to provide input on how RAM operates
* Will look at the communication structure that will be put into place by the District Management Committee
* Will go back to the old communication method of emails to club Presidents, Secretaries and International Chairs to ensure a response
* Interest in RAM in WA is spreading and in the next 12 months he will be building relationships with regional clubs
* Will need to build a working business model to successfully cater for as many clubs as possible

Russ commented that Zoom will be a handy tool to use to assist coverage of WA clubs

**2: How Can We Make RAM More Visible?**

**John**

* Feels that RAWCS needs to look at its own Publicity Program and better promote RAM sharing what our successes have been.
* There is inadequate communication from the higher levels of RAWCS which makes it difficult for any message regarding RAM to get through to the Regions and Districts

**Jenny**

* While acknowledging RAWCS is our parent organisation, it’s really up to RAM to promote its own activities
* If the Districts don’t hear about us we haven’t been doing our job.

Russ commented that it would be beneficial to RAM to invest in advertising and promoting from District level right up to National level

**Bruce**

* Agreed with John that RAM needs to get a lot more visibility within the Districts from senior RAWCS personnel
* Very soon there will be a discussion between Victorian based DGs and Chairman of RAWCS John McLaren that will address some of the issues raised in this meeting and hopefully result in a better relationship between the DGs and RAWCS Directors. RAWCS executives has had a team working on a new Communication Strategy that will be rolled out down through the Regions -> the Governors and hopefully on to the clubs
* The last hurdle is getting the information from the club contacts to the individual members which often does not happen.
* We need some mailing and lots of advertising. We can piggy-back a lot of support for the RAM message on the back of what RAWCS is attempting to do but RAM needs to “drive the bus”

**Netania**

* Firstly a communication strategy was created to reach out to Rotarians encouraging a more general and wider audience
* Is conscious that it’s a 2-pronged approach (i) awareness and (ii) fundraising
* Has created content on our website and on social media that informs what RAM is and what it does
* None of the Districts have responded to what has been posted and she needs a lot more feedback about what they need from her
* Is happy for Districts to create their own flyers but it is more helpful to have consistent messaging and a single “talking point”
* A document can be pulled together very quickly if she is given the required information
* It would be good if we can align with the RAWCS Communication Strategy
* Asked if we would like her to look further into social media advertising. Netania is willing to write a Report to this effect for the next National Executive Meeting

**Russ** suggested rather than sending out long wordy information we should consider regular short, succinct messages being sent out

**Netania** agreed saying the Quarterly Newsletter provides the details of our current position/activities but perhaps every month provide a short eye-catching message would prove effective

Next Meeting – to be announced