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Rotary
Club of
Hong Kong Island East
TUNG FENG



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President's Message



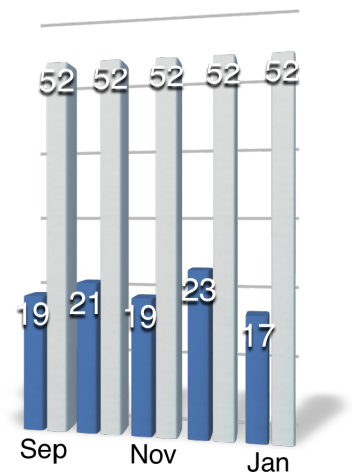
Thus week is World Rotaract Week, and coming up we have APPRC in Kyoto and the week after is RYLA. Our Rotaractor presence is very strong now, we have 4 Rotaract Clubs with a total of 60 board members plus over 500 members in all. Making us one of only a few clubs with 4 RAC in the district. Their services cover everything from care visits to elderly, and to single parent and low income families, and they help us with all projects (the RAC support at the Rookie Stars dance contest was very good). As well as two teams of RAC and one team from Choi Jun school taking part in last Sunday's Ultra Marathon. Let's continue to involve these enthusiastic young volunteers as much as possible, for they truly know how to Be A Gift To The World.



COMING SPEAKERS

16 March 2016
Mr Steve Bruce
Topic:
Linkedin

■ Avg. Attendance
■ Members



Last Week REDBOX
\$1,100

THE ROTARY CLUB OF HONG KONG ISLAND EAST

香港東區扶輪社週報

Club 16340 District 3450 Chartered on 06 April, 1954 by Charter President

PDG (Uncle) John Yuen

SPOTLIGHT ON - Strategies for charity advertising



PE Chris gave an insightful overview about the factors involved in creating effective campaigns for NGOs and charities who want to either create awareness, stimulate action or appeal for help and donations. Overall his main point was that any successful appeal campaign must have a strategy at its foundation. He cited the key points as:

- Decide what your objectives are (raise, money, create awareness, change public behavior etc)
- Decide who you are targeting and what you want them to do
- Devise a good strategy that is designed to achieve your objectives

PE Chris was critical of most of the government PSAs (Public Service Announcements) he sees because they almost always have no communications strategy. Either telling the public to do something or not do it, without any consideration for the psychological aspects upon which advertising works, which he stated results in a complete waste of public money.

He then shared examples of what he thinks are effective campaigns from all over the world, and ended by sharing with us some of his own personal work and experience in this area, including recent campaigns for Hong Kong Cancer Fund, UNICEF and Youth Outreach.

Last week's Proceedings - 02 March 2016



President William rang the bell at 1pm sharp and welcomed all. There were no returnees to welcome back but among the familiar faces present there was a birthday boy – PP Andy, who chose PP Heman to lead his birthday song. With that and the cake cut, P William then went through the announcements, and acting SAA Andy announced the red Box takings as \$1,100. P William then invited PE Chris to give members a summary on the outcome of the Rookie Stars Dance Contest which had taken place on the previous Sunday, and there was a very good video to share which was created by Youth Outreach. A great event. As PE Chris was the guest speaker for the day, P William gave him a few minutes to munch on some food before Chris got up to talk about 'Strategies for Charity Advertising' based on his observations and experiences. All in all a good regular luncheon. Not the biggest turnout but thankyou to all those present. P William announced the toast to RI and HKIE at 2pm and everyone joined for the group photo.



Out & About - Elderly care visits

Last Saturday we had an awesome turn out for the St James Settlement elderly care visits in Sheung Wan. Over 30 team members gave care packs and some good company to families in the area, all in all a good afternoon's work. Present from our club were P William and wife Fanny, PE Chris and son, Rtn Kishu, PP Jonathan and son, PP Norman, Director Kevin, Rtn John Poon and family and Rotarian Elle. As well as Charter President Bee Chan and her team from Rotary E-Club Breamer Hill (Provisional) and some great young support from our RAC members, President Lisa of RAC HKIE and President Samuel of RAC Thei and their own teams to help.



ANNOUNCEMENTS

1. The Rookie Stars Dance Competition finished successfully last Sunday, PIC Chris will give more details later.
2. The elderly visit service project in Sheung Wan on March 5 this Saturday.
Venue: St James Settlement Elderly Centre.

11/F, Sheung Wan Municipal Service Building, 345, Queen's Road Central.

We have 19 HKIE Rotarians and families, 14 Rotaractors and 5 incoming Rotarians from E-Club Breamar (Provisional), total 35 persons enrolled. Member wants to join, please let me know.
3. We have arranged the Medical Seminar with Alice Miu Ling Nethersole Hospital Elderly Centre as follows.

April 2 Saturday in Kwong Fook Estate, Tai Po.
Time: 3.00 pm to 4.30pm
Speaker: Rotarian Dr. David Ng Fook Hong
Topic: Gastroenterology & Hepatology

April 16 Saturday in Sau Mau Ping, Kowloon.
Time: 3.00 pm to 4.30pm
Speaker: Rotarian Dr. Frederick Wu Chi Wo.
Topic: Cardiology

Members please mark the dates to join and support the seminar.
4. A visit to the play therapy room in Yau Lai Centre on March 12 Sat will take place from 11.00am to 1.00pm, subject to confirmation from Heep Hong. P William will keep all members informed.
5. We are planning to still have the following fellowships and activities in the coming months.
March 29 (provisional)– Uncle John Golf Tournament.
April 20 (Provisional)– Horse Racing
May – Visit Taipei friendship club

President William will update the information to members when it is fixed.

District Announcement

1. Shanghai Nights on April 10 in Regal Hong Kong. Fee: 900.00 each.

THE LAST LAUGH

An old man went to the Doctor complaining that his wife could barely hear. The Doctor suggested a test to find out the extent of the problem. "Stand far behind her and ask her a question, and then slowly move up and see how far away you are when she first responds." The old man excited to finally be working on a solution for the problem, runs home and sees his wife preparing supper. "Honey" the man asks standing around 20 feet away "whats for supper?" After receiving no response he tried it again 15 feet away, and again no response. Then again at 10 feet away and again no response. Finally he was 5 feet away "honey whats for supper?" She replies "For the fourth time it's lasagna!"



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Club postal address : P.O.Box 47064, Morrison Hill Post Office, Hong Kong
Meeting Venue : Regal HK Hotel, Causeway Bay, Hong Kong
Meeting Schedules : Every Wednesday at 12:30 pm
Website : <http://hkie.rotary3450.org/>
Facebook : <https://www.facebook.com/RotaryClubHKIslandEast>