

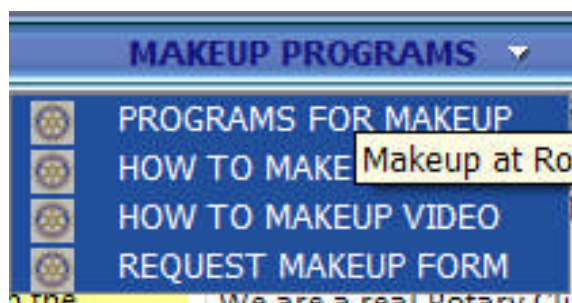
## Making Up at Rotary eClub One

- [1] First, get on the Internet by opening your Internet application (such as *Internet Explorer*).
- [2] Go to the Rotary eClub One web site; **www.rotaryclubone.org**  
You will see their home page. ↓



- [3] Click on, or hover the pointer over, MAKEUP PROGRAMS [↑ see "[3]" above in the graphic].

You will see this menu:



[4] Click on the appropriate choice in the menu box.

[a] "HOW TO MAKEUP" gives this info box to you:

## Rotary eClub One How To Complete A Make-Up

- 1** Read a variety of current articles in our Programs section and/or choose articles from our Archived Programs list and/or information from our Avenues of Service pages. You will be **required** to answer questions. There is space on the makeup request form for up to three articles to be reviewed, however you will need to read more than three to meet your 30 minute visit obligation.
- 2** At the end of your 30 minute visit click on **Make-up Request Form** from the drop-down menu at top of page **OR** the bottom of each make-up program.
- 3** Read **Makeup Request Form** carefully, and follow instructions. A Make-Up Form will appear once you press the **SUBMIT** button (one time only) and an email copy will be sent to the email address you provided.  
**PRINT YOUR MAKE-UP FORM**

Once your make-up appears, if you know the email address, you can also click on **File, Send** and email a copy to your club secretary.

[b] Clicking on "**PROGRAMS FOR MAKEUPS**" brings up several pages of programs you can read and videos you can watch (see graphic below). Click on the one(s) you want to view – read or watch.

The screenshot shows the Rotary eClub One website. At the top, there is a header with the Rotary logo, the text "ROTARY eClub One", and the tagline "Always Just A Click Away!". Below this is a navigation bar with links: HOME, MAKEUP PROGRAMS (selected), CURRENT NEWSLETTER, MEET MEMBERS, JOIN eCLUB ONE, ABOUT ROTARY, CLUB PRESIDENT'S MESSAGE, and MEMBER CLUBHOUSE. The main content area is titled "VIDEO - CLEAN WATER PROJECTS" and lists several video options with their descriptions. The first video is "VIDEO - BEHIND THE SCENES ROTARY PSA" by Margie Morris, Rotary Club of Sherman, Texas. The second is "WHAT WORKS IN ADVERTISING?" by Margie Morris. The third is "FIVE WAYS TO STRENGTHEN YOUR ROTARY CLUB" by Arnold R. Grahl. The fourth is "UPPSALA UNIVERSITY IN SWEDEN TO HOST NEW ROTARY PEACE CENTER" by Arnold R. Grahl. The fifth is "VIDEO - SAVE A LIFE SATURDAY" by Arnold R. Grahl. Each video entry includes a small video player icon and a brief description of the content.

**ROTARY eClub One**  
Always Just A Click Away!

World's First Web Based Rotary Club

Keeping Rotarians Involved, Informed, Inspired and Connected

HOME MAKEUP PROGRAMS CURRENT NEWSLETTER MEET MEMBERS

JOIN eCLUB ONE ABOUT ROTARY CLUB PRESIDENT'S MESSAGE MEMBER CLUBHOUSE

**VIDEO - CLEAN WATER PROJECTS**  
The Rotary Club of Broomfield Colorado, together with the Rotary Club of Northglenn/Thornton and the Rotary Club of Brighton Early in Colorado, and the Rotary Club of Menifee California, participate in clean water projects in Los Uveros and La Descubierta in the Dominican Republic. Gabe Miller is the Peace Corp representative for these projects.

**VIDEO - BEHIND THE SCENES ROTARY PSA**  
Rotary International has produced a Public Service Announcement (PSA) for broadcast on television stations around the world. The title of this PSA is "This Close". Look behind the scenes of filming this video, and see some of the location shoots that created this message to raise awareness for Rotary's fight against polio.

**WHAT WORKS IN ADVERTISING?**  
**BY MARGIE MORRIS, ROTARY CLUB OF SHERMAN, TEXAS, D5810**  
Advertising is not for those who already know and love you. It's for those who haven't yet had the opportunity to do so. A good advertising agency discovers what makes your business unique, packages it in a way that helps target audiences say yes, and then delivers knock-your-socks-off campaigns that get results.

**FIVE WAYS TO STRENGTHEN YOUR ROTARY CLUB**  
**BY ARNOLD R. GRAHL**  
Strengthening your club can be easy. Every Rotarian is capable of taking a few simple steps -- such as picking up the phone and inviting a friend or colleague to a meeting -- to help improve member recruitment and retention, a priority of the RI Strategic Plan.


**UPPSALA UNIVERSITY IN SWEDEN TO HOST NEW ROTARY PEACE CENTER**  
**BY ARNOLD R. GRAHL**  
"We are excited about this new partnership with Uppsala University to take the Rotary Peace Centers program to the next level," says Foundation Trustee Chair Carl-Wilhelm Stenhammar. "We are confident that our Rotary Peace Fellow alumni, actively engaged in peace-building and conflict prevention and resolution around the world, will agree that partnering with Uppsala University to host a Rotary Peace Center is a winning strategy."

**VIDEO - SAVE A LIFE SATURDAY**  
To honor Rep. Gabrielle Giffords and all those involved in the Tucson tragedy, more than 100 Red Cross chapters across the United States provided an Honorary Save-A-Life training course. These classes taught the basics of hands-only CPR, the treatment of shock and how to treat wounds. An Arizona Family describes their Save-A-Life Saturday experience.

[On the site, scroll to see all pages]



NOTE: You can also select articles from the site's Archives, located at the bottom of the Makeup Programs list (on last page). You may read these, too.

	<p><b>ARCHIVED PROGRAMS</b></p> <p>Past articles have been archived and are available for visitors. See the complete list by clicking on Open Program. More than 100 additional opportunities to complete your 30-minute make-up.</p>
	<p><b>SELECT A CATEGORY</b></p> <p><a href="#">GENERAL</a>   <a href="#">PERSONAL GROWTH</a>   <a href="#">FINANCIAL SERIES</a>   <a href="#">ROTARY RELATED</a></p>
	<p><b>ARTICLE SUBMISSION GUIDELINES</b></p> <p>Interested in submitting an article for this site. Please review these submission guidelines before submitting.</p> <p><a href="#">EDITORIAL POLICIES</a></p>
	<p>Additional Rotary eClub One site links of interest...</p> <p><a href="#">ROTARY EXCHANGES</a></p> <p><a href="#">ROTARY FOUNDATION</a></p>

[5] Here is part of one of the Makeup Articles. [You need to scroll thru it to read the whole article.]

<b>ROTARY eCLUB ONE - MAKE-UP ARTICLE</b>	
<a href="#">HOME</a>   <a href="#">MAKE-UP PROGRAMS</a>   <a href="#">REQUEST MAKEUP FORM</a>   <a href="#">ARCHIVES</a>   <div style="border: 1px solid red; padding: 2px; display: inline-block;">←[6]</div>	<a href="#">COMMENTS</a> - PLEASE ENTER PROGRAM NAME IN SUBJECT LINE



### What Works in Advertising?

By Margie Morris, Rotary Club of Sherman, Texas, D5810

Advertising is not for those who already know and love you. It's for those who haven't yet had the opportunity to do so. A good advertising agency discovers what makes your business unique, packages it in a way that helps target audiences say yes, and then delivers knock-your-socks-off campaigns that get results.

A great ad isn't easily interchangeable with others in the same field. There needs to be something so remarkably distinct, it grabs attention and invites customers in. The best ad agencies, large and small, bring the element of surprise (in a good way!) to their campaigns.

One common misconception is that only large conglomerates can afford to use ad agency services. While some agencies focus on high dollar clients, others enjoy working with small business owners and professionals who want to position themselves well. There are cost-effective ways to utilize

advertising that bring solid return to any size company.

Those new to advertising often ask, "What works?" The most straightforward (and honest) answer is: It depends. Productive advertising, marketing and public relations efforts are based on who the target audience is and how they make decisions. One-size-fits-all generally doesn't fit anyone very well. When conveying a compelling message that motivates, you have to capture the target audience's attention first and then solve their problems. It's as much strategy and hard work as it is creative.

#### Avoid Costly Mistakes

When advertising is a do-it-yourself project, the result is often in the form of a laundry list of services rather than a complete package designed to appeal to a specific target. Although talking about your business is what comes naturally – to tell who you are and what you do -- it can be a costly mistake.

[6] After reading an article, go to this list at the top of the article's page [see [6] in the above graphic, and the following graphic;

<b>ROTARY eCLUB ONE - MAKE-UP ARTICLE</b>	
<a href="#">HOME</a>   <a href="#">MAKE-UP PROGRAMS</a>   <a href="#">REQUEST MAKEUP FORM</a>   <a href="#">ARCHIVES</a>	<a href="#">COMMENTS</a> - PLEASE EI

You can click on MAKEUP PROGRAMS to go to other articles or HOME to look at other parts of the web site.

[7] OR, if you have finished and are ready to "check out," click on **REQUEST MAKEUP FORM**. You will see this opportunity to donate:

Keeping Rotarians Involved, Informed, Inspired and Connected Rotary Club

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HOME MAKEUP PROGRAMS CURRENT NEWSLETTER MEET MEMBERS

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JOIN eCLUB ONE ABOUT ROTARY CLUB PRESIDENT'S MESSAGE MEMBER CLUBHOUSE

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**ROTARY eCLUB ONE**  
**MEETS HERE**

We don't have a "rubber chicken" meal, but here you have a 24/7 ability to complete a makeup.

Please help us keep this website available for your makeup with a voluntary contribution.

We ask that you please consider a contribution that would equal the price of a meal, to support this site and continue the many Rotary eClub One projects.

Having Trouble With Your Make-UP  
[PLEASE READ THIS](#)

Credit Card Donations Now Processed By  
  
PayPal Account Not Required

  
**PLEASE READ THIS BEFORE MAKING YOUR CHOICE!!**

**What will happen when I make my choice on a contribution?**

**IF YOU SELECT PAY PAL...**  
If you select one of the PayPal buttons, you will be taken to PayPal to provide CC information.  
Once completed, you will be returned to a Thank You page with a button to REQUEST MAKEUP FORM.

**IF YOU SELECT CHECK...**  
Click on "I will send check" and you will be taken to a Thank You page with a button to REQUEST MAKEUP FORM.

**IF YOU SELECT NO CONTRIBUTION...**  
You will be provided another opportunity to consider a donation to help keep the site available and a link to the REQUEST MAKEUP FORM.

Having a problem with your make-up.  
[PLEASE READ THIS FIRST](#)

Following the **4-Way Test**, you will be spending, or have spent, 30 minutes on this site to meet the RI requirements for an online makeup.

You have three options when you consider your donation: Credit Card through PayPal (no PP account required), a Check, or no contribution. [CLICK APPROPRIATE CHOICE BELOW.](#)

**PAY PAL CHOICES**

Make a **\$30** Donation

Make a **\$20** Donation

Make a **\$15** Donation

Make a **\$10** Donation

If you prefer, send a check directly to Rotary eClub One.

**NOTE:** Because of the cost of converting foreign currency checks, donations would be appreciated in either US\$ currency or by Pay Pal.

**MAKE CHECK PAYABLE TO:**  
Rotary eClub One of District 5450

**MAIL TO:**  
Treasurer  
Rotary eClub One  
18306 E Mansfield Ave  
Aurora CO 80013 USA

**I WILL SEND CHECK**  
No service charge on checks sent directly to Rotary eClub One.

**IF YOU HAVE ALREADY DONATED OR DO NOT WISH TO CONTRIBUTE NOW**  
[CLICK HERE](#)

[8]

Click here to skip the donation ----->

[9] This comes up

#### VOLUNTARY CONTRIBUTION...

If you would like to reconsider and make a voluntary contribution, please click YES below. If not, please review steps for your makeup request, and click button below.

#### [YES, I HAVE DECIDED TO CONTRIBUTE](#)

You will be returned to contribution page, and then to the correct page with the link for you to complete your makeup.

Click **REQUEST MAKEUP FORM** to skip the donation ----->

[CLICK BUTTON TO COMPLETE YOUR MAKE-UP FORM.](#)

NOTE: PLEASE ENTER MAKEUP DATE WITH CORRECT FORMAT SHOWN ON FORM

[REQUEST MAKEUP FORM](#)

First time makeup? Having Problems?  
Please review this 1 minute video  
and you should have a flawless makeup experience!  
[WATCH THIS VIDEO](#)

PLEASE REMEMBER THE FOUR WAY TEST  
WHEN COMPLETING YOUR MAKEUP.

ROTARY INTERNATIONAL BYLAWS REQUIRE THAT  
YOU SPEND AN AVERAGE OF 30 MINUTES ON THE  
ROTARY eCLUB ONE WEBSITE TO QUALIFY FOR



**[10]** And finally, you are ready to “check out.” Begin by completing this form. We are in District 7600.

TIP: to go from box to box in forms like this, clicking on TAB Moved the cursor to the next box.

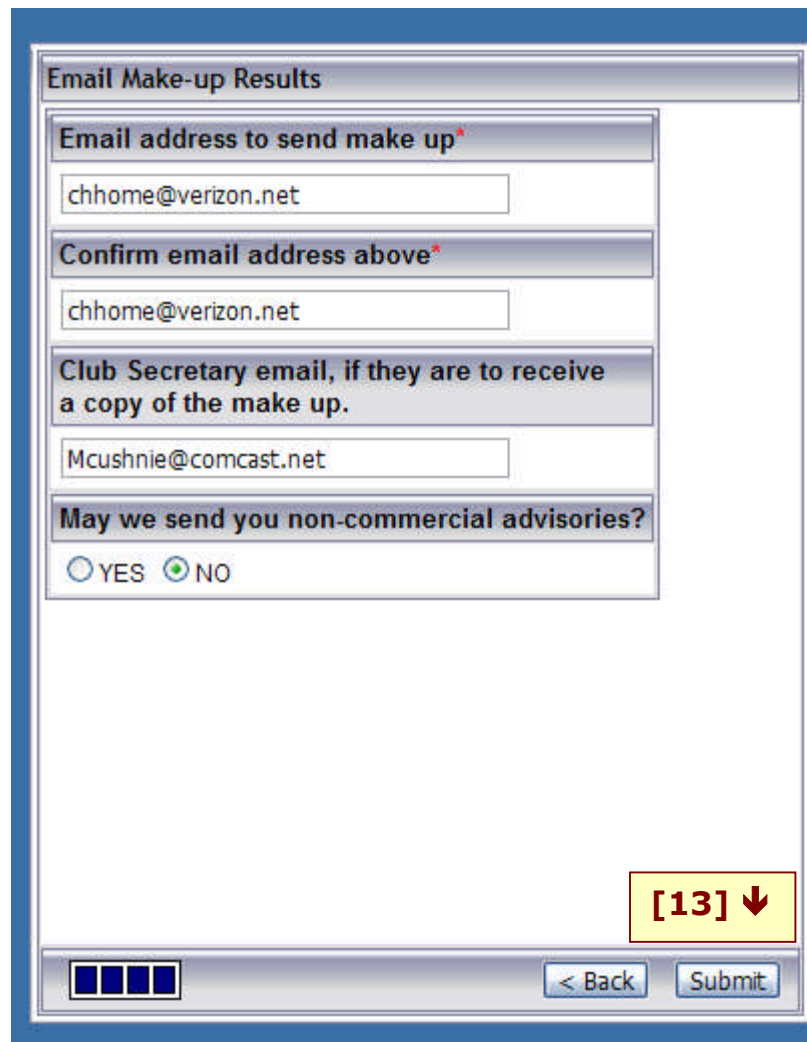
When finished, **click on NEXT - [10]** in graphic.

The screenshot shows a web form titled "Your Information". It contains several input fields: "First.....Last Name\*" with "Collin" and "Hoskins"; "Club Name.....District\*" with "Henrico North" and "7600"; "City & State\*" with "Richmond" and a dropdown for "VA"; "Country\*" with a dropdown for "United States"; "Province" (empty); and "Vocation" with "Marketing Consultant, retired". At the bottom right, there is a yellow box with the text "[10] ↓". At the very bottom, there are navigation buttons: "< Back" and "Next >".

The screenshot shows a web form titled "Your Comments". It contains four text input areas: "Ideas gained you will share with other Rotarians\*" with the text "than just a criminal check for certain positions or firms. The discussion of good advertising was mostly not new to me, but this is a good article to recommend to people."; "What changes to our site do you recommend?\*" with the text "Can't think of any at this time. But, the contribution section may 'throw' some of the technology challenged members."; "What did you like most about your visit to eCO?\*" with the text "(it has been a while). Actually, I am using this visit to create an ultra basic, step by step process for using your site (for a very computer illiterate member of our club)."; and "Topics you would like to see in the future:" with the text "How to gain members from ethnic minorities.". At the bottom right, there is a yellow box with the text "[11] ↓". At the very bottom, there are navigation buttons: "< Back" and "Next >".

**[11]** You will now be asked some questions. When finished click on NEXT (**[11]** in the graphic).

**[12]** Ta Dum! Almost the last step. Now complete this form. At this time, have the makeup report sent to Mice Cushnie (mcushnie@comcast.net).



The screenshot shows a web form titled "Email Make-up Results". It contains four input fields and a radio button selection. The first field is "Email address to send make up\*" with the value "chhome@verizon.net". The second field is "Confirm email address above\*" with the value "chhome@verizon.net". The third field is "Club Secretary email, if they are to receive a copy of the make up." with the value "Mcushnie@comcast.net". The fourth field is "May we send you non-commercial advisories?" with radio buttons for "YES" and "NO", where "NO" is selected. At the bottom right, there is a yellow box with the text "[13] ↓". At the bottom left, there are four blue squares. At the bottom right, there are two buttons: "< Back" and "Submit".

**[13]** Click on SUBMIT (see **[13]** in above graphic)

The screen shown on the next page will come up. It summarizes your visit.

**A copy of your report/summary will be e-mailed to you,** and to Mike if he and you want him to get a copy. This will be a good file to use to print a hard copy.



DATE OF MAKEUP: 05/25/2011  
Posted Online: 05/25/11 10:32 am

## eCLUB ONE MAKE-UP FORM

TO VISITOR'S HOME CLUB ATTENDANCE OFFICER:

We provide this Make-Up opportunity for visitors to our website as part of our Club Service. Below are your member's responses to the Make-Up Request Form and represents this member's attendance at our online club meeting facilities.

FIRST NAME: Collin CLUB: Henrico North  
LAST NAME: Hoskins EMAIL: chhome@verizon.net  
DATE MISSED: 05/18/2011 SECY EMAIL: Mcushnie@comcast.net  
VOCATION: Marketing Consultant, retired  
REGION / DISTRICT: CITY STATE COUNTRY PROVINCE  
7600 Richmond VA United States

### PROGRAMS REVIEWED (rate and comments)

TIME SPENT ON SITE: 30-40

- 1: 5 Margie Morris - Advertising
- 2: 3 G. Sumner - Background Investigations
- 3: 1

### IDEAS FROM ARTICLES THAT MAY BENEFIT YOUR CLUB OR YOURSELF

The depth of a real background check - the need for more than just a criminal check for certain positions or ~~How can we improve the site~~ advertising was mostly not new to me, but this is a good article to recommend to ~~Can't~~ think of any at this time. But, the contribution section may "throw" some of the technology challenged members.

### WHAT DID YOU LIKE MOST?

The make-up is vital; the articles seem better than before (it has been a while). Actually, I am using this visit to create an ultra basic, step by step process for using our site (for a very computer illiterate member of our club).

### SUGGESTED FUTURE TOPICS

How to gain members from ethnic minorities.

Dear Collin...

If your club is located where there is no District Number and/or somewhere that is not termed a "state" or "province," this information represents the description of an area that best defines the location of the club, or a "best guess" answer.

Thank you for stopping by our club's web site today and sharing your comments. You can be assured we read each one carefully looking for ideas that

## That's all, Folks!

