

## RotaryLGBT Fellowship Report on District Conference Stand 2021

This report pertains to the Rotary District Conference held in Waimate (District 9980, South Island, New Zealand) on the weekend of 19/20/21 March 2021.

I decided that it was time that our District had a Rotary LGBT stand at the District Conference. I wanted to use this experience to develop a toolkit that others could use at their District Conferences.

I approached the DG about 6 months before the Conference and asked him if I could have a stand at the conference. I gave him some information about the Fellowship. He readily agreed.

In anticipation of the event, Grant Godino and I brainstormed some ideas for posters to surround my table. See photo (MonicaLGBTStand.jpg) of the set up included in this folder.

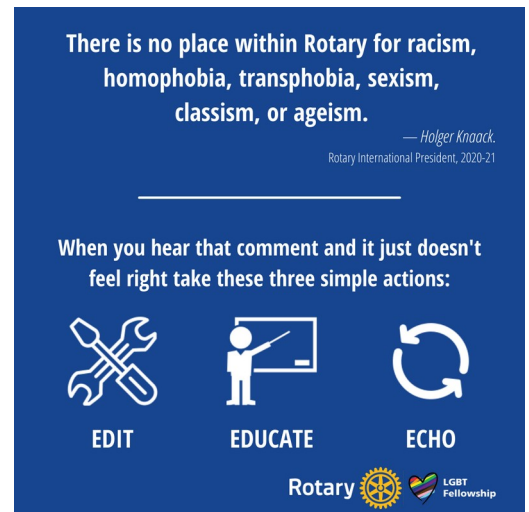
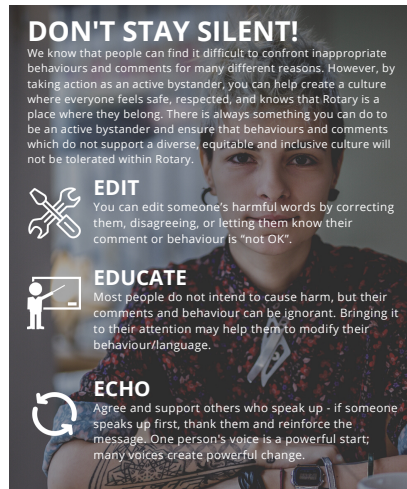


I loaded the posters on to a USB drive and took them to my local print shop. I got 3 full sized posters and stand up poster ( Holger – Diversity quote) and also 2 copies of the QR Code. The total cost was around NZ\$250. The print shop gave me a roll of 50 of the Stickers for free. I only used the last of the suggested Sticker. The “I suport Inclusion in Rotary”

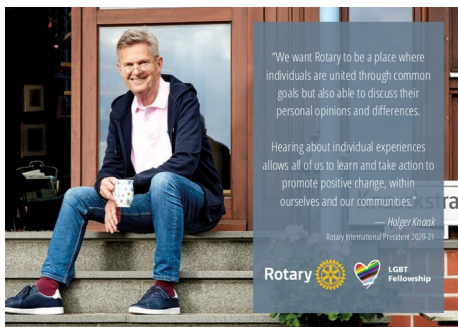


I also asked Grant to send me 50 badges to sell at the conference. I sold 24 badges.

I decided on 3 full sized (depending on the dimensions of the original pdf) posters (contained in the folder): DEIstatement, Don't Stay silent, and En1 to surround the table.



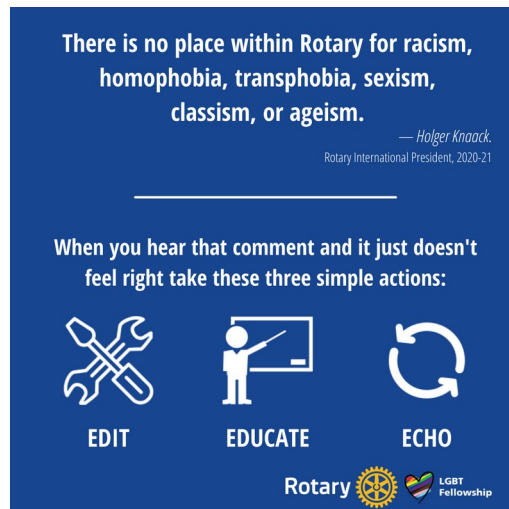
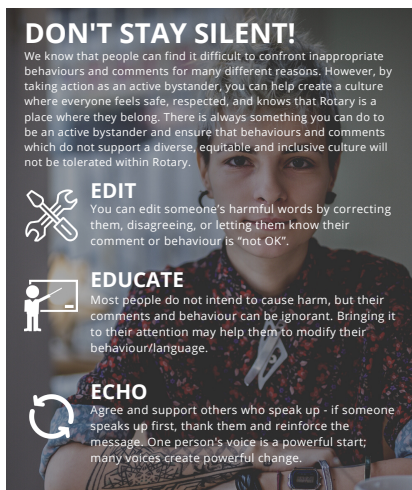
On the table I had the stand up poster of Holger. In a plastic box on the table I had: the roll of 50 stickers, the 50 badges, a float of NZ\$5 notes (as the badges were NZ\$5 each, I was expecting to get a lot of NZ\$10 and NZ\$20 notes), a pen and Post It notes. On a PostIt note on the table I had written “Badges \$5”....and surrounded that note with 3 badges. I also had 2 flags (Rainbow and TG) which I stuck in the plant pot on my table – see photo.



The first thing I noticed is that less words are better.....People were not interested in the DEI statement poster as it took too long to read while casually wandering by! I would not use that one again.



People were quite interested in both the “Don’t stay silent” and the “En1” posters. I would use both again but I would tighten up the wording at the start of the “Don’t stay silent” poster to get across the message faster.



I would change the “Holger – Diversity quote” to have the quote which is actually at the top of the “En1” poster instead...and have something else, and equally short, on top of the “En1” poster. People were interested in the Holger Quote...but the one above on the En1 would have got the message across faster.



People loved the relaxed pose of Holger.

I would have an overall banner somewhere.....maybe on the table or on the wall behind me to say who I was representing.....like so.



I would expand the above to say something about us....when we were founded, how many members in how many countries etc.

The Sticker was way too small. It measures about 2.5 cm square. It should really be as big as the Shelterbox one which was distributed at the conference also. It measures 4.0 cm by 5.5 cm and has the website at the bottom.





The sticker goes on the front of the name badge, as in the photo below. My sticker was so small that it was barely legible by people over 35!



Overall, the conference went very well, I had no nasties, lots of support.....both at the conference (it helped that one of the main speakers spoke about diversity and about Edit, Educate and Echo!) and in FB comments after I posted a picture of the stand and (erroneously, as it turns out....sorry Michelle) that it was another first for NZ!