

January 2012

Rotary Awareness Month

What does this mean to me as a Rotarian and the club to which I belong? Should I wear my Rotary golf shirt more? How about my club T-shirt ? Or Pin? Or is that all that I have to do? How can I make non Rotarians aware of our club and Rotary International? As an individual you may have limited impact in making others aware of Rotary in your community , or its International scope.

January gives you and your club an opportunity to showcase Rotary. Has your club thought of a club event that can bring recognition of Rotary?

- How about a flash mob appearance at your city hall , with all your members in Rotary attire, or T-shirts. Get your mayor to pose with you .
- Have your mayor declare January Rotary Awareness month.
- Try a morning sidewalk wave-by with members on a bridge or main roadway.
- An open house at your club or meet & greet at a business of a member with wine and cheese.
- Hand deliver invitations to guests.
- Do you have a Rotary park , skateboard park, water park, playground ,seniors or youth centre, library which can be a backdrop for your club?
- Take pictures. Engage the public , hand out your club brochures , Polio Plus pamphlets , club project literature. What is stopping you?
- Do something different. Join another club to let your community know you exist and to what you contribute and to whom.
- Involve your friends of Rotary. Consider a walk for Polio or the Rotary Foundation . The Rotary Foundation only gives out \$100,000,000 each year to match club local and international projects! Talk it up. Tell people. Raise funds and awareness at the same time.
- Set up a booth at a local mall.
- Send pictures to your local media of local project work.
- Write an article and post it on your social media. Facebook , Twitter. Do a YouTube video with Rotary as the theme.

As we start this new year there is also the need to do Rotary awareness in our clubs. Meetings need not only focus on speakers or fundraisers or project work , or membership . How about a program about Rotary or the Foundation and its impact on the work Rotarians do worldwide. Use the RI website , a computer and projector to make a program for club members about Rotary.

Rotary awareness is not talking about it . Doing something is. You and your club are not viewed by your community simply because what you have done, as much as what you are doing right now. Be relevant , be current , be aware , be Rotarians.

DG Hans