

What is Rotary?

You are the best public relations resource for your Rotary club. But when someone asks you to describe what Rotary is or what your club does, do you find it difficult to answer quickly and simply? If so, you need an “elevator speech,” a brief prepared statement that simply and concisely explains Rotary and highlights your club and its accomplishments in the community.

Keep your speech short — no more than 30-60 seconds — and focus on specific club projects and achievements. Give some general information about Rotary, and explain the benefits you have received from being a Rotarian. Be as specific as possible, and avoid generalities like “Rotary changed my life” and “Rotary has changed the world.”

Use the template below to draft your elevator speech, then test and refine it until you have a simple, clear message that works for you. For examples visit: www.rotary.org/en/mediaandnews/news/pages/081007_news_yourvoice10.aspx

Hello! My name is _____ and I’m a member of the Rotary Club of Monticello.

Rotary is: _____

What we do in our community is: _____

Around the world, Rotary has accomplished: _____

So that ... (benefit to community, world, and you): _____

We are committed to: _____

Feel free to write on the back of this sheet.

Proceeds to Monticello Community Projects:

Youth Exchange - Group Study Exchange • Ambassadorial Scholarships • Literacy Dictionary Donation to all 3rd Grade Students • Accident Avoidance Driving Course • World Community Service • Rotary Foundation Programs
STRIVE High School Student Mentoring • Student of the Month Program • Arion Music Awards (Vocal & Instrumental) • (3) MHS Scholarships - \$750 each • Camp Enterprise for High School Students • MHS Graduation Party
DARE • Food Shelf • Meals on Wheels • Toys for Tots • Senior and Kid’s Day • Adoption & care of Otter Creek Park • Career Day at Monticello High School • Community Defibrillator Project • Monticello Riverfest Celebration