

## **Key Rotary Messages**

One of the best ways to promote Rotary is by speaking about your club and the organization. You may speak to non-Rotary audiences at project events and other occasions. Be sure to develop concise statements to explain Rotary and your club to the media.

Be prepared to answer each of the following questions in no more than one minute:

- What is Rotary?
- Who are Rotarians?
- What does Rotary do?

Your answers should be positive, factual, specific, and brief. Avoid using Rotary language that non-Rotarians may not understand. For circumstances that call for a more formal or longer address, consider the following tips:

- Think about who your message is for and modify your presentation to appeal to them.
- Prepare an outline of topics you want to include.
- Practice your address and time it.

The following key Rotary messages can be incorporated into your public relations materials and public speeches:

### **Rotary is an international humanitarian service organization.**

- Rotary members are business and professional leaders who volunteer their expertise, compassion, and power to improve communities at home and abroad in nearly every country in the world.
- Rotary is a worldwide network of more than 34,000 clubs made up of individuals who channel their passions into social causes that change lives and improve communities.
- Our track record of success is demonstrated by the millions of people who have achieved and sustained a better quality of life through Rotary.

## **Rotary's top goal is to eradicate polio worldwide.**

- Rotary, in collaboration with the World Health Organization, UNICEF, the Bill & Melinda Gates Foundation, and national governments, is close to eliminating the second human disease in history (after smallpox), having achieved a 99 percent reduction in polio cases worldwide since 1985.
- Rotary members have contributed more than US\$1 billion and countless volunteer hours to help immunize more than 2 billion children in 122 countries.
- Rotary raised more than \$200 million to match \$355 million in challenge grants from the Bill & Melinda Gates Foundation.

## **Rotary is on the forefront of tackling major humanitarian issues around the world.**

- Maternal and child health, clean water and sanitation, literacy and education, and disease prevention and treatment are among Rotary's areas of focus.
- Rotary's goal-oriented, business-model approach has attracted other organizations to partner with us to address these shared humanitarian priorities.

## **Rotary invests in people to generate sustainable economic growth.**

- Rotary supports grassroots entrepreneurs and helps prepare young people and women for meaningful work, and helps communities increase their capacity to support sustainable economic development.

## **Rotary builds peace and international understanding through education.**

- The Rotary Peace Centers program offers graduate degrees and professional development certificates in peace studies.
- Today, more than 600 former Rotary peace fellows work in key decision-making positions in governments and organizations around the world.
- Rotary's Youth Exchange program fosters international goodwill by enabling 8,500 high school students to live and study abroad each year in over 100 countries.