



Introducing the SAMPLE mockup issue of the new biannual Rotary Member Guide and Business Networking Directory, packed with useful information about Rotary International, membership benefits, plus annual district and leadership info, all in a convenient and beautiful printed and free online digital guide. Try the QR Code above or this link for the mockup:

<https://www.yumpu.com/en/document/read/68725587/rotary-member-guide-sample>

Fully funded by advertisers in a Rotarian Business Networking Directory—a first of its kind for the whole district—business networking is now encouraged by Rotary International. This guide is an exclusive new way for Rotarians to promote their own businesses or nonprofit causes to 3,000 other Rotarians in our district in the Rotary “Yellow Pages,” as well as to support and locate other Rotarian businesses, guest speakers, and nonprofit causes with an index by category.

Plus, Rotary Clubs can sponsor profiles to “advertise” their different attributes and anniversaries to prospective new members in all of San Diego County—and promote Rotarian member businesses to potentially 100,000 people who will view this free online guide in the region, or 20,000 printed copies.

This will encourage new members to join your club so they may promote their business in our exclusive directory. Business owners make great Rotarians! Partner with your local Chamber of Commerce. My own club is offering a discount on membership if they advertise in the guide. Nonprofit organizations and individual member announcements are offered discounts. Helping your members will keep them as members.

There is also a FREE section of Rotary Club listings of all the clubs in District 5340 so that members can locate “make-up meetings” and clubs to visit and connect with. Best of all, the District is passing along the proceeds of this fundraiser directly to the clubs: it’s automatically an individual club fundraiser for all who participate—a portion of the advertising coming out of your club comes back to you, which should enable a “free” profile for your club.

If you have any suggestions or comments for the guide, please reach out. The various deadlines for the first issue are approaching quickly, so schedule a call or Zoom now!

Yours in Rotary,

Daphne Fletcher

Encinitas “Animal House” Rotary Club President 2024-2025

Daphne@LedgeMedia.net (805) 350-9430 • www.hpnbooks.com • www.ledgemedi.net