SAMPLE LETTER TO THE EDITOR

<In response to articles that portray Rotary’s membership in decline.>

Dear [INSERT name of letters section editor],

I read with great interest [INSERT name of reporter]’s article [INSERT headline/publish date] about [INSERT topic].

As a member of Rotary, I can tell you that Rotary members are people of action. We identify the issues that affect our communities and then work together to find the best course of action. No project is too big or too small for us. We embrace new challenges every day and remain committed to finding solutions to some of the world’s most pressing issues, whether it’s eradicating polio, providing clean water, or promoting peace.

Together, we make our communities better. We are your neighbors — business professionals and community leaders who represent all generations, and nearly every ethnicity and culture.

Rotary is helping people in [INSERT city/country] [INSERT project description]. [INSERT IMPACT OF PROJECT and broader relevance. For example: *We have raised $1.2 million to equip and staff an alternative school and drop-in center to assist 150 or more of the roughly 6,000 homeless children in San Diego*.]

Through Rotary, I have had the privilege of leaving an enduring impact on people’s lives, making them healthier, happier, and better off than they were before — and I’ve had fun in the process.

For those who want to take action to make a difference, we have [INSERT number] Rotary clubs in [INSERT city/town]. I invite you to come to one of our meetings or events to learn more about how you can make a difference, too. Visit [INSERT website] to find dates and contact information for upcoming meetings and events.

[INSERT name, Rotary Club of INSERT club name]

[INSERT phone number, email address]