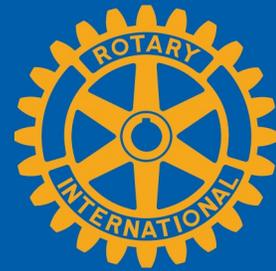


# KEY POINTS FOR TALKING ABOUT ROTARY



Here are messages to help you develop key points before media interviews and speeches to external audiences.

## **INTRODUCTORY PRIMARY MESSAGE**

- Every day, in our communities and around the world, our neighbors face tough challenges — conflict, disease, and lack of clean water, health care, education, and economic opportunity.

## **SUPPORTING MESSAGE**

- Rotarians have a vision of what's possible for their neighbors. They mobilize other leaders and experts to take action and see it through.

## **ABOUT ROTARY — PRIMARY MESSAGES**

- Rotarians are people of action, driven by a desire to create opportunities, strengthen communities, and find solutions to the tough challenges that affect people around the world.
- Rotary is a community of 1.2 million men and women from all continents, cultures, professions, and experiences who connect through our local clubs.
- Rotary clubs tackle projects of every scale and inspire fellow Rotarians, friends, neighbors, and partners to share their vision, exchange ideas for lasting solutions, and take action to bring those ideas to life.

## **SUPPORTING MESSAGES**

- Together with our partners, neighbors, and friends, we're:
  - Promoting peace — encouraging dialogue to foster understanding within and across cultures
  - Fighting disease — educating and equipping communities to stop the spread of life-threatening or preventable diseases
  - Providing clean water — building local solutions to bring clean water and sanitation services to more people every day
  - Saving mothers and children — expanding access to quality care so mothers and children can live and grow stronger
  - Supporting education — expanding access to education and empowering educators to inspire more children and adults to learn
  - Growing local economies — creating opportunities for individuals and communities to thrive financially and socially
  - Eradicating polio — uniting the world to end polio, once and for all

- Rotary is a trusted partner and resource. With members and projects in almost every part of the globe, there's no limit to the good we can do.

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

- Rotary and its partners are close to eradicating polio, having achieved a 99.9 percent reduction in cases since 1988.
- Rotary's chief role is fundraising, advocacy, and mobilizing volunteers.
- Rotary's contributions to the global polio eradication effort will exceed more than \$2.2 billion and countless volunteer hours to protect more than two billion children in 122 countries from polio.
- Rotary is working to raise an additional \$50 million per year through 2020 for polio eradication, to be matched 2-to-1 by the Bill & Melinda Gates Foundation.

**Rotary builds peace and international understanding not only through education and humanitarian service but also by developing young leaders.**

- More than 900 graduates of the Rotary Peace Centers master's degree program are in key decision-making positions in governments, corporations, and organizations around the world.
- Rotary's humanitarian projects help prevent the underlying causes of conflict, such as poverty, illiteracy, and lack of clean water.
- Rotary's Youth Exchange program fosters international goodwill by enabling over 8,000 high school students to live and study abroad each year in 115 countries.
- Rotary's Interact and Rotaract programs develop young leaders by promoting volunteer service, leadership, and professional growth.