



Rotary International District 6440 “Governor’s Month of Service Challenge”

One of 2021-22 Rotary International President Shekhar Mehta’s personal initiatives is for clubs to participate in a day of service. Another initiative of the President is “Each One Bring One.” In the spirit of these initiatives, on April 1st, 2022 I am launching the District 6440 Governor’s Month of Service Challenge.

The objective of the challenge is for District 6440 clubs to initiate focused engagement in their community, collaborate with partners and potential members, and participate in projects that have meaningful impact. Furthermore the challenge is in line with the priorities of Rotary International Action Plan: Increasing our impact, expanding our reach, enhancing participant engagement and adapting our approach to how we interact with our communities and attract new members. We also encourage clubs to focus on diversity by serving with and for those they wish to attract.

The Challenge is directly in line with the emphasis that I have placed on leveraging community service as a pathway for membership development in my conversation with our clubs. April is also National Volunteer Month, which provides additional potential for engagement.

We need to encourage assertive membership development now! What membership goals can your club create heading into the 2022-23 Rotary year?

Elements of the Challenge:

- > Successfully execute the most club service projects in your community during the 45 days beginning April 1st, 2022 through May 15th, 2022.
- > Only projects completed during the contest period qualify.
- > There is no minimum number of projects to qualify - please enter any project you complete.
- > There is no size requirement for a project, in fact small projects are encouraged.
- > Each project must be attended by at least one club Rotarian and at least two non Rotarians as invited guests of the club.
- > Each project must include a published public image feature on social media, including pictures and captions. This will support the next requirement.

> Each project must be entered in the [Community Service Project Showcase](#) created by District 6440 Community Service Chair Betsy Adamowski prior to midnight the final day (May 15th) of the challenge. Survey must be filled out with complete requested data to qualify including public image links and photos..

> Your club membership chair should be engaged in the process to work on the potential development of prospective members.

Tabulation of Results:

> Results will be tabulated on May 16th from your completed project entries in the Community Service Project Showcase on the [District 6440 Home Page](#).

Incentives/Awards:

Clubs will be recognized at the Rotary International District 6440 Annual Conference at Grand Geneva Resort, May 20-22

The desired outcomes of the program are:

- > Elevated community engagement.
- > Increase awareness for effective public image program development.
- > Create new cultures for membership development.
- > Encourage Membership and Community Service Chairs to work in concert.
- > Focus on diversity through serving with and for those we wish to attract.
- > Encourage clubs to re-engage in our communities as we emerge from the pandemic.
- > Build service and membership development momentum to carry on to the 2022-23 Rotary Year.

20 March 2022