

WEEK 50 - FOUNDATION MINUTE – THE HOME STRETCH

The end of any Rotary year is a time of reflection and change – for Rotary International, our districts and our clubs. The annual rituals of recognition, expressing appreciation for our leaders, and the installation of new officers provide an excellent opportunity to summarize and reflect on our achievements, our impact, and our Rotary Footprint – whether at the district, club or individual level.

Perhaps the most important aspect of all this is to ensure that we leave a legacy for those who are assuming the reins of leadership. Communicating this legacy is critical – and straightforward: **TAKE A PICTURE – WRITE A STORY – SHARE – REPEAT!!!** This is the Public Image mantra. Calculating and sharing each club's Rotary Footprint validates what we do – what each donor supports – and all the effort that goes into making a difference in our communities and in ourselves.

Change needs to be paired with growth, an acknowledgement of where we are now, and where we want to be. Our events in the coming weeks enable us to lay the groundwork for next year's growth – to install our new leaders – and to get ready to hit the ground running. Nailing the Home Stretch ensures a successful new race in Rotary year 2021-2022.