



Floyd A. Lancia
District Governor 2009-2010

Rotary International District 6540

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As we approach Rotary's 105th birthday, we have a great opportunity to celebrate and elevate community awareness of Rotary and its many projects. As Rotarians we must take this opportunity to spread the word of Rotary work worldwide. Of special note is Rotary's commitment to eradicate Polio. Additionally each of our fifty-five clubs has outstanding projects that can be touted.

Let us take this opportunity to do something visible to promote Rotary. Each club and its members can be as imaginative as they wish in supporting this effort. Select a day to highlight Rotary's involvement in the local and global community. Any day can be a Rotary day in your community. The key is planning a high-visibility service project or event that helps communicate what Rotary is and does.

Looking for a few ideas—consider the following:

- Write an article to highlight what Rotary has accomplished locally and globally in the past and why it remains relevant today. Place it in community or school newspapers.
- Collect items for distribution to those in need, such as shoes, school supplies, coats, gloves, and eyeglasses, and distribute them during a Rotary Day event.
- Highlight Rotary by having Rotarian business owners display a Rotary poster or Rotary emblem in their stores or offices.
- Organize a warm coat or clothing drive, and select a local organization to receive the items.
- Spend Rotary Day volunteering at a local food pantry or soup kitchen.
- Write a letter to the editor or an opinion piece in honor of Rotary Day on reasons to volunteer.
- Purchase a full-page advertisement in your local newspaper, encouraging your community to celebrate Rotary Day.
- Coordinate a run/walk in correlation with your town's Rotary Day. Registration proceeds can go to one of your club's service projects.
- Begin to collect pennies over the course of the year, with the proceeds going to End Polio Now.

These are a few suggestions; use your imagination to make others aware of the "largest service organization in the world".

A handwritten signature in black ink, appearing to read "Floyd Lancia".

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