

Rotary Promotion from Philip Archer

Dear Rotary Leaders

I'm delighted to bring you the latest sound byte for our radio advertising campaign. This particular one features Rotary ambassador, Dr Jonathon Welch, and he has it right when he says that being part of Rotary is "uplifting".

Our *Conversations to Actions* campaign is now well underway and whilst it has largely been designed to grow membership, at this time of year, I think it is also important that we look to our existing members and ensure that Clubs are both united and have a sense of family. Unity and a sense of family are what gives Clubs strength to achieve their goals.

December is Family Month on the Rotary calendar and what better time of year to celebrate that sense of family. As leaders within Rotary, it is important that we encourage clubs to reach out to their families and say "thank you", and to let them know just how important they are, not just to our Rotary work, but as cherished *Rotary* family members. When you look at it this way, it's not just about looking outside that will allow us to achieve the work of Rotary, it's also about looking inside to our families and sharing the fun of Rotary.

And that is truly "uplifting".

In wishing you and your families a very safe and happy Festive Season, I would like to thank you too for the support you have given me towards our new PR campaign, and I look forward to working with you further on this in the New Year.

With best wishes and Merry Christmas

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...turning conversations into actions