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| Rotary Leader |

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| Helping club and district leaders achieve success |

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| **September 2021** |

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| **MEMBERSHIP** |

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| **Grow Rotary through Each One, Bring One** |

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| Rotary’s Action Plan is the bridge between what we are today and what we want and need to be. It is our plan for fulfilling our vision of a world where people unite and take action to create lasting change. Our members, as people of action, are the key to achieving any of [the plan’s four priorities](https://msgfocus.rotary.org/c/1zZJ9amflTKqqfv92b6BXhtCw2aO). So adding members allows us to achieve more. RI President Shekhar Mehta is deeply committed to growing and sustaining Rotary membership. As one of his [presidential initiatives](https://msgfocus.rotary.org/c/1zZJ9pykvzBUQfj4G2K6MvPSiRPb), Mehta is asking clubs and districts to: 1. Get a commitment from each active Rotaractor or Rotarian to sponsor one new member by 30 June 2022. The Each One, Bring One initiative will help us stay relevant, attract new members, and engage and retain current members and participants.
2. Use public events to remind the public that Rotary and Rotaract clubs serve others and create positive change. Members can bring guests to events like [Rotary Days of Service](https://msgfocus.rotary.org/c/1zZJ9EKpFftpgf70jUnBBKc85Hty) or this year’s presidential conferences, where they’ll experience the life-changing impact of Rotary.
3. Form an effective membership committee to focus on growth, engagement, and making Rotary accessible to more people. The committee should have processes for finding prospective members, introducing them to current members, inviting them to join, and then offering a clear and useful orientation, fun activities, and Rotary opportunities beyond the club.
4. Diversify Rotary by supporting [Rotary’s commitment to diversity, equity, and inclusion](https://msgfocus.rotary.org/c/1zZJ9TWuOVkTGeUVXM16qYynSx7V). By connecting with prospective members and participants from all backgrounds and inviting them to experience Rotary, we’ll gather an abundance of perspectives, skills, and solutions.

Recognize those who attract new and diverse members and engage and retain those who join. Visit the [Membership Society for New Member Sponsors](https://msgfocus.rotary.org/c/1zZJa98zYBco6eIRBDEBgcUDFmMi) and celebrate your fellow members who have committed to expanding our reach. |
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| **CLUB CLINIC** |

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| How you can support diversity, equity, and inclusion |
| Diversity is one of Rotary’s longtime core values. But we know we can do more to ensure that our organizational culture exemplifies diversity, equity, and inclusion (DEI). We’re looking honestly at how we work together to create more just, open, and welcoming clubs and programs for all people. Our Diversity, Equity, and Inclusion Task Force is assessing the state of DEI throughout Rotary and developing a plan of action to present to the Board in October. We ask all club and district leaders to share the [updated commitment statement](https://msgfocus.rotary.org/c/1zZJaDwKhWVmWekITmVAUFD9f252) with members and discuss diversity, equity, and inclusion in your clubs, districts, and communities. Invite guest speakers, host community forums, and set a zero-tolerance policy for discrimination of any kind. [Learn about other actions you can take.](https://msgfocus.rotary.org/c/1zZJaSIPrCMRme8Exez5JTZp1RJp)  |

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| Celebrate Reconnect Week, 4-10 October |
| Engaging Rotary’s past program participants in club and district projects and meetings can be the key to making them feel that they have a place in Rotary. Rotary Reconnect Week, 4-10 October, is a great opportunity to invite alumni to participate in a service project, have a party that celebrates alumni, or just encourage them to pursue membership. Many alumni crave a personal connection to Rotary after their programs. As we celebrate Reconnect Week, we invite former Rotaractors, Interactors, Rotary Peace Fellows, Rotary Scholars, Rotary Youth Exchange students, and other alumni to renew their relationship with Rotary. [Learn more](https://msgfocus.rotary.org/c/1zZJbCj4UEnkCdyrsPtAdB4aomGw). |

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| **DISTRICT CORNER** |

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| Virtual exchanges provide great experiences |
| Rotary members have demonstrated their adaptability in a wide variety of ways during the COVID-19 pandemic. For example, the virtual exchanges they hosted allowed certified districts to continue to offer young people a unique opportunity to engage and collaborate with people from other cultures online. To support this program, we’ve created a video that you can use to promote your Rotary Youth Exchange program to eligible students and excite and invigorate volunteers. [Watch the video](https://msgfocus.rotary.org/c/1zZJbRva4keP2dmn6H752PqqbckT) to learn more about virtual exchanges, and [download this customizable version](https://msgfocus.rotary.org/c/1zZJc6Hfe06jsdaiKyKzS3MFY1Zg) to share, inserting your program’s information at the end. |
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| **MEETING PLACE** |

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| Call for breakout session proposals for the 2022 Rotary International Convention in Houston, Texas, USA |
| Do you have an idea or project that you want to share with the Rotary family? Breakout sessions can inspire attendees, help them improve their leadership skills, and give them new ideas for service projects, fundraising, diversifying membership, and more. Help us build an inclusive breakout program that celebrates Rotary’s diversity, projects, and achievements. We’re seeking proposals for sessions in English, Portuguese, and Spanish.Complete the [online breakout proposal form](https://msgfocus.rotary.org/c/1zZJclTknFXNScYeoqo4Hi8VKRDD) by Thursday, 30 September. If you have any questions, write to conventionbreakouts@rotary.org |
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| **Rotary International**One Rotary Center, 1560 ShermanAve., Evanston, IL 60201-3698 USA |
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