

## Rotary Days photos

Post photos from your Rotary Day event online using Instagram or Twitter and use the hashtag #RotaryDay to share your impact with Rotary's online community. Photos of Rotary Day events around the world will be collected and shown at the 2015 Rotary International Convention in São Paulo, Brazil. Some photos may also be featured in *The Rotarian* magazine.

## Rotary Days video contest

Clubs and districts are invited to submit brief videos highlighting their Rotary Day events. President Huang will recognize one grand prize-winning club or district with a special award plaque. The winning video, along with videos from select finalists, will be featured on [rotary.org](http://rotary.org) and possibly at the 2015 Rotary International Convention in São Paulo, Brazil.

Submissions must be less than three minutes long, use English or English subtitles, and be uploaded to YouTube. To submit your video for the contest, visit President Huang's page on [rotary.org](http://rotary.org) between 1 July 2014 and 31 March 2015 and complete the online submission form.



Rotary

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LIGHT UP  
ROTARY

Rotary Days

Gary C.K. Huang  
2014-15 RI President



This year, I am urging all Rotarians to *Light Up Rotary* by participating in Rotary Days. The Rotary Day concept is a simple one: hold a fun, informal event in your community for the non-Rotary public and use it as an opportunity to introduce them to Rotary. It's that easy. Rotary Days can help your club drive up interest in membership, strengthen your club's relationships with local institutions and community members, and improve Rotary's image in your community. Imagine the collective impact we can have if all 34,000 Rotary clubs worldwide make a concerted effort to introduce the public to the fun, rewarding experiences that we all enjoy as Rotary members.

A handwritten signature in black ink, appearing to be 'Gary C.K. Huang'.

Gary C.K. Huang  
President, Rotary International, 2014-15

## Hosting a Rotary Day

Any club, big or small, can host a Rotary Day. Neighboring clubs can pool their resources and cohost a Rotary Day event, and even entire districts can come together to host a large-scale Rotary Day.

Rotary Days can take any form, as long as they are fun and appealing to the non-Rotary public. Here are just a few possibilities:

- Hold an outdoor picnic or barbecue
- Host a sporting event or concert
- Organize a family fun run
- Align the event with a public parade or festival
- Sponsor an event at a museum, art gallery, or cultural center
- Secure an auditorium or arena and plan a ticketed reception or buffet dinner

Share your Rotary Day plans by adding your club's event to the member calendar on [rotary.org](http://rotary.org).

## Tips for Rotary Day planners

- Feature guests that will appeal to a non-Rotary audience. Consider inspirational speakers, celebrities, musicians, or other public figures.
- If the event will offer food, keep it simple — for example, a barbecue buffet rather than a formal, sit-down meal.
- Keep admission prices low. Approach local businesses to sponsor your event.
- Make your event welcoming to families. Encourage members to bring their spouses, children, and other relatives.
- Avoid using Rotary jargon or referring to internal traditions; present Rotary as an enticing opportunity for prospective members to make new friends, exchange ideas, and take action to improve their local community and the world.

- Highlight the work of ordinary Rotary members doing extraordinary humanitarian work.
- Consider including a hands-on service project as part of the event to give visitors the chance to see firsthand how Rotary benefits the community.
- Recognize non-Rotary community members who embody Rotary's service ideals.
- Seek coverage for the event in local news media.
- Collect participants' contact information and follow up within two weeks to invite them to attend a club meeting or event.

## National Rotary Days

In addition to the many club- and district-level Rotary Days that will take place this year, there will be a select number of national Rotary Days facilitated by current RI directors and other senior leaders. These events will convey Rotary's relevance, highlight our good work, and appeal specifically to residents of the countries where they take place. Visit President Huang's page on [rotary.org](http://rotary.org) after 1 July 2014 for details on these events.

## Rotary Days recognition for clubs

District governors are encouraged to give special awards to clubs that undertake successful Rotary Day events during 2014-15. Rotary will provide governors with an electronic template for a certificate.