

PRESIDENTIAL THEME & CITATION



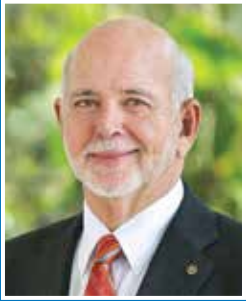
BE THE

INSPIRATION

BARRY RASSIN

2018-19 President
Rotary International





BE THE INSPIRATION

Since Rotary was founded 113 years ago, its role in the world and in the lives of its members has been in a state of continuous evolution. In its earliest days, Rotary offered its members a way to find fellowship and friendship and to build connections within their communities. Soon after, service found a place in Rotary, and as our organization expanded, so did its influence. In time, Rotary's service, supported by our Rotary Foundation, would change the lives of families and communities across the world. We formed partnerships and focused our service to increase our impact. We launched

the world's largest public-private health initiative, partnering with governments, international organizations, and countless local and regional health agencies to eradicate polio. More and more, our members came to us seeking not just friendship but a way to take action for good.

Rotary still is, and always will be, the organization Paul Harris envisioned: a place where people from every corner of the earth can come together to become something greater than themselves. Yet Rotary today offers something of singular and enduring value: the chance to be part of a global network of people who have the talent and the drive to change the world. We are men and women who believe in the power of community action to make a global impact — and together, we have the capacity and the resources to achieve almost anything.

Globally, Rotary is more relevant than ever before, and its potential for good is vast. Unfortunately, not enough people fully understand what Rotary is and does. Even within our clubs, many Rotarians don't know enough about Rotary to take full advantage of what Rotary membership offers.

Rotary service transforms lives and communities. To achieve even more of that truly transformational service, we need to think differently about our role in Rotary, and Rotary's role in the world. We need to put more emphasis on our public image, using social media to build our membership and attract the partners that can help us scale up our service. We need to focus on larger projects that have a more lasting impact, taking the time to research and plan work that spans Rotary years and terms of office. Most important of all, we need to *Be the Inspiration* for positive change, inspiring our clubs, our communities, and our organization to face today's challenges head on, with courage, optimism, and creativity.

As Paul Harris put it, "Rotary is a microcosm of a world at peace, a model which nations will do well to follow." To me, Rotary is not only a model but an inspiration. It shows us what is possible, inspires us to reach for it, and gives us a path to act — and to *Be the Inspiration* to our world.

A handwritten signature in black ink, appearing to read 'Barry Rassin'. The signature is fluid and cursive, with a long horizontal stroke at the end.

Barry Rassin

President, Rotary International, 2018-19

2018-19 ROTARY CITATION

The **Rotary Citation** recognizes Rotary clubs that support each of our strategic priorities by completing certain activities. Clubs have the entire Rotary year to achieve the citation's goals.

Rotary can automatically verify many of your club's achievements as long as you keep your club and member information up-to-date in My Rotary. You'll use online tools like Rotary Club Central to tell us when you've achieved other goals. To be eligible for the Rotary Citation, clubs need to begin the year as active clubs that are in good standing and remain so throughout the year. Achievements will be compared with membership figures from 1 July 2018 and will be recognized after the 1 July 2019 numbers are final, on 15 August 2019.

This year, clubs can receive the **Rotary Citation With Presidential Distinction** when they achieve the Rotary Citation plus one to three additional goals.

SUPPORT AND STRENGTHEN CLUBS

Achieve at least 3 of the following goals:

- Achieve a net gain of 1 member
- Maintain or improve your club's retention of current and new members:
 - Improve your club's retention rate by 1 percentage point
 - or*
 - If your club's retention rate was 90 percent or more in 2017-18, maintain it
- Achieve a net gain in female members
- Have at least 60 percent of club members report their birth dates through My Rotary
- Sponsor or co-sponsor a new Rotary club
- Conduct a classification study of your members' occupations, and work to align your membership with the mix of businesses and professions in your community

FOCUS AND INCREASE HUMANITARIAN SERVICE

Achieve at least 3 of the following goals:

- Sponsor a Rotary Community Corps
- Sponsor or co-sponsor an Interact or Rotaract club
- Contribute at least \$100 per capita to the Annual Fund
- Increase the number of members involved in service projects
- Hold an event to raise funds for, or to increase awareness of, Rotary's work toward polio eradication
- Conduct a significant local or international service project in one of Rotary's six areas of focus

ENHANCE PUBLIC IMAGE AND AWARENESS

Achieve at least 3 of the following goals:

- Post successful club projects, with details about activities, volunteer hours, and funds raised, on Rotary Showcase
- Use Rotary's brand guidelines, templates, People of Action campaign materials, and related resources
- Arrange for the club's members to talk with the media to tell your club's, and Rotary's, story
- Host an event for Rotary alumni, and highlight Rotary's networking opportunities
- Continue or establish a partnership with a corporate, governmental, or nongovernmental entity and work on a project together
- Sponsor a Youth Exchange student or RYLA participant

2018-19 ROTARY CITATION WITH PRESIDENTIAL DISTINCTION

ROTARY CLUB

Achieve these goals **in addition to** earning the Rotary Citation to receive SILVER (1 goal), GOLD (2 goals), or PLATINUM (3 goals) distinction

- Achieve a net gain of 5 or more members
- Show how your club's members are People of Action by promoting your club and its service activities on social media at least 4 times per month
- Initiate or continue a leadership, personal, or professional development program to enhance members' skills and the value of their membership

ROTARACT CLUB

Achieve these goals **in addition to** earning the Rotary Citation to receive SILVER (1 goal), GOLD (2 goals), or PLATINUM (3 goals) distinction

- Achieve a net gain of 5 or more members
- Show how your club's members are People of Action by promoting your club and its service activities on social media at least 4 times per month
- Initiate or continue a leadership or professional development program to enhance members' skills and the value of their membership

INTERACT CLUB

Achieve these goals **in addition to** earning the Rotary Citation to receive SILVER (1 goal), GOLD (2 goals), or PLATINUM (3 goals) distinction

- Work with your sponsor Rotary club or adviser to explore local Rotary club and other scholarship opportunities that are available to your club's members and present these opportunities to the club
- Show how your club's members are People of Action by submitting a video that promotes your club and its service activities to the annual Interact Video Awards
- Initiate or continue a leadership development program to enhance members' skills and the value of their membership

Together, we see a world where people unite and take action to create lasting change — across the globe, in our communities, and in ourselves.



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