



# THE DOUBLE “i” *i*NFORMATION & *i*NSPIRATION

**SOMETHING:**  
Simple,  
Special,  
and Different



Rotary District 7430 Newsletter [www.rotarydistrict7430.org](http://www.rotarydistrict7430.org) September 2018 Vol. 1, Issue 3

## *Simply Stated.....*



### **Greetings all Rotarians!**

Despite the rains and lots of heat, I can tell you that our Rotarians are **NOW IN FULL SWING!**

This month as I have visited many clubs, we can feel the “energy” that is around us. We are “getting it” that we have to take action **NOW** and go and do new things—it is pretty exciting!

There are a lot of service projects being implemented, fund raisers being planned, and many administrative reviews and changes. Change is difficult but **WE CAN DO IT!**

Thank you to all of these clubs for the wonderful visits during this month:

Nazareth  
Allentown West  
Bethlehem  
Kutztown  
West Reading-Wyomissing  
Perkasie  
Blue Bell  
Warminster  
Central Perkiomen  
Warrington  
Newtown  
Horsham  
Morrisville-Yardley  
Whitehall  
Muhlenberg  
Hamburg

**You are all special groups of people and doing great things!!**

*Continued on page 2*

## Simply Stated continued.....

August is Membership Month as defined by Rotary International. But--- EVERY MONTH is membership month for us—all of us need to get involved and talk about Rotary.

Starting in September there are many activities going on to get Membership growth Moving—so find out what is going on in your area and club and get involved. Many areas have planned joint get-togethers with our Membership Chair, Dave Czarnecki and our Public Image Chair. Find out when the get-togethers are – and get involved.

Many clubs also are starting to initiate membership networking events to get the word out about Rotary – don't miss out—start something with your group!

**AND..... WE HAVE 26 NEW ROTARIANS IN OUR DISTRICT AS OF MID-AUGUST!**

**REMEMBER—MORE MEMBERS.....MORE SERVICE**

Welcome to all of you as you are now a part of the Rotary World.

Have a great rest of the Summer and “see you” next month!

Name of Club	New Members
Allentown	Connor Corpora
	Dierdre Snyder
	Nancy Wilson Joseph
	Jason Worley
Bethlehem Morning Star	Zachary Ainslie
	Gregory Scarlatti
Bethlehem	Justin Poremba
Blue Bell	Michael Brookshire
	Nick Lauro
	Kevin Pollock
Boyertown	Stephanie Landis
Central Perkiomen	Walter Douglas
Doylestown	Shawn Herron
Emmaus	Meghan Reed
	Michael Zambelli
Kutztown	Tom Kulp
Morrisville-Yardley	Howard Claycombe
	Richard Gagnier
	Jeffrey Park
Norristown	David Irwin
North Penn	Stephen Bather
	Thomas Clifford
Pottstown	Jodi Clemmen
	Jennifer Cyr
	Daniel Delgadillo
Quakertown	Lori Pieczynski

*DG Cindy*



## RI News



### Gupta is selection for 2020-21 RI president



Sushil Kumar Gupta, of the Rotary Club of Delhi Midwest, Delhi, India, is the selection of the Nominating Committee for President of Rotary International for 2020-21. He will be declared the president-nominee on 1 October if no challenging candidates have been suggested. Gupta says he wants to increase Rotary's humanitarian impact as well as the diversity of its membership.



#### DID YOU KNOW ?

The number of possible ways of playing the first four moves per side in a game of chess is 318,979,564,000.

The only 15 letter word that can be spelled without repeating a letter is "uncopyrightable".

## More RI News



### Why and how to host a Rotary Day

In an effort to increase membership and highlight Rotary's inspiring work, RI President Barry Rassin is urging clubs and districts to organize fun, informal community events called Rotary Days. "Rotary Days events will offer you the chance to have an impact in your community, build long-term partnerships, increase interest in membership, and improve Rotary's image," Rassin said.

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

#### Tips for planning a Rotary Day:

- Consider including a hands-on service project as part of the event to let visitors see for themselves how Rotary benefits the community.
- Feature guests that appeal to a non-Rotary audience. Consider young leaders, inspirational speakers, celebrities, musicians, or other public figures.
- If the event will offer food, keep it simple — for example, a self-service buffet rather than a formal, sit-down meal.
- Advocate on local issues related to Rotary's areas of focus by calling attention to challenges that affect people in your area.
- If you charge admission, keep prices low. Ask local businesses to sponsor your event.
- Welcome families and make the event enjoyable for them.
- Present Rotary as an appealing opportunity for potential members to make new friends, exchange ideas, and take action to improve their community and the world. Avoid using Rotary jargon or referring to club traditions.
- Highlight the work of local Rotarians, Rotaractors, Interactors, Rotary Community Corps members, and other community members who do extraordinary humanitarian work.
- Recognize non-Rotary community members who demonstrate Rotary's service ideals.
- Sponsor an event with a partner organization to show that, by working together, we make a deeper and more lasting impact on communities.
- Ask local news media to cover the event.
- Collect participants' contact information, and invite them to future club events.
- Partner with local civic groups, service organizations or local businesses.



*Inspiration!*

## PURPLE PINKIE DUO

### THE PURPLE PINKIE DUO ----

TWO 5K RACES --

TWO VENUES --

TWO DATES --

Toward Polio Eradication, in October of 2018 there will be TWO Yvette M. Palmer Purple Pinkie 5k Races and Fun Walks.



Oct 6th -- Purple Pinkie DelVal/Bucks 5K run and Fun walk at Delaware Valley University in Doylestown.

Oct 13th -- the 8<sup>th</sup> Purple Pinkie Lehigh Valley/Berks 5K run and Fun walk at Lehigh Carbon Community College in Schnecksville.

A \$250 club sponsorship gives your club one share of the proceeds from both events to be donated to Polio Plus in the name of

your club or your club members.

Many clubs donate multiple shares. In 2017, the 35 Purple Pinkie club sponsors each received \$325 in Polio Plus credits for each \$250 sponsorship.

Go to the website at: <http://www.purplepinkie.net/>

New this year: Your club sponsorship can be donated in the name of each active club member equally (\$15 per active member minimum). In that way, each club member gets Paul Harris credit for the donation.

Purple Pinkie Club Sponsorship checks should be made out to "The Rotary Foundation" and mailed to Herb Klotz, 2004 Kingsview Road, Macungie, PA 18062

QUESTIONS on club sponsorships: Contact Herb Klotz (herbk.rotary@gmail.com or 1-484-707-9467)



*Inspiration!*

## Rotary Zone Conference



### Hands On, Interactive & Exciting Montreal Zones 24 & 32 Conference September 20 to 22

## Everyone is Invited!

Go to <https://portal.clubrunner.ca/50077/sitepage/2018-montreal-conference>  
Take a look at the program

It's not just for Governors....

EVERYONE is welcome, in fact we encourage attendance by all and have crafted our extraordinary program to cater to each and every type of Rotarian. We aim to inspire. We aim to engage. And, we aim to have folks take away the notion that Rotary is relevant, exciting, and surprising. The idea is to create leaders and perpetuate our current leaders' talents. From world-recognized speakers, to an interactive House of Friendship, and even super cool social events...we've got you covered.

Rotary Zones 24&32 Montreal Conference  
Rotary International Director, Jeffry Cadorette,  
Convener  
PDG Michelle O'Brien, General Chair, 907-220-7989  
mobrien@kpunet.net



## RI Global Rewards

A promotional graphic for the Rotary Global Rewards program. The background is a dark wooden surface with various items scattered on it: a pair of black headphones with a teal cord, several Euro banknotes (including a 20 Euro note), and several coins. The text is centered and reads: "Rotary" with the Rotary logo, "ROTARY GLOBAL REWARDS", and "A Member Benefits Program". Below this, the word "EXPLORE" is written in large, bold, orange letters, followed by the tagline "everyday experiences made better than expected". Three bullet points with orange arrowheads describe the program's benefits: "Discover" (discounts on products and services you value), "Unique" (opportunity to post an offer and see your community and business grow), and "Experience" (a new way to support Rotary with offers that give back).

### Learn more about Rotary Global Rewards ----

- Explore the program on your desktop by visiting [www.rotary.org/globalrewards](http://www.rotary.org/globalrewards)
- Access discounts on the go with the Rotary Global Rewards app. Available on the Apple App Store for iPhone and iPad and Google Play for Android.
- Rotary Global Rewards is our member benefits program for Rotary and Rotaract club members and Rotary program alumni. It offers discounts on products and services. Find out how you can take advantage of these special offers, post your own, or choose offers that give back to Rotary.

## Rotary Leadership Institute



**LEARN MORE ABOUT ROTARY**  
**BE MOTIVATED**  
**DEVELOP LEADERSHIP SKILLS**

**DO IT ALL IN ONE **RLI** DAY!**

NOW is the time to make your decision to become better educated about world-wide Rotary. If you have any wish to maximize your Rotary club membership, especially if you are new to your club, RLI makes it easy. Attend the **October 20<sup>th</sup> 2018 Rotary Leadership Institute (RLI) training at DeSales University in Center Valley, PA.**

**Any Rotarian, newcomer and "old timer" alike, who attends a day of RLI programs becomes a more valuable, and more dedicated, member of your Rotary club.**

Please register NOW for Part I, II, III, and if you have graduated you may register for the Post Graduate Course.

**\$ 50.00 reimbursement per attendee regardless of which level is being taken!**

For additional information and to register visit

<https://rlinea.org/event/rli---center-valley/>

For other information please feel free to call or e-mail Len Gieseler, District Chair, at 610-323-2201 or [lengieseler@pottstowninsurance.com](mailto:lengieseler@pottstowninsurance.com)



# Inspiring Clubs



## PEOPLE OF ACTION: Inspired Rotarians

Below are projects that D7430 Rotarians are doing to make the world a better place.

### Collegeville:

#### Paint & Sip event

On Wednesday, July 25, the Collegeville Rotary Club met at Pinot's Palette in Providence Town Center, Collegeville where several members enjoyed fine wine while learning the masters' techniques of painting landscapes.



As can be seen in the picture, some of the Rotarians are re-thinking their career choices. Please visit <https://www.pinotspalette.com/collegeville> to learn more about scheduling your own Paint & Sip event.

### Allentown:



Thanks go to all of you for participating in the Romper Day service project on Monday. I very much appreciate your braving the heat and humidity to hand out food to the Romper Day kids. This was one of those Service Above Self projects that makes it worthwhile to be a Rotarian. A special shout-out to Rolf for keeping us entertained and to Harry Crapser for keeping us hydrated.

Again, thank you for taking the time to help out and for a job well done. -Donald E. Wieand | Special Projects Co-Chair

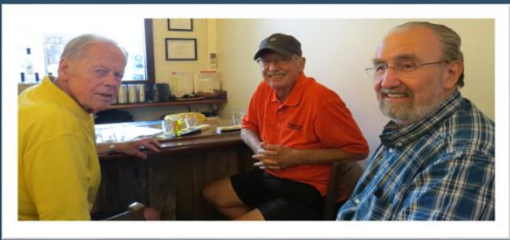
*Continued on page 10*

# *Inspiring Clubs continued*

## Huntingdon Valley – Churchville:

### Rotary Brew Crew Meets at Moss Mill

Huntingdon Valley- Churchville Rotarians assembled at the Moss Mill Brewery on the evening of July 18. Organized by VP Mark Kozub, club members, family and friends enjoyed an outstanding selection of beers, a tour by brewmeister Nick Rodgers, pizza and entertainment. It was a great night for our club.



*Inspiration!*

## ***Another "i"!! As in "What's iMPORTANT?"***

Every year Rotarians around the world are urged to grow their membership AND donate to the RI Foundation. Logically the number of members tends to dictate the amount given to the Foundation. So let's discuss Membership now; TRF ideas will come later.

To grow your club's member count there are a lot of specific actions you can take. Last month we mentioned holding Mixers, upgrading your Facebook page, and joining the Chamber of Commerce.

Now in order to increase the number of potential candidates for your Rotary club, it is critical that your local community know who Rotary is and What Rotarians do. RI at [rotary.org](http://rotary.org) provides great ads, graphics and stories you can use to share with your public.

Here are some action items that might enhance your club's Public Image:

1. Volunteer to create and manage a website for your RC. Or if you have one, help maintain it.
2. Be sure your website has a link to your Facebook page. Keep feeding club info and activities with pictures to your Facebook pages -- multiple times each week.
3. Review the RI Branding materials available on [rotary.org](http://rotary.org). Share what you learn with other RC members. Use them on your Facebook page.
4. If you know how, set up a plan for your RC to use Social Media to share your story with your community. Or convince another member to do so.
5. Check [rotary.org](http://rotary.org) to find out about "Rotary Days" and plan one for your club or with another club.



**BE THE INSPIRATION**

## *What value does your club have for young professionals?*

By Michael Walstrom, President of the Rotary Club of Downtown Boca Raton, Florida

Rotary, like any business, has customers. For us, those customers are our members and we must provide value to assure satisfied customers. The key to attracting and retaining young professional "customers" is presenting a Value Proposition that is attractive.

In a previous post, I discussed the Young Professional (YP) Membership Development project I took on in District 6930. I put together a survey of ten questions designed to get at the core of what brought those members into Rotary, why they stay, what they want, and what challenges they face. From this, we learned that young professionals are looking for networking and mentorship, but have concerns about time, money, and family commitments. Fortunately, Rotary has considerable value to offer in all of those areas.

- **Networking:** Many young professionals are looking for business, and that's OK. People do business with those they know, like, and trust. Rotary can help there, as long as expectations are set from the beginning.
- **Leadership:** Through Rotary, young professionals are able to establish themselves as leaders in the community. Their values can be made clear; they give back, and learn to work with others. "Come, join us, be a leader." This is a strong value proposition for the young professional.
- **Mentorship:** Many of our young professionals are also interested in working with current community leaders and in being mentored. How many of your club members could provide this value?
- **Time & money:** Clubs have increasing flexibility to address the time and money issue in ways they see fit, ways that are adapted to their unique communities and challenges. Some examples include corporate memberships, and "Rule of 35" memberships which allow members under the age of 35 to pay a reduced rate that just covers dues to RI and the meals they attend.
- **Family Commitments:** Family is important, and there may be no better place for a young professional to spend quality time with their family, while teaching kids valuable life lessons in service. We say, families welcome!

Once we have identified the value our clubs have, the key is to get that message out. Again, like any business, we need to develop a coordinated marketing plan to "sell" our club to young professionals in the community. A Young Professionals Committee is a good start, but I'll save more on that topic for a future blog post.

Check out Rotary International's Engaging Younger Professionals, a new online toolkit that helps clubs better understand younger professionals. From ideas for outreach and engagement to long-term benefits of becoming a Rotarian, this toolkit helps clubs rethink their membership, from a broad perspective down to a tactical level.

## ShelterBox

# ShelterBox USA



**Committee Chair Bill Tuszynski (Quakertown RC) and Hank Tur (Perkasie RC) have completed training as the District 7430 Shelter Box Ambassadors.**

**Hank has scheduled the 3rd Annual Area 6 Mini-Golf Tournament for September 8 as a Shelter Box fundraiser. And the box will be displayed.**

**The Box was on display at the August 19 Quakertown Golf Outing and will be again at the Area 6 Clambake on September 11th, West Reading Fall Festival on September 15th and the Bethlehem Morning Star Celtic Classic 5K September 22nd.**

**We will be doing a presentation to the Warrington Rotary Club on September 25<sup>th</sup>.**



***Inspiration!***

**BUCKNO  
LISICKY  
& COMPANY**  
Certified Public Accountants  
Business Consultants

# Rotary Youth Exchange Update



August 2018 News by:

Darlene Scott, District Youth Exchange Chair

**2018- 19 YE Outbound Application** letter and instruction was submitted by Brian Hartlaub and distributed by Sharon Rittenhouse to the clubs through ClubRunner, this district newsletter, and updated on both district and YE website.

YE informational club visits are being offered. Emmaus, Horsham, and Quakertown are on the schedule for presentations.

## 2018-19 Inbound Students

### Host Clubs:

- Allentown West, Croatia.....arrived
- Ambler/Blue Bell, Japan.....arrived
- Boyertown, Taiwan.....arrived
- Boyertown, Brazil.....arrived
- Central Bucks, France.....arrived
- Collegeville, Paraguay.....arrived
- Doylestown, Sweden.....arrived
- Kutztown, Norway.....arrived
- Nazareth, Argentina.....arrived
- Pottstown, Germany.....arrived
- West Reading-Wyomissing, Belgium.....arrived



*Inspiration!*



## The Rotary Foundation



The Rotary Foundation is consistently ranked as one of the world's best charities. More than 90 percent of donations go directly to supporting Rotarian-led service projects around the world – bringing clean water to remote areas, training future peace leaders and preventing polio.

# polio news

## NEW Type 1 POLIO CASES as of July 23 2018

	2018 YTD	2017 Total	2016 Total
Pakistan	3	8	20
Afghanistan	11	14	13

### ALL D7430 ROTARIANS -----

#### TWO 5K RACES TO SUPPORT -----

October 6<sup>th</sup> Purple Pinkie DelVal/Bucks 5K run and Fun walk at Delaware Valley University in Doylestown.

October 13<sup>th</sup> -- Purple Pinkie Lehigh Valley/Berks 5K run and Fun walk at Lehigh Carbon Community College in Schnecksville.



*Inspiration!*

## World Polio Day

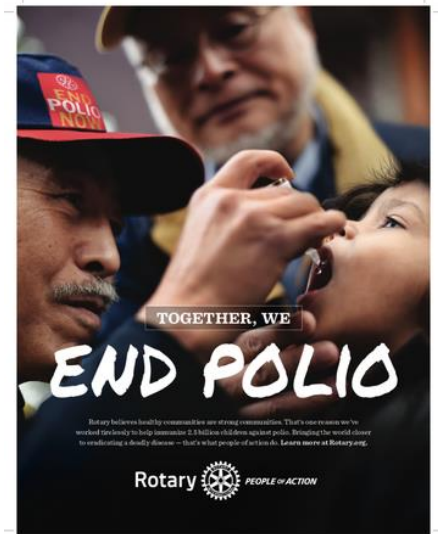
### D7430 World Polio Day Celebration

Moravian College Annual Janet A. Sipple Lecture  
"Celebrating the Progress in Eliminating Polio"

Friday October 19, 2018

3:00 – 5:00pm

Central Moravian Church,  
72 W. Church Street, Bethlehem, PA



Open to the public, reserved seating for Rotarians & Guests  
at:

<https://www.eventbrite.ca/e/janet-a-sipple-lecture-moravian-college-tickets-49459771508>

FEATURING Michael McGovern, BA, MA, Chair, Rotary International Polio Plus Committee, Past Rotary Foundation Trustee, and Past Rotary International Director.

ALSO:

### “Why Zero Matters” Dinner

6:00pm

The Hotel Bethlehem – Mural Ballroom  
437 Main Street, Bethlehem, PA

Reservations through EventBrite at

Cost is \$45

RSVP at:

<https://www.eventbrite.ca/e/why-zero-matters-dinner-tickets-49512045862>

Michael McGovern will be our special guest as we honor D7430 efforts to eliminate polio through contributions to The Rotary Foundation and the Yvette M. Palmer Purple Pinkie 5K Run & Fun Walks also held in October.



# Membership

## Membership Tip ---



Membership is our number one priority, and it needs the attention of every Rotarian, not just club presidents and membership chairs. In every RC EVERY member is part of the Membership Committee.

Date	No. Members
July 1, 2018	1746
Aug 26, 2018	1750



Share your passion for Rotary!  
**REFER A MEMBER!**



## Other Articles and Info

**THE 2018-19 DISTRICT DIRECTORY** now is available on the District website. [Click here](#)

**PROCEDURES & GUIDELINES 2018 Edition:** These are the D7430 Bylaws updated. A "Quick Reference" section has been added near the beginning. [Click here](#)

**"ALPHABET SOUP"** lists many of the acronyms that are used in the Rotary world. They are reprinted below, and they are on our D7430 website at:

<http://rotarydistrict7430.org/sitepage/did-you-know>



### YOUR KEY RI CONTACTS – CLUB AND DISTRICT SUPPORT (CDS)

JOHN M. HANNES

Senior Officer

[john.hannes@rotary.org](mailto:john.hannes@rotary.org)

GEOFF COCHRAN

Associate Officer

[geoffrey.cochran@rotary.org](mailto:geoffrey.cochran@rotary.org)

Feel free to use these excellent resources!

### Tell Us What You Are Doing

by the 25th of each month:



*PDG Bill Palmer, Editor*

*bill966@ptd.net*

*Sharon Rittenhouse, Publisher*  
*rittenhouses Sharon@gmail.com*



## Youth Exchange Accepting Outbound Applications



### Now Accepting Applications for 2019/2020 Outbound Youth Exchange Students

The D7430 Youth Exchange Committee is looking for clubs to participate by sending students who want to spend a school year abroad studying, learning a new culture and language. It's an excellent way to provide and receive International Service to others.

Deadline is **October 31, 2018** to send applications to the **District Outbound Coordinator, Brian Hartlaub, 43 S. Whitfield St., Nazareth, PA 18064**. The application is attached. More information about the program can be found at:

<http://www.rotary7430yep.org/> and/or <http://www.exchangestudent.org/>

**Questions** regarding applications, youth exchange, interviews, or scheduling a speaker for a club to speak about Youth Exchange can be emailed to Brian at:

[brianhartlaub76@gmail.com](mailto:brianhartlaub76@gmail.com) or call 610-360-3017

**\*Save the Date\***

**Outbound Youth Exchange Interviews** are scheduled for  
**Sunday, November 11**  
starting at **9 am** at **DeSales University**.



***Inspiration!***

## Rotary Brand Center

### New materials on Brand Center

Look for an updated version of the People of Action Campaign Guidelines, Quick Start Guide for Club Social Media Pages, People of Action videos and scripts, as well as our newly designed digital banner template and much more.

Although most of the public knows our name, our latest research tells us that too many prospective members or supporters do not fully understand Rotary. They don't know what we stand for and what we do in local communities. And nearly 60 percent of those surveyed said they were unaware that a Rotary club exists in their own community.



The People of Action campaign helps you bring Rotary's story to life by showing Rotary members as the people of action we are. Telling our People of Action stories in a meaningful, coordinated way builds the public's understanding of who we are and what we do.

It highlights the impact we make in our communities and around the world. Learn how to tell your People of Action story and help answer the question, "What is Rotary?"

### Paul Harris Society Auto-Notification

Starting in August, TRF will start notifying Paul Harris Society members when they've reached \$1,000 in giving for the Rotary year. These notifications will be sent electronically to PHS donors.

## Events Calendar

### DISTRICT CALENDAR

2018-2019



Sep 19 to 22 -- Zone 24/32 annual Conference in Montreal, Canada; ALL Rotarians are welcome.

Oct 6<sup>th</sup> -- Purple Pinkie DelVal/Bucks 5K run and Fun walk at Delaware Valley University in Doylestown.

Oct 13<sup>th</sup> -- Purple Pinkie Lehigh Valley/Berks 5K run and Fun walk at Lehigh Carbon Community College in Schnecksville.

Oct 19<sup>th</sup> -- World Polio Day celebration at Moravian College in Bethlehem from 3 to 5 PM.

Oct 19<sup>th</sup> -- D7430 "Why Zero Matters" Dinner at the Hotel Bethlehem featuring PRIVP Mike McGovern.

Oct 20<sup>th</sup> -- The 2018 Rotary Leadership Institute (RLI) in District 7430. It will be held again in the Gambet Center of DeSales University.

Nov 10<sup>th</sup> -- Foundation Seminar at MontCo CC.

Feb 21 to 23 -- Mid-Atlantic PETS in King of Prussia

## *An Opportunity to Be Inspired by Julia Phelps*



### **Julia Phelps**

**Trustee 2017-20 Rotary International Foundation  
Past RI Director, Zones 24 & 32  
Rotary Club of Amesbury, Massachusetts**

**On September 27, 2018 Trustee Julia Phelps will be the featured speaker at the Thursday evening meeting of the Souderton-Telford Rotary Club.**

**The site is the Indian Valley Country Club, 650 Bergey Road, Telford, PA.**

**The time is at 5:30 P.M. for the Reception, and 6:00 P.M. for Dinner.**

**Dinner (cost is \$20 per person)**

**ALL D7430 Rotarians and friends are welcome and urged to attend this special event. Julia has given many inspiring talks, including the 5 district Mid-Atlantic PETS last February, and the annual District Training assembly last May.**

**Please contact Suzi Berry [<mailto:suzi@trvlhaus.com>] to reserve your space for this event.**

**Julia was appointed as a Trustee of our Rotary Foundation and is currently serving on the Foundation's Stewardship Committee. She's also on RI's Membership Committee.**

**Julia retired from the Massachusetts Department of Education where she served as the Associate Commissioner for Curriculum and Instruction.**

**A Rotarian since 1997, Julia is a Major Donor, Benefactor, multiple Paul Harris Fellow, and a member of the Bequest Society. She is a recipient of The Rotary Foundation's Citation for Meritorious Service.**



## *Rotary International Vision Statement*

### **Rotary's New Vision Statement: why should you care?**

By Stephanie A. Urchick, chair of Rotary's Strategic Planning Committee

We are now more than a year into the process of revisiting Rotary's strategic plan, a process that will allow us to examine our strengths, weaknesses, opportunities, and threats in order to move the organization in a direction that will allow Rotary to thrive in the years ahead. Our new vision statement is the first lap in that three-year journey.

You may have seen the vision statement and wondered what its relevance is to you. If Rotary were a ship approaching land, our new vision statement would be the lighthouse that keeps us from running aground. Our vision statement explains what we want to achieve, in the same way that our mission statement explains our focus, and our strategic plan represents how we are going to get there.

Strategic planning is a process, not an event. And it is certainly not limited to activity conducted in the board room. Almost 30,000 Rotarians, Rotaractors, and alumni participated in the 2017 triennial strategic planning survey sent out last January. Our strategy office and our consultant partner, Grant Thornton, then conducted countless focus groups, in-depth interviews, and discussions with Rotarians, non-Rotarians, Rotary leaders, alumni, Rotaractors, and others to gather more insight. Over the course of all these sessions, more than one million individuals had an opportunity to provide input.

Out of these focus groups, different elements emerged that were then tested around the world to be sure they were culturally appropriate to both a Rotarian and non-Rotarian audience. These elements became our 24-word vision statement.

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

What would we like you to do? Share the vision statement with your fellow club members. Think about what it means to your club. And look for opportunities to give your input into our strategic planning process. Help us chart a course for taking action to create lasting change.

*Inspire*

