

Rotary District 7120- District Conference Poster- May 2-4, 2025
Corning, NY

Subject: Showcase Your Club at the District Conference!

Let's celebrate the ways Rotary is making a difference by expanding our reach in District 7120!!

As you know, "*Expand Our Reach*" is one of Rotary International's strategic priorities and this year it will be the theme of the poster session at the [District Conference](#), May 2-4, 2025 in Corning. Showcasing your clubs' projects or ideas will:

- Inspire others and enhance your visibility.
- Gain recognition for your club's contributions
- This will be a dynamic and interactive session, with opportunities for networking and collaboration.

Submit your [online poster registration](#) form by **April 2, 2025**. You will be asked for your club's name, contact information, project title and a short description. Posters should include:

- A summary of the project or initiative
- How it expanded your reach (e.g., new members, partnerships, inclusion of underserved communities).
- Impact metrics or success stories.
- Visual elements like photos, charts, and infographics.
- Project goals and outcomes.
- Innovative strategies for outreach.
- Challenges and lessons learned.
- QR code to resources, tutorials or surveys.

Any questions contact DGN Lisa Norwood (lgnorwood@gmail.com) or Ann DeMers (anndemers21@gmail.com)

Other ideas;

- **Attendees** will be asked to go look at each poster and record one thing about the poster. Prizes will be given for the most filled out paper.
- Attendees **will vote** for their favorite initiatives: **Categories** like "Most Innovative," "Biggest Impact," or "Most Likely to Expand Our Reach."- rewards will be given for the winners.
- An **area** will be set up where attendees on sticky notes can add ideas for promoting inclusion and reaching underserved communities and/or "How do you engage others in your community?" "One new idea to get people involved." A summary of all the ideas will be put in the district newsletter.
- **Social media**: Encourage attendees to share photos and ideas using a hashtag like #RotaryReach2025, and display their posts in real time.
- **Outreach Toolkit**: Provide downloadable or printed resources, such as a guide for building partnerships or tips for engaging new audiences.
- **Newsletters**: Feature the poster session in district newsletters with a clear call to action:

Rev:B- 1/13/25