Rotary

Rotary Has Heart

What is Rotary Has Heart?

Rotary Has Heart is the over-arching theme each Rotary Club can use to promote the work being done in their community.

By using a common theme, and common social media, clubs will be able to share their good work with others across the Zone.

Together, we can all help our friends and neighbors see the great work being done each day by thousands of Rotarians in the United States.

You can use an existing program, or develop a new service program to highlight how your club is showing heart in your community.

More suggestions, including possible days to consider for large scale media and publicity, are available in the tool kit!

Why should my club take part in Rotary Has Heart?

There is strength in numbers.

Imagine how hard the fight to end polio would have been had Rotarians across the globe not joined together to build the momentum and funds needed to make this effort work.

For all the good work being done by our Districts and Clubs, most people simply do not know what a Rotary Club is, what a Rotary Club does, and why they should be a part of Rotary. This is a chance to help build better publicity across the entire Rotary Zone by working together to promote the good work we all do each and every day.

We need to talk about what Rotary does, and make sure our local communities know how much our clubs care about our communities.

With over 1,900 clubs in Zone 21B and 27, if we all work together, imagine the impact we can have on promoting the image and work of Rotary!

What is a Rotary Has Heart Project?

This is the beauty of Rotary Has Heart - any project can work! Clubs do not have to spend more money to do a Rotary Has Heart project - all a club has to do is use the Rotary Has Heart tool kit to help promote a program in your community!

The best projects will be those that:

- Engage as many members of your club as possible

- Addresses a community need

- Reflects and incorporates a Rotary Avenue of Service and Focus Area

- Attracts news and you use social media to help promote the event and work the club is doing!

- Uses the Rotary International Brand Guidelines and Logo

- Helps build the community's knowledge of your club!