



# WHAT WILL YOU SAY WHEN YOU'RE ASKED, WHAT IS ROTARY?

What will you say when someone asks, "What is Rotary?" How will you convey in your own words how Rotary helps you to **JOIN LEADERS**, **EXCHANGE IDEAS**, and **TAKE ACTION**?

Here are some sample responses:

*"Rotary brings together people who step forward — leaders — who take on important issues for local communities everywhere."*

*"Rotary connects business and community leaders who discover and celebrate diverse perspectives to create positive change in our communities."*

*"Rotary is made up of people around the world working together to clean the environment, end polio, improve our communities, and accomplish many extraordinary things every single day."*

Write your own response in this box.

For more information, visit [www.rotary.org/myrotary](http://www.rotary.org/myrotary) and search Voice Lessons.

Our Strengthening Rotary initiative helps us provide a simple answer to “What is Rotary?” By incorporating these messages into your conversations, you will inspire and engage members of your community to connect and partner with us.

Great brands build their stories around simple ideas. The three phrases below convey the essence of who we are and help us tell our story with strength and consistency. They communicate what makes Rotary a positive force in communities all over the world.

## ROTARY UNITES LEADERS

### Sample messages

- *Rotary brings together leaders who take on some of the toughest challenges in their communities.*
- *Rotary harnesses the strength of professional and community leaders from nearly every country in the world.*

## ROTARY EXCHANGES IDEAS

### Sample messages

- *At Rotary, we discover and celebrate our diverse perspectives during club meetings, conferences, service projects, and social events.*
- *Rotary finds a place for your expertise and passion. Whether you want to lead a project or be part of a team that comes up with an idea for one, Rotary welcomes your thoughts.*

## ROTARY TAKES ACTION

### Sample messages

- *Rotary creates positive change in communities around the world through our service projects.*
- *From food pantries to projects that provide clean water and improve maternal health, Rotary clubs join forces to carry out impactful and sustainable projects in communities around the world.*

## AND, THROUGH ROTARY:

- We build lifelong relationships.
- We honor our commitments.
- We connect diverse perspectives.
- We apply our leadership and expertise to address social issues.