

Lone Star P.E.T.S. 2025

PRESIDENTS-NOMINEE WORKBOOK

SATURDAY, MARCH 1, 2025

SESSION B-7 PROMOTING ROTARY

GOAL

Club Presidents-elect will be able to provide leadership in reviewing and planning activities to enhance public and club awareness of Rotary's impact.

OBJECTIVES

At the end of the session, Presidents-nominee will be able to:

1. Identify ways that each respective club is impacting their community.
2. Share methods for getting the story out in the club and local community about the good each Rotary club is doing.
3. List resources that can be employed to promote Rotary.

REFERENCE MATERIALS:

Impact Begins with You

Connect For Good

Key Talking Points for Talking About Rotary

Fact Sheet

Logos at a Glance

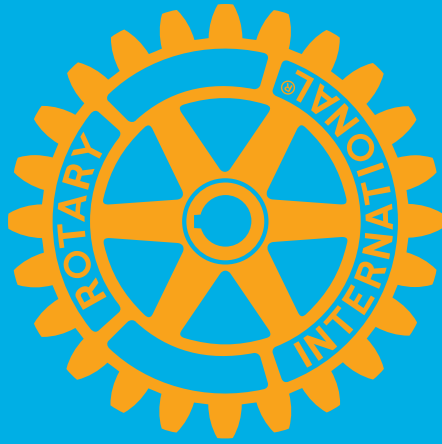
Club Brochure Template



Module B-7: Promoting Rotary

Breakout Discussion Questions

1. Turn to the brochure impact Begins wit You, in the PN Workbook.
What is your club doing to impact your local community?
What are the different kinds of impact?
2. Go to Connect for Good in PN Workbook.
What elements in Connect for Good would help most to create a positive public image within your community?
What steps could you as PE take to enhance public perception of your club?
How can new members directly impact the club's public image?
Discuss engagement through social media.
3. Turn to the handout, Key Points For Talking About Rotary, in PN Workbook.
What are the resources that can be used to promote Rotary?
4. Give participants a couple of minutes to jot down action ideas on the notes page at the end of this module.
5. What is your **primary takeaway** from the Promoting Rotary session?
6. Any other question(s)?



IMPACT BEGINS WITH YOU

CONNECT WITH A ROTARY CLUB TODAY

Rotary members join clubs by invitation. Let us help you connect with a club that may be right for you. With 35,000 clubs around the world, and others that meet online, Rotary makes it easy to get involved and start making a difference today.

Be a part of the Rotary difference. Bring your passion, your perspective, and your purpose to Rotary.

To connect with a club in your area and learn more, visit us at www.rotary.org/join.



Rotary

One Rotary Center
1560 Sherman Avenue
Evanston, IL 60201-3698 USA
www.rotary.org

CONNECT WITH US:



Rotary

THE ROTARY DIFFERENCE

Rotary is more than a service organization that's making a difference in your community. We're an international membership organization made up of people who share a passion for and commitment to enhancing communities and improving lives across the world. The difference we make starts with our members.

IMPACT ACROSS THE WORLD



With more than **1.2 million members** in clubs in almost every country, **we are improving communities around the globe**. As a member of Rotary, you'll have opportunities to change lives locally *and* to connect with other clubs to work on **international projects that address today's most pressing humanitarian challenges**, including fighting disease, providing clean water, supporting education, and promoting peace.

Our largest and proudest effort to date is our work to eradicate polio. We initiated the audacious polio eradication campaign in 1979, by vaccinating children in the Philippines. **With the help of our partners, we have since reduced polio cases worldwide by 99.9 percent.**

350



WE SEE DIFFERENTLY:

We are problem solvers working together to achieve a better world. Our members are deeply ingrained in the communities in which they live and serve, affording them insight into local challenges and access to the leaders, resources, and networking opportunities needed to strategize and take action to make lasting change.



WE THINK DIFFERENTLY:

Rotary clubs reflect the diversity of our communities and the breadth of viewpoints that comes from our members' varied professional and personal experiences. For more than 100 years, we have been applying different perspectives to create innovative, sustainable solutions that address the needs and challenges affecting our communities.

HOW ARE WE DIFFERENT?



WE LEAD DIFFERENTLY:

As Rotary members we hold ourselves to the highest ethical standards. Community members, community leaders, and other organizations seek us out because they know they can trust us to be effective partners and deliver on our promises.



OUR ACTIONS MAKE A DIFFERENCE:

Harnessing our unique perspectives and ideas gives us a shared purpose — one that compels us to take action. We roll up our sleeves, leverage our personal relationships with local partners and businesses, and apply our leadership skills as a way to get the job done and bring to life the changes we envision.



IMPACT BEGINS WITH OUR LOCAL CLUBS

The impact our members make takes shape at Rotary club meetings and activities. These gatherings allow you to join other passionate, visionary women and men regularly to discuss and act upon community needs. Rotary club meetings are also a place to strengthen connections to friends and neighbors and form meaningful relationships that last a lifetime.

And just as Rotary helps you invest in your community, it gives you an opportunity to invest in yourself. Many clubs offer continuous learning opportunities, with a broad range of workshops, conferences, guest speakers, and more — all aimed at helping you grow personally and professionally.



CONNECT FOR GOOD

GET INVOLVED AND MAKE A DIFFERENCE



When you join a Rotary club, your potential to make a difference in the world grows exponentially. That's because you're joining a network of over 1.2 million people who take action — volunteers from all over the world who share a goal of improving others' quality of life.

In fact, the top two reasons people join Rotary are to connect with and give back to their communities. These are the same reasons members stay in Rotary year after year. But simply joining isn't going to change lives or make those connections. That happens when you get involved. You'll shape your own experience and decide how to get the most out of your membership.

This short guide is full of ways you can get involved in Rotary to connect with your club, your community, and the world. Get involved in ways that align with your passions, and you'll get much more from your experience.





CONNECT WITH YOUR CLUB

A group of professionals in business attire are seated around a table in a restaurant or banquet hall. In the foreground, a woman with blonde hair, wearing a dark blazer and a pearl necklace, is smiling. Next to her, a man with a beard, wearing a dark suit and a yellow patterned tie, is also smiling. They are surrounded by other people, some of whom are blurred in the background. The table is set with white linens, glassware, and a basket of bread.

Membership in a Rotary club offers you opportunities to connect with other professionals who aren't afraid to lead and are dedicated to making a difference. Spending time with your fellow club members — whether to attend a meeting, plan a project, exchange ideas, or just have fun — can lead to lifelong friendships.

When you get involved and make connections, you will inevitably grow as a person and develop new skills. Here are some ways to connect within your club.

> **SHARE YOUR IDEAS** with club leaders to help your club achieve its goals, enhance its projects, and improve the member experience. Your suggestions could become the next big initiative in your club or community. See *Be a Vibrant Club* and learn more about club flexibility.

> **FIND A MENTOR** or mentor another member to share professional expertise, community knowledge, and Rotary information.


> **ORGANIZE A CLUB EVENT** or service project and gain new skills and experiences like event planning, public speaking, or managing volunteers.

> **TRY A NEW ROLE.** Broaden your knowledge and apply your experience and skills in a club leadership role. Take the first step by asking where your club needs help. If you've already been in a club leadership role, try serving in a district role. Ask your district governor and governor-elect where your expertise and talents could be useful.

> **BECOME A LEADER IN ACTION.** Participate in your club's leadership development program. If it doesn't have one, talk to your club leaders and help develop one for the members of your club.



CONNECT WITH YOUR COMMUNITY

A group of people are working on a community project. In the foreground, a man in a yellow shirt and black cap stands next to a red wheelbarrow filled with soil. In the background, several other people are working on a large mural of a landscape with trees and a river. One person is using a shovel to dig a hole, while others are painting or observing. The scene is outdoors on a sunny day with a clear blue sky.

Through your club, you can connect with your community by learning about its needs and working on long-term solutions. When you work with local leaders and beneficiaries, you'll strengthen both your community and your ties to it. Participating in a project that positively touches someone else's life can be life-changing for you as well. Here are some of the many ways your membership can help you connect to your community.

> VOLUNTEER TO HELP with your club's service projects. If you know of a need in your community, propose a project that addresses it. You can use Community Assessment Tools to evaluate your community's needs, and then use the resources in the Project Lifecycle Kit to design and implement a project. You can join your club service projects committee, browse other projects on Rotary Showcase, crowdsource the resources you need on Rotary Ideas, and learn how to apply for a Rotary grant to improve and help fund your project at rotary.org/grants.



> BRIDGE GENERATIONS by supporting local Rotary youth programs. Find out if your club supports an Interact or Rotaract club. If not, form one! You can build the future of Rotary and your club by connecting with Rotaractors and inspiring them to join your Rotary club. Show Interactors the impact they can have in their communities by supporting their service efforts.



> CREATE STRONGER COMMUNITY TIES with a Rotary Community Corps (RCC). RCCs are groups of non-Rotarians who share our commitment to service. RCC members plan and carry out projects in their communities and support local Rotary club projects. By working with RCCs, you can boost community engagement and your projects' sustainability by positioning local leaders to pioneer change. Learn more at rotary.org/rcc.

> PARTICIPATE IN TRAINING EVENTS offered by your district and connect with other members in your area. Districts hold a variety of training and informational events that are open to all members. Attending one can help you learn more about Rotary and what other clubs in your community are doing. Visit your district's website or contact your club leaders to find out when your district's next event will be held.



> COLLABORATE WITH OTHER CLUBS in your area on a joint service project or event. Rotary Ideas can make finding and collaborating with partners easier.

A close-up photograph of a man with a grey mustache wearing a red baseball cap with the words "END POLIO NOW" in yellow and white. He is carefully administering a vaccine from a small glass vial into the mouth of a young child. The child's mouth is open, and the vaccine is being dispensed. In the background, another man with a grey beard and a yellow tie is partially visible, looking on. The scene is brightly lit, suggesting an outdoor or well-lit indoor setting.

CONNECT WITH THE ROTARY WORLD

Rotarians make a difference on a global scale. Your membership gives you access to a global network of professionals and leaders who share a passion for applying their collective expertise and resources to make a positive change. Here are some ways to connect with the Rotary world.

> **MEET OTHER MEMBERS** with similar interests by joining a Rotary Fellowship or a Rotarian Action Group. Rotary Fellowships are formed around hobbies, interests, or vocations, and Rotarian Action Groups are formed around dedication to a particular cause. View lists of Rotary Fellowships and Rotarian Action Groups and contact one directly using the Rotary Fellowships directory or the Rotarian Action Groups directory.

> **PARTICIPATE IN INTERNATIONAL PROJECTS.** Many clubs partner with clubs in other parts of the world to address a need in one of their communities. Together, they leverage Rotarian and Rotary alumni expertise to build long-term partnerships for sustainable projects. You can find clubs that need partners, more volunteers, or other support on Rotary Ideas.

> **HELP ERADICATE POLIO** either by volunteering for a National Immunization Day (NID), contributing to the cause, or helping to spread the word. Email polioplus@rotary.org to connect with Rotarians leading upcoming trips. Post about polio on your social media pages, contribute to the PolioPlus Fund, or include a link to endpolio.org in your email signature.

> **ATTEND ROTARY EVENTS** to exchange ideas and meet people. Attend the Rotary International Convention, which is held in a different international city each year, with friends from your club or district. You'll enjoy inspiring talks from global leaders, celebrities, and activists, meet members from around the world, and learn how to expand our impact. Learn more at rotary.org/events.

> **SHARE INTERNATIONAL HOSPITALITY** and learn about another culture when you participate in a Rotary Friendship Exchange, host a Rotary Youth Exchange student, or explore other Rotary clubs. Friendship exchange participants take turns hosting and visiting one another, often developing friendships that last a lifetime. Youth Exchange hosts open their homes and hearts to create a memorable learning experience. Learn more at rotary.org/empower-leaders and rotary.org/youthexchange.



➤ **SUPPORT ROTARY'S CURRENT WORK** by giving to the Annual Fund, which sustains thousands of projects that are being conducted in your community and around the world. The Rotary Foundation supports projects and programs that transform lives by tackling poverty, disease, conflict, and lack of education and water. Go to rotary.org/give to make a donation.

➤ **JOIN ROTARY DISCUSSION GROUPS** on My Rotary. Hundreds of discussion groups allow members to connect and share diverse perspectives about all kinds of topics. If you have a My Rotary account, you can join an existing discussion group or start a new one. Rotary also has official pages on Facebook, Twitter, LinkedIn, Instagram, Flickr, and more.

➤ **SHARE YOUR EXPERTISE.** Join a Rotarian Action Group or area of focus discussion group and use your expertise to enhance the projects that Rotarians are working on. Check the Rotarian Action Groups directory and contact the one you're interested in. Read about the projects that Rotarian Action Groups have recently supported in the Rotarian Action Groups annual report. You can also share your expertise in the areas of focus and project planning by serving other clubs as a consultant on international projects or as a moderator in discussion groups. Contact your district international service chair or district governor to make your technical skills or experience known, and find out how you can become a part of your district's network of experts. Finally, if you have professional expertise in one of Rotary's areas of focus, you can serve on The Rotary Foundation Cadre of Technical Advisers and advise members carrying out grant projects around the world.

➤ **ATTEND A PROJECT FAIR** and find partners, meet people, and get ideas for projects. Fairs typically last two to three days and may include visits to project sites as well as opportunities to experience the local culture. These activities help visitors learn about the community and build long-lasting relationships with their international hosts. Learn more at rotary.org/project-fairs.



A woman with long brown hair, wearing a dark long-sleeved shirt, is handing brown paper bags of food from the back of a white delivery truck to two children. The children, a boy in a green shirt and a girl in a blue shirt, are standing on a grassy field. The girl is holding a red apple. The scene is set outdoors during the day, with a building visible in the background.

HOW WILL YOU GET INVOLVED?

When you get involved, it's not just your club and community that benefit. You benefit, too. As an active Rotarian, you'll make connections and develop skills while Doing Good in the World. You'll meet community leaders and tackle local and global issues that are important to you and your fellow club members. You'll feel the shared sense of purpose that comes from working together to better your community. When it comes to being an active Rotarian, the opportunities are endless.



There are countless ways to engage with Rotary and your Rotary club. You choose how — and how much — to get involved.



[ROTARY.ORG](https://rotary.org)

KEY POINTS FOR TALKING ABOUT ROTARY



Here are messages to help you develop key points before media interviews and speeches to external audiences.

INTRODUCTORY PRIMARY MESSAGE

- Every day, in our communities and around the world, our neighbors face tough challenges — conflict, disease, and lack of clean water, health care, education, and economic opportunity.

SUPPORTING MESSAGE

- Rotarians have a vision of what's possible for their neighbors. They mobilize other leaders and experts to take action and see it through.

ABOUT ROTARY — PRIMARY MESSAGES

- Rotarians are people of action, driven by a desire to create opportunities, strengthen communities, and find solutions to the tough challenges that affect people around the world.
- Rotary is a community of 1.2 million men and women from all continents, cultures, professions, and experiences who connect through our local clubs.
- Rotary clubs tackle projects of every scale and inspire fellow Rotarians, friends, neighbors, and partners to share their vision, exchange ideas for lasting solutions, and take action to bring those ideas to life.

SUPPORTING MESSAGES

- Together with our partners, neighbors, and friends, we're:
 - Promoting peace — encouraging dialogue to foster understanding within and across cultures
 - Fighting disease — educating and equipping communities to stop the spread of life-threatening or preventable diseases
 - Providing clean water — building local solutions to bring clean water and sanitation services to more people every day
 - Saving mothers and children — expanding access to quality care so mothers and children can live and grow stronger
 - Supporting education — expanding access to education and empowering educators to inspire more children and adults to learn
 - Growing local economies — creating opportunities for individuals and communities to thrive financially and socially
 - Eradicating polio — uniting the world to end polio, once and for all

- Rotary is a trusted partner and resource. With members and projects in almost every part of the globe, there's no limit to the good we can do.

Rotary's top philanthropic goal is to eradicate polio worldwide.

- Rotary and its partners are close to eradicating polio, having achieved a 99.9 percent reduction in cases since 1988.
- Rotary's chief role is fundraising, advocacy, and mobilizing volunteers.
- Rotary's contributions to the global polio eradication effort will exceed more than \$2.2 billion and countless volunteer hours to protect more than two billion children in 122 countries from polio.
- Rotary is working to raise an additional \$50 million per year through 2020 for polio eradication, to be matched 2-to-1 by the Bill & Melinda Gates Foundation.

Rotary builds peace and international understanding not only through education and humanitarian service but also by developing young leaders.

- More than 900 graduates of the Rotary Peace Centers master's degree program are in key decision-making positions in governments, corporations, and organizations around the world.
- Rotary's humanitarian projects help prevent the underlying causes of conflict, such as poverty, illiteracy, and lack of clean water.
- Rotary's Youth Exchange program fosters international goodwill by enabling over 8,000 high school students to live and study abroad each year in 115 countries.
- Rotary's Interact and Rotaract programs develop young leaders by promoting volunteer service, leadership, and professional growth.



FACT SHEET

Rotary unites people from all continents and cultures who take action to deliver real, long-term solutions to our world's most persistent issues. In communities across the globe, our 1.4 million members come together to strengthen their connections to friends and neighbors and their commitment to improving lives.

While our 46,000 clubs all share a commitment to community service, the experience, focus and dynamics of each club is unique. Becoming a Rotary member connects you with a diverse group of professionals who share your drive to give back.

Causes: Solving real problems takes real commitment and vision. Each year, Rotary members invest hundreds of millions of dollars and countless volunteer hours in sustainable, community-based solutions to promote health, peace, and prosperity in communities across the globe. Rotary combines global reach, local resources, and highly skilled volunteers with a funding structure that distributes US\$200 million annually to provide [clean water and sanitation](#), support [education](#), prevent and treat [disease](#), save [mothers and children](#), grow local [economies](#), promote [peace](#), and protect the [environment](#).

For more than 30 years, Rotary has been the driving force in the effort to [end polio](#) worldwide. Alongside our partners in the [Global Polio Eradication Initiative](#), we have achieved a 99.9 percent reduction in polio cases, with less than 150 cases of wild polio reported in 2020 compared with 350,000 a year in the late 1980s. Our members have contributed \$2.4 billion and countless volunteer hours to protect more than 3 billion children in 122 countries from this paralyzing disease. Today, two countries continue to report cases of wild poliovirus, Afghanistan and Pakistan.

History: For 116 years, Rotary members have been addressing challenges around the world. It started with the vision of one man — Paul Harris. The Chicago (United States) attorney formed the Rotary Club of Chicago on Feb. 23, 1905, so professionals with diverse backgrounds could exchange ideas, form meaningful, lifelong friendships, and give back to their communities. Rotary's name came from the group's early practice of rotating meetings among the offices of its members.

For more information, visit www.rotary.org

A consistent voice and visual identity are essential components of a strong brand. By using the design elements in this guide you ensure that our brand is presented in a unified way, helping to build awareness and recognition of Rotary and Rotaract. You can find more information on the Brand Center at rotary.org/brandcenter.

Your club, district, or zone logo is made up of the Masterbrand Signature (MBS) plus the club name, or the district or zone number. Multiple district or zone numbers can also be listed. This logo must be used instead of the MBS alone. No other words should appear above or below the MBS.

You can use either the MBS or the simplified version in your club, district, or zone logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

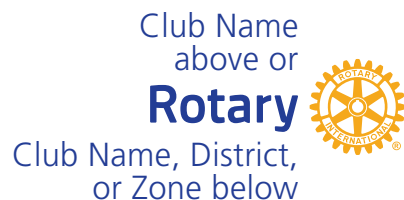
Find templates for creating your logo on the Brand Center at rotary.org/brandcenter.

Reverse Options



CLUB, DISTRICT, OR ZONE LOGOS

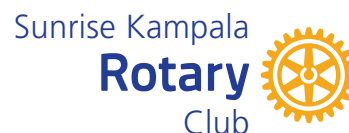
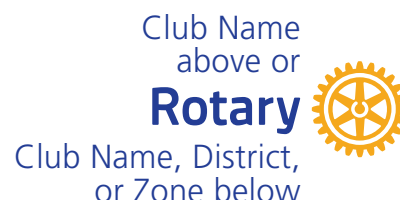
Masterbrand Signature



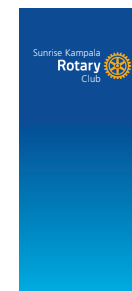
Examples



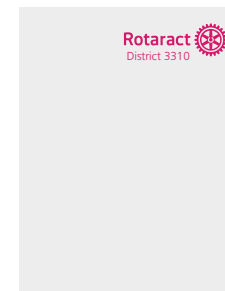
Masterbrand Signature Simplified



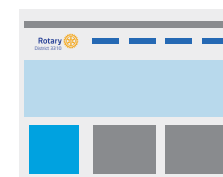
Layout Examples



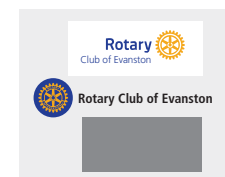
club brochure



flyer



website



facebook*

*exception: the Mark of Excellence can be used for social media profile pictures

Rotaract Masterbrand Signature



Examples



Rotaract Masterbrand Signature Simplified



Clear Space



Clear space is the space surrounding the club, district, or zone logo that needs to remain empty. It is equal to the height of the capital "R" in "Rotary" or "Rotaract."

Lockups are used to show a relationship between your club, district, or zone and partners, sponsors, programs, or events. Only one logo can be featured in a lockup with your club, district, or zone logo.

The lockup should not be used as your club, district, or zone logo.

Find templates for creating your own lockup on the Brand Center at rotary.org/brandcenter.

RESOURCES

BRAND CENTER:
rotary.org/brandcenter

LEARNING CENTER:
rotary.org/learn

LICENSED VENDORS:
my.rotary.org/licensed-vendors

SUPPORT CENTER:
rotarysupportcenter@rotary.org

CHECKLIST

Make sure to use your club, district, or zone logo on the following:

- ☐ Your club website
- ☐ Your club social media sites
- ☐ Banners and event signage
- ☐ Signage, including those located outside of your club meeting place or on city welcome signs
- ☐ Flyers and brochures
- ☐ Apparel and goods (purchased or produced by a Rotary-licensed vendor)
- ☐ Name badges
- ☐ Trading banners/flags

LOCKUPS

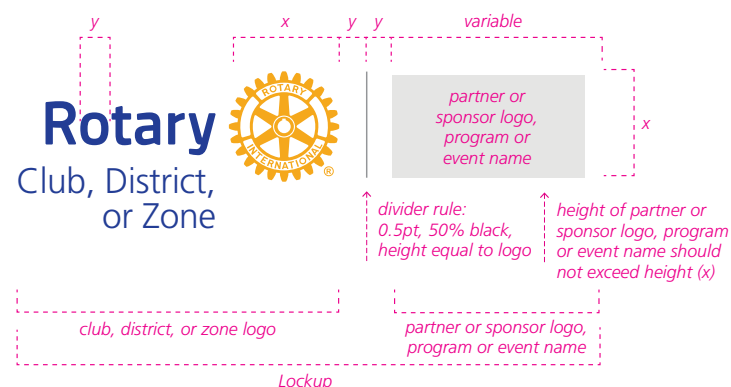
Logo Lockup Examples



Word Lockup Examples



Lockup Construction



NAMING PROJECTS OR EVENTS

When naming a project, event, or website URL, you must include the name of your club or district if you want to include the word Rotary or Rotarian(s). For example, instead of calling your event Rotary Bingo, call it Rotary Club of Evanston Bingo Night. You might also call it We Love Bingo!, leaving out any reference to Rotary. These guidelines are outlined in the Rotary Code of Policies. Please note that when using your club name, your club must be in full control of the event or project. The Rotary name cannot be licensed to a third party. For example, if a summer camp is opening in cooperation with your club, don't name it Rotary Camp.



Club logo on installation



Multiclub sign



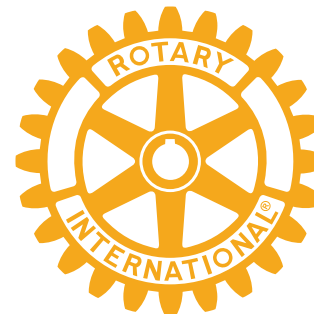
Rotaract club event



Rotary club event

MARK OF EXCELLENCE

The Rotary wheel is the Mark of Excellence (MOE) and should be considered the secondary logo. When you use it, we encourage you to position your club, district, or zone logo nearby for clarity and recognition. There is no simplified version of the MOE — the words "Rotary International" must always appear in the wheel.



The MOE should appear in Rotary Gold. If you're printing one-color, azure or black can be used. It cannot appear in colors other than those shown here. Information about Rotary's color palette can be found on the Brand Center.



Rotary

Club Name, District,
or Zone Number

OUR EVENTS

Date — event description, location, time.
Date — event description, location, time.
Date — event description, location, time.
Date — event description, location, time.

Join our next meeting or service project.
Contact our club president to schedule your visit.
We look forward to meeting you!

INSERT YOUR CLUB NAME

Insert name of your club president
Insert phone number
Email address
Website



Rotary

Club Name, District,
or Zone Number





PEOPLE OF ACTION

Our club is a proud part of this community and of Rotary International. Rotary is a global network of more than 1.2 million members who believe that great things happen when dedicated minds come together. We are community and business leaders representing different professions, experiences, and perspectives but with a shared desire to connect with others to address the challenges affecting our community and communities around the world.

Our club offers opportunities for our members — and those interested in making a difference — to get involved. Through meetings, social events, and volunteer projects, our members learn about the issues facing our community and communities all over the world, partnering with local, national, and global experts to exchange ideas about potential solutions and to draw up action plans to respond. Along with these opportunities to serve, members also are able to regularly network, resulting in lifelong friendships and business connections.



MAKING A DIFFERENCE

Solving real problems takes real effort, commitment, and vision. Rotarians work to protect communities from preventable disease, keep women and children healthy, improve education and economic outcomes, create safe water and sanitation infrastructure, and make our community and the world a more peaceful place.

We are working with various partners on the following projects:

- Local project name — project description, outcome/impact
- Local project name — project description, outcome/impact
- International project name — project description, outcome/impact
- Ending polio — Partnering with the Bill & Melinda Gates Foundation, the World Health Organization, and UNICEF to end polio, once and for all



GET INVOLVED

Becoming a member enables you to meet your community's leaders and to make an impact both here and around the world. We invite you to visit our club and find out more about us and the opportunities we offer to get involved.

Our members have found that it's a truly rewarding experience.

My experience with our club has been immensely valuable. I've made lifelong friends and important connections that have helped me succeed in my business.

— Club member

My experience with our club has been immensely valuable. I've made lifelong friends and important connections that have helped me succeed in my business.

— Club member

[illegible]