



ROTARY DAYS PHOTOS

During and after your event, post photos and videos with the hashtag #RotaryDay to social media. We'll collect photos of Rotary Day events around the world and show them at the 2019 Rotary International Convention in Hamburg, Germany. Some may also appear in Rotary media throughout the year.

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

Rotary's Vision Statement

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Rotary 



This year,

I urge you to *Be the Inspiration* by hosting Rotary Days. These local, community-oriented events highlight the transformational activities that our Rotary, Rotaract, and Interact clubs undertake every day. You can hold a Rotary Day anytime. It 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. Imagine the collective impact we can have if all 35,000 Rotary, 10,000 Rotaract, and 22,000 Interact clubs engage their neighbors, friends, young people, and organizations. Will you do your part by encouraging clubs and communities to unite, inspiring transformational action, and creating lasting change?

Be bold, be innovative, and show the magic of Rotary.

— Barry Rassin, President, Rotary International

HOSTING A ROTARY DAY

Any club, big or small, Rotary or Rotaract or Interact, can inspire its community by hosting a Rotary Day. Neighboring Rotary and Rotaract clubs might combine their ideas, talent, and resources to co-host an event. Even entire districts can come together to host one big Rotary Day.

Rotary Days underscore our warm and cohesive community, show others our inspirational work, introduce Rotary to the larger community, and motivate action. They can take any form, as long as they are fun and engaging, involve young people, and are open to all. Clubs are encouraged to add innovative components to their public events.



TIPS FOR ROTARY DAY PLANNERS



BE THE INSPIRATION

Consider partnering with:

- » Nearby Interact, Rotaract, and Rotary clubs
- » Local Rotary Community Corps
- » Young professionals groups
- » Community centers
- » Other service organizations
- » Civic society leaders
- » Local businesses

- » 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.