

WORKSHEET: WHAT IS ROTARY OR ROTARACT?



What will you say when someone asks, “What is Rotary or Rotaract?” How will you convey in your own words how Rotary or Rotaract helps you join leaders, exchange ideas, and take action?

Here are some sample responses:

- *Rotary/Rotaract brings together leaders — people who step forward to address important issues in their communities.*
- *Rotary/Rotaract connects business and community leaders who discover and celebrate diverse perspectives to create positive change in our communities.*
- *Rotary/Rotaract is made up of people around the world working together to support the environment, end polio, improve our communities, and accomplish extraordinary things every single day.*

Write your own response in this box.

Through our Strengthening Rotary initiative, we’ve provided simple ways to answer the question “What is Rotary or Rotaract?” By incorporating these messages into your conversations, you will inspire members of your community to connect with us.

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

ROTARY/ROTARACT UNITES LEADERS

- Rotary/Rotaract brings together leaders who use their combined expertise to tackle some of the toughest challenges in their communities.
- Rotary/Rotaract harnesses the strength and experience of professional and community leaders from nearly every country in the world.

ROTARY/ROTARACT EXCHANGES IDEAS

- We discover and celebrate our diverse perspectives during club meetings, conferences, service projects, and social events.
- Rotary/Rotaract finds a place for your expertise and passion. Whether you want to lead a project or participate in one, Rotary/Rotaract welcomes your involvement.

ROTARY/ROTARACT TAKES ACTION

- Rotary/Rotaract creates positive change in communities around the world through our service projects.
- From stocking food pantries to providing clean water and improving maternal health, Rotary/Rotaract clubs join forces to carry out effective and sustainable projects in communities around the world.

THROUGH ROTARY/ROTARACT

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