*Sent to all Members*

September 16, 2024

Dear {%FName%},

This is a Rotary Minute provided by District 6220 Governor Roger Utnehmer (Oot-name-er).

Please read at meetings and post in social media. Marketing experts note that a message has to be received a minimum of three times within seven days to penetrate the clutter.

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“This is a Rotary Minute from District 6220 Governor Roger Utnehmer.

Rotary International may be the most misunderstood, under-appreciated civic organization in the world.

If more people knew the daily impact Rotary has on people’s lives our membership would expand exponentially.

Do people you know realize that Rotary International has been a major contributor to the near eradication of polio?

That deep friendships are formed at regular meetings?

That people have safe drinking water, sanitation and access to educational resources and schools in Third World countries?

That Rotarians support at-risk women and children with employment opportunities, health care and education?

That Rotary meetings are a place where important civic issues are discussed with respect and that community leaders share goals, dreams and action plans?

That Rotary is one of the few remaining opportunities to gather with friends without uncomfortable discussion of politics and religion?

And, most important, do people you know understand that when you’re with members of Rotary International you are in the midst of goodness?

Rotarians are people of action, locally and internationally. Our communities and our world are better because of Rotary.

That’s a compelling story to share with anyone you know with special talents to contribute, with passions about our seven areas of focus and people who need and would appreciate the socialization, goodwill and better friendship found at Rotary.

Share the story. Rotarians are modeling civility and that alone will be an attractive attribute potential members will appreciate.

This has been a Rotary Minute. Thank you.”

ROGER UTNEHMER
Rotary District 6220
District Governor 2024-25
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