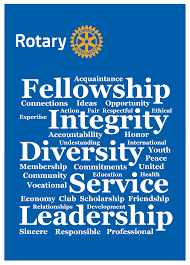
**MINUTARIAN FOR WEEK OF FEBRUARY 15, 2021**

 **ROTARY’S CORE VALUES**

The world today is not the same as it was when Rotary was founded in 1905. Demographics have shifted, the pace of change has accelerated, and technology has created new opportunities for connection and service. What hasn’t changed is a need for the values that define Rotary: ***FELLOWSHIP, INTEGRITY, DIVERSITY, SERVICE, LEADERSHIP***. By honoring our past and embracing our future, we can evolve and keep Rotary not only relevant, but thriving.

**ROTARY’S STRATEGIC PRIORITIES AND OBJECTIVES**

**INCREASE OUR IMPACT •** Eradicate polio and leverage the legacy • Focus our programs and offerings • Improve our ability to achieve and measure impact

**ROTARY’S STRATEGIC PRIORITIES AND OBJECTIVES EXPAND OUR REACH** • Grow and diversify our membership and participation • Create new channels into Rotary • Increase Rotary’s openness and appeal • Build awareness of our impact and brand

**ENHANCE PARTICIPANT ENGAGEMENT** • Support clubs to better engage their members • Develop a participant-centered approach to deliver value • Offer new opportunities for personal and professional connection • Provide leadership development and skills training

**INCREASE OUR ABILITY TO ADAPT** • Build a culture of research, innovation, and willingness to take risks • Streamline governance, structure, and processes • Review governance to foster more diverse perspectives in decision-making

So....what can you and your club do? Give feedback from club members and your community so district, zone, and RI leaders can develop new ways to help with engagement and improving clubs. Your club should do a 'health check' to address gaps or issues. Be sure to learn what members are looking for in Rotary and follow through with opportunities that provide value. You need to work to find new ways to include EVERYONE in club activities and service projects.

These are just some of the ways we can keep people contributing and coming back for more, with a bonus of attracting new members who want to be a part of the fun, learning, giving, and growth.

We want all Rotarians and Rotaractors to feel engaged and fulfilled, whether they have been a member for a day or several years. I know this doesn't always happen, but we need to take action and work on it. As always, I am here to help you in any way I can. Please do not hesitate to reach out to me.

Yours in Rotary -

DG Mark