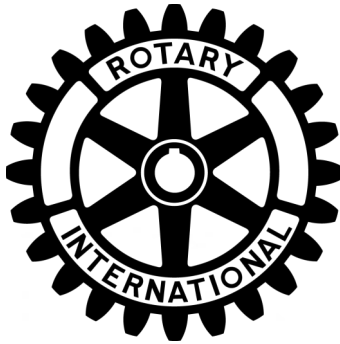


**Bring Them In, Keep Them In !
Rotary The Place to Be !**



**District PR &
Membership Seminar**

October 24, 2015, 8:00 AM
Casa Palmera Hotel
San Pablo City, Laguna
Host Club : RC of Sta. Rosa Centro



Be a gift to the world

Governor's Message

Public relation is very vital in the promotion of Rotary's image that can help enhance membership growth and increased enthusiasm among Rotarians.

Along this light, Rotary District 3820 through the host club, the Rotary Club of Sta Rosa Centro and chair, PP Precy dela Cruz, is holding a seminar on Public Image and Membership to make Rotarians aware that public image or relations is indeed an important responsibility of each and everyone of us.

The future of Rotary relies on membership. Thus, Rotarians play a major role in keeping the good name of Rotary as viewed externally by the general public and internally by its own members.

Hopefully with this continuing programs, we'll be able to effectively inculcate among Rotarians the value of projecting ourselves the best way we can to further enhance Rotary's image.

Yours truly,



Pepe Estevez

District Governor



Bring Them In, Keep Them In!

DISTRICT 3820 PR & MEMBERSHIP SEMINAR

24 October 2015

Casa Palmeras, San Pablo City

Host Club: RC Sta. Rosa Centro

AM Agenda

Call to Order DG Pepe Estevez

Invocation PP Doray Lucero

National Anthem

Welcome Address WCP Pen Cuya

Acknowledgment PP Che Lu

Governor's Message DG Pepe Estevez

Achieving an Effective Rotary James Cooper

**Image through Good Grooming
and Power Dressing** SM Fashion

Marketing Your Product PDG Chit Lijauco

How to Promote Your Club *District Public Image
Chair*

LUNCH

PM Agenda

<i>Our Membership Map</i> 3820 Strategic Plan	PP Liezl Ampatuan <i>District Chair for Membership</i>
<i>The Inconvenient Truth</i> Membership Status	PDG Ernie Choa Rotary Coordinator, Zone 7A
<i>It Can Be Done!</i> Motivating the Unmotivated	PP Michael Macatangay Zone 7A Membership Team
<i>What's In It For Me?</i> Club Value Proposition	PP Raymond Ciriaco Zone 7A Membership Team
<i>Shall We Dance?</i> Rotary Recruitment Death Dance	PP Ramon Dacayo Zone 7A Membership Team
Closing Remarks	PP Precy dela Cruz
Adjournment	DG Pepe Estevez

Emcee: Rtn. Cecile Gabatan



Invocation

Dear Lord, our God, muster our collective physical strength and further inflame our idealism as we pursue our objectives today. Bless all Rotarians, Friends and guests of our district, that we may all see and use new things in Rotary to further spread our purpose and goals. That with knowledge, love, understanding and fellowship, we may be able to further convince another to share their blessings with out expecting anything in return. May we learn to interpret Rotary Principles in pursuit of harmony and idealism. We look forward when we shall provide bounty to all person and institution in need with the goods and service only Rotary can bequeath. Help us to multiply the resources in our disposition to ensure the delivery of voluntary goods and service for our deserving brothers and sisters. Lead us to the right path of service. Lend us more bounty of time, physical strength of body and judicious mind to arrive promptly at decisions. And as we end this day, shower us with hope for the coming of another day when we shall all rise and shine again together in fellowship and service. All these in the name of our God Almighty. Amen

"Achieving an Effective Rotary Image through Good Grooming and Power Dressing"

James Cooper

Beauty expert James Cooper has led a charmed life. He was the first Filipino make up artist to Hollywood stars like Farrah Fawcett, Victoria Principal, Barbara Carrera, Jamie Lee Curtis, and Maude Adams; and worked with Sylvester Stallone in *Staying Alive*.



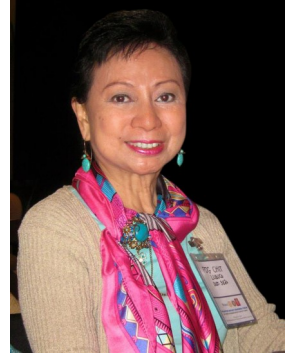
He worked with celebrity Beverly Hills hairstylist Jose Eber, and later was the first Filipino to be featured in French Vogue, and the first to introduce his make-up line from LA.

Yet he chose to come back to Philippines in the mid 1980s, bringing a new perspective to beauty with the cosmetics line he established – choosing the SM Department Store as one of its outlets. A major reason for returning – was to be with his family in Lucena, where he has since spent much time with his business and civic projects.

Source : <http://mycitymysm.com/james-cooper-talks-about-beauty-lucena-and-sm-2/>

"Marketing Your Product " **How to Promote Your Club**

PDG Consuelo "Chit" Lijauco District Public Image Chair



Education

Graduated from Maryknoll College with a degree in Communication Arts

Finished Grade School and High School at Ca-nossa School, Santa Rosa, Laguna

Profession

2004-present Managing Editor, The Philippine Tatler

2001-04 Lifestyle Editor, The Manila Times

1999-01 Consultant, Asian Development Bank

1988-99 Editor, Savvy Magazine

Editor, S Sunday Magazine

1987-88 Deskpersion, Philippine Star

Lifestyle Editor, Evening Star

1985-87 Lifestyle Editor, Philippine Daily Inquirer

1983-85 Senior Writer, Veritas Newsmagazine

1982-83 Assistant Editor, Parade Magazine

1980-82 Writer, Observer Magazine

Computer Columnist, Times Journal

Has written, edited, produced and published several books, to include:

- Tahor. A coffee table book on cockfighting.
- Aklan. A book-brochure on the trade and tourism of the province of Aklan.
- Batanes. A book-brochure on the trade and tourism of the province of Batanes.
- The Natural Dye Industry of Abra. A manual on natural dyes.
- The Churches of Laguna. A book-brochure on all the churches in the diocese of Laguna.

- Kris of Valour. A coffee table book based on the thesis of Tingting Cojuango about a sea-faring tribe banished to the land-locked Isabel in the north by the Spaniards.
- On Being Mellie. A book on one of the Philippines' accomplished women.
- Mely Hechanova: Common Sense & Sensibilities. A book to celebrate the subject's 80th birthday.
- Capiz. A book on the Philippine shell and its many uses.

Rotary International Positions

- Regional Public Image Coordinator for Zone 7A: RY2010-11, RY2011-12, RY2012-13, RY2013-14
- Associate Editor, Philippine Rotary Magazine, RY2004-2014
- Director, Philippine Council of Rotary Governors, for RY2011-12
- Chairman, Council of Governors of D3820, for RY2011-12
- Member, PRM Editorial Concerns Committee
- Regional Coordinator for Public Image, Zone 7A, RY2010-11
- Consultant, Philippine Rotary Magazine
- District Governor, RY2009-10
- Charter President, the Rotary Club of Santa Rosa Centro, R.I. District 3820
- Editor, Governor's Monthly Letter: RY2008-09
- Assistant Governor, RY2007-08
- Public Relations Officer, District 3820, RY2003-04; RY2004-05; RY2005-06, 2007-08
- District Governor's Representative to the Philippine Rotary Magazine, RY2006-07
- Chairman, Rotary Friendship Exchange, RY2005-06
- Editor, Governor's Monthly Letter: RY2002-03; RY2001-02

Other Affiliations

Consultant, Baraka Association (for the preservation and promotion of the culture and traditions of Santa Rosa City, Laguna)

"Our Membership Map"
3820 Strategic Plan

**PP Floredeliza "Lzl" M.
 Castro - Ampatuan**
 District Chair for Membership



Nick name : lzl
 Status : Married
 Spouse : Oyo" Ampatuan
 Hobby : Reading, Writing poetry, PHOTOGRAPHY
 Profession : Nurse
 Occupation : Marketing Manager Skintrends Phil.
 Operation Manager HCG Group of Company

Service to the Club: RC Cabuyao Circle

RY 2013- 2014 Public Image Committee Chair
 RY 2013-2012 The Rotary Foundation Committee Chair
 RY 2012-2011 Public Image Committee Chair
 RY 2011-2010 Vocational Committee Chair
 RY 2010-2009 CLUB PRESIDENT
 RY 2009-2008 International Service Committee Chair
 RY 2008-2007 Community Service Committee Chair
 RY 2007-2006 Community Service Committee Chair
 RY 2006-2005 Youth Service Committee Chair
 RY 2005-2004 Youth Service Committee Chair
 RY 2004-2003 Youth Service Committee Chair
 RY 2003-2002 Club Service Committee Chair
 RY 2004- 2011 Club Bulletin " Hamaka" Editor-in- Chief

Service to the District: Rotary International District 3820

RY 2015-2016 District 3820 Membership Coordinating Chair
 RY 2013- 2014 District Governors Representative to
 Philippine Rotary Magazine

RY 2013-2012	District Public Relation/ Image Committee Chair
RY 2012-2011	District Public Relation/ Image Committee Chair District Friendship Exchange Chair Chair District Award Committee on Public Image
RY 2011-2010	Assistant District Governor District Photographer Governors Mthly Letter Associate Editor Area 1 Member Awards Committee on Public Image

DISTRICT AWARDS AND CITATION

RY 2013-2012	
DG Rafael Dennis Sunio	Special Citation for Individual Performance As a District Officer District Governor Special Recognition 108th Rotary Anniversary Week
RY 2012-2011	
DG Reynaldo Castillo	Most Outstanding District Committee Chair District Governor Award of Excellence First District R.I. Anniversary Week Celebration District Governor Exemplary Award Tree Planting South Luzon Expressway Best Community Project: Gulong Ng Pagmamahal Public Relation Service Award Best PR Endeavor Certificate of Appreciation District Assemble Guest Speaker on Public Image
RY 2011-2010	
DG Fortunato Dimayuga	District Meritorious Service Award Assistant Governor Certificate of Appreciation District Assemble Guest Speaker on Public Image

RY 2010-2009

DG Ursula Chit Lijauco Presidential Citation From Rotary International President John Kenny
Most Outstanding Club
Outstanding Club President
Best Literacy Project (Mobile Library Cart)

Awards and Citation from Different Clubs

Area 2-District 3820 (Quezon) Plaque of Appreciation
Rotary Week Celebration
(February 2014)

Area 3-District 3820 (Quezon) Plaque of Appreciation
As Guest Speaker Anniversary, Rotary Week Celebration
February 2014

RC Lucena South

District 3820 Plaque of Recognition in grateful appreciation on providing
Mobility for the Disabled in Quezon Province "Wheel of Hope Project" (September 2013)

RC Lucena South

District 3820 Presidential Award Wheelchair Grant, District Public Image
Campaign End Polio Now, RI Anniversary Exhibits
And Stop Hunger Now (August 2013)

Hon. Isidro Hemedes Mayor of Cabuyao City Plaque of Appreciation as Chairman and Coordinator "Gulong ng Pagmamahal...Wheelchair Donation Project" (May 2012)

RC San Juan West

District 3800 Coordinator Plaque of Recognition as Chairman and For the "Gulong ng Pagmamahal... Wheelchair Donation Project" (June 2012)

"The Inconvenient Truth" Membership Status

PDG Ernesto 'Ernie' Yao Choa Rotary Coordinator, Zone 7A



PDG Ernie Choa joined the Rotary Club of Bagumbayan-Manila in 1991 during the term of then Pres. Danny Yu. He served as Club Secretary twice and served as Director in all the various Avenues of Service. He had been recognized as the Club's Promising Baby Rotarian, Most Promising Rotarian and Most Outstanding Rotarian in several years among other prestigious club awards.

He served as President during RY 2000-2001 where he received the District's top awards such as The Overall Most Outstanding Club President Award; Overall Most Outstanding Club Award; the Highest Club Contribution to the Rotary Foundation (US\$43,000.00); and the Highest In Per Capita contribution to the Rotary Foundation amongst more than 30 other awards.

He was presented the Outstanding Service Project Award by R.I. President Frank Devlyn during the 2000 Asian Presidential Conference and was recognized internationally during the San Antonio, Texas, R.I. Convention, receiving R.I. President Frank Devlyn's 21st Century Membership Challenge Award Trophy; an award given only to the top 100 clubs worldwide.

Even prior to his assumption as Club President, he had already served the District as Chairman of the 1999 District Interact Solo Singing Contest, as Chairman of the Institute for District Officers (IDO) 2000, and as the Co-Chairman of the 2000 Rotary Foundation Seminar.

After his Presidency, he went on to consistently serve the District as :

Rotary Year 2001-2002 (Gov. Rudy Estrellado)

Assistant Governor

Acting District Area 1 Director

Dist. Governor's Special Rep (DGSR) – RC Quirino-Manila

Dist. Governor's Special Rep (DGSR) – RC Tagumpay-Manila

Chairman - District Matching Grants Monitor

Chairman - District Mid-Year Review

Rotary Year 2002-2003 (Gov. Rosie Go)

Panel Member - R.I. Zone Conf 2002, The Rotary Foundation

District Grants Sub-Committee Chair (DGSC)

Member - District Nomination Committee (DNC)

Co-Chair - DISCON 2003 Credentials Committee

Rotary Year 2003-2004 (Gov. Alex Huang)

Member - District Preparatory Committee

Member - District Executive Committee

Senior Deputy Governor / Area Director - Manila Area 1

District Grants Sub-Committee Chair (DGSC)

Rotary Year 2004-2005 (Gov. Joel Tinitigan)

Member - District Preparatory Committee

Member - District Executive Committee

Senior Deputy Governor for Programs

District Grants Sub-Committee Chair (DGSC)

Chairman - District Assembly (DISTAS) 2004

District Leadership Academy - Faculty Member

Rotary Year 2005-2006 (Gov. Ed Tumangan)

Chairman - District Literacy Task Force

Chairman - District Badminton Tournament

Chairman - Inter-District Badminton Fellowship

Chairman - Paul Harris Fellow Sustaining Member

District Leadership Academy - Faculty Member

Rotary Year 2006-2007 (Gov. Lyne Abanilla)

Member - District Preparatory Committee

Member - District Executive Committee

Senior Deputy Governor for Programs

Chairman - District Assembly (DISTAS) 2006

Chairman - DISCON 2007 Programs Committee

Chairman - District Bicol Disaster Fund Drive

District Leadership Academy - Faculty Member

Member - District Sergeants-At-Arms Group

Rotary Year 2007-2008 (Gov. Paco Atayde)

Chairman - 2007 District Conf (DISCON) Registration
Comm. District Leadership Academy - Faculty Member

Rotary Year 2008-2009 (Gov. Josie Ang)

Elected as District Governor Nominee for RY 2011-2012
District Speakers' Bureau Resource Person on : Member-
ship Development, The Rotary Foundation, Club Leader-
ship Plan (CLP), Basic Rotary Information

Rotary Year 2009-2010 (Gov. Connie Beltran)

DISCON 2010 – Official Aide to R.I. Dir. / RIPR K.R

Ravindran

Rotary Leadership Institute (RLI) Faculty

He was presented numerous Most Outstanding & Outstanding District Officer Awards and Meritorious Service Awards by the different District Governors for services rendered to the District. He is also a recipient of the Rotary International Four Avenues of Service Award (RY 2002-2003), The Rotary Foundation's District Service Award (RY 2004-2005), and The Rotary Foundation's Meritorious Service Award (RY 2014-2015).

As the Changemaker District Governor, RY 2011-2012, District 3810 received the following recognitions from the Phil. Rotary Magazine :

- Highest increase in Lifetime Subscription for the Rotary Year
- Highest Percentage increase in Lifetime Subscription based on the Average District Membership
- Club with the Highest number of new Lifetime Subscription
- Most Outstanding District in Lifetime Subscription Production

In Membership, the District was able to achieve the following :

- Membership Goal of 20% increase achieved as early as January, 2012
- Highest reduction of Clubs with below 25 Membership in Zone 7A, from 62% down to 35%

- Lowest Percentage of Clubs with below 25 Membership in Zone 7A
- Chartered 8 new Rotary Clubs and reinstated 4 Clubs, In Rotary Foundation Contribution, the District was able to achieve the following :
 - 6 new Major Donors
 - 1 New 2nd Level Major Donor
 - District per capita contribution of \$113.00
 - Total Annual Programs Fund Contribution of \$229,000, an increase of 41% over the previous year

Because of all of these accomplishments, RI District 3810 was awarded and presented as one of the Top 15 Districts World-wide under the RI District Presidential Citation award of RI President Kalyan Banerjee during the 2012 Bangkok Rotary International Convention.

PDG Ernie served as RI D3810 District Trainer for Rotary Years 2014-2016, and as RI Zone 7A Assistant Rotary Coordinator from RY 2012-2015.

He is currently the RI Zone 7A Rotary Coordinator for membership and is serving a three year term from RY 2015-2018.

PDG Ernie is an active supporter of the Rotary Foundation and its programs. He is a Major Donor to the Rotary Foundation and is also a Major Donor member of the Rotary Foundation's Bequest Society.

Through all these, he derives his energy and inspiration from the full support given by his loving Ann, Celene and his four children, Christianne Elizabeth, Errol Casey, Clarisse Evangeline, and Caileigh Eliana.

"It Can Be Done!"
Motivating the Unmotivated

DSAG Michael Sherwin
"Mike" Maligaya Macatangay
Zone 7A Membership Team



DSAG MICHAEL SHERWIN "MIKE" MALIGAYA MACATANGAY, EMBA, PHF – is a member and representative from District 3830 to the Rotary International Zone 7A Strategic Planning and Membership Coordinating Team. RI Zone 7A covers all Rotary Districts in the entire Philippines and Indonesia. He is presently District 3830's Deputy Senior Assistant Governor for Operations handling 11 Makati Clusters Assistant Governors and 44 Makati Rotary Clubs World Class Presidents. He was President of the Rotary Club of Makati McKinley in RY 2009-2010 and became the first and youngest Immediate Past President to become Rotary International and The Rotary Foundation's Group Study Exchange (GSE) Team Leader and Rotary Ambassador of Goodwill to Australia in RY 2010-2011. Since his Rotary Presidency in RY 2009-2010, he held various Rotary positions in District 3830 such as Areas of Focus Chair, Assistant Governor, SAG for Administration, Rotary Community Corp Area Head, Membership Mentor, and Interact Chair. He is a recipient of numerous awards and citations including the prestigious highest awards - the Rotary International 5 Avenues of Service Award given by Rotary World President Ray Klingingsmith in RY 2010-2011 and the Rotary International Presidential Citation Award given by Rotary World President John Kenny in RY 2009-2010. He is a Multiple Paul Harris Fellow and an Alumnus of The Rotary Foundation of the Rotary International.

DSAG Mike has more than 20 years of excellent professional experience gained from different top multinational and industry leading companies having held various top executive management positions in Coca-Cola, San Miguel Corporation, Selecta Ice Cream, Unilever, RFM Corporation, SMART Communications, Pascual Laboratories, and PHAREX Health Corporation.

Presently he is the Executive Managing Consultant and Head of the Philippine Operations of R.A.K. Ceramics United Arab Emirates owned by Prince Al Qasimi, the Ruler of Ras Al Khaimah, UAE. He is also the Executive Management Consultant and Head of New Business, Sales, Distribution, and Channel Management Groups of PHAREX Health Corporation. A top-notch Executive Management Consultant to several other industry leading companies. He is an active member of the Management Association of the Philippines – the Philippines Leading Management Organization, Past President of a Toastmasters Club in Makati, and member of the Senior Advisory Council of the Gerry Roxas Leadership Awardees Professionals Group. He is a University Professor and Lecturer at De La Salle University, College of Saint Benilde, and San Beda College – Mendiola, Manila. DSAG Mike holds an Executive Masters in Business Administration (Executive MBA) – the highest executive degree program from the Asian Institute of Management – the Asia’s premier executive graduate business management school as a company scholar. He became the youngest Board Director of the Asian Institute of Management Alumni Association serving maximum term of 4 years. He also holds a business college degree from San Beda College – Mendiola, Manila as an academic scholar, consistent Dean’s Lister, and Student Council President. He is a consistent student leader and academic scholar from grade school (valedictorian), high school (valedictorian), college (dean’s lister), and Executive MBA graduate school.

"What's In It For Me?" Club Value Proposition

PP Raymond "Rayms" Ciriaco Zone 7A Membership Team

Raymond "Rayms" Ciriaco is one of the sought after, highly respected executive coach, consultant & workshop facilitator in business execution, management effectiveness, leadership greatness and the Power Principle (Influence with Honor) both in the private and public sector. He is a licensed facilitator of Franklin Covey (Salt Lake City, Utah) and a certified instructor for Development Dimensions International (Pittsburgh, Pennsylvania).



Rayms is Charter Member & Past-President of Rotary Club of Pasay Cyber City. He has served as member of the District 3810 Public Imaging Committee, Membership Committee, RYLA Committee & Deputy Area Director for Pasay in District 3810. He was Outbound team leader for the 2010 Group Study Exchange Program with District 7670 of North Carolina, USA during PDG Connie Beltran. Since 2013 he is serving the Zone committee level (all 10 Districts of the Philippines and 2 Districts of Indonesia) under RI Zone7A Coordinator PDG Oyan Villanueva and Incoming Rotary Coordinator PDG Ernie Choa. This coming Rotary year he is Incoming Senior Deputy Governor for Pasay Area under District Governor Elect Obet Pagdanganan.

Rayms had a 15-year stint with the Glaxo Group of Companies (now GlaxoSmithKline) and held posts in Sales Management, Sales Training and Brand Manager for Ventolin, Zantac and introduced Zinnat to the market. An advocate of lifelong learning

for knowledge workers in the Age of Information, he taught business and government executives and delivered programs for the Career Executive Service Board, Local Government Academy and served as management consultant to the Philippine Children's Medical Center, the UP-Philippine General Hospital and the board of the Philippine College of Physicians (PCP).

Aside from engagements in learning interventions for the workplace, he has accepted invitations from the academe as lecturer and senior professional faculty at the De La Salle College of Saint Benilde, the University of the Philippines (where he earned his degree in Economics) and the International Academy of Management and Economics where he shares his the latest thoughts on leadership and the Power Principle.

He is an advocate of democratic ideals, defending human rights and the peaceful transition of power through the sanctity of the ballot. He was campus journalist and an associate editor of "Ang Tagamasid" (official student publication of University of the Philippines, Manila). Since 1992, he volunteers for the Parish Pastoral Council for Responsible Voting (PPCRV) and National Movement for Free Elections (NAMFREL) as Poll Watcher, Parish Coordinator for Pasay City and the Archdiocese of Manila. He is currently International Affairs Director for the Parish Pastoral Council for Responsible Voting (PPCRV). He joined the Asian Network for Free Elections (ANFREL) as an International Observer and has been involved in elections monitoring in Thailand (2011), Nepal (2008 and 2013), Bangladesh (2008), Pakistan (2009), Afghanistan (2009) and the United States of America (2010).

He is the President and CEO of Ciriaco Consulting where he provides consultancy services to select progressive individuals and top business executives. His list of clients include ABS-CBN Broadcasting Corporation, Unilever Philippines Inc., Smart Communications Inc, Ayala Land Sales Inc., Accenture, Jollibee Worldwide Services & Coca-cola Bottlers Philippines, Inc.

"Shall We Dance? "
Rotary Recruitment Death Dance

**PP Ramon "Mon" Sedilla
Dacayo**

Zone 7A Membership Team



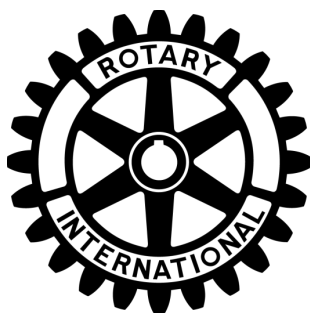
PP Ramon Dacayo is a registered mechanical engineer having completed his degree in Bachelor of Science in Mechanical Engineering at the Mapua Institute of Technology. Quest for higher education have honed him as he further moved on by completing his Masters Degree in Business Administration (MBA), summa cum laude at Our Lady of Fatima University Graduate School. At present, he is completing his thesis dissertation as a candidate for the degree of Doctor of Business Administration (DBA) at Colegio de San Juan de Letran, Graduate School of Business.

He is presently the managing director of Antler Marketing Corporation, a local company that serves as manufacturer's representative and consultant to foreign companies in the field of power distribution and substation utilities. He also serves concurrent as a management consultant in Strategic Management and Total Quality Management of Monark Equipment Corp. and MBP Belt-ing Phils. Inc. He is also a guest lecturer on corporate seminars on Entrepreneurship and Strategic Planning

with Unilever Phils., and Puregold. On the side, he shares his passion as a professor of Strategic Management, Total Quality Management and Service Management among others at San Beda College in Manila.

He is also a community advocate having devoted 19 years of his professional life with Rotary International as member and past president of the Rotary Club of Valenzuela West, D3800. Prior to being a Rotarian, he was a full blooded Rotaractor for 12 years with the Rotaract Club of Valenzuela and became its President for RY 1981-82. He presently holds the appointment as member of Rotary International Zone 7A Rotary Coordinator Team which facilitates seminars and trainings on Rotary's Strategic Management and Membership at the ten districts in the entire Philippines and two in Indonesia. For his District 3800, RY 2015-16, our speaker serves as the Executive Director of the District Training Committee. Furthermore, our speaker is a Multiple Paul Harris Fellow of the The Rotary Foundation.

On a personal note, PP Ramon is considered the guardian of his marital vinculum for 30 years, with his wife Cynthia Cabulanan Dacayo, DMD, Ed.D. with whom, they were blessed with 3 gentlemen, 2 boys and an "unica hija".



On Public Relations

Promoting Rotary to the general public can be as simple as wearing your Rotary pin or as elaborate as organizing an integrated marketing campaign. By increasing the public's understanding of Rotary, we're strengthening our ability to make an impact in communities around the world.

On Membership

Rotarians join and stay with their clubs primarily because they seek opportunities for community service, fellowship, and friendship. Many of the non-Rotarians you know are looking for the same things. Invite them to help with your service projects, attend a networking night, or participate in a club get-together and help them see for themselves how Rotary connects leaders to make a positive change.