

Rotary Key Messages

Rotary

Rotary is one of the largest and most influential international humanitarian service organizations in the world.

- As volunteers, Rotary members have been serving the needs of communities worldwide since 1905.
- Today, the 1.2 million women and men of Rotary belong to more than 33,000 Rotary clubs in over 200 countries and geographical areas.

Rotary is a global network of business and professional leaders.

- Through volunteer service, Rotary members build friendships and enlarge their circle of business and professional acquaintances.
- Rotary clubs are nonpolitical and open to all cultures, races, and creeds.

Rotary and Peace

Rotary promotes peace and international understanding through its educational and humanitarian programs.

- Rotary sponsors the largest privately funded international scholarship program in the world.
- Rotary has teamed with leading universities around the world to offer a master's degree program in peace and conflict resolution at six Rotary Centers for International Studies.
- Rotary clubs promote peace by initiating thousands of international humanitarian projects every year that address the underlying causes of social instability and conflict, such as hunger, poverty, disease, and illiteracy.

PolioPlus

Rotary's top philanthropic goal is to eradicate polio worldwide.

- Since 1985, Rotary members have contributed more than US\$900 million and countless volunteer hours to help immunize more than two billion children in 122 countries.
- Rotary members are currently working to raise another \$200 million by 2012 to match a \$355 million challenge grant from the Bill & Melinda Gates Foundation.

Rotary and its partners have reduced polio cases by 99 percent worldwide, from 350,000 cases in 1988 to less than 2,000 in 2008.

- An estimated five million children have been spared disability, and over 250,000 deaths averted.
- Yet polio still threatens children in parts of Africa and South Asia, and remains endemic in four countries: Afghanistan, India, Nigeria, and Pakistan.

The world must remain committed in order to achieve a polio-free world.

- If we don't stay the course, experts say polio could rebound to 10 million cases in the next 40 years, negating the world's \$6 billion global investment.
- The threat of polio anywhere is a threat to children everywhere.

Rotary is committed to fighting polio until every child is safe from this devastating disease.

Public Relations Resources

The Public Relations section of the RI Web site has promotional materials for download, including public service announcements (PSAs) and sample press releases. If you have any questions, please contact the Public Relations staff at 847-866-3000, or e-mail pr@rotary.org.

Order materials at shop.rotary.org, or from RI Publications Order Services (phone: 847-866-4600; fax: 847-866-3276; shop.rotary@rotary.org) or your international office.

THIS IS ROTARY DVD (449)

A compilation of stories about what Rotary is and does around the world. This resource can help you share Rotary in many ways, whether by serving as an inspirational club program, an introduction to the organization for prospective members, or a means of inspiring public service in your community. Rotarians are also encouraged to ask community access television stations if they would air all or part of the DVD. *This Is Rotary* can be broadcast as one 27-minute program or as individual segments. US\$10 (EN, ES, FR, JA, KO, PT)

HUMANITY IN MOTION V (607)

The next phase of Rotary's global public image campaign, this four-disc set of PSAs for television, radio, print, Internet, and outdoor media (such as billboards) provides materials to support membership outreach and Rotary's End Polio Now campaign. The PSAs can also be downloaded at www.rotary.org/humanityinmotion. Free, limit one per Rotarian. (DE, EN, ES, FR, IT, JA, KO, PT, SV)

HUMANITY IN MOTION IV (612)

This resource includes television, radio, print, and outdoor PSAs that focus on membership. The PSAs and additional materials — including a membership-oriented poster, postcards, wallet cards, and a newspaper supplement — provide an efficient and professional way to share Rotary with your community. The PSAs can also be downloaded at www.rotary.org/humanityinmotion. Free, limit one per Rotarian. (DE, EN, ES, FR, IT, JA, KO, PT, SV)

HUMANITY IN MOTION III: "BEST OF" COLLECTION (608)

This collection includes television, radio, print, Internet, and outdoor PSAs from *Humanity in Motion I* and *II* and focuses on Rotary's work in the areas of polio eradication, literacy, water, youth, hunger, international education, and peace. The PSAs can also be downloaded at www.rotary.org/humanityinmotion. Free, limit one per Rotarian. (DE, EN, ES, FR, IT, PT, SV)

ROTARY PR TIPS (Web only)

Rotary PR Tips is an electronic newsletter for clubs and districts seeking ways to share Rotary in their community. This resource is sent twice monthly and offers innovative outreach ideas, including strategies for relating Rotary to news trends. Subscribe at www.rotary.org, or e-mail pr@rotary.org.

EFFECTIVE PUBLIC RELATIONS: A GUIDE FOR ROTARY CLUBS (257)

This "how-to" guide is a great way to get started with PR efforts. It is a basic handbook of tips and guidelines to help you promote club activities and get familiar with the PR tools of the trade. \$3 (EN, ES, FR, PT)

POLIOPLUS HEADLINER KIT (Web only)

This public relations tool can be tailored to give local media outlets a hometown news angle. It includes tips on distributing information to local newspapers, journals, and trade magazines. (EN, ES, FR, JA, KO, PT)

THIS IS ROTARY (001)

This brochure is a must-have for every club. The colorful, illustrated booklet provides a brief overview of Rotary for the general public, prospective members, and beneficiaries of Rotary service, and is a good PR tool for use when attending non-Rotary events. \$0.50 (DE, EN, ES, FR, IT, JA, KO, PT, SV)

WHAT'S ROTARY? (419)

This handy wallet-size card provides a quick overview of Rotary and its work. Popular as a handout to non-Rotarians. \$4, packs of 50. (DE, EN, ES, FR, IT, JA, KO, PT, SV)

ROTARY FACT PACK (Web only)

This set of seven fact sheets can help in preparing news releases and promotional materials to share the good work of Rotary. (DE, EN, ES, FR, IT, JA, PT)