



BE THE INSPIRATION

THEME 2018–2019

Globally, Rotary is more relevant than ever before, and its potential for good is vast. Unfortunately, not enough people fully understand what Rotary is and does.

Rotary service transforms lives and communities. To achieve even more of that truly transformational service, we need to think differently about our role in Rotary, and Rotary's role in the world. We need to put more emphasis on our public image, using social media to build our membership and attract the partners that can help us scale up our service. We need to focus on larger projects that have a more lasting impact, taking the time to research and plan work that spans Rotary years and terms of office. Most important of all, we need to Be the Inspiration for positive change, inspiring our clubs, our communities, and our organization to face today's challenges head on, with courage, optimism, and creativity. As Paul Harris put it, "Rotary is a microcosm of a world at peace, a model which nations will do well to follow."

To me, Rotary is not only a model but an inspiration. It shows us what is possible, inspires us to reach for it, and gives us a path to act — and to Be the Inspiration to our world.

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