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## “CREATING A STRONG CLUB”

Treat your members as customers

*Rotary Leader January 2014 — Volume 4, Issue 4*

“Your Rotary club brings in a new member who is full of excitement and enthusiasm,” says Brent Rosenthal, assistant Rotary coordinator for Zone 30. “Within a year or two the member quits, never having become involved in the club. And this is repeated over and over.” Sound familiar?

But you can end this cycle, says Rosenthal, the 2011-12 governor of [District 6690](#) (Ohio, USA). Treat all of your club’s members like customers, and they will want to attend meetings, volunteer for projects, and become fully engaged, long-term Rotarians.

After District 6690 adopted the “members are customers” approach in 2011-12, the district recorded its first net gain in membership after seven years of losses. The concept is now a key part of the regional membership plan for North America in Zone 30.

“We need to know what current members want, and then we need to have the courage to implement changes to make those members happy,” Rosenthal says. “How do you find out what members want? Ask them!”

Conduct a short club survey, host informal discussions, or create member focus groups, Rosenthal suggests. Be sure to involve former members, too. “Then comes the hard work of changing your club’s programs, activities, and attitudes to attract and engage members,” he says.



*Brent Rosenthal (left), with members of the Rotary Club and Interact Club of Byesville, Ohio*

“People have limited time,” he says. “They will only join and remain in organizations if they perceive the value to be worthy of their time.”

Most younger members join Rotary to network, for example, but Rosenthal says that many older members and clubs don’t offer enough opportunities for this “perfectly legitimate” aspect of Rotary.

The [Five Avenues of Service](#), including Vocational Service, are each of equal importance, he points out.

“I joined Rotary to network,” Rosenthal says. “I caught the service bug after a couple years, and that really started me on my Rotary road. But networking was the hook that brought me in.”

- ⊗ Get tips for building a strong club from the [regional membership plans](#).
- ⊗ Learn how you can serve through your profession in [An Introduction to Vocational Service](#)

### FOUR FATAL FLAWS ROSENTHAL CITES THESE COMMON MEMBERSHIP MISTAKES:

1. Focusing only on recruitment, not on engagement
2. Forcing new members to adapt to the club
3. Failing to understand the needs of members
4. Blaming new club members for dropping out, rather than evaluating what the club offers.

# “AN INTRODUCTION TO BROKEN WINDOWS THEORY”

By Philip Archer, Rotary Public Image Coordinator, Zone 8

When windows are broken and left unfixed, people tend to infer a prevailing sense of disregard, indifference or apathy toward the maintenance and upkeep of order.

Subsequently, people tend to show less inhibition towards partaking in further window breaking or similar behaviour – if nobody really cares, does it really matter or cost anyone anyway? Similarly, if it doesn't really matter, who would bother to step in and intervene to prevent such further behaviour?

The result? You can expect to see not just more broken windows, but soon the general area falling into disrepair as people begin to generalize their inferences further to perceiving that there are no expectations of order within the general vicinity.

## So what does this mean to Rotary?

The success of our Rotary Clubs are defined by their internal cultures. Each Clubs' culture has been formed through maintenance of high levels of meaningful service, ethics, integrity, respect, and unity as well as a commitment to fostering good will and assisting the development of both our own members and the wider community. These are our windows.



Occasionally, and regrettably, these windows get broken. Areas of service may become neglected. We may fail to bring in new members or members who add fresh perspectives and passions. We may defer the opportunity to undertake projects of significance that capture the imagination of a wider audience. We may not embody our values when interacting with other club members, when facing difficulties in reaching our objectives or when challenges are presented in maintaining the standards we seek to uphold. We have two choices once this occurs. We either identify and set about fixing the problem, or we do nothing and watch the resultant drop in standards...and membership.

Seems like an easy choice. But we all know that the right choice doesn't always prevail. We often look to others to fix the problems, or even expect that others will do so. We may believe that we "aren't responsible for" or don't "own" the problems so therefore they aren't ours, or we may have other things within which we are more immersed, leaving these problems a non-priority. We may even figure that nobody will notice, or that the problems will fix themselves over time. In reality though, these "windows", which effectively represent our culture and mission, ARE our priority – they are what drive our achievements and provide us with the unity and personal satisfaction that we seek from our involvement in Rotary.



Many Rotarians will fondly recall playing backyard cricket in their youth, with a fair few also remembering a not-so-well-timed hook shot that went astray, finding its way through one of mum and dad's windows. While the sound of shattering glass meant it was time for your friends to politely excuse themselves because they "could hear their mum calling them for dinner", for the budding Stackpole, Lawry or Chappelli it meant time to adopt your most contrite posture, as you knew there would be some profuse apologising in order.



But when you think back, most mums and dads were usually pretty good about it. While some pocket money might have been docked, or a backside even scolded, there weren't too many households where the window remained unfixed and the rain and elements left to pour in and cause more damage. After all, that's what parents do. They take responsibility and fix up what is broken.

In Rotary, when our "windows" get broken, it's important that we take up the role of the caring custodian and take responsibility for fixing the problems – searching for a scapegoat or turning our backs on the problem doesn't fix it, just as leaving the problem unattended for a period of time only provides us with more trouble with which to deal. Soon enough we have a disheveled and unattractive house which others will feel reluctant to visit.

The lesson is simple – we are all responsible for playing the parental role and fixing the windows that need fixing in our Clubs so that they remain attractive and functional from both inside and out. Our family of Rotary depends on it.

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The achievement of our goals within Rotary is largely dependent on how we go about following and protecting the standards we know our success rests upon. These standards are well reflected in Rotary's **4-Way Test** and are exemplified within the past achievements of Rotarians worldwide, as well as within our own club's efforts. Look back upon any group who have combined together to achieve highly.

Look at the great sporting teams, look back upon the landing forces upon the beaches of Normandy, look at leading teams within the business world. Within them are individuals prepared to be self-managing, not needing to be told to do the obvious, but who will instead set the standards, and take personal responsibility for ensuring that standards are met and raised further again. They not only don't need to be prevented from breaking windows, they are the ones fixing the windows, polishing them, taking pride in them. This is where their success is founded.



We all at times get off the course that we know leads to our success and to that of Rotary – our windows sometimes get broken. But it is how we respond to both our own broken windows and those within our vicinity that leads to our eventual success as a united, and high achieving family of Rotary.

#### Rotary's Four Way Test

1. Is it the TRUTH?
2. Is it FAIR to all concerned?
3. Will it build GOODWILL and BETTER FRIENDSHIPS?
4. Will it be BENEFICIAL to all concerned?

## “August is Membership Month”

By **Marcy Ullom and Paula Matthews**  
*Rotary Zones 33-34 Newsletter Aug 2013*

Engage Rotary, Change Lives. A theme that directly speaks to membership. “Engagement” should be a familiar word. It's what happens when Rotarians are energized and committed to their club and the organization. Changing lives is what happens to both the Rotarian and the community we serve. Yet we designate only one month as “Membership Month”.



**RC Marcy  
Ullom, Zone 34**



**RC Paula  
Matthews, Zone 33**

Membership is not just a one-month focus – it's a 12-month focus. Attraction (or recruitment) and engagement (or retention) activities are happening all the time in Rotary clubs and districts without being labelled as such.

Inviting a potential member to a networking event to showcase Rotarians and their businesses or inviting them to participate in a service project allows them opportunity to become acquainted with members and a club's involvement in the community. Asking a member to take the lead on a project or to serve on a committee invites them to connect with the club, the other members, and goals and projects of the club.

Whether a potential member or a current member, it's about connections. In most membership discussions, the concept of “value-added proposition” is discussed. What is our value? Our value is with the multiplicity of connections that people can make in Rotary. We have been very successful in attracting new members over the past 10 years – obviously they were excited about the many opportunities they saw. But we have somehow missed the mark in helping those new, excited members ‘connect’ to the great opportunities we touted and they saw. And we've lost them.

While many will point to the economy, there are many examples of Rotarians who have lost their jobs and still identified a way to maintain their membership. Why? Because of the value their Rotary connections brought to their lives. Our focus, 12 months of the year, should be to engage each member, to connect them to the organization in ways that bring more value to their lives. After all, our assumption is everyone reading this article has found great value in affiliating with Rotary. The task – which shouldn't be that hard – is to help every Rotarian in our districts and clubs find value. When that happens, clubs will be strong and attraction will happen with little effort.

This is the year to reach out to your fellow Rotarians and those who would be fantastic Rotarians. This is the year to Engage Rotary and Change lives.

# “HOW HAS YOUR LIFE BEEN CHANGED BY ROTARY?”

## RI PRESIDENT RON BURTON ASKED ROTARIANS THE QUESTION

Article supplied by PDG ARC Neal Fogarty



These are just some of the answers from around the world:

### **Don Higgins Rotarian, Retired system software developer**

Over the past 29 years Rotary has taught me that practicing service above self enriches your own life too. Yesterday Charlotte and I helped the [Rotary Club of Pinellas Park](#) cook breakfast for the families at Ronald McDonald House by All Children's Hospital as we have been doing every quarter for many years. And to see parents and children smile makes all the difference.

### **Barbara Shayeb-Helou - Linkage connector (non-profit to profit world)**

Making a difference in the lives of people that I don't know and will never see, is what it is all about. It helps them. It empowers us. Serving breakfast 22 years ago to bald cancer stricken children tore my heart and made me a true Rotarian.

### **Tamara Yankovich - Radiation Protection Specialist**

Rotary has changed my life in so many ways. Rotary has helped me to understand that the world is much bigger than single individuals and that through leveraging the strengths and contributions of many, unimaginable greatness and betterment can be achieved - yet as big as the world can be, it can also be very small, through the building and strengthening of networks: networks that can be woven together to create a diverse patchwork of mutual understanding; that can be used to lift, to carry, to empower; that can build strong capacity; and that can extend great geographical distances to bring people together.

Rotary also taught me that it is important to appreciate things as they are and to think about things in a broader context – it has taught me to look at my life and to appreciate it for what it is because I am lucky and issues that may seem big are likely negligible when considered at a larger scale.

Finally, Rotary has taught me to make use of my life and to offer my skills to the best of my ability, to help bring others up and to raise them, so they can gain the skills they need to stand and to contribute to the betterment of society. The principles of Rotary are simple and have been founded on four fundamental concepts that if followed, make the unimaginable possible:

- 1. Is it the truth?**
- 2. Is it fair to all concerned?**
- 3. Will it build goodwill and better friendships?**
- 4. It is beneficial to all concerned?**

At the end of the day, the underlying principles of Rotary are about respect -- something so simple, yet so fundamental to greater achievement and contribution because within the house of respect, mutual trust can live.

Perhaps another question we could ask is: “How has my life changed the lives of others through the instrument of Rotary?”

## “ROTARY ANNOUNCES NEW MEMBER SPONSOR RECOGNITION PROGRAM”

Rotary Weekly Update 21 March 2014

Sponsor a new member and you'll not only strengthen your club, you'll also get recognized for your efforts. Through the [New Member Sponsor Recognition program](#), sponsors will now receive a specially designed Rotary pin and recognition on Rotary's website.

Simply enter new members into your club's records and identify the sponsor. Each week, Rotary will send clubs a packet containing the names of newly identified sponsors along with Rotary pins and as many as four different-colored pin backers. The color of the backer depends on the number of new members sponsored, ranging from blue for one member to gold for six or more.

Keep track of the number of members you've sponsored by checking your My Rotary profile page. Gold-level sponsors will also be listed in the [Membership Recognition Gallery](#), and if they attend the convention, invited to join the RI president for a special recognition event.

All new members and their sponsors must be designated in club records in My Rotary to participate in the program. Sponsors of members who joined Rotary on or after 1 July 2013 are eligible.

Add your new club members and their sponsors in [My Rotary](#)  
[Download the New Member Sponsor Recognition program guide](#)

Questions? Contact [membershipawards@rotary.org](mailto:membershipawards@rotary.org) for more information

# “THE ROTARY FOUNDATION – DOING GOOD IN THE WORLD”

Article by PDG, Regional Rotary Foundation Coordinator Joanne Schilling

As Regional Rotary Foundation Coordinator (RRFC) for the part of Australia covering Districts 9455 to 9670, I like to promote and support the programs, grants and fundraising efforts of The Rotary Foundation.



Many Rotary Clubs have been active in February and into March, taking part in various fund-raising events and providing valuable funds to help end polio through Rotary's Polio Plus program. Many Rotarians will have enjoyed the pre-release film fundraiser, "Monuments Men" in February. In between, some clubs have been dining as part of the World's Greatest Meal to help End Polio, and/or swimming as part of the Rotary Global Swimathon, to raise further funds. Well done to you all.

**The next essential step is to round up all of the dollars raised and send the money into The Rotary Foundation as soon as possible. In the warm after-glow of the event this is a step that is sometimes forgotten.** I remind you that the first US\$35 million that Rotarians raise each year will be matched by the Bill & Melinda Gates Foundation with a subsidy of \$2 for every \$1 we raise, so the funds are effectively tripled!

Meanwhile many clubs are yet to contribute this year to the Annual Fund of The Rotary Foundation. Here are some suggestions as to the basic levels of support that Rotary Clubs can aspire to. We would like clubs and Rotarians to consider at least these levels of support for The Rotary Foundation.

## Member Contributions: Annual Fund

- At least one Paul Harris Society member per club (i.e. US\$1,000 per annum per club)
- 100% Centurion membership in all clubs (i.e. AU\$100 per member per club pa).

## Club Contributions: Annual Fund

- \$100 donation from club for each active and honorary member, or
- 10% to 15% of all funds raised to Annual Fund.

## PolioPlus

- At least \$1,500 per club, per year.



When there is a 'charity' stall in the mall and the paid young backpacker approaches you seeking a donation, you can hand them the little business card size "What's Rotary?", and tell them that you support the work of Rotary. They are usually genuinely appreciative, because they know they are being paid wages out of the dollars you donate, and that OUR dollars are used very effectively for Rotary Programs. I can tell people my money is funding maternal and child health programs, and literacy programs, for example. As we understand better how our funds are being used, we will be more willing to support our Rotary programs.

Rotarians can really make a difference. Rotary needs your support to continue the work across the critical six areas of focus that will do so much to improve the lives of others. **I encourage all Rotary Clubs and Rotarians to support the Foundation.**

# “RAISE YOUR FLAG AND CLIMB FOR A CAUSE - 30 MAY 2014 - END POLIO NOW”

Come together to climb the Bridge en masse to break two Bridge records during the RI Convention Sydney 2014. For every Rotarian who books a climb as part of Climb for a Cause – End Polio Now, BridgeClimb will donate 50% of sales back to End Polio Now.



**Firstly**, we aim to break the current Guinness World Record for “most flags flown on a bridge” which was set in 2008. Selected Rotarians who climb the Bridge will wave a flag of one of the 208 countries and territories attending the convention in a grand display across the arch of the Bridge.

**Secondly**, we aim to break the record for the highest number of climbers on the Bridge at one time, set by Oprah Winfrey with 316 of her Ultimate Viewers in 2008.

Watch the video <http://youtu.be/qsIP8clXK00>. Limited seats available – Online Bookings: click [HERE](#)  
View the video at home, at work and at Club meetings. Share it with family, friends and on Social Media.

# “OUR VALUES IN ACTION”

Strategic Plan Progress Report Dec 2013

“A lot has changed since Paul Harris started the first Rotary club in 1905. But the most important things about Rotary haven’t changed and won’t ever change. Being a Rotarian means putting others’ needs before our own, and it means embracing our core values: fellowship and global understanding, ethics and integrity, diversity, vocational expertise and service, and leadership. The strategic plan is one more tool that we can and should use as we work to Engage Rotary, Change Lives.” **Ron D. Burton, RI President, 2013-14**

In 2009, we asked thousands of Rotarians to weigh in on Rotary’s future. The following year, the Rotary International Board of Directors adopted a strategic plan with three priorities that directly reflect the Rotarians’ responses:



Support and strengthen clubs



Focus and increase humanitarian service



Enhance public image and awareness



When we surveyed another random sample of members in 2012, Rotarians expressed strong support for these three strategic priorities and endorsed the goals under each priority at a rate of more than 95 percent.

Through **fellowship**, we build lifelong relationships that promote greater global understanding.

With **integrity**, we honour our commitments and uphold ethical standards.

Our **diversity** enables us to connect different perspectives and approach problems from many angles.

We apply our **vocational expertise, service, and leadership** to tackle some of the world’s greatest challenges.

## “RDU APP”



Read your Rotary magazine online, on your smartphone or tablet device. The digital edition includes loads of interactive functionality such as video and audio, as well as fully functional hyperlinks.

You can share stories online with your colleagues, potential new members, friends and family.

The new free Rotary Down Under APP is available in the Apple App Store and Google Play store.

## “DID YOU KNOW”

Make it easy for guests and prospective members to find your club meeting by ensuring that your meeting location is available and correct in Rotary’s Club Locator. Any club without a proper postal address in RI’s databases won’t appear in the **Club Finder app**. Club officers can also make updates in **My Rotary**.

# “CLUB WITH A VIEW”

## Toronto Skyline club’s informal vibe attracts young members

*Rotary Leader March 2014 edition, Volume 4 Issue 5*

Asked to describe the **Rotary Club of Toronto Skyline** in two words, Amber Anderson chooses “dynamic” and “participatory.” Anderson’s club, chartered in April 2012, embraces an informal style that is resonating with Toronto’s young professionals. Launched with 25 members, the club finished 2013 with almost 40.

“So we make our events appeal to people like us,” she says. Those events include the **annual Toronto Wing Festival**, a dart tournament for Rotary alums and Rotarians, and a battle of the bands held at the Hard Rock Café.

The club formed when several members of the Rotaract Club of Toronto turned 30 — “aging out” of Rotaract — and wanted to continue their connection to Rotary. Anderson and fellow charter member Kevin Quan visited area clubs but couldn’t find the right fit. “We decided to start something new rather than force ourselves into a club,” Quan says.

They spent about a year working to recruit — and retain — the required 25 members to charter a Rotary club. “We were very flexible in the beginning; we were never afraid to change things as we went along,” Quan says. “That first year, we held our meetings at a new venue every week.”

Testing different meeting spots gave the founders a good sense of what kind of setting worked best for the members. “We wanted a private space with a pub feel, not a hotel feel,” Quan says.

They settled on a downtown spot called **The Office Pub**. Instead of including the expense and formality of a meal in its meetings, the club charges members \$5 a week, which covers a standing order of fries, nachos, and other appetizers.

“We knew from reading **The Rotarian** and other Rotary materials that some clubs were experimenting with replacing one meeting with a hands-on service activity,” Quan says. The club tried that format, but members wanted a regular weekly meeting in addition to the opportunity to volunteer.

The club now offers a standing time when members help staff the local food bank.

Quan says the club’s first year went well, but retaining members has proved a challenge.

“This year we are really focusing on follow-up,” he says. “For new members, we have a sponsor who guides each of them, and is on them if they miss a meeting.”

Quan also gets referrals from other Rotary clubs in the district. “We hosted a darts night and encouraged all clubs in the district to send someone — a son or daughter, an ex-Rotaractor — to check us out. A lot of other clubs know they aren’t doing well with younger members and don’t mind referring them to our club.”

Anyone who joins can participate in the club’s unconventional induction ceremony: “Our president, the new member, and sponsor do a shot [of liquor],” Anderson says.



*A band jams at the Hard Rock Café in Toronto, in a competition sponsored by the Toronto Skyline Rotary club. The event raised funds for a water and sanitation project in Cambodia.*

© 2013 **David Anthony**/Rotary Club of Toronto Skyline

### Share your Club or District Service Project

We would like to hear from clubs or Districts telling us what they have done. Please include a summary, contact details, and a couple of photos, and email to **Issa Shalhoub**, this Newsletter’s editor.

## “ROYCE ABBEY, DIES AT 91”

Extracts from an article by Ryan Hyland, *Rotary News*, 26-Feb-2014

A.H. Royce Abbey, a former RI president 1988-89 and World War II hero who championed the inclusion of women members in Rotary clubs, died on 20 February 2014.



The presidential theme during Abbey's term, *Put Life Into Rotary – Your Life*, urged Rotary members to make a personal commitment to their community and Rotary.

Royce who joined Rotary in 1954, was a member of the Rotary Club of Essendon, Victoria, Australia.

“I will always remember Royce for his enthusiasm, his relentless energy, and ‘can do’ attitude,” says Clem Renouf, a fellow Australian Rotary member, who served as RI president in 1978-79. “He always said, ‘Rotary takes ordinary men and gives them extraordinary opportunities to do more with their lives than they had ever dreamed possible.’”

### Rotary Coordinator Team 2013 - 2014

#### Zone 8 and 7B

**Zone 8;** Australia, Papua New Guinea, Solomon Islands, Timor Leste and Nauru.

**Zone 7B;** New Zealand, New Caledonia, Norfolk Island, Vanuatu, American Samoa, Cook Islands, Fiji, French Polynesia, Kiribati, Tonga and Samoa.

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## “USE OUR NEW BRAND CENTER TO HELP STRENGTHEN ROTARY'S IMAGE IN YOUR COMMUNITY”

*Rotary Service Update, Feb 2014*

**Read about the launch** of Rotary's Brand Center: your gateway to creating professional-looking communications and visuals with our refreshed look and feel. You can create your own club or district logo and find customizable templates for brochures, newsletters, PowerPoint presentations, fliers, and more. Best of all, it's easy to use! Just sign in to My Rotary and visit [www.rotary.org/brandcenter](http://www.rotary.org/brandcenter) to get started.

The screenshot shows the Rotary Brand Center website. At the top, there is a navigation bar with the Rotary logo and links for 'Our Story', 'Guidelines', 'Leges', 'Materials', 'Ads', and 'Images & Videos'. Below this, there are four main sections: 'ROTARY LOGOS', 'CLUB LOGO TEMPLATE', 'PROGRAM LOGOS', and 'THEME LOGOS'. Each section has a 'VIEW' button. The 'ROTARY LOGOS' section includes a description: 'Incorporate Rotary's logo into your club or district communications.' The 'CLUB LOGO TEMPLATE' section includes: 'Create your own Rotary club or district logo.' The 'PROGRAM LOGOS' section includes: 'Use logos and graphics to promote Rotary's programs, including Rotaract and Interact.'

- See examples of how clubs are **putting our new look to work**
- Share how your club is using the visual identity on **Pinterest** with #rotarystory
- **Promote the Brand Center** to your members.

All past editions of the “Rotary on the Move”  
Newsletter can be accessed by clicking [HERE](#)

If you wish to receive an electronic copy of this Newsletter, or you know of someone who would like to receive one, please email the editor; Issa Shalhoub [shalhoubissa@shoal.net.au](mailto:shalhoubissa@shoal.net.au)