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# Rotary Service

August 2017 | Making the most of your membership



## [Take advantage of all that Rotary has to offer](#)

August is Membership and New Club Development Month: a time to celebrate your club, your fellow members, and the good you do in your community and around the world!

Take advantage of the full range of activities available to the Rotary family. A number of programs allow you to engage with fellow members and make connections outside of your club and district. Here are just a few ways to get involved.

Make new friends:

- Discover new cultures and make friends all over the world through [Rotary Friendship Exchange](#). Contact your district's [Rotary Friendship Exchange chair](#) to get involved.
- Share your passions and hobbies with fellow Rotarians by joining a [Rotary Fellowship](#).
- Foster intercultural understanding through an [intercountry committee](#). An ICC promotes peace and friendship and strengthens relationships between two countries.

- Attend [a project fair](#) to support an international service effort while learning about another culture.

Take your projects to the next level:

- Collaborate with experts from a [Rotarian Action Group](#) or advise Rotary members on how to make sure their service projects make a lasting impact.
- Sponsor a [Rotary Community Corps \(RCC\)](#) to engage members of the community you're working in. This can also make your project more sustainable, because it positions local leaders to pioneer change— through your project, and in the future.
- Work with your district [community](#), [international](#), and [vocational](#) service chairs to enhance your service initiatives.

### Take advantage of the [Project Lifecycle Kit](#)

Rotary's Project Lifecycle Kit consists of Discussion Groups, Rotary Ideas, and Rotary Showcase — resources that can contribute to the success of any service project, from inception to completion. Join or start a conversation related to an area of interest in a [Rotary discussion group](#) on My Rotary. Find support for a project at [Rotary Ideas](#), and share your project successes at [Rotary Showcase](#) to inspire others and promote collective efforts to improve communities around the world.

## *Rotary: Making a Difference*

### Rotarians around the world serve their communities

RI President Ian Riseley recognizes that it's important that Rotary clubs define service themselves. During 2017-18, he encourages Rotary members to answer the question "What is Rotary?" with the theme *Rotary: Making a Difference*. However members choose to serve, they know their service makes a difference in the lives of others. Here are some examples of clubs doing just that:



- The Rotaract Clubs of Tilottama-Rupandehi and Tilottama Devdaha worked with their sponsor Rotary club to [plant trees in their community](#).
- The [Rotary Club of Cagayan de Oro Premier](#) brought free medical and legal services to an underprivileged community in the Philippines. It provided general consultations, health assessments, medicine, and reading glasses. It also offered legal services such as consultations, drafting of affidavits, and notarization of documents. The club also hosted forums on two issues — violence against women and children, and stroke prevention and care.
- The [Rotary Club of Jinja](#) in Uganda installed water and sanitation facilities in a low-income community whose 500 residents are from areas of conflict around the country.

## Rotary Friendship Exchange program expansion

### Make new friends all around the world

At President Riseley's direction, the [Rotary Friendship Exchange program](#) has expanded and is now open to both Rotarians and non-Rotarians, with an emphasis on including more young professionals. The program allows participants to experience a different culture, deepen their international understanding, foster goodwill, and explore their professions in a different context while building lasting friendships and a foundation for peace and service. We encourage districts to organize exchanges around at least one of these themes: cultural, service, and vocational.



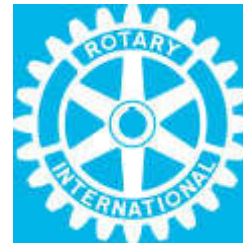
### Group cultural exchanges

Riseley encourages districts to participate in group cultural exchanges, a type of Rotary Friendship Exchange, over the coming year. Emphasizing cultural immersion, these exchanges ideally incorporate non-Rotarian young professionals, or those who are changing careers, to raise greater awareness, deepen intercultural understanding, and foster a global mindset.

Learn more about [Rotary Friendship Exchange](#) and work with your [district's chair](#) to organize an exchange. [Read about the benefits of an exchange.](#)

## SUPPORT THE PRESIDENT'S INITIATIVES

Riseley has challenged all 1.2 million Rotarians to make a difference by planting a tree before Earth Day, on 22 April. For ideas and tree-planting advice, see the [Environmental Sustainability Rotarian Action Group](#) or download its "1.2 million tree planting" [brochure](#). You can post your stories using #pledgetoplant or on Rotary Showcase in the [environment category](#).



- Read more about the 2017-18 presidential theme and download the [theme logo and materials](#)
- [Watch Riseley's theme speech](#)

## INSPIRE OTHERS BY TELLING YOUR STORY

Through the [Rotary Service blog](#), share how service through Rotary has affected your life. Send us your service stories to help others plan effective and inspired projects.

- [See our contributor guidelines](#)
- [Read recent posts](#)

## Get involved at the 2018 Rotary International Convention

### Showcase your service work in Toronto

[Apply for a Rotary project booth](#) to share your service project with thousands of members of the Rotary family from around the world. Connect with potential project sponsors and inspire others to undertake similar activities in their communities. Apply for a booth by **20 October**.



Do you have an idea or project you want to tell the Rotary world about? Organize a breakout session at the Toronto Convention! [Submit a proposal](#) to teach others what you've learned about service projects, strengthening membership, partnerships, or leadership development. Proposals are due **1 October**.

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## Resources & reference

[Rotary Ideas](#)

[Rotary Showcase](#)

[Rotary Discussion Groups](#)

[Rotary's Area of Focus guide](#)

[Community Assessment Tools](#)

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*Rotary Service* offers resources and news to help you plan effective service projects.

Send questions and story ideas to [rotary.service@rotary.org](mailto:rotary.service@rotary.org).

**TAKE ACTION**

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