



WHY DO WE NEED TO CONTINUALLY WORK TO PROMOTE ROTARY'S PUBLIC IMAGE/PUBLIC RELATIONS...??

1. **To boost Rotary membership.** Proactive people within communities around the world today like to be involved with "winners" and Rotary International is an established "winner"!
2. **Fundraising and public recognition.** The wide range of challenges confronting Rotary around the world (water, literacy, health, hunger and shelter) require serious finance. The general population is more willing to support successful, public acclaimed organisations than those who want to "hide their light beneath the bushel". Never before has public scrutiny of all charitable/welfare style organisations been so intense and Rotary MUST pass all tests!
3. **Public trust.** A positive Public Image and good Public Relations promotes universal public trust, which is vital if the community at large is to embrace Rotary and allow Rotarians to get on with their good works. Many nations will not accept charity from people they do not trust and there have been several examples of this during the Polio eradication campaign -- children were initially withheld from immunisation because of lack of trust of the western world by some races.
4. **Community support and involvement.** Similarly, people will not respond to Rotary projects unless Rotary International exudes the right kind of Public Image/Public Relations. Projects like Group Study Exchange and the various other scholarships on offer from The Rotary Foundation, along with Rotary Youth Leadership Awards (RYLA) and Rotary's famous Youth Exchange Program will not attract the interest and support of worthy candidates if such people do not know, respect and trust Rotary International.
5. **Self fulfillment and service.** Even in today's sometimes ruthless world, there are still citizens everywhere with a sincere desire to serve their fellow citizens. Such people have high standards and are very selective, and this desire to serve will only be realised if they develop trust and knowledge of an organisation providing the opportunity for service.
6. **Vocational ethics.** Rotary's goal of high ethical standards in business and professions and the recognition of the worthiness of all useful occupations will only be achievable if it comes from a rock solid, respected Public Image.
7. **Friendship and fellowship.** The network of friendship and fellowship that is such an integral part of every Rotary club must be better promoted. People dedicated to service must have benefits to compensate them for their efforts and there are NO better benefits than friendship and fellowship. For people moving to a new home in a new city or country, Rotary provides a ready made base of quality people - new friends dedicated to service!