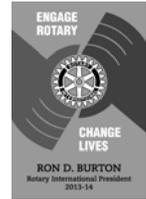




ROTARY INTERNATIONAL

District 6000

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District Governor 2013-2014



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Dear Rotarian friends,

Leaders of District 6000, we thank you sincerely for your service to Rotary, your clubs and the District!

We all have had opportunities to hear great speakers thanks to Rotary. The opportunity to do so at the International Assembly is certainly a stirring and unique experience! In hopes of bringing their inspiration to you, we are sharing some of the high points of the Assembly and the comments of President Burton and the Rotary leaders who delivered their motivational messages to the District Governors-Elect from around the world.

1. Engage Rotary Change Lives

President Burton has asked us, as Rotary leaders, to ensure that every single Rotarian has the same feeling about Rotary that all of us have. Give them a meaningful role to play and show them that you value their contributions. We want all members to be engaged in Rotary, inspired by Rotary, and to use the power of Rotary service to change lives.

2. Get Ready for District, Global and Packaged Grants on 1 July 2013

The coming year will mark the global launch of Rotary's Future Vision plan. The new model will modernize the Foundation so that it is in touch with the times. The streamlined new grant model, an easy-to-use online system, and a new district committee structure will make it easier for Rotarians to plan and carry out larger, more focused projects with lasting effects.

3. End Polio Now

The tremendous responsibility—and opportunity—each of you will have to play a role in securing this great legacy, stressing that “every effort, every fundraiser, by every club is vital” to END POLIO NOW. How can we inspire Rotarians in our district to continue, and even redouble, their efforts at advocacy and fundraising? President Burton said “twenty-six years ago, I sat in the class of Rotary district governors that began the job of eradicating polio. Now, I am honored to lead the class of Rotary district governors that will finish it!”

4. Attract and Engage Members

Engaging members includes making sure that every Rotarian has a meaningful job that actually makes a difference to the life of the club and to the community. When you have a job, you have a commitment. When you're doing something meaningful in Rotary, Rotary is meaningful to you.

Membership retention is critical to the future of Rotary. Are we treating our current members as ‘customers’? Is the culture of our clubs one that our members are excited about and want to share with others?

5. Strengthen Rotary's Brand

Our Rotary brand explains simply and clearly who we are, what we do, and why it matters. Our effort to strengthen Rotary's brand is about bringing focus to it. Help strengthen our brand by telling your Rotary story. By living our Rotary values every day and following the Four-Way Test, we bring clarity to the Rotary brand.

6. Enhance Rotary's Public Image

What are we doing to tell Rotary's story? Tools include more effective use of social media as well as traditional media, local government leaders, communities, and civic leaders. Improving Rotary's public image must be top of mind at all times!

7. Be an Effective Leader

One of the often-mentioned leadership challenges in Rotary is that of “leading leaders.” All Rotarians are leaders in their businesses and professions which makes it essential that you sharpen your motivational skills. Generous encouragement, sincere praise, and well-deserved recognition can all help you to achieve your desired results.

8. Nurture the New Generations

Just as future generations depend on Rotary, Rotary depends on them to continue our good work. How do our clubs connect with young people and help them to realize their potential? Are you helping youth to “take action” in Interact; learning the value of Rotaract as both a valuable service organization and a training ground for Rotary membership? Do you regularly sponsor and host Youth Exchange students, expanding the world view of both the young participants and their hosts?

Consider the following service partner opportunities to increase the involvement with New Generations among Rotarians:

- Youth Service America (www.ysa.org), can partner with Rotary clubs and districts to increase volunteer opportunities for young people to serve locally, nationally, and globally.
- Me to We (www.metowe.com), is an innovative social enterprise that provides people with better choices for a better world.

9. Share Your Rotary Moment

Rotary moments are compelling personal experiences that make a deep and lasting impression on a Rotarian's life. What Rotary experience changed our life and motivated us to action? Remember this valuable advice: “Do not believe for a moment that you and I cannot be good storytellers. If you are breathing, you are a storyteller.” Reflect on your Rotary moments and how you can use them to explain the power of Rotary to prospective and new members, to further inspire and engage current members and to bring understanding to the public.

10. Embrace the Family of Rotary

Welcome families into Rotary! When children grow up seeing their parents involved in community service, they'll grow up involved in service themselves. Just like families, clubs should support members who are experiencing problems, respond to families in bereavement, follow up on members who stop attending meetings, and make new members feel part of the family.

We can all count among our dearest friends Rotarians with whom we have shared great opportunities for service to others. The family of Rotary provides a way to extend Rotary's reach beyond Rotarians to include the many others in our lives and our communities who join us in fulfilling our mission of humanitarian service and international understanding.

Over the next year, we look forward to working with you to qualify for the 2013-14 Presidential Citation through promoting membership growth and retention, enhancing humanitarian service through The Rotary Foundation and strengthening our network through the family of Rotary. We challenge our clubs to strive for this recognition in record numbers. Reaching to achieve and exceed these goals will build a stronger, healthier Rotary!

The celebration of the year's accomplishments (including those Presidential Citations) at District Conference, May 1-3, 2014, at the Gateway Center in Ames will bring us together to learn more, be more and do more in the name of Rotary. As we visit clubs, we will ask for your input on how we can make this happen at Conference. Share your ideas with us to help us create the conference you want and build even greater participation!

Serving District 6000 is truly an honor and privilege! Jim and I are looking forward to visiting your clubs, meeting your members, and hearing their Rotary stories of service and celebration! But most of all, we relish the opportunity to work side-by-side with you to **ENGAGE ROTARY CHANGE LIVES!**

In Rotary service and gratitude,

Jacque Andrew

District Governor 2013-14

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