

## Rotary Key Messages

### **Rotary is a global network of business and professional leaders.**

- Rotary's 1.2 million women and men of Rotary belong to more than 34,000 Rotary clubs in over 200 countries and geographical areas.
- As volunteers, Rotary members have been serving the needs of communities worldwide since 1905.

### **Rotary is one of the largest international humanitarian service organizations in the world.**

- Through volunteer service, the women and men of Rotary build friendships and enlarge their circle of business and professional acquaintances.
- Participating in international service projects allows Rotary members to connect with people from around the world and promote cross-cultural understanding.
- Rotary clubs are nonpolitical and open to all cultures, races, and creeds.

### **Eradicating Polio**

#### **Rotary's top philanthropic goal is to eradicate polio worldwide.**

- Since 1985, Rotary members have contributed more than US\$1 billion and countless volunteer hours to help immunize more than two billion children in 122 countries.
- Rotary members are currently working to raise another \$200 million by 2012 to match a \$355 million challenge grant from the Bill & Melinda Gates Foundation.

#### **Rotary and its partners have reduced polio cases by 99 percent worldwide, from 350,000 cases in 1988 to less than 2,000 in 2008.**

- An estimated five million children have been spared disability, and over 250,000 deaths averted.
- Yet polio still threatens children in parts of Africa and South Asia, and remains endemic in four countries: Afghanistan, India, Nigeria, and Pakistan.

#### **The world must remain committed in order to achieve a polio-free world.**

- The threat of polio anywhere is a threat to children everywhere.
- If we don't stay the course, experts say polio could rebound to 10 million cases in the next 40 years, negating the world's \$6 billion global investment.

#### **Rotary is committed to fighting polio until every child is safe from this devastating disease.**

- In addition to Rotary's fundraising efforts, hundreds of Rotary members travel at their own expense to join fellow Rotarians in polio-affected countries to immunize children against polio during national campaigns.

### **Rotary and Peace**

#### **Rotary builds peace and international understanding through education.**

- To help the next generation of leaders reduce the threat of war and violence, Rotary has teamed with leading universities around the world to fund a master's degree program in peace and conflict resolution at six Rotary Peace Centers.
- Rotary clubs promote peace by initiating thousands of international humanitarian projects every year that address the underlying causes of social instability and conflict, such as hunger, poverty, disease, and illiteracy.

## **Public Relations Resources**

The Public Relations section of the RI Web site has promotional materials for download, including public service announcements (PSAs) and sample press releases. If you have any questions, please contact the Public Relations staff at 847-866-3000, or e-mail [pr@rotary.org](mailto:pr@rotary.org).

Order materials at [shop.rotary.org](http://shop.rotary.org), or from RI Publications Order Services (phone: 847-866-4600; fax: 847-866-3276; [shop.rotary@rotary.org](mailto:shop.rotary@rotary.org)) or your international office.

### **Public Relations Kit (429-KIT)**

Everything needed to help publicize your club's good works. The kit includes Club Public Relations Committee Manual, Humanity in Motion public service announcements, Effective Public Relations: A Guide for Rotary Clubs, Media Crisis Handbook, This is Rotary brochures and What's Rotary? wallet cards to help you share the story of Rotary. US \$5 (Available in DE, EN, ES, FR, IT, JA, KO, PT, SV)

### **This is Rotary DVD (449)**

A compilation of stories about what Rotary is and does around the world. This resource can help you share Rotary in many ways, whether by serving as an inspirational club program, an introduction to the organization for prospective members, or a means of inspiring public service in your community. Rotarians are also encouraged to ask community access television stations if they would air all or part of the DVD. *This Is Rotary* can be broadcast as one 27-minute program or as individual segments. US\$10 (Available in EN, ES, FR, JA, KO, PT)

### **Humanity in Motion V (607)**

Rotary's global public image campaign comprised of a four-disc set of public service announcements (PSAs) for television, radio, print, Internet, and outdoor media (such as billboards) includes creative materials to promote membership in Rotary and Rotary's End Polio Now campaign. The PSAs can be previewed at [www.rotary.org/humanityinmotion](http://www.rotary.org/humanityinmotion). Free, limit one per Rotarian. (Available in DE, EN, ES, FR, IT, JA, KO, PT, SV)

### **Humanity in Motion IV (612)**

This resource includes television, radio, print, and outdoor PSAs that focus on membership. The PSAs and additional materials — including a membership-oriented poster, postcards, wallet cards, and a newspaper supplement — provide an efficient and professional way to share Rotary with your community. The PSAs can be previewed at [www.rotary.org/humanityinmotion](http://www.rotary.org/humanityinmotion). Free, limit one per Rotarian. (Available in DE, EN, ES, FR, IT, JA, KO, PT, SV)

### **Rotary PR Tips (Web only)**

*Rotary PR Tips* is an electronic newsletter for clubs and districts seeking ways to share Rotary in their community. This resource is sent twice monthly and offers innovative outreach ideas, including strategies for relating Rotary to news trends. Subscribe at [www.rotary.org](http://www.rotary.org), or e-mail [pr@rotary.org](mailto:pr@rotary.org).

### **PolioPlus Headliner Kit (Web only)**

This public relations tool can be tailored to give local media outlets a hometown news angle. It includes tips on distributing information to local newspapers, journals, and trade magazines. Download at [www.rotary.org](http://www.rotary.org) (Available in EN, ES, FR, JA, KO, PT)

### **Rotary Fact Sheets (Web only)**

This set of fact sheets can help in preparing news releases and promotional materials to share the good work of Rotary. Download at [www.rotary.org](http://www.rotary.org) (Available in DE, EN, ES, FR, IT, JA, KO PT)