



## DEAR FRIENDS:

With Service Above Self at the heart of all we do, we are in a unique position to provide meaningful, participatory volunteer experiences for Rotary and Rotaract members while introducing prospective members to our clubs.

I challenge every club to plan and host at least one practical and action-oriented **Rotary Day of Service** during the 2021-22 Rotary year. The event should address a challenge facing your community that fits in one or more of Rotary's areas of focus and bring together volunteers from within and outside of Rotary.

This is a chance to create meaningful volunteer opportunities for families and partnering organizations in your area, regardless of their profession or affiliation with Rotary. Remember to broadly promote your good work throughout your community.

With your help, I look forward to doing more good in the world.

A handwritten signature in black ink that reads "Shekhar Mehta".

Shekhar Mehta  
2021-22 President, Rotary International



EN—(1120)

# ROTARY DAYS OF SERVICE



Rotary The word "Rotary" in a bold, sans-serif font next to the iconic yellow rotary wheel logo.

## BE INSPIRED

- Motivate Rotary, Rotaract, and Interact clubs to plan innovative and practical service projects.
- Showcase the work of Rotary members as people of action.
- Introduce prospective members to your club through a participatory Rotary Day of Service.



## GATHER IDEAS

- Look at Rotary Showcase to see the types of projects that your fellow clubs have undertaken.
- You may wish to review the United Nations' recognized international days and Rotary's themed months and think about scheduling your Rotary Day of Service accordingly.
- Conduct an assessment, which includes working with leaders from your community or a nearby one to determine the opportunities for service. What is the biggest challenge? How can your club help address it?



## PLAN YOUR EVENT

To qualify as a 2021-22 Rotary Day of Service, your event needs to:

- Be planned by two or more Rotary, Rotaract, or Interact clubs in your country or internationally.
- Align with one or more of Rotary's areas of focus.
- Be promoted using at least one media platform (such as Facebook, Twitter, or a local newspaper) to raise interest.
- Attract a group of participants in which 25 % are not current Rotary members.

An event also needs to meet at least three of these additional guidelines:

- Align by topic and take place on a UN-recognized international day or during a Rotary themed month.
- Prioritize **empowering girls** through planned service activities.
- Include a Rotary Community Corps during the planning and implementation.
- Involve a collaboration with at least one local business, community organization, or government or municipality.

- Include a community discussion about how the organizing clubs can continue helping empower the community.
- Provide service opportunities that welcome families and participants of all ages and abilities.
- Promote event photos and accomplishments on social media using the People of Action resources and the #RotaryDays and #PeopleofAction hashtags.
- Follow up with participants who aren't club members after the event and invite them to get involved with a future project or attend a club meeting to learn more about your club's work in the community.

## CELEBRATE YOUR ACCOMPLISHMENTS

- In addition to promoting your event on social media, add your completed Rotary Day of Service to Rotary Showcase, along with photos and videos from the day.
- Commemorate your event and service accomplishments with a certificate you'll receive after your completed project is on Rotary Showcase.