

not touch as many people or stretch so far around the globe. Rotary has been a gift in my life — an opportunity for doing good that I want to share with others and one I want you to share as well.

A strong, sustainable membership is a measure of the internal health of our association. In 2001-02, I will ask all Rotarians, clubs, and districts to focus on four challenges to Rotary greatness: 1) membership growth, education, assimilation, retention, and extension; 2) improved Rotary education and training in the club, PETS, and new member orientation and induction; 3) the public image of Rotary; and 4) the strengthening and development of each Rotary club. By educating members on the many opportunities Rotary offers, by promoting Rotary's good work throughout the community, and by making sure all our clubs have the qualities it takes to attract and keep members, we will be setting the stage for significant, sustainable productivity and growth.

Those Rotarians familiar with Victorian literature will recognize that our 2001-02 theme is taken from Charles Dickens' beloved story, *A Christmas Carol*. In this cautionary tale, a hard-hearted businessman named Ebenezer Scrooge is visited by the ghost of his former partner, Jacob Marley, who has been condemned to an afterlife of regret for his heartless behavior on earth. When Scrooge tries to reassure Marley by saying, "But you were always a good man of business," the distraught ghost cries despondently: "Business! *Mankind was my business*. The common welfare was my business; charity, mercy, forbearance, and benevolence were, all, my business."

I ask you to share the magic of Rotary with others whose lives will be enriched and even transformed by Rotary membership.

Let it not be the fate of any Rotarian to live with regret for humanitarian actions not taken. Through Rotary, through our service to others and our efforts to grow and thrive, all Rotarians can proclaim and keep the powerful commitment: **Mankind Is Our Business**.



Richard D. King
RI President 2001-02



Richard D. King
RI President, 2001-02

Cherie King
RI First Lady, 2001-02



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Richard D. King

Rotary International President

2001-02



My Colleagues in Service:

The second President of the United States, John Adams, once said: "There are only two kinds of people in the world who really count — those who make commitments and those who keep them!" A Rotarian's life is one that really counts. It is a life of commitments made and commitments kept. **Mankind Is Our Business.**

Through our theme for 2001-02, I am asking Rotarians to make — and keep — two commitments. The first is a commitment to all of humanity, extending compassion and practical aid to those whose lives have been afflicted by poverty, disease, ignorance, and natural disaster. It is our business to offer workable solutions to the problems that plague mankind. It is our business to help people whose very existence is threatened by forces beyond their control as well as those who simply need a little assistance to get their lives on track. **And it is Rotary's business to improve the quality of life in each one of our nearly 30,000 communities.**

If mankind is our business, our product is service and members are our most precious asset. Without a strong membership we cannot hope to meet the rapidly increasing demand for our product worldwide. In 2001-02, we will carry out a global quest to strengthen Rotary's numbers and, accordingly, our ability to do good in the world. This is our number one priority!

As for the second commitment, therefore, I ask you to reach out to business and professional leaders, who, like ourselves, have been given an opportunity to develop their talents and skills and want to use these abilities to help others. We all know people who are seeking a meaningful way to make a difference in the world, who think and act like Rotarians without even knowing it. **It is our business to bring these individuals into Rotary.**

Most of us would agree that Rotary has enabled us to become better human beings. Without Rotary in our lives, we might not give quite as much of ourselves. And without Rotary's organized system of delivering service, our attempts to help others very likely would

RI Theme 2001-02

Rotary is in the business of people helping people, with our end product being service. And never before has there been such a demand for our product. People in every part of our world are in desperate need of the help and comfort that Rotary service brings. But we cannot hope to reach even a fraction of those who are suffering if Rotary's internal health is failing. It is up to every Rotarian, every Rotary club, and every Rotary district to address the issues that can help us to strengthen our organization from within. Never before in all of human history has there been such a need for Rotarians and Rotary clubs. I believe it is Rotary's destiny to become the most important nonprofit, nongovernment, and nonreligious organization in all the world's history. In the words of one 20th century statesman, "Rotary has a rendezvous with destiny."

Increasing Membership

The Rotary International Board of Directors has reaffirmed the need to strengthen our membership by setting a goal of 1.5 million members by the year 2005, Rotary's centennial. But to reach that ambitious goal, *all* of Rotary must join together in fulfilling *Rotary's Global Quest*. To strengthen Rotary's membership, I ask:

every Rotarian to:

- Proudly display your membership in Rotary by wearing your lapel pin.
- Discuss the many benefits of Rotary membership with business and professional associates.
- Invite an outstanding leader in your business, profession, or community to become a Rotarian.

every Rotary club to:

- Induct at least one new member *every* month with an annual net membership gain of at least five members for every club.
- Develop and implement a membership development strategy that is appropriate for your community.
- Offer a comprehensive orientation program to all new members.
- Share information on members who relocate with clubs in their new communities.

every Rotary district to:

- Conduct a membership development and retention seminar.
- Organize new clubs in communities in your district that do not have Rotary clubs and ensure that at least three new clubs are chartered in 2001-02.
- Make full use of the expertise and resources offered by the RI Membership Coordinators.
- Organize a district-wide membership committee composed of at least one member for every four clubs.
- Make sure each club has a membership campaign in place and inducts at least one new member per month with a net increase of five.

Improving Education and Training

The more Rotarians know about Rotary, the more likely they are to participate in their club's activities and remain active and involved members. To ensure better education and training, I ask:

every Rotarian to:

- Participate in the district conference.
- Mentor a new member.
- Visit the RI Web site, www.rotary.org, to learn more about Rotary International and its Foundation.

every Rotary club to:

- Ensure that all incoming club leaders attend the district assembly and the district conference.
- Encourage members to register for the district conference.
- Encourage members to attend a Rotary Foundation seminar.

every Rotary district to:

- Hold an outstanding PETS to ensure that all incoming club presidents receive the training and motivation they need to be successful.
- Hold an outstanding district assembly so that all incoming club leaders fully understand how their responsibilities contribute to the success of their clubs.
- Provide training to assistant governors and district committees so they can provide effective support to the clubs in your district.
- Hold sessions for new members at the district conference.
- Encourage a large district attendance at the convention in Barcelona.
- Encourage each club to have a Rotary information program during the club meetings at least every other month.



*Leadership
Commitment Pin*

Enhancing Our Public Image

The perception of Rotary within the community directly affects the ability of clubs to attract and retain members. To strengthen Rotary's public image in the community and throughout the world, I ask:

every Rotarian to:

- Speak about Rotary to non-Rotarians and community groups as often as possible.
- Actively serve as an example of high ethical standards in your business or profession.
- Include reference to Rotary on your business cards, or provide a link on your business Web site to your club or district site.
- Become an active member of a professional association, spreading the Rotary message of strong ethics and service.
- Wear your Rotary pin everyday.

every Rotary club to:

- Plan and implement a service agenda that meets real needs within the community and the world, and actively promote your achievements to the local media.
- Create a Web site highlighting achievements of your club and individual members.
- Promote club activities through cable television, billboards, newspaper supplements, public service announcements, and the Internet.

every Rotary district to:

- Ensure that your district public relations committee is aware of the PR tools and resources available by region from RI.
- Encourage your district public relations committee to plan their media outreach efforts in advance to ensure the best possible results.
- Use the RI Public Relations Award to recognize outstanding public relations efforts in the district.
- Place public information "spots" in schools, in newspapers, and on radio and television.

Club Development and Improvement

One of the greatest internal challenges facing Rotary is the number of clubs that are failing to attract and retain members, have no relevant service agenda, do not support or participate in Rotary Foundation programs, and have ineffective leadership. To help develop and improve our clubs, I ask:

every Rotarian to:

- Participate more actively in club service and fellowship activities.
- Sponsor new, younger members.
- Volunteer to serve on a committee.
- Not be an "early leaver".
- Do make-ups at thriving clubs in the area and bring in new ideas for renewing your club.

every Rotary club to:

- Induct at least one new member every month.
- Survey members who have left the club and actively address the issues that caused these terminations.
- Schedule regular club programs on Rotary information.
- Ensure that the weekly club meetings create an environment that welcomes members and encourages their participation.
- Have the proper Rotary décor.
- Develop service and fellowship activities of interest to members.
- Do one new or additional WCS project.
- Do one new or additional community service project.
- Achieve the Distinguished Club Citation.

every Rotary district to:

- Provide training, education, and support to help weak clubs.
- Sponsor new members in weak clubs.
- Assign assistant governors to work closely with weak clubs.
- Use the expertise of past district governors to help weak clubs grow and develop.
- Set a goal of a minimum of 25 members for every club in the district.
- Actively assist all clubs to achieve the Distinguished Club Citation.