

President's message

Dear fellow Rotarians,

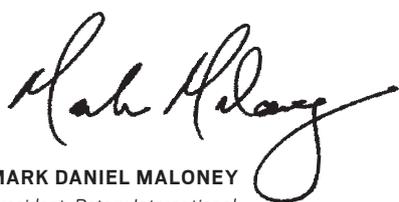
During 2019-2020, I am encouraging Rotarians and Rotaractors to grow Rotary. We must grow our service, we must grow the impact of our projects, but, most importantly, we must grow our membership so that we can achieve more.

Let us try a new approach to membership, one that is more organized and strategic. I am asking every club to form an active membership committee consisting of people of different backgrounds who will look methodically at the leadership of the community.

Your club's membership committee will then apply Rotary's classification system — designed to ensure that the range of professions in your community is well represented — to identify potential leaders with the skill, the talent, and the character that will strengthen your club. If your club's membership committee is unsure how to proceed, look to the club membership committee checklist on Rotary.org for clearly defined steps to organizing its work.

How else will we connect to grow Rotary? We will also form new types of clubs — either independent clubs or satellite clubs — with different meeting experiences and engaging service opportunities, not just where there is no Rotary, but also where Rotary is already thriving. No Rotary club in the world can possibly serve all segments of its community. Therefore, we must organize new clubs to engage the community leaders who cannot connect with our existing clubs.

Growing Rotary is all about taking the connections that make our organization unique in the world and strengthening and multiplying them. Let us commit ourselves to growing Rotary and to welcoming the next diverse generation of women and men as *Rotary Connects the World*.



MARK DANIEL MALONEY
President, Rotary International



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