

January 7, 2019

Dear Presidents-Elect,

Our focus this week is **Promoting Rotary, Chapter 6** from the Club President's Manual. How do you increase the visibility of your club in the community? The public learns about Rotary when Rotarians make a conscious effort to share their community and world involvement. This chapter will help you plan how to help your club deal with internal motivation of members and the external promotion of the club.

Promoting Your Club Study Questions:

- How will you answer the question, What is Rotary?
- How can you prepare to serve as your club's spokesperson?
- Is your club using the most current Rotary Branding and logos on your website and social media?

If you have not yet registered for PETS, please do so no later than February 17<sup>th</sup> or you will be responsible for paying the \$50.00 late fee. If you have any questions on the materials or need assistance, please contact me:

Once again, your PEN (president-elect nominee) is strongly encouraged to attend. Special PEN sessions are being offered on March 1-3 with different information than given in your PE breakout discussions.

If you have any questions on the materials or need assistance, please contact our District Registrar, Kellie Tovar, at [rotary5440@yahoo.com](mailto:rotary5440@yahoo.com) or 970-506-1036.

Feel free to reach out to me anytime as well.

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