



This month and every month

August is Membership Month, but our commitment to growth and connection is year-round. When we focus on growing Rotary, we grow our ability to serve, to lead, and to bring lasting change.

Membership growth isn't just about numbers. It's about opening doors. It's about inviting more people who are ready to give their time, talents, and hearts to a cause greater than themselves. When we welcome new members, we bring in fresh ideas and new energy. We expand our impact, strengthen our clubs, and ensure that Rotary continues to evolve with the world around us.

Remember, there is now great flexibility in fashioning nontraditional club models. I'm inspired when I see these innovative clubs thrive by offering new and prospective members more ways to connect and serve.

In Korea, the growth of satellite clubs has created opportunities for nearly 1,000 new members to find their place in Rotary. In Romania, the close collaboration between Rotarians, Rotaractors, and Interactors has built a pipeline of future leaders. In India, some Rotarians gather around a shared interest — whether it's professional development or a passion for service — and those connections deepen their commitment and their joy in being part of Rotary. And we've seen cause-based clubs thrive in regions as diverse as Southeast Asia, Africa, and Europe.

There's a common thread: Where clubs are

growing, membership is a priority and there is a willingness to try something new. Rotary is not limited to one structure or tradition. We are a global network of people of action, and that means there is room for many kinds of clubs, many ways to serve, and many paths into our organization.

This spirit of innovation is also guiding our efforts to reach new communities. In places where there has never been a Rotary club — or where a club once existed and faded — Rotarians are finding ways to grow Rotary. They are identifying areas of potential and building clubs that reflect the character and needs of their communities.

Every member plays a part in this journey. Whether you introduce a friend to your club, support a new meeting format, reconnect with program alumni, or simply share your Rotary story, you are helping our organization grow stronger and more vibrant.

No one owns a Rotary club. It is a gift we pass on to the next generation. When we nurture that gift, when we invite others to share in it, we ensure that Rotary continues to be a force for good.

Let's prioritize membership growth — not just in August but every month of the year. Together, through friendship, creativity, and shared purpose, we will grow Rotary and *Unite for Good*.

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