



Dear Toledo Rotarians:

At a recent Monday meeting this fall, members of the Board of Directors and a few committee chairs updated our members on the state of the club. During that time, we addressed how we are being fiscally responsible. How we, as club leaders, are encouraging members to re-engage in our meetings and what events the club is preparing for you all.

However, there's one flaw in this. It is a one-way discussion. **YOU** aren't a part of the conversation. Rotary clubs across the world share common visions, passions, and focus. Globally, clubs all face a similar challenge when it comes to their members. One that is amplified by the size of our membership. **ENGAGEMENT**. No matter the organization, engagement is the key to success. So the question to you, Toledo Rotarian, is:

What does Rotary engagement look like to you?

In the historical tradition of Rotary, engagement often referred to attendance at weekly meetings. However, there is a shift that started well before COVID and certainly was exacerbated by it. Engagement is now dictated by the individual member, not by the club. No longer is a Monday meeting the sole gauge on whether someone is "engaged."

In historical context, that is a bit unnerving. Basic attendance is a pretty easy metric to track.

BUT...

What about the amazing opportunities this offers, not only to our own, but every Rotary Club in the world??? What if the power of engagement is no longer a single checkbox of attendance but rather the true embodiment of the age-old mantra of ***Time, Talent and Treasure***? What if our club enabled our members to define their own engagement? Or more importantly...their own impact?

Is your passion in securing the future of our community's youth? Fantastic! Join our Youth Services Committee. The impact of that committee is undeniable here in our surrounding community.

Do you empathize with the needs of populations of people in foreign countries who don't have access to simple needs like clean water, feminine hygiene products, or basic vaccines? We do! Join our International Services Committee. They address these types of projects every year.

On the completely different end of the spectrum, do you enjoy reading and sharing the experience and conversation that goes along with the power of the pen with people of a similar ilk? That is impact! Join our Book Club. Does this seem insignificant in comparison to the first two examples? We don't think so. Because a conversation about a common text amongst people with varying beliefs, upbringings, talents, and concentrations invariably creates conversation that can lead to solutions of much larger implication than their origin.



WE ARE ROTARY.

We are a diverse gathering of leaders. We are not the same. We each are individuals who bring our own special blend of personality, drive, interests, fears, hopes, and aspirations. What makes Rotary special is when **YOU** bring your individual talents and viewpoints to our Club and become engaged.

Toledo Rotary President Cindy Binkley, the Board of Directors, the Foundation Trustees and Executive Director Jaci Bugaj are doing our best to oversee the club's operational responsibilities. It is **YOUR** responsibility to ensure the future of **YOUR** club. Your club needs you. Whether you joined in 1972 or 2022, the Rotary Club of Toledo needs you to make an impact. If you find yourself leaning back and asking, "What is Rotary going to do next?," then the answer is that you're not involved. We are a club that is a chain of hundreds of members. But the strength of that chain is only as good as its weakest link. Are you waiting for someone to ask you to take part in your own club? Don't wait. Take part! Come to Monday meetings. Join a committee. Attend Membership Socials. Go bowling on Wednesdays. Take part in Book Club. Propose a new idea that excites you. But most importantly...make your impact. **We are Rotary. We are people of impact.**

Or to incorporate the theme of Rotary International President, Jennifer Jones, **IMAGINE**. Imagine the impact you can have on our club. Our community. Our country. Our world. The world needs you. It needs Rotary. But combined, imagine the world with you engaged in Service Above Self. It's a power and impact that should bring a smile of pride to your face. It certainly does ours.

Yours in Rotary Service,

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