



Better than your best

Rotary has a way of surprising you. It surprises you when a stranger across the table becomes a lifelong friend. It surprises you when a small project in one neighborhood ripples outward in ways you never imagined. And it may surprise you when you realize that the person Rotary has changed most ... is you.

That is why this year, we are called to harness the change within ourselves, to look to the future, and to *Create Lasting Impact*.

Now, I want to be clear about what those words mean. Change is only the beginning. Impact is what endures. We must think of the long-term impact of every project. How can a new water system contribute to the long-term health of a community? Can residents help other communities build their own? How can a new classroom be part of a wider strategy to improve education in the area? That is the sort of thinking we need.

As we prioritize impact, we must also consider how our actions can contribute to peacebuilding. Peace does not happen by accident. It must be built deliberately and strategically. As you plan your next project, ask yourself: "How does this create the conditions for peace?" Consult the Pillars of Positive Peace to learn how we can bring the world one step closer to peace in everything we do.

The more you change your community and the world, the more you will change. Don't just tell people about the projects you have run or the funds you have raised. Tell them how Rotary has shaped who you are.

Those personal stories open doors, inspire new members, and remind all of us why we are here.

Storytelling is also an excellent way to recruit new members and raise funds. We need more people standing with us and more resources if we are to end polio, spread peace, and have a lasting impact on the world. We have set a goal of increasing membership to 1.25 million Rotarians and more than 125,000 Rotaractors by 2030, just in time for Rotary's 125th anniversary.

Sit down with your club and look back over your accomplishments in the last few years. Find your best year. Maybe it was a record year for new members. Maybe you reached a fundraising milestone. Maybe you completed a project that the whole community is still talking about. Once you find that year, I challenge you to do better than your best.

In these ways and more, we will *Create Lasting Impact* across the globe, in our communities, and in ourselves.

Thank you, my dear friends. Now let's get to work.

YINKA

President, Rotary International