

HOW TO SET UP THE DAY (Continued)

2. Rotary Club Meeting (either at luncheon or at dinner)

Invite prospective members and other leading citizens. Past experience has shown that this meeting helps to interest prospective members in the Rotary club.

3. Mass Meeting (in the evening)

Arrange for a hall in which to hold this meeting.

Consider making up a special notice to be given to the high school students to take along to their parents as additional publicity for this meeting. A mimeographed sheet used this way has been helpful.

Suggest that each member personally invite a number of friends to attend this mass meeting.

PUBLICITY

To help your club give widespread publicity to your "Youth Service Day", Rotary International will furnish you several different newspaper publicity items, including an "advance notice" to be published several days before the meeting. By using that material a large audience will be assured at the mass meeting. Many of the students also come back for the evening meeting.

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Here are a few extracts from the hundreds of letters recently received:

"... I have been a member of the college faculty here for fifteen years and I have heard many lecturers, some of the best. But I have not known any other person to get such a hold on the people in the community before. The students of both the high school and the college were tremendously inspired and I am sure Dr. Barker's message will be of lasting benefit to them. ... In consequence of our meeting Dr. Barker, and seeing him in action, every man in our club will be a better Rotarian. We shall all put forth more effort to make Rotary what it should be in this community. Furthermore, we are convinced that his work here strengthened our club in the minds and hearts of the people. ..."

(J. P. Wynne, The Rotary Club of Farmville, Virginia.)

"The more I think upon the subject the more I am convinced that this was one of the brightest days in the life of Rotary in Macon. Charlie did a swell job at the high school where he spoke before a student assembly at 460; at the noon luncheon, before 65 adults; and the mass meeting in the evening, before 350 parents, children, and townspeople."

(J. Presley Pound, The Rotary Club of Macon, Missouri.)

"Well, your Dr. Charles Barker has been here and gone, but his memory will linger on for a long, long while. It is my opinion that he has done more for the youngsters in this community than any other man or group of men we have ever had and he left a lot of us older people wondering why we have so long neglected some of the simple things we could have been doing. Our entire community has benefited by the three addresses he so finely gave and I hope to be able to hear him again in the future."

(Harvey Gue, The Rotary Club of Crawford, Nebraska.)