

YOU'VE BEEN



Dear Rotarians~

It is my distinct honor to invite each of you to participate in the Zones 33/34 **You've Been Served Event**. This is designed to be a collaborative event that brings together clubs, Rotaractors, Interactors and Rotarians to demonstrate Rotary's motto of **Service Above Self** by performing acts of kindness, service and good deeds in their local communities. What an appropriate moment in time to serve others with kindness! Also what a great way to *Serve to Change Lives* as RI President Shekhar Mehta has encouraged us to do throughout this Rotary year.

I encourage you and your clubs and Rotaractors and Interactors to be creative as you think of ways that you can partner with other clubs, districts, and Zones to do good in the world. This could be the beginning of something powerful. This could become an annual event--maybe one day, it could become an annual international event with Rotary Clubs all across the world participating in the **International You've Been Served Event!**

01 THE YOU'VE BEEN SERVED EVENT

This is a "No Barriers" event that **ALL** clubs, Interactors, Rotaractors and Rotarians can participate in to help their communities, raise awareness of local clubs and Rotary International, attract potential new members, engage existing members, and inspire those served to pay it forward by serving someone else in the future. **It will kick-off Wednesday, February 23rd, on Rotary's Anniversary and end during the week of Paul Harris' birthday on Saturday, April 23rd.**

02 THE YOU'VE BEEN SERVED CHALLENGE

You are encouraged to be creative and have fun as you conduct good deeds and acts of kindness that serve your community. You may also invite others within and without your District, Zone and Country to get in on the fun with the **You've Been Served Challenge!** Resources for You've Been Served Challenge social media posts are available on the [You've Been Served website](#). **ROTARIANS, YOU'VE BEEN SERVED!!**

03 YOU'VE BEEN SERVED RESOURCES

The **You've Been Served** website, rotaryserves.org has been developed to provide resources and a place to highlight the acts of service and kindness planned and conducted from February 23 through April 23rd. You may download **You've Been Served Cards** from the site to give to those you serve. The back of the card is blank to be personalized with the Club's name and/or a message of encouragement. In addition, clubs will be able to share their events and stories of service on the website. Participants may also share events and stories on their club's social media sites and the Zones' social media sites using the **You've Been Served** logo and dedicated hashtags.

I hope you will support this wonderful initiative!

Best Wishes,

Peter Kyle 
RI Director, Zones 33 & 34