

Event Check List for Public Relations

Consider the following things to do a week or two prior to the event:

- Contact local media to see if they can attend the event
- Contact the PR team to see if they can help the event is publicized or will be and is on the district website, facebook page, etc.
- Ask members with Facebook accounts to make a posting about the event to promote it
- Designate a photographer/videographer to be a volunteer focusing on
 - Action photos and videos rather than posed photos of people doing something
 - Interview people during or soon after the event
 - Have the ability to post video on YouTube or go to the PR website for instructions
- Designate a recorder to track the number of Rotarians at the event, the number of community members, etc. and to record how well the event ran such as how much money it raised.
- Have a Rotary banner prepared to be at the event. Contact the district PR committee if you need large Rotary banners from the district but clubs are encouraged to purchase club specific Rotary banners.
- Remind rotary participants to wear Rotary pins and/or have Rotary shirts and hats such as the "Rotarians at Work" t-shirt.
- Have other Rotary items at the event, if appropriate, such as brochures on Polio Plus, your club's past accomplishments (display from awards ceremony), brochures on becoming a Rotary member.

Consider the following things to do during the event:

- Ensure the designated photographer/videographer focuses on capturing the event with as much video and photos as possible (you can always delete things you don't use)
- Display the Rotary banners strategically both outside and inside the event location
- Identify the count of Rotarians and general hours they worked. (i.e. 10 club members spent 2 hours each to support the event)
- Identify the general number of participants
- If your event will last several hours such as a fundraising event, consider showing a Rotary in Motion video during the break
- Ask Rotarians with Facebook accounts to "check-in" and those with twitter accounts to make an entry
- If there are television media who wish to interview you, make sure you are positioned with the Rotary banner visible behind you or other visible Rotary sign can be clearly seen
- Have your videographer interview both club members and participants, asking club members about why the event is important and why they themselves are participating. Consider asking non-Rotarians for permission to be interviewed before ask them but ask them why they are there and what they think of Rotary's help (if this is a general community event)