### **2022/23 Cupertino Rotary Promotional Content Checklist**

When complete, all text should fit easily onto a single 8.5x11 page.

### 1. What are we announcing?

What is it? Very briefly (100 words or less!) describe it for someone who knows nothing about Rotary. Why is this new, different, important, or interesting?

### 2. Who is the target audience?

Who are we trying to reach? Is it a certain demographic or target audience?

### 3. What are the impacts or benefits?

An announcement should explain what the target audience would gain. (Family fun, helping people, community connection, etc.) *(Avoid Rotary jargon such as “Fellowship”).*

If announcing an event, explain the overall highlights of the event.

### 4. When and where is it happening?

Put yourself in your target audience's shoes. When will this event happen? When and where can I sign up? Try to answer audience questions before they have to ask.

Taking the time to think about the audience who can benefit from, or have an interest in programs or services can go a long way in helping determine how information and announcements are shared and promoted.

### 5. Who will be the Primary Contact?

There can only be one Primary Contact. There can be any number of Key Contacts. Who is the recommended individual to quote? Club president, event chair, organizational or individual beneficiary?

### 6. Are there pictures?

Worth 1000 words! Share one to five (1-5) pictures of faces, people, and places (in that order of priority) relevant to the occasion.

### With questions contact Rick Kitson. Call or text 408-355-4413 (m)