

District 5490 Communications 2014 – 2015

The purpose of this document is to outline how the District communicates with its Members. This process helps to minimize the number of emails sent by the District to our Members. Please note - all District Communications must be approved and performed by a member of the District Communications Committee.

What (type)	Why (purpose)	Who (audience)	When	How (method)
District Newsletter	To provide Club Members with news and reminders monthly about the District and Rotary International.	<ul style="list-style-type: none"> • Active Members of all Clubs in District • Honorary Members of all Clubs in District • Subscribers 	Monthly	<ul style="list-style-type: none"> • E-mail • Rotary5490.org
District Activity: <ul style="list-style-type: none"> • Seminar • Assembly • Institute • Conference • Convention • etc. 	To promote activities of the District to encourage participation.	<ul style="list-style-type: none"> • Clubs and Members within the District • Clubs in other Districts • General Public 	As needed	<ul style="list-style-type: none"> • E-mail • Rotary5490.org • ArizonaRotary.org • Social Media • District Newsletter • U. S. Postal Service
Club Activity: <ul style="list-style-type: none"> • Service Project • Fundraising • Guest Speaker • etc. 	To promote activities of the Club to encourage participation.	<ul style="list-style-type: none"> • Clubs and Members within the District • Clubs in other Districts • General Public 	As needed	<ul style="list-style-type: none"> • Rotary5490.org • ArizonaRotary.org • Social Media • District Newsletter
Special Requests	Targeting a subset of Club Members; such as “to all Club Presidents”	<ul style="list-style-type: none"> • Clubs and Members within the District 	As needed	<ul style="list-style-type: none"> • E-mail

District 5490 Communications Committee

<u>Role</u>	<u>Name</u>	<u>Club</u>	<u>Telephone</u>	<u>Email Address</u>
Chair	Chuck Fitzgerald	Peoria	(623) 229-7674	chuckfitzgerald@gmail.com
Public Image Chair	Rusty Pile	Phoenix West	(602) 864-1233	rusty@ave25.com
Leadership Training and Development	Nancy Van Pelt	Glendale West	(480) 239-0659	nancyvanpelt@cox.net
Newsletter	Cathy Mireles	Glendale West	(602) 300-2131	cathy.mireles@meridianbank.com
Social Media	Terri New	Prescott	(928) 899-5929	tn@terrinenew.com
Webmaster	Rusty Pile	Phoenix West	(602) 864-1233	rusty@ave25.com
Executive Director	Beth Baldacchino	Phoenix Rotary 100	(602) 604-8221	rotary@rotary100.org