

## Communications Plan

This plan is a statement of the aims for communications for the Gateway Rotary Club. It outlines an action plan for the year 2017-2018 and is intended to work in with the Club Leadership Plan and the other strategies that form part of that plan.

### Goals:

1. To increase public awareness of Gateway Rotary in our area.
2. To communicate better with our members and with our local community.
3. To utilize communications to assist in the club's other strategies, such as membership recruitment and event promotion.

## Target Audience:

### Primary

1. Our local community, in the widest sense, but particularly those who have made donations or attended an event (do we collect contact info? Do we want to?)
2. Potential members - especially 30 – 45-year-olds
3. Business leaders and potential contributors (funds and in kind services)
4. Rotary Alumni
5. Our members

### Secondary

1. Schools (youth programs)
2. Local and State governments
3. National and international Rotarian communities

## Action Plan

### Immediate

1. Obtain the Tool Kit put out by national or district PR officer for the year
2. Work with Gateway Board to develop list of top priority communications objectives
3. Invite members to participate in specific ways to support P.I. objectives as committee members, or not
4. Sign up to [www.rotary.org](http://www.rotary.org) to get PR Tips each month
5. Check all PR resources available via [www.rotary.org](http://www.rotary.org)
6. Develop Gateway Rotary fact sheets using standard format/template
7. Ensure all communications on brand fit the RI directives

### During the year

1. **Utilize** and/or monitor internal communications
2. **Bulletin** –print and e bulletin (produce or assist where required, especially dissemination to all media)
3. **Emails** – set up distribution groups for other directors if help required
4. **Meetings** – alert media to top speakers
5. **Face to face** – set up introductory meetings between President/Event leaders with local media contacts
6. **Website** – check potential of local club format
7. **E Clubs** – research and see if applicable to our club via website
8. Rotary's official **regional magazines** – contribute articles
9. Get **Rotary Video Magazine** – screen to club (or include in e-news) up to four times a year
10. Check Rotary's page on **YouTube** for clips to add links to our club website or download to play at club meetings

## External Communications

We need to tell the local community about how we use the money it has donated to us. How to do that? Perhaps through local and social media or if necessary a paid advertising.

### Research and meet with local media with which to establish contact:

1. All forms of local media – not just mainstream traditional media but online media, business assoc, shopping malls,
2. Develop relationships with journalists (get names and contact numbers/email address and keep on hand); invite journalists to news-worthy meetings; send bulletin and any other relevant communications
3. Investigate regular contributions –columns, radio spot, local TV, Rotary's regional magazines.
4. Research joint local PR efforts with neighboring Rotary clubs.
5. Distribute regional magazines to community and business leaders, professional offices, take out subscriptions for school and civic libraries.

### Consider various forms of advertising (material for printing available via RI?):

1. Banners
2. Flags/Pennants
3. Posters
4. Billboards
5. Movie Theaters
6. Purchasing Pull-Up banners (cost?)
7. Bus backs etc
8. Meet with local business leaders and alumni to establish potential for joint advertorial:
9. Safety vests with Rotary over it for events?
10. Online media opportunities (FB Ads?)

### Work with membership team to develop collateral (do we have/want a club brochure):

1. Develop key messages about Rotary and our club
2. Induction kit – brochure about club, facts about Rotary, stories about some successful projects; maybe a profile on an interesting member. Review and update where required
3. Invitation cards – to prospective members (paper and electronic)
4. Develop template for Thank you letters – to guests and speakers
5. Work with club teams, or ask your district PR committee for guidance, to develop:
6. Posters for events (who designs and distributes? Where is the distribution list?)
7. Club branding
8. Attend district PR briefings such as those to prepare for Rotary Awareness Week, or crisis/ issues communications training or media training.

## Timelines

Develop timelines for various events involving the community such as vocational awards or community service awards once every six months.

## Budget

1. Co-ordinate with Club President and management the PR needs for the year.
2. Discuss potential district wide advertorial plans or with other clubs in appropriate media.

## Evaluating Success

How will you know if we have succeeded and met our objectives? How are we going to evaluate our success, what performance indicators and evaluating measures will we use?

### External

1. Have we achieved our objectives (i.e. raise funds, create awareness...etc)?
2. Did we reach the right audience?
3. Did we use the right tools?
4. Were decisions taken as a result?
5. Did we come in on budget? If we didn't, why not?
6. Other objectives from leadership?

### Internal

1. Did we reach the right people within the organization?
2. Did they understand what the message was - did they do what had to be done?
3. Did we use the right tools?

**Remember, nothing is achieved by those that don't try.  
Much is achieved by those who keep trying until they win.**