



Promoting Your Signature Project (45 minutes)

Relevance: Club presidents are responsible for serving as club spokesperson, selecting qualified members to lead club promotional efforts, and providing regular updates to their community on their club efforts, especially through the use of social media.

Idea Exchange



Idea exchanges work best with topics that participants have experience with. A training leader facilitates discussion, ensuring that all participants have a turn to speak and that no one dominates the discussion. The trainer can incorporate an activity at the end of the session so participants can apply the ideas discussed. Idea exchanges work best when seating is arranged in a U shape.

Learning Objectives

- Learn how to develop a public relations plan for a signature project.
- Learn how to plan projects so they are newsworthy.

For the Trainer

Before the session:

- Review the resources listed below.
- Consider having a public relations expert, such as your Rotary public image coordinator, lead this session.
- Gather real examples of project PR plans to share with participants.
- Choose the activity that will work best.
- Review slides 89-93. Decide which ones you will use, make edits or additions, and think about when you will show each one.
- Make sure you have the necessary materials: flip charts and markers.

During the session:

- Review learning objectives with participants at the start.
- Refer participants to the resources below.
- Use the discussion questions below to facilitate idea sharing.
- Finish the session with one of the activities below to help participants apply the information learned.

Resources

[*Effective Public Relations: A Guide for Rotary Clubs*](#)

Chapter 6 in the [*Club President's Manual*](#): Promoting Rotary and Your Club

Rotary public image coordinator

Discussion Questions

- What elements of a service project make it newsworthy, and why is this important? (Trainer can write participants' responses on a flip chart.)
- Which of these elements does your signature project have?
- What innovative methods can you use to promote your project to your club and to the public?
- What image does your signature project create about your club?
- Does your signature activity project the image of your club, and of Rotary, that you want to convey to the public?

Activities

Choose one of the following activities:

1. Ask participants to share their club's signature project and record the responses on a flip chart. Divide participants into groups of four to six and assign a signature project to each group. Ask each group to develop a public relations plan for the assigned project. Show slide 92 to help with creating the plan.

Have participants discuss the following:

- a) Whom does your signature project benefit?
- b) How will you get the community involved?
- c) To what type of media will you deliver information about the project? Why did you choose this type?
- d) How could this project attract prospective members?
- e) How will you recognize those involved in your project?

Have each group share their public relations plan. Use the last part of the session to share examples of actual project PR plans.

2. Case study: (Show slide 93.) For the last 10 years, your club has been known in the community for its local Rotary football tournament. However, your club has also done significant humanitarian work. What initiatives can the club take to promote the more significant projects that it, and Rotary, are involved in?

Note: Allow time to cover any district or regional issues pertaining to this topic.