

Rotary

SERVE TO
CHANGE LIVES

Bringing our story to life is our next charge —and one that requires champions across levels, groups, and functions.

We are Rotary, and we have a great story to tell.

It's up to all of us to protect, promote, and deliver on that story in all of our interactions.

Here's a Helpful Checklist of Things You Can Do to Promote Rotary

Is Our Club Using the Right Logo?

Are you using the right Rotary logo?



NO



YES


Rotary





YES


IT MATTERS!**Download what you need on this page!**


Log in to MyRotary.org, and go to Brand Center, Logos <https://brandcenter.rotary.org/en-GB/Logos/Rotary-Logos>

 **Check your Social Media. Right Logo? Compelling Images? Interesting Message?** Here's a link to help you: <https://www.business2community.com/social-media/4-social-media-marketing-mistakes-every-new-business-makes-and-how-to-avoid-them-02275564>

 **Make sure your story conveys the "voice and personality of your club, OR the club you want to be..."** "All brands, just like all people, have different stories to tell. Without those stories, products and brands are just that, but with stories, they become human, living and breathing."

 **Forget about yourself,** do a photo inventory and take a look at other compelling photos and ask yourself: Do you want to be with this person/company/organization? Then look at your own photos again, and ask the same questions.

 **Grabbing Attention Through Free Media...** Engage your contacts to ensure coverage in non-digital avenues like television, radio, print, and outdoor. Take a poll of your club members to see who knows people in these local areas who can help obtain free or low-cost media.

 **NEW~! Check out the video learning center at:** <https://learn.rotary.org/members/learn/course/internal/view/elearning/669/BuildingRotary%E2%80%99sPublicImage> **Please note that you must be logged into My Rotary

Check out this cool discussion group on Facebook for awesome videos and tips: Get the Word Out, Now!

Plus, check out this amazing reference tool!

<https://my.rotary.org/en/learning-reference/learn-topic/public-relations>