

Communication Award 2019 Communication Management Work Plan

DIRECTIONS

- Provide required information for all 6 sections
- Your work plan must be **no more than four pages** for Sections 1 to 6
- Make sure to reflect your work sample(s)
- Tell the evaluators a great story
- Convert this DOC file to a PDF and submit it, with any supporting sample documents, to pr@rotary5040.org as your work plan with the subject, "Rotary District 5040 Communication Award" by Friday, April 26, 2019.

Name of Entrant: Peter Roaf	Club Name: Rotary Club of Ladner
Entrant's role: Public Relations Chair & Webmaster	Time period: April 1, 2018 to April 30, 2019
Evaluator:	

Enter content of your entry under the appropriate headings below aiming for no more than four pages from this point forward and up to, but not including, Section 7 which could comprise a fifth page.

1. SUMMARIZE THE BUSINESS NEED OR OPPORTUNITY OF THE CLUB

The Rotary Club of Ladner, founded 1957 in Delta, BC, is a medium sized club of 50 business people and professionals. In "service above self" Ladner Rotary members are people of action engaged in service projects for the local community and communities where there is need in the world by investing their talents, expertise, time and funds. Member and external communication has been essential to supporting a recent, 5-year campaign to build a \$600,000 Ladner Rotary Splash Park, over five years a water, sanitation and education program for remote villages of northern Laos and programs for local youth, among others. A communication program has been developed to support the club's becoming more vibrant to retain members, attract new members, especially younger and female, and attract sponsors for future projects.

2. DESCRIBE THE STAKEHOLDERS IN THE CLUB'S ACHIEVING ITS STRATEGY, THEIR NEEDS IN ACHIEVING UNDERSTANDING AND COMMITMENT IN THEIR RELATIONSHIP WITH THE CLUB

Club members: The most important stakeholder in club communication is members. They need to be well informed, committed and ready to act in community service which they have chosen to pursue. Members need the confidence of "ownership" in the club and understand that they are driving the club in its chosen direction.

Prospective members: Prospective members are looking for an opportunity to give back to their community in a tangible and effective way. They need to discover that Ladner Rotary is run by vibrant, friendly people of action who promise and deliver on community and international service and, through fellowship, make friends along the way.

Sponsors: Sponsors have included large organizations contributing to major projects such as the Ladner Rotary Splash Park or to smaller events and fundraisers in achieving community service. They want to understand what the club and Rotary overall does, become confident in the goals and achievements of the club and commit to supporting the club as their way of providing community service through the club, with the recognition which comes from that.

Community leaders: Through relationships with other organizations and community leaders in achieving community service, being present at community events and media relations, community leaders develop confidence in the Rotary brand, are willing to partner on future projects with people of action, and provide communication by speaking well of the club and Rotary.

3. GOALS AND OBJECTIVES: WHAT COMMUNICATIONS AND COMMUNICATION RESULTS HAVE BEEN PLANNED TO MEET THE NEED OR OPPORTUNITY OF THE CLUB

Public Relations Goals for 2018-19 as part of the Ladner Rotary Strategic Plan 2014-19:

1. Maintain 80% or higher opinion among members about the value of communications.
2. Maintain contact with the local media, use social media, news releases on club projects, activities.
3. Keep club website and Facebook, Twitter pages current and increase social media advertising
4. Increase the use of the Rotary visual identity and build the Rotary brand by inviting Creative Embroidery to a club meeting so members can order Rotary brand items.
5. Refresh Rotary logos in the community, ensure high standard maintained, change sign on Ladner Trunk Road at entrance to Ladner
6. Increase the visibility and awareness of Rotary in Ladner.
7. Tell the Rotary story whenever and wherever you can.
8. Hold a Rotary Day in Ladner

4. THE SOLUTION OVERVIEW: HOW DID THE CLUB PLAN TO IMPLEMENT ITS COMMUNICATION STRATEGY

The Club's communication strategy is focused on influencing key stakeholders towards building awareness, understanding and commitment and finally action in support of the Rotary Club of Ladner and Rotary International within our community. Our highest priority for communication is always our current members. Amidst ongoing change, communication about the club will continue to focus on the value of Rotary to each member and the community.

The communication strategy builds on current and past awareness of the service by our club to develop a renewed reputation for Rotary's value to the community and the world. With a strong reputation, Ladner Rotary can retain its members as they work together in fellowship to pursue worthy causes which bring fulfillment from service. It can also build its membership focused on attracting those looking for opportunities to give back to the community in meaningful ways: service minded women and men of various ages in business, professions and community leadership.

Through that increase in membership and loyalty of the community Rotary can make an even stronger, more valuable contribution in the cause, "service above self". It's not about the numbers: the more members in the club, the more the club can help people in need and the stronger the community. Similarly communication in support of sponsorship is not about the money, rather the funds we can generate to help more people through service above self.

5. IMPLEMENTATION AND CHALLENGES: TELL A STORY ABOUT WHAT ACTUALLY HAPPENED IN IMPLEMENTING THE CLUB'S COMMUNICATION STRATEGY, EXPLAIN HOW CHALLENGES WERE OVERCOME IN THE PROCESS. PROVIDE URLs TO ONLINE WORK SAMPLES OR ATTACH WORK SAMPLES AS PDF FILES. INDICATE HOW ROTARY'S SERVICE ABOVE SELF MESSAGE WAS TOLD IN STORIES.

Website: The Rotary Club of Ladner website www.rotaryladner.org follows the look and feel of the District 5040 website. The banner features a rotating carousel of images related to the Ladner community and club projects. The home page was a big opportunity to recognize the sponsors of our \$600,000 water park project in partnership with the Corporation of Delta over two years up to the opening of the facility in July 2018. It also allows the club to promote special events. There is at least one post per week in the stories section of the home page, usually about the topic of the guest speaker attending the weekly club meeting. Similar posts are made on the club's Facebook and Twitter pages, both linking readers to the website.

Stories on the website are generally written with the benefit, outcome or purpose – the story -- in mind followed by Rotary's direct or indirect role, and less on the process of what Rotary did. The aim is to make the stories more compelling to non-Rotarians as they refer to the website or as they review the monthly Bulletin. The memorable stories build the brand of Rotary in the community.

The home page includes events, link to The Rotary Foundation, welcome message with basic information about where we meet, membership link to "Is Rotary Right for You?" on the District website, theme for the year, summary of Rotary, club news and announcements, coming events, coming speakers, Rotary International News, subscribe to

the club's eBulletin link, home page download files, links to our District network and links to our international network. Various services are accessed through the navigation banner of drop down menus.

Monthly Bulletins: The Rotary Club of Ladner issues monthly Bulletins to 50 club members and 60 "friends", including some Rotarians in other clubs. They feature website home page stories since the previous issue, plus speakers for the coming weeks, links to Our District Network, news & announcements by the club, upcoming events, list of executives & directors. Most club members tend not to follow the website so this is a way for them to keep up with news posted in the past four weeks.

Samples of the monthly Bulletin:

- January 2019: <https://portal.clubrunner.ca/603/bulletin/View/5147f796-7fde-450d-a02a-806025148e8f>
- February 2019: <https://portal.clubrunner.ca/603/bulletin/View/1d2f4e41-3420-4789-90f2-b2ea97a3e7d3>
- March 2019: <https://portal.clubrunner.ca/603/bulletin/View/0e7e5323-fe51-401d-b2fd-05e3c334caa1>

Monthly news: The Rotary Club of Ladner issues monthly news of interest to members only, featuring highlights of the monthly board meetings, recent news and announcements. Samples:

March 2019: <https://www.dropbox.com/s/vqbx1pg7rxk560h/member%20enews%20March%202019.pdf?dl=0>

April 2019: <https://www.dropbox.com/s/c4sbiz5yh0g1yf6/member%20enews%20April%202019.pdf?dl=0>

Facebook page: Most stories posted on the club website are posted, in brief, on the Facebook page, linking viewers to the website, for non-Rotarians, along with independent posts by members on other topics, as encouraged: <https://www.facebook.com/RotaryLadner/>

Twitter page: Most stories posted on the club website are posted on Twitter and linked to the club website for non-Rotarians; posts also encouraged among members: <https://twitter.com/RotaryLadner>

6. **MEASUREMENT AND EVALUATION: WHAT COMMUNICATIONS WERE ACTUALLY USED AND WHAT RESULTS WERE ACHIEVED IN RELATION TO THE GOALS AND OBJECTIVES AND WHAT WAS THE FINAL EVALUATION IN ACHIEVING COMMUNICATION STRATEGY.**

Public Relations Goals for 2018-19 as part of the Ladner Rotary Strategic Plan 2014-19 and results:

1. Maintain 80% or higher opinion among members about the value of communications
<https://www.dropbox.com/s/4l5fs3ceo61ivl9/summary%20of%20member%20surveys%202015-2018.pdf?dl=0>
Positive opinion in terms of value to the member, based on member survey in May 2018:
 - public relations: 95%; emails and bulletins: 94%; newsletter: 94%; website: 90%
2. Maintain contact with the local media, use social media, news releases on club projects, activities.
 - April 1, 2018 to March 31, 2019: 10 newspaper articles; 100 website posts; 95 Facebook posts; 76 Twitter posts
3. Keep club website and Facebook, Twitter pages current and increase social media advertising.
 - four posts per month average on website, Facebook, Twitter
 - Website users Jul 1/18 to Mar 31/19: 1,215 users (1,205 same period prior)
 - Facebook followers 2018-19: 400 (2017-18 = 286)
 - Twitter followers: 268 (up from 192 previous year)
4. Increase the use of the Rotary visual identity and build the Rotary brand visit complete and multiple clothing orders placed
 - Creative Embroidery attended a club meeting so members could order Rotary brand items
 - produced two large, wooden Rotary wheels with current visual identity, ordered two Rotary flags and two signs
5. Refresh Rotary logos in the community, ensure high standard maintained
 - in progress
6. Increase the visibility and awareness of Rotary in Ladner.
7. Tell the Rotary story whenever and wherever you can.
8. Hold a Rotary Day in Ladner
 - celebrated Rotary's 114th Anniversary on February 23, 2019 with a visit by Past District Governor 2017-18 Don Evans, who entertained the club and presented the 2017-18 Rotary Citation to the club as well as recognition from The Rotary Foundation for its extraordinary contribution to the campaign to End Polio Now campaign

7. WEBSITE AND SOCIAL MEDIA USE: ENTER "Y" FOR YES IN FIRST AND THIRD COLUMNS FOR AS MANY FEATURES AS APPLICABLE FOR YOUR CLUB (NOT ALL FEATURES, BUT AS MANY AS YOU CAN REPORT).

Enter "Y" for yes	Club's website has the following features	Enter "Y" for yes	Club's social media include these features
Y	Meeting day & time		Highlight members in vocations
Y	Club location	Y	Tells stories about service projects benefits and Rotary's role
Y	Club contact info	Y	Features images of local Rotarians in action, having fun
Y	Club leaders	Y	Demonstrates diversity of the club Includes videos of activities
Y	Upcoming speakers	Y	Displays Rotary club's current, official logo
Y	Future events	Y	Includes profile picture of Rotary or community
Y	Current stories of what, benefit of service	Y	"Contact us" button or link visible
Y	Advertisements and event notices current	Y	Address and phone contact # visible
Y	Official Rotary club logo on display at top	Y	Facebook page has everything filled out under Page Info
Y	All information is current	Y	Facebook page has post in last week
Y	Answers "What's Rotary?"	Y	At least one post per week
Y	Information on how to become a Rotary member		Promotes upcoming club meeting, speakers
	Invitation to a Club meeting (ideally updated to this week)	Y	Has event in last 6 months
Y	Pictures of club members in action, having fun	Y	Twitter page includes profile picture of Rotary or community
	Testimonials from groups or individuals Club supports	Y	Twitter page matches Facebook page or group
Y	Links to District and Rotary International sites	Y	Twitter page has at least one post per week
Y	Website has new post in last 2 weeks?		Twitter page promotes upcoming club meeting, speakers
	All website links tested in last 3 months?		Google Analytics set up and tracked
Y	Communications, to members only, monthly or more as e-news		
Y	Bulletin to members and subscribers monthly of home page stories and announcements		
	Google Analytics set up and tracked?		
Y	The current year's Rotary theme logo is displayed Site carries quality information		
Y	There are no spelling or grammatical errors Font size & style consistent		
Y	Well organized and can find what's needed		