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**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”.

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| --- | --- |
| **Name of Entrant:**  | **Club Name:** |
| **Entrant’s role:** | **Time period:**  |
| **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**
2. **DESCRIBE THE STAKEHOLDERS IN THE CLUB’S ACHIEVING ITS STRATEGY, THEIR NEEDS IN ACHIEVING UNDERSTANDING AND COMMITMENT IN THEIR RELATIONSHIP WITH THE CLUB**
3. **GOALS AND OBJECTIVES: WHAT COMMUNICATIONS AND COMMUNNICATION RESULTS HAVE BEEN PLANNED TO MEET THE NEED OR OPPORTUNITY OF THE CLUB**
4. **THE SOLUTION OVERVIEW: HOW DID THE CLUB PLAN TO IMPLEMENT ITS COMMUNICATION STRATEGY**
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.**
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.**
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).**

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