



President Elect Nominee Communications Awareness

District 5240 Assembly April, 2013

[www.rotarydistrict 5240.org](http://www.rotarydistrict5240.org)

Select District then Rotary Year 2014-2115 Information





Communicate: Objective

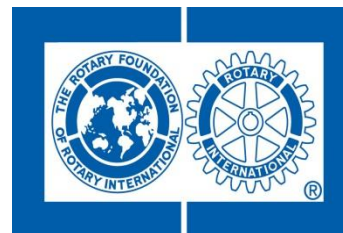
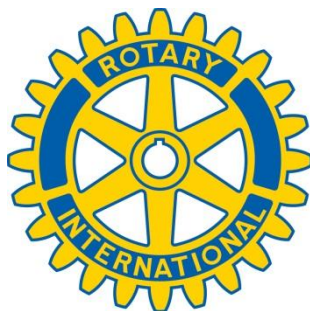


- **Communicate: to convey knowledge of or information about**
 - Your club
 - Your members
 - Your group/region
 - Your District
 - Rotary International/The Rotary Foundation

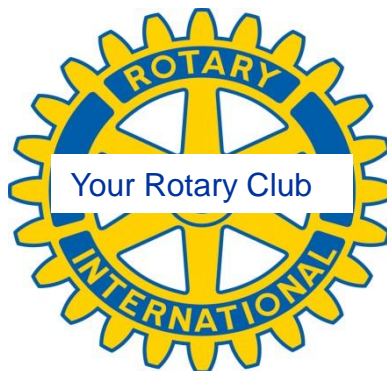




Communicate: Who



Your Club Members



Your International Partners



Your Friends and Family



Your Local Community





Communicate: How



- **Your Behaviors**
 - Actions
 - Spoken Word
 - Email Signature
- **World Wide Web**
 - Club Website
 - District Website
 - Beneficiary and Partner Websites
 - Rotary Showcase
- **Social Media**
 - Facebook
 - Twitter
 - LinkedIn
 - You Tube
- **Print Media**
 - Newspaper
 - Brochures/Flyers/Informational Documents





Communicate: Why



- **Let your club members know how your club, other clubs, the district and Rotary International are making a difference**
- **Educate your community and your friends/family to answer the question “what is Rotary?”**
- **Create partnerships with other organizations with similar goals and interests**
- **Extend the gift of Rotary to other members of your community**



***“My vision is to have
every Rotarian appreciate what it means
to be a Rotarian”***

— Ron Burton, RI President 2013-14

***And to be able to communicate
what it means to be a Rotarian
to others***



Communication Starts With Your Club

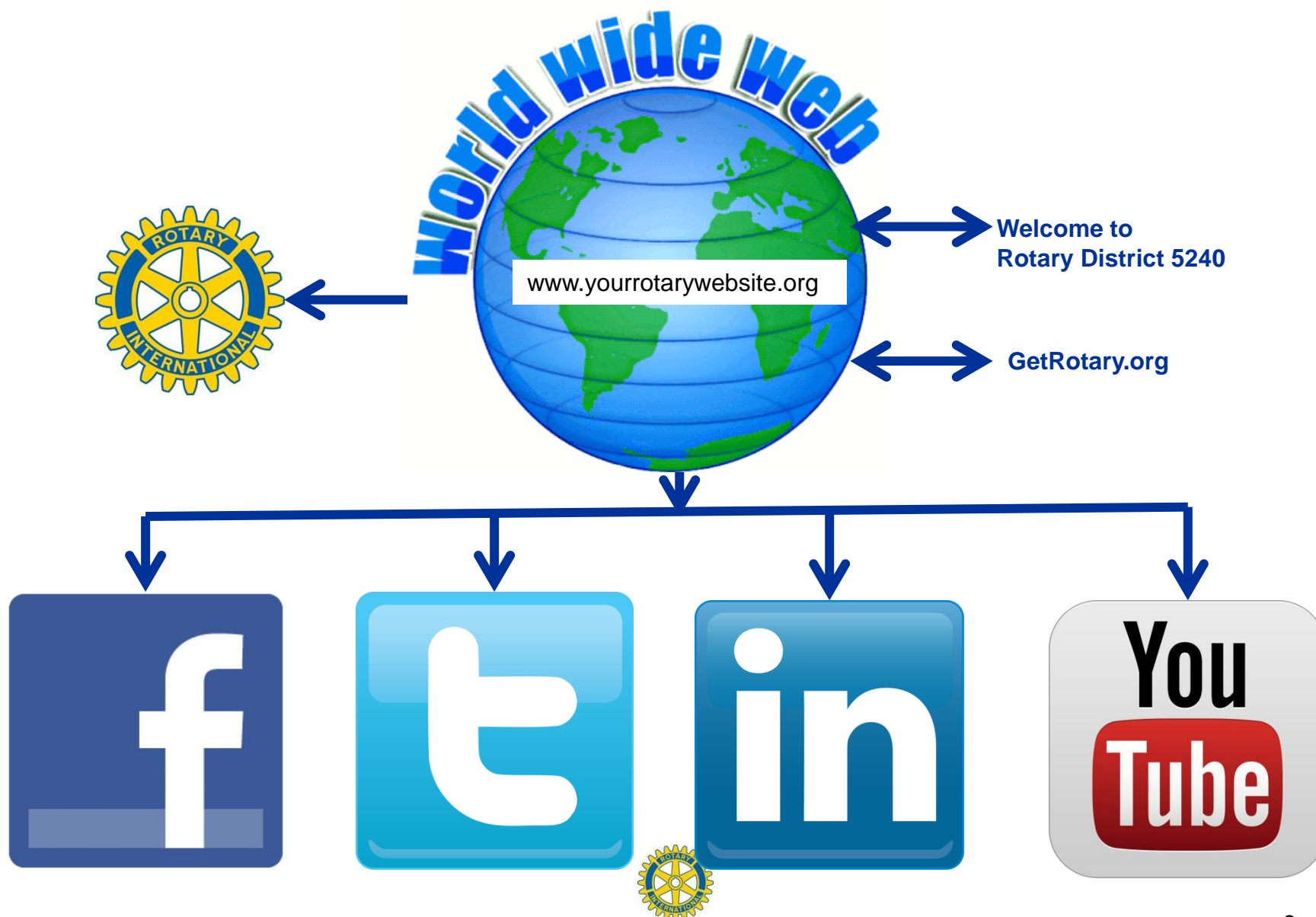


- What are the signature programs recognized by your club and by the community as their “Claims to Fame”?
- How does your club communicate information about your club activities to your members?
- Does your club have Rotary education included at every meeting?
- Can every member of your club answer the question “tell me about your Rotary Club”?
- Is your website updated every week with new information about your club and Rotary activities?
- Does your club use social media to reach out to the community with information about your club and Rotary?
- Does your club post information of interest to the community on getrotary.org?
- Who in your club manages its internal and external communications?



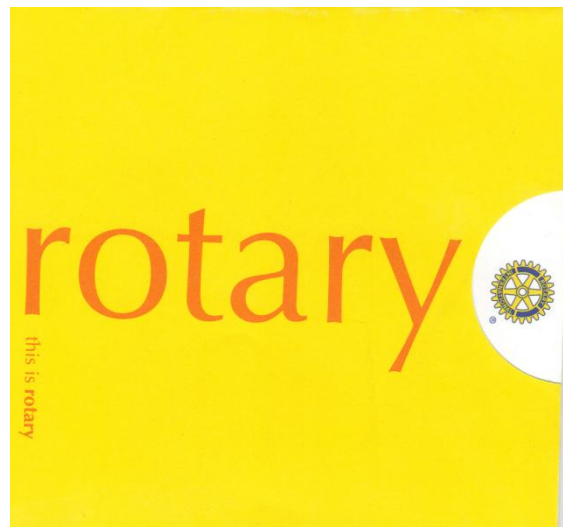


Communication: Electronic Media





It Starts With Your Club





Your Website Is The Hub



The Rotary Club of Westlake Village Sunrise





The District 5240 Website



www.rotarydistrict5240.org





"In the promotion of understanding, it is important to reach large numbers – non-Rotarians as well as Rotarians – and you cannot reach large numbers privately."



– Paul Harris, founder of Rotary





Increase Community Awareness



- Service projects (not just checks) that meet a community need
- An international service project supported by your club
- Projects that involve local youth
- An account of life in another culture by an Ambassadorial Scholar or Group Study Exchange team member or a visiting Rotarian
- Stories with a strong emotional element





Let Those You Help, Help You



- **Ask the community organizations you support to write in article (or let you write an article) in their newsletter or website**
- **Become a member of the Chamber of Commerce. Every new business is a potential new Rotarian. Host a mixer to educate local business people on Rotary's contributions**
- **Display the Rotary logo. If you rebuild a ball field, ask if you can also install a Rotary sign**





NOMAD NEWS

Newsletter for NOMAD Foundation October 2009

WITHOUT YOU NONE OF THIS WOULD BE POSSIBLE--THANK YOU!

Help from Rotary Club

Our partnership with Rotary Club continues with support from over 40 clubs. This year Rotary grants supplied our medical clinic, and built latrines, a water tank, solar pump and panels for electrification of the clinic and a demonstration garden at the Tamesna center. We are anticipating funding which has been approved for an adult education program for 8 communities and teacher training for 10 local teachers who are willing to work in our remote bush schools. A Rotarian doctor headed our medical mission and our Agadez Rotary Club co-ordinated distribution of the emergency aid to flood victims of the Agadez floods.

Rotary is a remarkable organization filled with hardworking and generous people--Thank you Rotarians for all your support!

FLOODS IN AGADEZ



On September 2, a violent rainstorm -- the worst seen in 40 years -- ravaged the region of Agadez. A dam in the Wadi Telwa broke, releasing a wall of water.

In recent years of drought, construction has been allowed in areas that were previously known to flood. These adobe buildings could not withstand the violent waters that entered Agadez at 2 AM. About 46,000 people, almost half the population were left homeless. I sent an appeal by internet and within 8 days you had donated \$21,000 to help the flood victims. We were able to distribute enough millet to feed 4500 people for a month and have more for longterm recovery assistance when we assess the most urgent needs.





Keep Current on Facebook



Internet Explorer browser window showing the Facebook page for the Rotary Club of Moorpark Morning. The page is viewed by Nick Franke. The left sidebar shows the user's profile, favorites (News Feed, Messages, Events, Photos), apps (App Center, Gifts, Games Feed, Music, Notes, Links, Pokes), groups (25th Congressional..., In Memory of Marc G..., Look Me In the Eye a..., NPHS Interact Club, Rotary Club of Moorpark...), and pages (Create a Page..., Pages Feed, Like Pages). The main content area displays the group's profile, a recent post by Brian Angel about the Better Business Advisors Kickoff Mixer, and a post by Howard Yaras about the March 28, 2013 RC of Moorpark Morning Weekly Meeting. The right sidebar shows a list of recent activity, including comments and likes from members like Richard Cayia Rowe, Sally Torgeson, Mark Lunn, and Cristina Carreño. The bottom status bar shows the system clock as 12:33 PM on 3/30/2013.





Getrotary.org is a project of Rotary District 5240 that enables clubs in the district to publicize their projects and their activities. It is focused on communicating to non-Rotarians the difference that Rotary makes in the lives of people in your local communities and in communities around the world





Rotary Showcase



Rotarians are making a difference in communities around the world every day through thousands of service projects. Browse projects to explore the good work that Rotary clubs are doing locally and globally. Join a project, or share your own with the Rotary community and your Facebook friends on [Rotary Showcase](#)



[Rotary Showcase: La Isla, Tegucigalpa, Honduras](#)

[Rotary Showcase: Microcredit Loans for Santa Paula, CA](#)



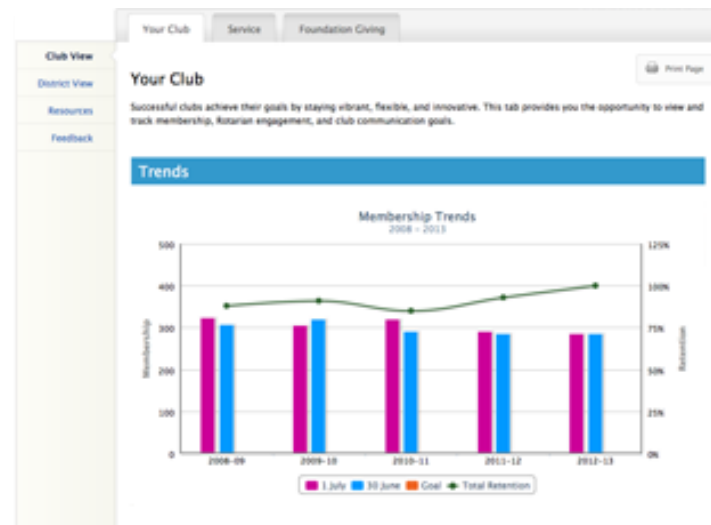


Rotary Club Central



Since Rotary Club Central launched, thousands of clubs have used the online tool to set and track their goals. Data collected through the tool will give Rotary a better way to measure the impact Rotarians are making worldwide.

The new tool empowers club and district leaders to monitor club progress and achievements in three key performance areas: membership initiatives, service activities, and Rotary Foundation giving



[Rotary Club Central](#)





- **The role of the District 5240 Communications Committee**
 - The District 5240 Communications Committee is responsible for implementing programs and processes that enable Rotary Clubs to identify their strengths and their signature projects and to communicate them to their members, to other Rotarians and to the general public via Club, District, and Rotary International resources.
- **The District 5240 Communications Committee will help Rotary Clubs and their members to:**
 - recognize, document, and take pride in the significant contributions that they make to local and international communities
 - publicize their programs and projects to others via the club website, the District 5240 Website, social media sites, the Rotary Showcase, Rotary Club Central, and other public relations campaigns.





How We Can Help



- **Help create a club communications plan**
 - Review and make recommendations on website content and organization
 - Provide assistance for incorporating social media into your club's communication strategy
 - Present access to representative materials that you can provide to prospects and to the community
 - Help with Rotary and club descriptions and your “elevator speech”
 - Provide templates and draft press releases for club and district events
- **Manage, maintain and make accessible to the clubs:**
 - www.rotarydistrict5240.org
 - www.getrotary.org
- **Advise the clubs regarding the ability to use Rotary International resources to communicate their programs**
 - Rotary Showcase
 - Rotary Central





What You Should Do Now



- **Register for Member Access at Rotary.org**
- **Identify a Communications Chair for your team**
- **Review how your club communicates with**
 - Your members
 - Your former members
 - Your prospective members
 - Your local community
 - Rotary District 5240
- **Create a communications plan for your year.**
- **District 5240 resources have only one function – to make you successful. Call on us for help.**





We Have An Amazing Story to Tell



**People know what we do.
They see the impact of Rotary in their community every day**

They rarely know we do it!

It is our job to tell them!

