***Attachment #1***

**District 5710**

**APPROACHING YOUR LOCAL MEDIA TO GET YOUR STORY OUT**

* ***A PUBLIC IMAGE INITIATIVE***

Dear Rotarian,

Rotary District 5710 is undertaking a membership and public image initiative designed to help our clubs:

* Attract and retain new members.
* Build more awareness of Rotary in our communities.
* Establish positive relationships with your local news media.
* Encourage effective social media initiatives.

As a first step, we have written the attached Guest Editorial that you can submit to your local newspaper and other media that may serve your community. It is meant to be localized with your club’s specific information.

Here’s how you can use it:

* Insert your club president’s name and examples of your club’s activities in the appropriate places.
* Contact your local newspaper editor, and any other media that may serve your community. Ask for an appointment to deliver this guest editorial and to share information about how your club is involved in the community. They may say just to email it and they will consider it. That’s OK but be sure to follow-up to make sure they received it and to see if they will run it.
* At your meeting ask if they would consider running your editorial. Also share what your club will be doing in the future and if they would be interested in covering these events.
* If the media is reluctant to cover your activities, ask them why and how you could overcome their objections.
* Take notes from your conversations and share them with us so we can help you explore other ways to promote your club.
* For clubs in metro Kansas City, we will be editing and submitting the Guest Editorial to the Kansas City Star on behalf of all clubs in the metro. Likewise, for clubs in Lawrence and Manhattan, both clubs should submit it jointly to your media.
* Be sure to include the Guest Editorial in your own club newsletter, on your website, Facebook page and any other social media you utilize.

In the future we will be looking at other ways to help you build awareness and boost membership in your clubs.

Bill Musgrave

District PI Liaison to Membership Team

**IF GIVING BACK IS IMPORTANT TO YOU**

**CHECK OUT ROTARY. YOU’LL BE RIGHT AT HOME.**

District 5710 Guest Editorial by

(Local Rotary Club President)

Do you want to be happier, healthier and add purpose to your life?

If so, there’s a simple answer: Volunteer.

Studies show that helping others is a key to a happier, healthier and more fulfilling life.

But where and how do you get started?

As president of the (Rotary Club Name in Name of Town), I’d invite you to check us out. We are one of 43 Rotary clubs in towns and cities in Rotary District 5710 that covers eastern Kansas. With 1.4 million members worldwide and 2100 here in eastern Kansas, Rotary is home to friendly, kind-hearted men and women who share your passion for making the world a better place, improving their communities and helping others.

Every year Rotarians from all walks of life, in countries around the globe, donate 47 million hours of volunteer time worth $850 million to causes that:

* Promote peace
* Fight disease
* Provide clean water, sanitation and hygiene
* Support education
* Help mothers and children in need
* Grow local economies
* Protect the environment, and
* Seek to end polio forever

Here in Kansas, Rotarians make a difference in ways large and small. For instance, these are a few of the ways we try to help our community: (List the things your club has done.)

Elsewhere in Kansas you’ll find Rotarians in the center of their communities:

* Fighting human trafficking
* Cleaning parks, streams and roadways
* Repairing homes for veterans, the elderly and disabled
* Mentoring students and recognizing teachers
* Providing water filters and hygiene supplies to third world countries
* Filling food banks and feeding the hungry
* Preparing health care kits for Ukrainian refugees
* Hosting foreign exchange students
* Supporting community events, and so much more.

If these are the types of volunteer opportunities you’d enjoy, we hope you’ll visit [www.Rotary.org](http://www.Rotary.org) and look for a club near you. We also offer junior Rotary Clubs called Interact in high schools and Rotaract in colleges for young people who wish to be of service.

Service Above Self is our motto. It’s a sure way to a happier, healthier and more fulfilling life.

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Contact Information

Name

Title

Address

Phone

Email