

PROMOTING ROTARY'S PUBLIC IMAGE

WORKBOOK SESSION 10



ROTARY PUBLIC IMAGE COORDINATORS



Zone 24 West

Sean Hogan, RPIC

**Ken Miller
Assistant RPIC**



Zone 24 East

Tanya Wolff, RPIC

**Guy Bissonnette,
Carrie Jones,
Brian Thompson
Assistant RPICS**



Zone 32

Dan Ceglia, RPIC

LEARNING OBJECTIVES

- **Plan how you will use communications strategies to achieve your public image goals**
- **Consider how to create and implement both an internal and external communications plan for your district**
- **Use the public image resources available to enhance your communications efforts**

ROTARY PUBLIC IMAGE COORDINATORS

How we can help you and your District:

Assist with public image goals

Training at all levels

Provide resources



ROTARY PUBLIC IMAGE COORDINATORS

helpful tips

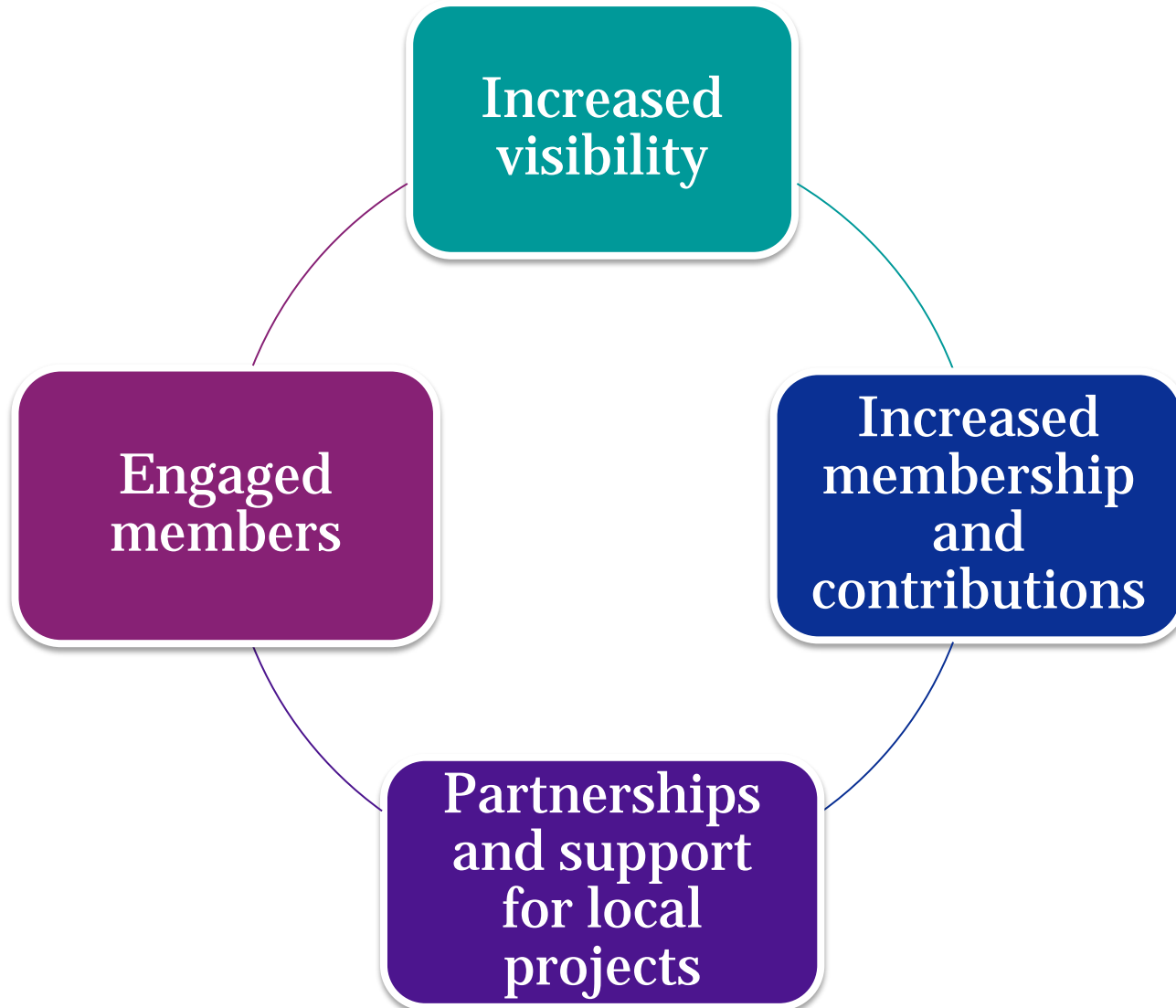
Pick your District Chair

**Help your District Chair
build a District Committee**

Train your members and clubs



BENEFITS OF GOOD COMMUNICATIONS



TARGET AUDIENCE

Target Audience

A hand in a blue suit is holding a large, glowing yellow and white Rotary International wheel. From the center of the wheel, several white arrows point outwards towards various icons of people in business attire. The background is dark blue with a subtle pattern of these person icons.

1. Rotary members
2. Potential members
3. General Public

Survey questions:

1. Why did you JOIN Rotary?

2. What is the main reason you STAY with Rotary?

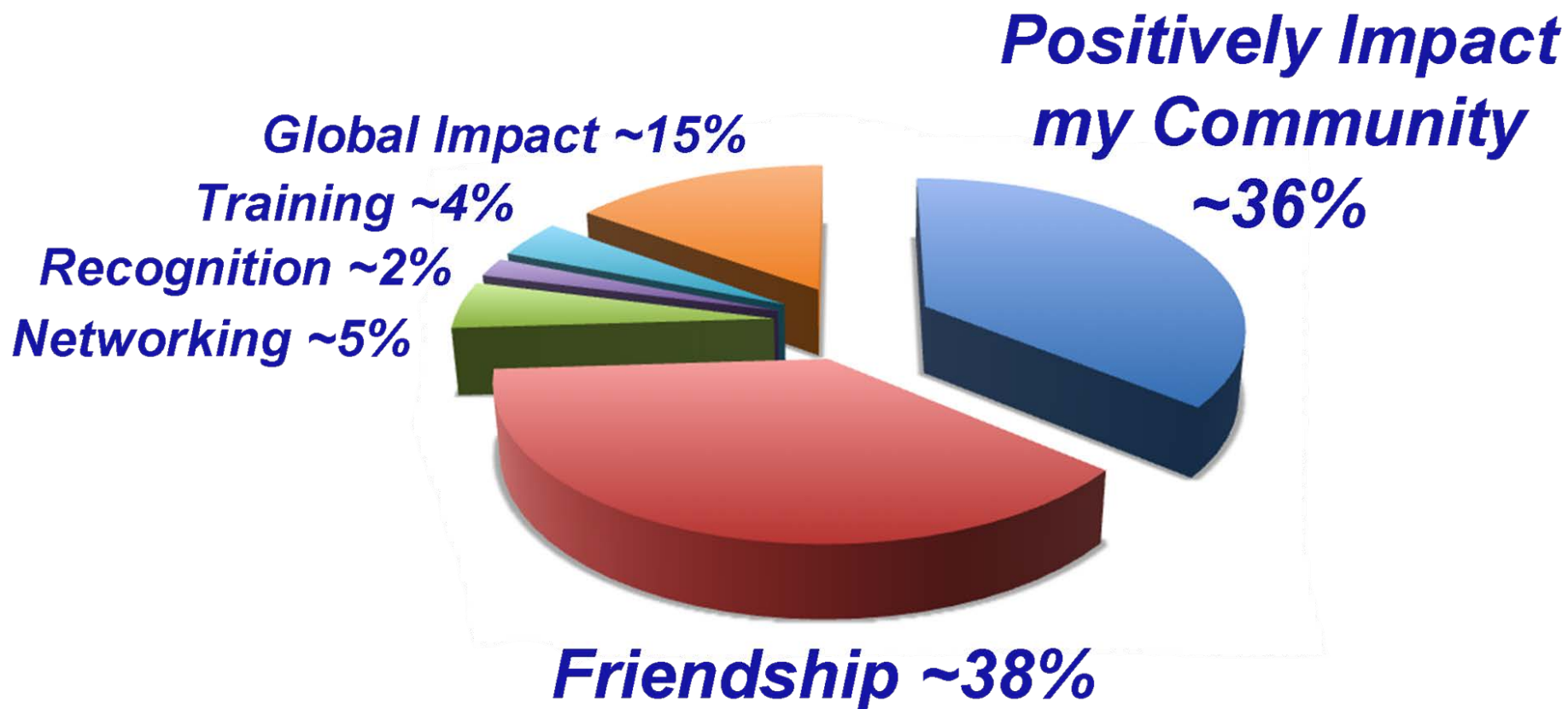
WHY JOIN?

siegel + gale – Why Join Rotary?



WHY STAY?

siegel + gale – Why Stay in Rotary?



KEY POINTS

Key Points: Siegel + Gale Study

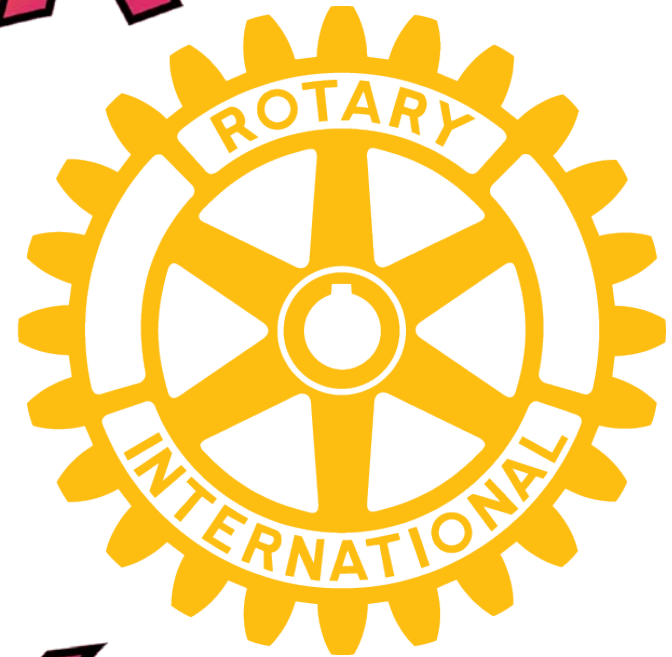
1. Local Community Impact

2. Friends and Contacts

TELL YOUR ROTARY STORY

TELL YOUR

Rotary



STORY

TELL YOUR ROTARY STORY

Rotary



Unites leaders

To exchange ideas

And take action

TELL YOUR ROTARY STORY

Rotary



Local impact

With friends

Taking action

TELL YOUR ROTARY STORY

Rotary



Compelling story

Avoiding “Rotary” speak

Consistent visuals

TELL YOUR ROTARY STORY

WE ARE ROTARIANS



Smart

Compassionate

Perservering

Inspiring

YOU ARE THE ROTARY BRAND



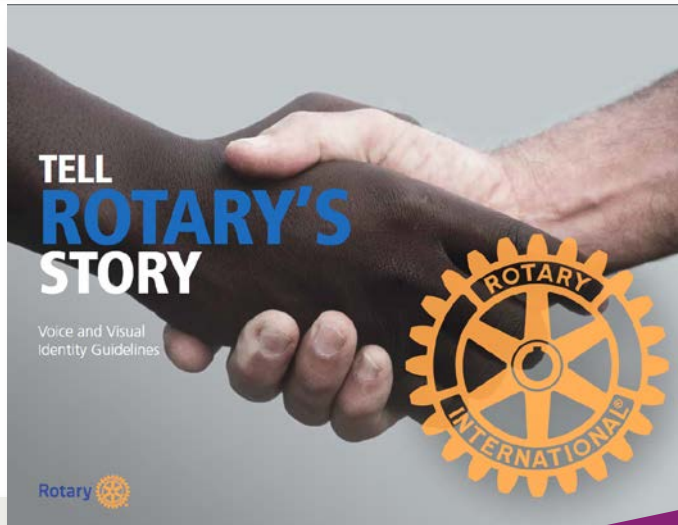
YOU are the Rotary brand

- ***Rotary's brand isn't a logo***
- ***It's our members***

TELL YOUR ROTARY STORY



ROTARY BRAND CENTER



www.rotary.org/brandcenter

WE ARE THIS CLOSE TO ENDING POLIO

Now is the time to
speak up and
join in.



PSY



Subject
Presenter
Date

Rotary

FIRSTNAME LASTNAME
CREDENTIALS
Title
Rotary Club

T +1-000-000-0000
C +1-000-000-0000
F +1-000-000-0000
firstname.lastname@rotary.org

Rotary

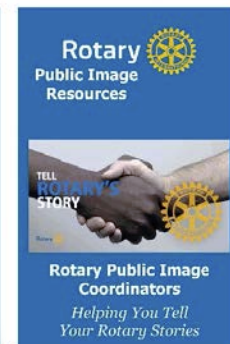
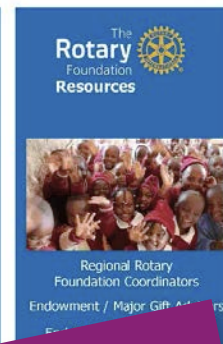
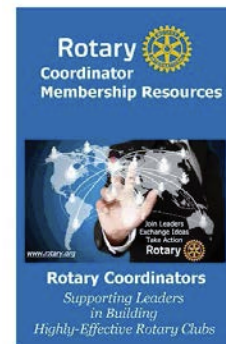
Address 1
Address 2
City, State
Zip Code, Country
Web address

ZONE WEBSITE RESOURCES



Welcome to Rotary International Zones 24 & 32.

www.rotaryzones24-32.org



Strengthening Rotary Initiative

Rotary Brand Center (sign-in required)

Files

Rotary Marks: Visual Identification Guide

Tell Rotary's Story: Voice & Visual Guidelines

Media Crisis Handbook

Lead Your Public Relations Committee

Click the links in the left column



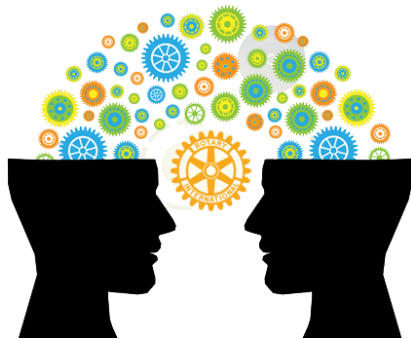
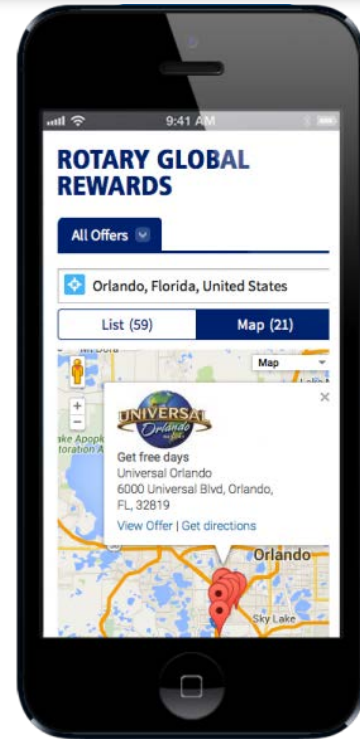
Rotary Public Image Coordinators (RPICs) have expertise in the fields of public relations, journalism, or communications.

We can help you:

- Increase recognition of Rotary's humanitarian work by sharing the Rotary story
- Help club and district leaders share Rotary's successes with the community and local media
- Consult and provide guidance on public image funding ideas

Your RPIC is a key volunteer resource for your district. RPICs serve as a vital link between Rotarians at the club, district, and global levels, and between Rotarians and Rotary staff. We:

ROTARY RESOURCES



Rotary Ideas
ideas.rotary.org

Discussion Groups

My Rotary under
Exchange Ideas



Rotary Showcase

My Rotary under
Take Action

RESOURCES HANDOUT



Resource Reference Guide: Membership / Rotary Foundation Public Image

Rotary International Resources at www.rotary.org

Shop.Rotary.org: www.shop.rotary.org

A great resource for low cost (some free) resources such as booklets, books, brochures, training manuals, videos, certificates/awards, kits, forms and much more.

Rotary Brand Center: www.rotary.org/brandcenter

Access to images, videos, and "This Close" advertisements. You can download templates for PowerPoint, letterhead, business cards, news releases, and club newsletters. You can create a customizable club brochure and flyers. And much more.

Rotary Showcase: www.rotary.org/showcase

Browse projects to explore the good work that is being done locally and globally. Share your own projects with your friends.

Rotary

Rotary

Exchange

Connect with Rotary members for starting a new project or activities, connect with projects from a diversity of global perspectives that is Rotary.

Blog - Great Ideas To Share: www.greatideastoshare.com

A blog by Coordinators posting stories and resources for Rotary members.

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Resource Reference Guide: Membership / Rotary Foundation Public Image

Rotary Zones 24 & 32 Website - Resources Section: www.rotaryzones24-32.org

A collection of publications for download, as well as links to useful websites, divided into three sections (note: reference numbers are provided as well if you wish to do a Google search instead)

Membership Publications

Be A Vibrant Club (245-EN)

Lead Your Club: Membership

Member's Guide

Rotary International Manual (085-EN)

Rotary International Manual (for direct download)

Rotary International & Recognition Reports - User Guide (for direct download)

The Rotary Foundation Resource Guide (for direct download)

Public Image

Tell Rotary's Story: Voice & Visual Guidelines (547A-EN)

Media Crisis Handbook (505-EN) [Note - this publication is being revised]

Lead Your Public Relations Committee (226-EN)

Effective Public Relations (257-EN)

Youth Programs: Visual Identity Guidelines (547H-EN)

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YOUR DISTRICT CHAIR / COMMITTEE

Professional background in journalism or public relations

Has relationships with journalists or the ability to cultivate them

Can effectively convey the essence of Rotary to an external, non-Rotarian audience

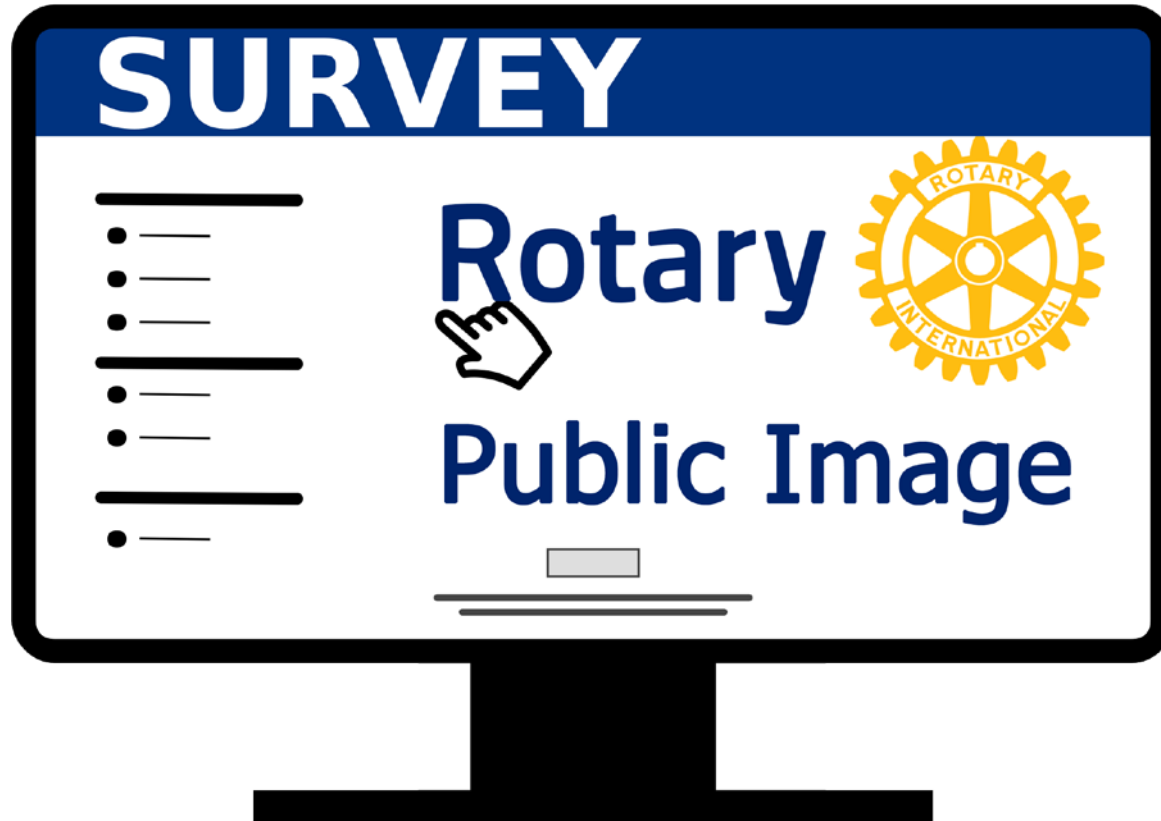
Excellent speaking, presentation, and writing skills

Knowledge of media relations, the news industry, and electronic and social media

A good news sense and understanding of the kinds of stories that interest local or regional media

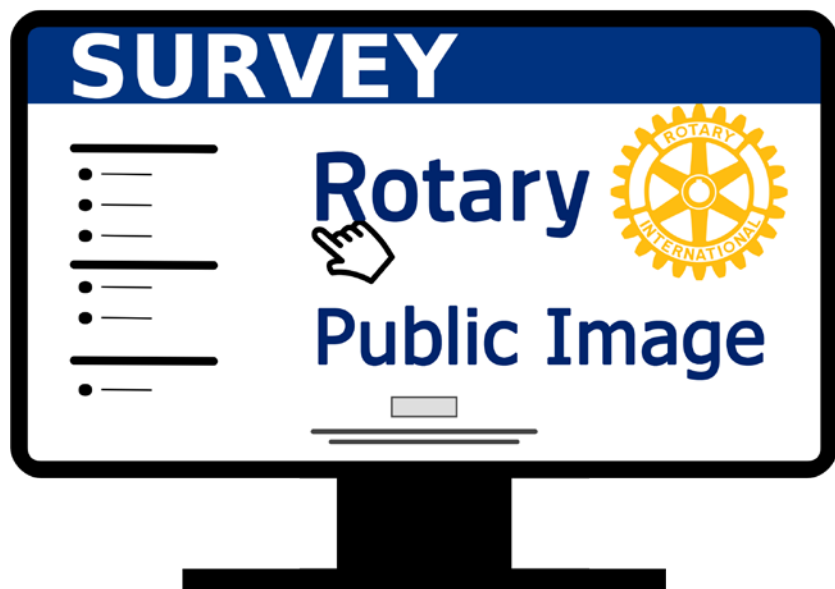
Thorough knowledge of club and district activities

ROTARY PUBLIC IMAGE SURVEY



Rotarian Mike Reddington (mikered@shaw.ca)
will design, run and provide results.
All you have to do is promote it!

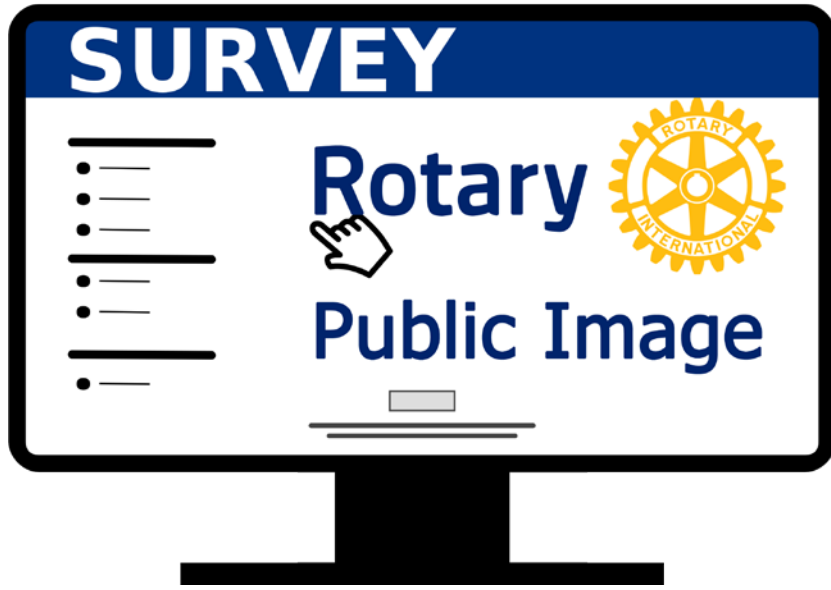
SURVEY SAYS:



1. Awareness of new logo & branding but not in depth knowledge or use of Rotary resources.

2. High interest in training & information
– especially to use for websites, Facebook and club projects, fundraisers & events

SURVEY SAYS:



3. Interest in multi-club public image projects and building public relations plan.

4. Preferred method of training – Area seminars.

5. Over 120 potential volunteers identified.

DISTRICT TRAINING



**Facebook & Social Media
ClubRunner & websites
Marketing & Strategic Planning**

COMMUNICATIONS PLAN



**Discuss and develop a plan
to promote Rotary's Public Image**

REPORT BACK TO GROUP



MEASURE IMPACT

- **Did membership and contributions, or interest in them, increase?**
- **Are current members more engaged?**
- **Does your Facebook page have more followers?**
- **Does your website get more views?**
- **Has event attendance increased?**

REVIEW LEARNING OBJECTIVES

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TELL YOUR ROTARY STORY

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Rotary

STORY

