PROMOTING ROTARY’S PUBLIC IMAGE

LEAD YOUR CLUB:
LEARNING OBJECTIVES
By the end of this session, you will be able to:

• Communicate the market research findings that inspired Rotary’s latest messaging and public image campaign
• Integrate the new Rotary public image resources into your communications efforts
• Identify the qualities and skills of a successful public image chair
ENHANCING PUBLIC UNDERSTANDING

- Increased awareness
- Increased membership and contributions
- Engaged members
- Partnerships and support for local projects
## Selecting a Public Image Chair

<table>
<thead>
<tr>
<th>Communications strategy and planning</th>
<th>Social media</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public relations</td>
<td>Media relations</td>
<td>Creating media partnerships</td>
</tr>
<tr>
<td>Media planning and purchasing advertising</td>
<td>Sharing resources and training others</td>
<td>Marketing and communications for nonprofits</td>
</tr>
</tbody>
</table>

### Rotary

![Multichannel Marketing Diagram](image-url)
• We grow the top of the funnel
• Membership as the qualifying/consideration stage
• Your Audience should always be top of mind
• You don’t have to go it alone
Global Rotary Recognition

- Aware of Rotary: 75%
- Familiar with any Rotary program: 65%
- Familiar with local Rotary clubs: 41%

Yes: blue, No: red
Not earning full credit for our good work

HARDER TO REACH OUR FULL POTENTIAL
BRANDS EVOLVE
BRANDS EVOLVE

![Shell logo evolution](image-url)
BRANDS EVOLVE - EVEN ROTARY!
COMMON BELIEFS

Rotary is for people “not like me”

<table>
<thead>
<tr>
<th>Members are:</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Older</td>
</tr>
<tr>
<td></td>
<td>Exclusive</td>
</tr>
<tr>
<td></td>
<td>At different educational/professional levels</td>
</tr>
</tbody>
</table>
Which one is your sign?
Rotary enjoys nearly universal awareness in India, Nigeria, and Taiwan. Awareness in Brazil and Australia is also high.

Series 1

India: 96%
Nigeria: 95%
Taiwan: 95%
Brazil: 87%
Australia: 87%
Argentina/South Africa: 86%
Italy: 78%
UK: 74%
Canada: 73%
Korea: 71%
USA: 69%
France: 64%
Japan: 63%
Germany: 58%
Canada/UK: 60%
A local doctor volunteers at a community 5K that raises money for charity. The event is called the Annual Run Toward Polio Eradication, sponsored by the Springfield Breakfast Club. The doctor has a great experience at the event, and she feels good about the time spent supporting a worthwhile cause. A year later, she is asked to join Rotary. She declines because she’s never heard of it.

How could this outcome have been different?
Could an image like this have helped?
NEW AND ENHANCED RESOURCES

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NEW AND ENHANCED RESOURCES

• 30- and 90-second videos
• Print, outdoor, and digital ads
• Radio spots
• Messaging guide

• Event Planning Guide
• Social Media Guide
• Public Relations Guide

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NEW AND ENHANCED RESOURCES

Colors p. 23-25

Rotary Leadership Colors:

- Primary
  - Frutiger Black Condensed
  - All Caps for Headlines and Main NAV
  - Frutiger
    - for subheads, secondary nav, info graphics, and lockups
    - Light Italic
    - Roman Italic
    - Bold Italic
  - Black Italic
  - Ultra Black

- Secondary
  - Sentinel
    - for body text, secondary headings, captions, and callouts
    - Light Italic
    - Book Italic
    - Medium Italic
    - Semibold Italic
    - Bold Italic

Typography p. 26-27

Licensed Option

- Open Sans Condensed or Arial Narrow

- Arial
- Georgia

Logos p. 13-22

- Masterbrand Signature (Our Official Logo)
- Mark of Excellence (Our Wheel)

Imagery p. 28

Rotarian-focused and Exchanging Ideas

Information Graphics p. 29

- 25% 50% 75%

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NEW AND ENHANCED RESOURCES

VOICE AND VISUAL IDENTITY GUIDELINES
2019-2020

Free download at brandcenter.rotary.org
• Increased awareness
• Greater understanding
• More opportunities
• Better storytelling
• Stronger relationships

MEASURE IMPACT OVER TIME

AWARENESS
Show the world the value you offer through trusted brand

ENGAGEMENT
Understand potential customers’ pain points to show how you can

CONSIDERATION
Position yourself as the solution to

PURCHASE
Nurture your new customer (and friend) throughout their entire purchase process

ADOPTION
Provide onboarding tools, resources, and knowledge to set customers up for a lasting relationship.

RETISSION
Go above and beyond to ensure your customer is delighted with their relationship with your brand.

EXPANSION
Connect with and learn from customers. Uncover new solutions and methods to help them achieve success.

ADVOCACY
Word-of-mouth advocacy for your brand is priceless. This loops new potential customers into the awareness stage of their own unique journey in your funnel.
KEY RESOURCES

- Brand Center
- Press Center
- Public Relations page
- pr@rotary.org

Making a difference
Rotarians are improving lives 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. Share your own with the Rotary community and your Facebook friends.

Rotary Showcase
WHAT’S THE STORY?
WHAT’S THE STORY?
ACTIVITY: TELL YOUR ROTARY STORY

• Think about a moment in Rotary that touched your heart.
• How do you tell that story to inspire others?
• Tell your story - you have THREE minutes