



PUBLIC IMAGE

Subject	Public Image
Presenter	Richard Brill and Rich Lalley
Date	April 6, 2019

Part 1 – Overview and Public Relations

Richard Brill

District 6440 Public Image Chair

richard.brill.rotary@gmail.com

Part 2 – Social Media

Rich Lalley

What is Public Image?

- **What Neighbors Know and Think**
- **Market Research**
- **Turn Things Around**

How Clubs Can Boost Public Image

- **Public Image Chair and Committee**
- **Social Media**
- **Website**
- **Local Newspapers**
- **Local News Sites**
- **Event Calendars**

How Clubs Can Boost Public Image

- **Weekly Newsletter / Bulletin**
- **Service Projects**
- **Community Events**
- **Rotary Signs**
- **District Programs**
- **Color Photos and Videos**
- **RI Brand Center**

Club Public Image Survey

- What
- 30%
- 55%
- 15%



Club Public Image Chair

- **#1 Person**
- **Skill Sets**
- **Must Have One**
- **Enter Name in ClubRunner Executives & Directors**

Rotary Logos



or



Club Websites

- **Many Old and Tired**
- **Look Modern**
- **ClubRunner New Version**

Club Websites


Home Page | Rotary Club of Winnetka-Northfield

www.wnrotary.org

Member Login



Search

Home About Our Club Foundation Stories Speakers Donate Now



Rotary
Club of Winnetka-Northfield

WELCOME TO OUR CLUB! CELEBRATING 94 YEARS OF SERVICE. COME JOIN US CONNECTING FOR GOOD.



Service Above Self

We meet Thursdays at 12:15 PM
Winnetka Community House
620 Lincoln Avenue
Tyrrell Room (winter) 111A (summer)
Winnetka, IL 60093
United States
Email: info@wnrotary.org

Bulletin Subscribe

11:39 AM 4/19/2018

Club Websites

The screenshot shows a web browser window with the address bar displaying www.wnrotary.org. The website header includes the Rotary logo and a navigation menu with links: Home, About Our Club, Foundation, Stories, Speakers, and Donate Now. Below the header, there is a section for eBulletin subscription with a link to sign up. A sidebar on the left lists upcoming speakers: Dan Humphry (Apr 19, 2018, The Meat We Eat), Elizabeth Gordon (Apr 26, 2018, New events at the North Shore Senior Center), and Mike Starke (May 03, 2018, Winnetka Living - A local newspaper survives). Below this, it mentions a 'NO LUNCH MEETING' on Jun 21, 2018, for an Installation Dinner for Bill Leske, with a link to 'View entire list...'. The main content area features a video player titled '110,000 Kids Against Hunger Meals' showing a group of people in a kitchen setting. At the bottom, there is a 'Club News' section and a partially visible 'Upcoming Events' section. The Windows taskbar at the bottom shows the time as 11:40 AM on 4/19/2018.

Home Page | Rotary Club x

← → ↻ ⓘ www.wnrotary.org

Favorites

richard

Rotary

Home About Our Club Foundation Stories Speakers Donate Now

Email: info@wnrotary.org

District Site Bulletins Follow us on Facebook Venue Map

Subscribe to our eBulletin and stay up to date on the latest news and events.

[Click here to sign up!](#)

Upcoming Speakers

Dan Humphry
Apr 19, 2018
The Meat We Eat

Elizabeth Gordon
Apr 26, 2018
New events at the North Shore Senior Center

Mike Starke
May 03, 2018
Winnetka Living - A local newspaper survives

NO LUNCH MEETING
Jun 21, 2018
Installation Dinner for Bill Leske

[View entire list...](#)

Upcoming Events

Club News

110,000 Kids Against Hunger Meals

4:45

Club Newsletters / Bulletins

- Lively, Colorful, Information Packed
- Should Look Like 2019 – Not 1959



Club Newsletters / Bulletins


Home Page | Rotary Club | Bulletins for 2018 | Rotary | Weekly Bulletin - the Rot


https://portal.clubrunner.ca/2361/bulletin/View/266a3ade-780e-439d-bb7b-81fb37ece36e

richard

ROTARY: MAKING A DIFFERENCE

Rotary Club of Buffalo Grove Weekly Bulletin



RUSSELL-HAMPTON Co.
Quality Lapel Pins
Credit Card Processing that Gives Back! 

Speakers

Apr 19, 2018
[Christian Pepera](#)
Rotary Cadre Projects and Stewardship

Apr 26, 2018
[Brian Shepard](#)
Update on Programs at the Indian Trails Library

May 03, 2018
[Business Meeting](#)


May 10, 2018
[Pancho Padilla](#)
Experiences with Rotary Cadre Projects

May 17, 2018
[Dave Wilms](#)
Advances in Energy Technologies

Stories

[Last Week's Meeting](#)

Last week we heard the classification speech of one of our newest members, Matt Morse, the Assistant Branch Manager at First American Bank in Buffalo Grove. Matt was very entertaining and we enjoyed learning all about him and what watering holes he has become a regular at. We are glad to have you in our club (especially Aaron who is glad to give up his spot as the youngest member of our club)!



[April 19th is our Bowlero Event](#)

The Outreach Committee has a big event at Bowlero in Buffalo Grove for people with disabilities that Shawn and Bo have planned. We would appreciate as much member participation as possible for **April 19th, starting at 5:00 pm for a short training session and going until 8 pm.** Thanks for your participation in this great event!

[Dedication of the Free Little Library May 4](#)

Club Newsletters / Bulletins

CR Home Page | Rotary Club | X

CR Bulletins for 2018 | Rotar | X

CR Weekly Bulletin - the Ro | X

https://portal.clubrunner.ca/2361/bulletin/View/266a3ade-780e-439d-bb7b-81fb37ece36e

richard

☆

ABD

Projects

May 17, 2018
[Dave Wilms](#)
Advances in Energy Technologies

May 24, 2018
[Veronica Jaeger Accardo and Tatiana Alonso](#)
College Bound Opportunities

May 31, 2018
[Karina Ogawa](#)
American Cancer Society's Relay for Life

[View entire list](#)

Upcoming Events

[Board Meeting](#)
Lou Malnati's
Apr 19, 2018
11:00 AM - 12:00 PM

[Bowlero Event for Residents with Disabilities](#)
Bowlero
Apr 19, 2018
6:00 PM - 8:00 PM

[Our Golf Outing with SLSE](#)
May 16, 2018


[Board Meeting](#)
Lou Malnati's
May 17, 2018
11:00 AM - 12:00 PM

[Board Meeting](#)
Lou Malnati's
Jun 21, 2018
11:00 AM - 12:00 PM

[Board Meeting](#)
Lou Malnati's

training session and going until 8 pm. Thanks for your participation in this great event!

[Dedication of the Free Little Library May 4](#)



YOU ARE CORDIALLY INVITED TO THE DEDICATION OF THE **FREE LITTLE LIBRARY**, PROVIDED BY THE ROTARY CLUB OF BUFFALO GROVE and GIRL SCOUT TROOP 41329 FROM PRAIRIE ELEMENTARY SCHOOL ON:


FRIDAY, MAY 4TH AT 3 PM
MARTHA WEISS PARK
815 KINGSBRIDGE WAY, BUFFALO GROVE

ROTARIANS ARE INVITED TO A **HAPPY HOUR** IMMEDIATELY FOLLOWING THE DEDICATION AT MARTHA WEISS' - 821 HEATHERDOWN WAY (Three doors down, don't move your car)

[Our Club is Offering Academic Scholarships](#)

Our club is offering scholarships in the one-time amount of up to \$2,000 to students who are pursuing a four-year degree. Grants require acceptance into a Bachelor Degree college program. APPLICANTS MUST BE A CURRENT STUDENT OR PRIOR GRADUATE AT EITHER BUFFALO GROVE HIGH SCHOOL OR ADLAI E. STEVENSON HIGH SCHOOL. Please refer students to the information and forms on our website.

[District Conference May 17-20](#)



News Releases and Photos

- To Print Newspapers, Online News Sites
- To Club Website, Newsletter, Facebook Page
- To Other Social Media Platforms
- To Many Event Calendars
- Show Activities, Events, Awards, People
- Invite Editor/Reporter/Photographer

News Releases and Photos

Wilmette Beacon

August 11, 2016

Rotary Club of Wilmette awards high school scholarships

SUBMITTED BY ROTARY CLUB OF WILMETTE

The Rotary Club of Wilmette recently awarded 2016 scholarships to five outstanding students from New Trier, Loyola Academy and Regina Dominican High Schools. The ceremony was attended by winning students, parents and Rotary Club members. For 35 years, the Rotary Club of Wilmette honored local students with academic scholarships. Nominations come from their college counselors who praise students for leadership, responsibility, work ethic, creativity and making the world a better place to live. They exemplify Rotary's motto of "Service Above Self."

From New Trier High School, Grace Murphy is full of positive energy. Academically, she's taken rigorous

honors courses. Her service activities include church trips to Kentucky and working with special needs students. Murphy will attend the University of Vermont and plans a career in speech pathology.

New Trier's Matthias Zajdela was born in France, adjusted quickly to English, takes advanced classes in every subject and finds time for track and cross-country. He also volunteers with the Boys & Girls Club, his church and the Misericordia Heart of Mercy Ball. Zajdela will study civil engineering at the University of Illinois in Champaign/Urbana, hoping to develop safe water systems in Africa or Latin America. His scholarship is named after Jack Lehman, a past president of this club.

From Regina Dominican, Kelsey Norton-Nunez likes science and neurosci-



The Rotary Club of Wilmette's Jackie Grant (left) presented 2016 high school scholarships to Kelsey Norton-Nunez, Grace Murphy, Matthias Zajdela, James "Jimmy" Stanton and Thalin DePaolo, accompanied by club president Jim Hardee. PHOTO SUBMITTED

ence and hopes to pursue a psychology degree at DePaul University. She volunteers with her church at soup kitchens and mission trips, one to Washington, D.C., helping residents clean their communities. Kelsey loves theater and volunteers at Northlight. At Loyola Academy, James "Jimmy" Stanton's counselor calls him determined, hard working, and intensely studious. He

accepted every academic challenge including all AP courses, permitted while leading the student council for two years. His service activities include Appalachian Folk Life trips, tutoring young refugees, enrichment for young children and working with seniors. He took a pilgrimage to Lourdes, France, to help sick travelers seeking relief from pain or cures for illnesses or disabilities.

Stanton plans to study accounting at the University of Illinois at Champaign/Urbana.

Also from Loyola, Thalin DePaolo treasures family and greatly grieved his dad's death three years ago. He honors his father by making proud decisions. In service, he coaches grade-school football, participates in Loyola's service and leadership club, tutors underprivileged children and volunteers at Misericordia Home. Thalin will attend DePaul University in Indiana.

The Rotary Club of Wilmette was founded in 1924 and conducts international, community, vocational, youth and club service projects. Members meet noon Wednesdays at McCormick & Schmick's Restaurant in Old Orchard. For information, check www.wilmetterotary.org.



Wilmette Rotary Club celebrates 90th anniversary

STAFF REPORT

The Wilmette Rotary Club celebrates its 90th anniversary this month with a proud history of camaraderie, contributions and global service.

Since 1924, local business and community leaders have gathered for Wednesday luncheons (now at McCormick & Schmick's Restaurant) where they socialize, hear noted speakers and volunteer their time, talents and money.

The Wilmette Rotary Club will mark its 90th anniversary on a Sunday, July 13, brunch at Pinetripes Restaurant in Glenview. For information on the brunch, club

or membership, check www.wilmetterotary.org.

Wilmette Rotary Club members are a cross section of North Shore leaders and typically include village officials, bank officers, company executives, store owners, professionals, consultants, nonprofit CEOs, school district administrators, doctors, dentists, newspaper publishers and more.

Regarding money, the Wilmette Rotary Club has donated nearly \$5 million to worthy local, national and international causes over the last 90 years. Considering inflation, those contributions might total eight to 10 times

as much in today's dollars.

Regarding service, the club supports scores of programs that improve life. The Community Service Committee honors three local individuals with annual Unity in Diversity, Humanitarian and Excellence in Public Service awards. Club members provide free Thanksgiving dinners to 70 Wilmette seniors, marshal the Wilmette Holiday Parade, sponsor youth and community organizations, and clean Gifford Beach.

The Vocational Service committee collects 15,000 books each year for inner-city children and gives dream books to at-risk teenagers.

The Youth Services Committee awards five scholarships to talented Wilmette high school students and sends teens to Rotary leadership workshops. The International Service Committee supplied clean drinking water to 100,000 people in India, medical scanning equipment to Africa, community development grants to Central American villages and shelter boxes containing 10-person tents, bedding, tools, water purification and cooking stoves/utensils to natural-disaster victims. These programs embody the Rotary motto of "Service Above Self."



Wilmette Rotary — which includes (left to right) recent club presidents Cathy Pratt (North Shore Community Bank—Wilmette), Ellen Clark (Wilmette Public Library), Debbie Stacey (New Trier High School) and Nick Dallas (attorney) — will celebrate 90 years of service Sunday, July 13. PHOTO SUBMITTED

News Releases and Photos

Wilmette Beacon
July 31, 2013

Rotary Club of Wilmette installs executive officers

STAFF REPORT

The Wilmette Rotary Club installed 2013-2014 officers at a recent gala luncheon. Debbie Stacey was sworn in as president, as were Cathy Pratt (treasurer) and Richard Brill (secretary). Nick Dallas is the president elect and Kent Myers the foundation treasurer. New board members are Joe Celsel, Gayle Hinder, Jim Hardee and Bob Taylor, who was also named Rotarian of the Year. The Wilmette Rotary Club was founded in 1974 and conducts international, community, vocational and club service projects. Members meet noon Wednesdays at McCollum & Schmuck's Restaurant in Old Orchard. For information, check www.wilmetterotary.org.



At the new officer gala luncheon are (left to right): Immediate Past President Ellen Clark, President Elect Nick Dallas, Club Foundation Treasurer Kent Myers, President Debbie Stacey, Club Treasurer Cathy Pratt and Secretary Richard Brill. PHOTO SUBMITTED.

SHERIDAN ROAD

Living & Giving



Wine & Dine Benefit Gala

Sampling wines from around the world, supporters of Wilmette Rotary Club sipped their way around the organization's fifth annual Wine & Dine Benefit Gala last November, held at the Doubletree Hotel. As guests nibbled on gourmet food pairings, they perused the large array of luxury silent auction items and enjoyed a professional ballroom dance exhibition by international champions from the Interclub Academy of Dance. Wilmette Rotary Club President Debbie Stacey spoke about the group's many humanitarian projects funded by the event, including polio eradication and the purchase of Shelter Boxes for those in crisis situations. Young, Sam, Debra Morton, Joe Goldstein, and Bob Arundel all co-chaired the evening, which raised \$18,000, going directly toward the many service projects, scholarships, book drives, and community-assistance programs initiated by the Wilmette Rotary Club. wilmetterotary.org

Photography by Larry Miller

Event Calendars

Post Major Events, even Speakers
Think Websites, Social Media Pages
Newspapers, Magazines
Neighborhood Blogs, Metromix, etc.

Invite Editor

**Or Reporter/Photographer
To a Key Event ... Sometimes
Get Great Coverage**

Community Visibility

- **Public Service Projects**
- **Wear Logo Gear**
- **Post Signs or Banners**
- **Showcase Rotary**

Community Visibility



Rotary Signs and Materials

- **Install Signs**
- **Think Big**
- **Be Creative**
- **Many, Many Thousands of Exposures**

Rotary Signs and Materials



Rotary Signs and Materials



District Programs

- **Localize to your Club and Community**
- **Materials**
- **Template News Releases**
- **Distribute Everywhere**

District Programs



Rotary Club of Wilmette invites students to conference

SUBMITTED BY ROTARY CLUB OF WILMETTE

The Rotary Club of Wilmette invites local teens, college students and young professionals to a morning of leadership, mentoring and scholarship.

The empowerLEADERS conference will impart critical talents and foster bonds between leadership protégés and their mentors.

It takes place Saturday morning, April 14, at Oakton Community College in Des Plaines with information and registration available at www.empower-leadersbynorthemlrotary.com.

The Rotary Club of Wilmette invites local teens, college students and young professionals to a morning of leadership, mentoring and scholarship.

The empowerLEADERS conference will impart critical talents and foster bonds between leadership protégés and their mentors. It takes place Saturday morning, April 14, at Oakton Community College in Des Plaines with information and registration available at www.empower-leadersbynorthemlrotary.com.

Attendees will hear from Juliet Riseley of Rotary International, the world's oldest and largest service organization with 33,000 clubs and 1.2 million members.

Dorrit Bern, former CEO of Charming Shoppes, which includes Ann Taylor, Loft, DressBarn, Lane Bryant, will describe leadership in business. Rounding out the panel is Talei Thompson, a professional leadership speaker.

The conference is open to all young people and their mentors and is sponsored by the Rotary Districts of Northern Illinois.

District Programs



Color Photos and Videos

- **A Picture is Really Worth 1,000 Words**
- **Show Great Things**
- **Women, Younger People, Action**
- **Photos to Some Media and Platforms**
- **Videos to Social Media**

Color Photos and Videos

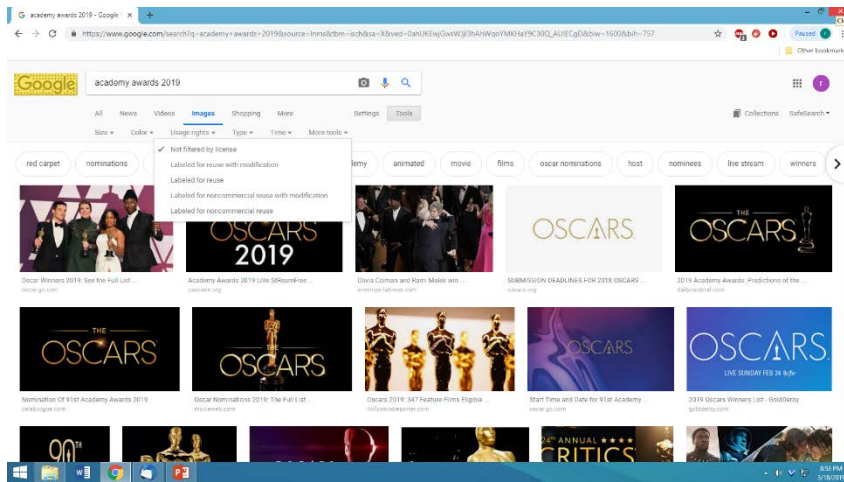


Color Photos and Videos

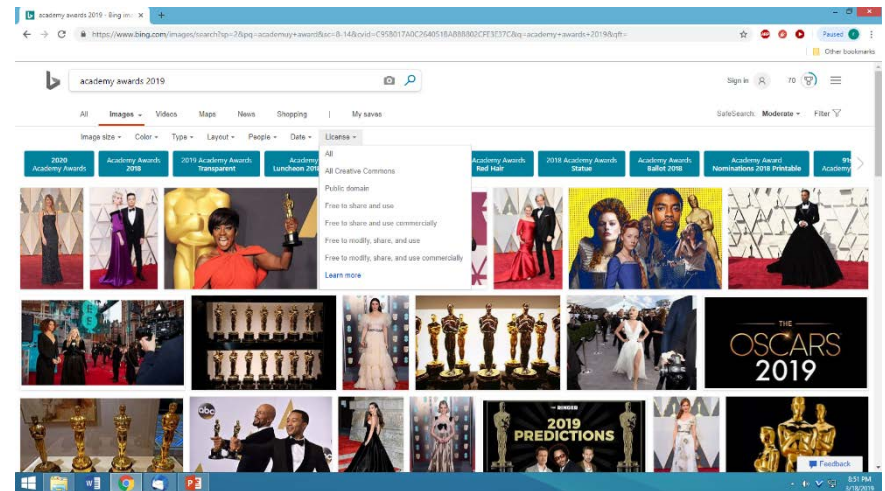
- **Internet Search for Images**
- **Pros and Cons**

Color Photos and Videos

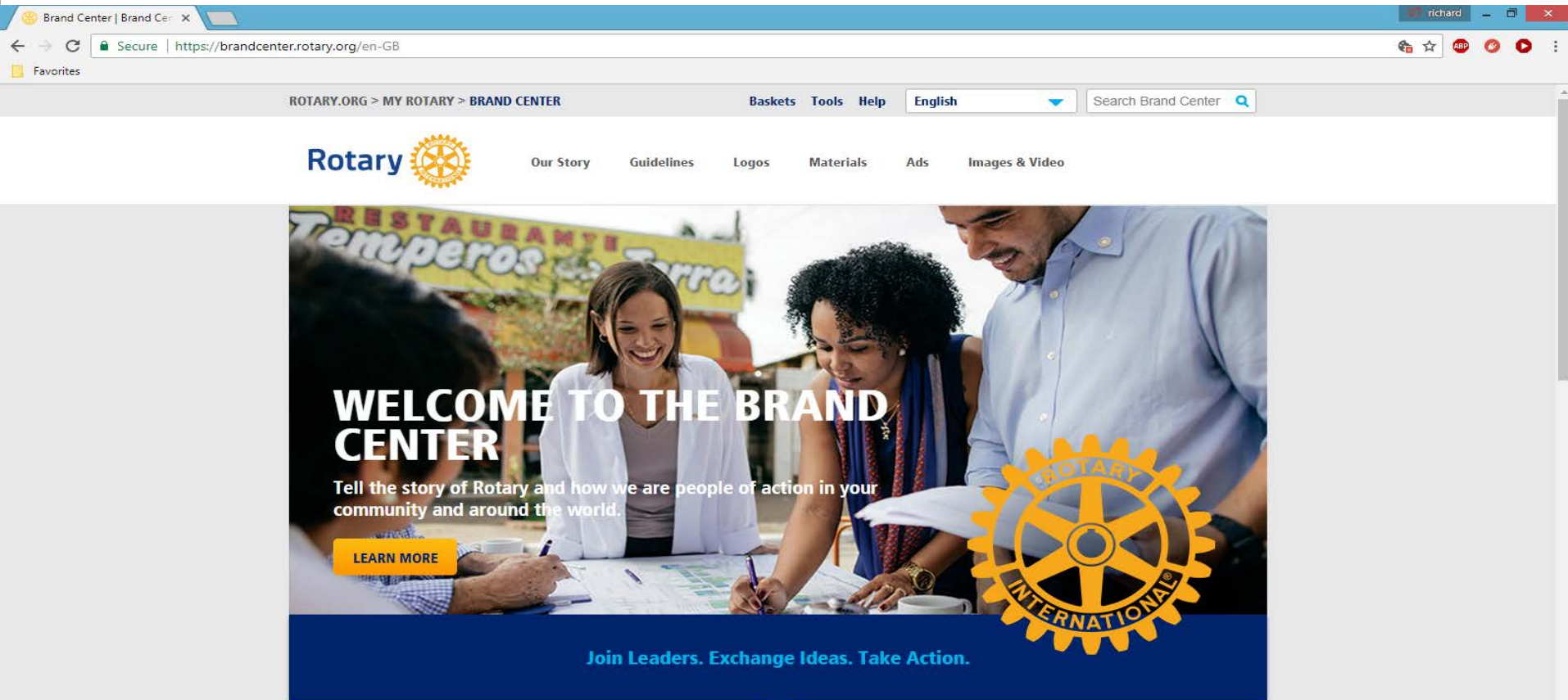
- Google Image Filters



- Bing Image Filters



Rotary Intl. Brand Center




The screenshot shows a web browser window displaying the Rotary Intl. Brand Center website. The browser's address bar shows the URL <https://brandcenter.rotary.org/en-GB>. The website's navigation bar includes links for Baskets, Tools, Help, and a language dropdown set to English. A search bar is also present. The main content area features a large banner with a photograph of three people (two women and one man) smiling and looking at a document. Overlaid on the banner is the text "WELCOME TO THE BRAND CENTER" and "Tell the story of Rotary and how we are people of action in your community and around the world." Below this text is a yellow "LEARN MORE" button. The Rotary International logo is positioned in the bottom right corner of the banner. At the bottom of the banner, a blue bar contains the text "Join Leaders. Exchange Ideas. Take Action."

Brand Center | Brand Cer X

Secure | <https://brandcenter.rotary.org/en-GB>

ROTARY.ORG > MY ROTARY > BRAND CENTER

Baskets Tools Help English Search Brand Center

Rotary 

Our Story Guidelines Logos Materials Ads Images & Video

WELCOME TO THE BRAND CENTER

Tell the story of Rotary and how we are people of action in your community and around the world.

LEARN MORE

Join Leaders. Exchange Ideas. Take Action.

Rotary Intl. Brand Center



PEOPLE OF ACTION

Get everything you need from Rotary's latest public image campaign.

[LEARN MORE](#)

TELL ROTARY'S STORY
VOICE AND VISUAL
IDENTITY GUIDELINES

The Rotary International logo is a yellow gear-like emblem with eight spokes. The word "ROTARY" is written in a semi-circle above the spokes, and "INTERNATIONAL" is written in a semi-circle below them. The center of the emblem features a stylized globe with a small figure standing on it.

GUIDELINES

Apply our messaging and visual guidelines to your communications to tell Rotary's story in a consistent and engaging way.

[LEARN MORE](#)

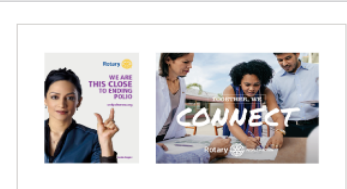
LOGOS

Download high-resolution logos and Rotary graphics.

[LEARN MORE](#)

MATERIALS

Use our customizable materials to promote your club, projects, and programs.

[LEARN MORE](#)

ADS

Download online, print, outdoor, and radio ads to promote Rotary in your community.

[LEARN MORE](#)

IMAGES & VIDEO

Select images or videos that capture Rotary's essence and reflect our work and our members.

[LEARN MORE](#)

Rotary Intl. Brand Center



Rotary

PUBLIC IMAGE
RESOURCES AT A GLANCE



EXCHANGE IDEAS | brandcenter.rotary.org

The Brand Center offers many tools and templates to tell the story of Rotary and how we are people of action in your community and around the world. It also offers templates for club materials such as logos, business cards, brochures, event fliers and press releases. Here are the top 12 resources we believe you should be familiar with for public image. All of these guides are found in the Brand Center under the Guidelines section.

BRANDING

Voice & Visual Guide
This guide will help you apply our new look and voice. Through a unified Rotary image and message, we're not just enhancing our reputation, we're elevating the entire Rotary experience.

Messaging Guide
Provides simple advice for telling Rotary's story in a clear, compelling, and consistent way.

Ideas Book
Examples of our identity in action.

Visual Identity Guidelines: Young Leaders
Aligns our visual guidelines to bring our programs for young leaders closer to Rotary.

PEOPLE OF ACTION

People of Action Campaign Guidelines
With help from this guide, you'll find ways to let your community and the world know that we are people of action.

People of Action Style Guide
As with any global communications campaign, maintaining consistency and integrity across many cultures and languages can be challenging. These guidelines help simplify and streamline the process.

People of Action Style Guide at a Glance
A one page overview of the People of Action Style Guide.

MEDIA & EVENTS

Quick Start Guide for Club Social Media Pages
These guidelines will help clubs quickly build social media pages and keep them up-to-date.

Quick Start Guide for Club Websites
The guidelines offer recommended approaches on how to organize club sites, display the logo and club name, select colors and fonts, and other decisions involved in creating a club website.

Public Relations Guide
This guide provide tips, templates, and best practices for developing an effective PR campaign.

Media Crisis Guidelines
Tips for dealing with the media in a crisis.

Event Planning Guide
This guide includes ideas to get you started, a planning checklist, and a list of resources, that will help you use events effectively.







Your Public Image Program

Public Image:

How Will Your Club Benefit ?

- Greater Public Awareness
- Attract More Members
- Attract More Young and Female Members
- Increase Member Participation
- Raise More Money

Public Image Really Helps !

Any Questions on Part 1

Richard Brill

District 6440 Public Image Chair
richard.brill.rotary@gmail.com

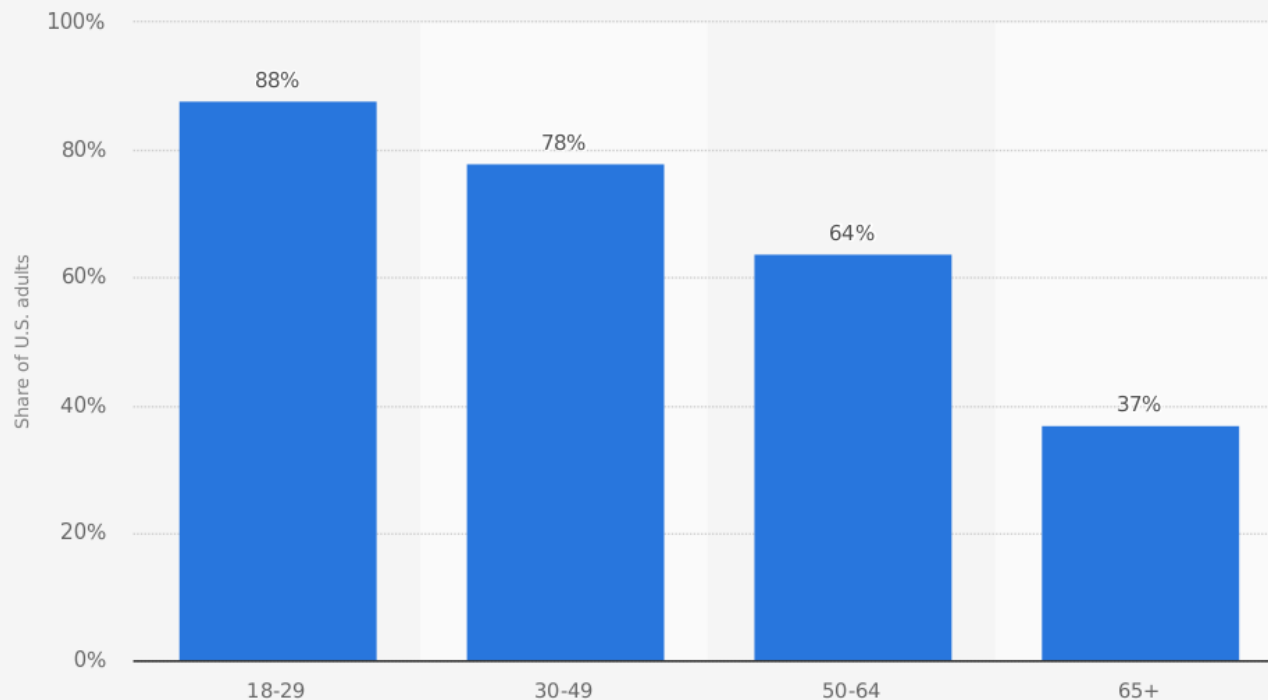


USING SOCIAL MEDIA FOR YOUR ROTARY CLUB



Update on U.S. Social Media Landscape

Percentage of adults in the United States who use social networks as of January 2018, by age group



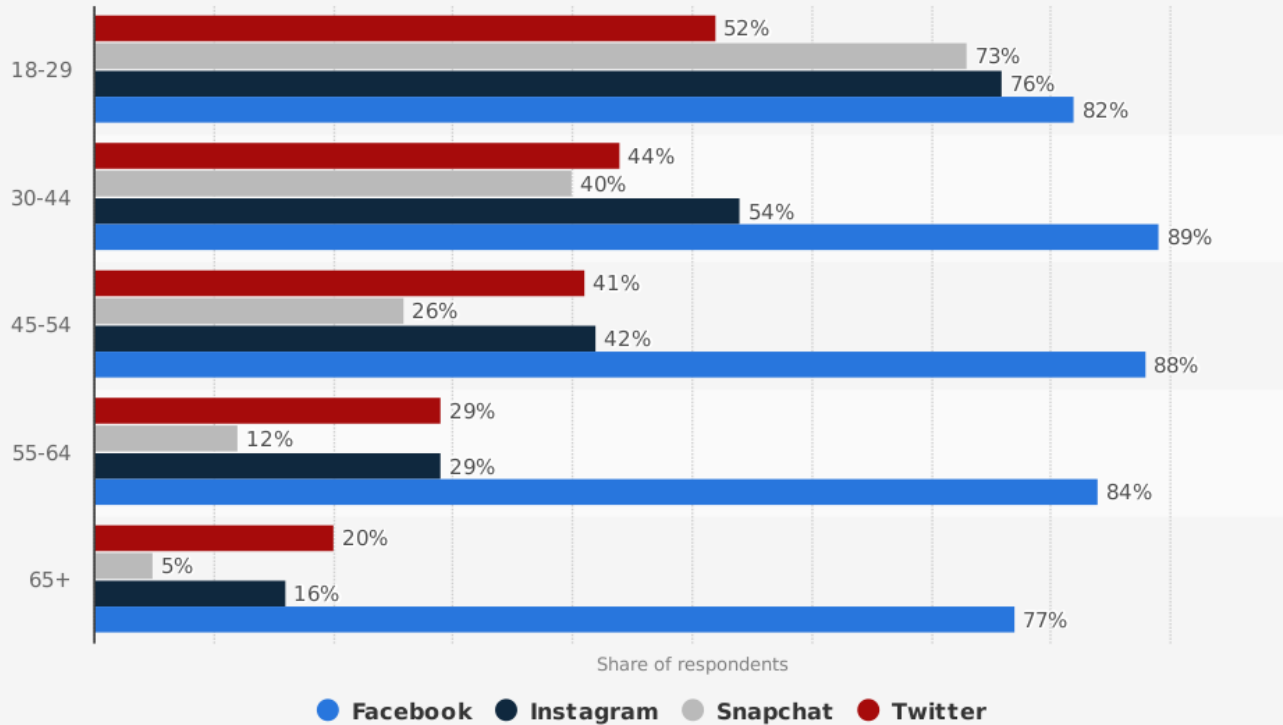
Source
Pew Research Center
© Statista 2019

Additional Information:
United States; Pew Research Center; January 2018; 18 years and older; who use at least one social media site



Update on U.S. Social Media Landscape

Share of internet users in the United States with accounts on selected social media platforms as of February 2018, by age group

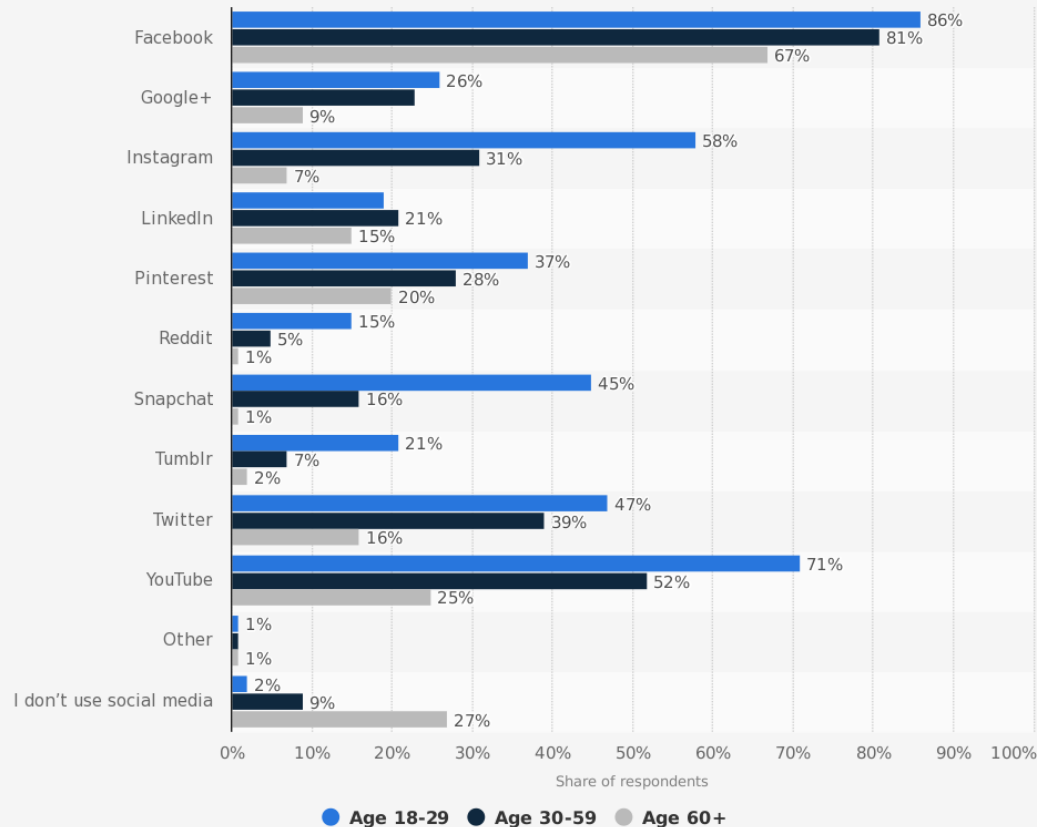


Source
Morning Consult
© Statista 2018

Additional Information:
United States; Morning Consult; February 8 to 10, 2018; 2,201 respondents; 18 years and older; online users; account usage

Update on U.S. Social Media Landscape

Reach of selected social networks in the United States as of February 2017, by age group



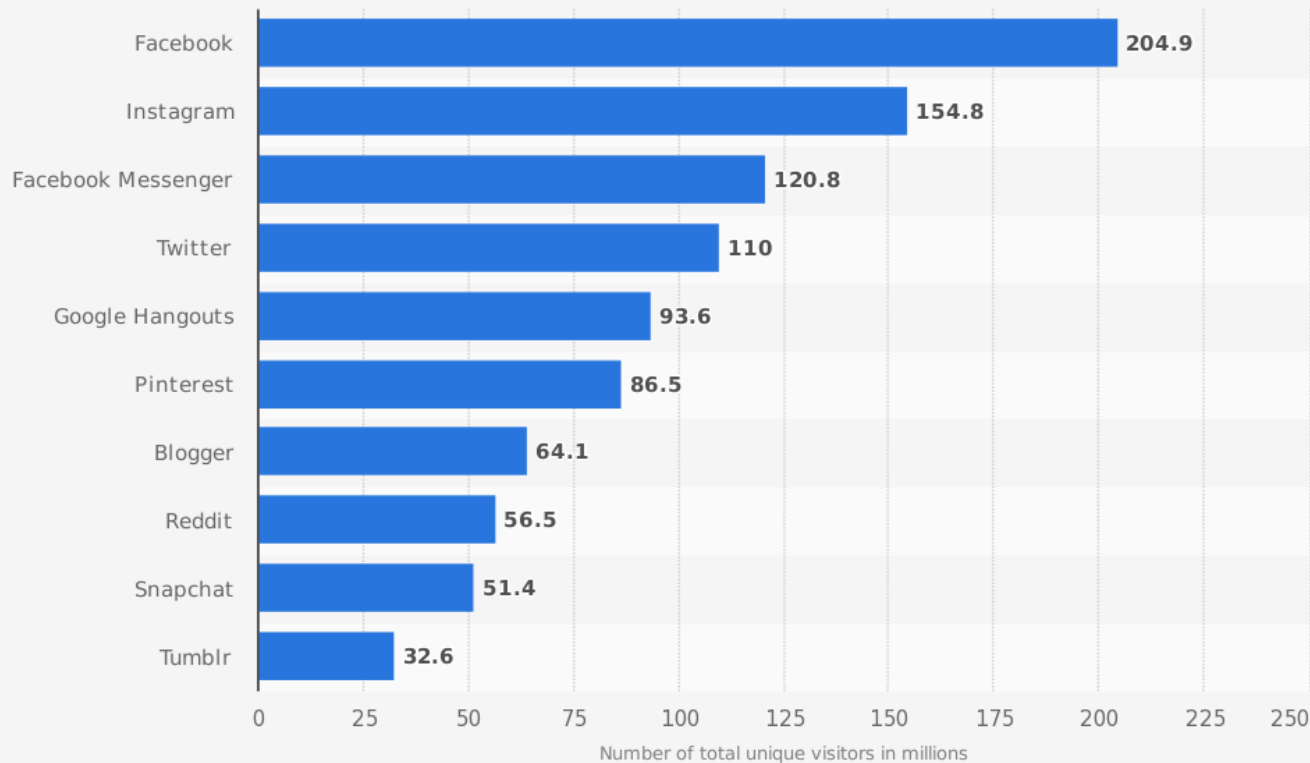
Source
Statista Survey
© Statista 2018

Additional Information:
United States; Statista Survey; February 2 to 8, 2017; 1,446 respondents; 18 years and older



Update on U.S. Social Media Landscape

Most popular social networks in the United States in October 2018, based on monthly active users (in millions)



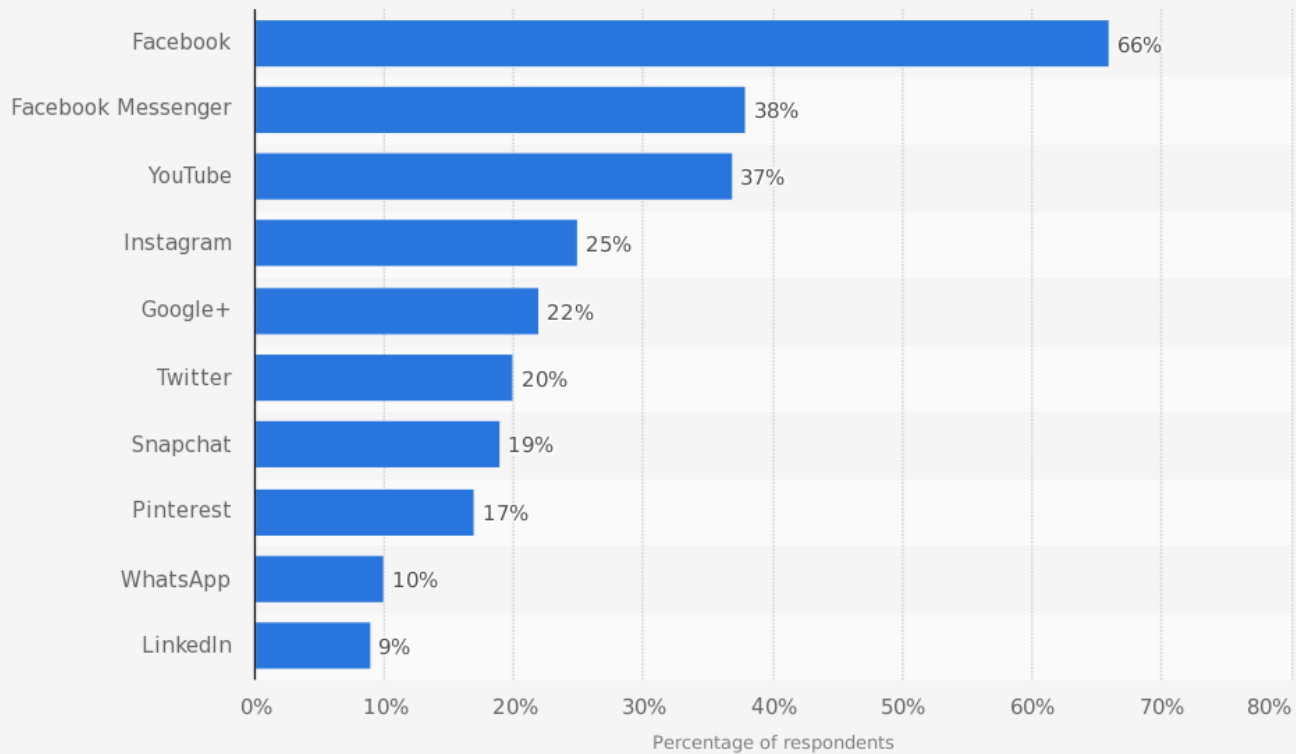
Source
Verto Analytics
© Statista 2019

Additional Information:
United States; Verto Analytics; October 2018; PC, smartphone and tablet users

statista

Update on U.S. Social Media Landscape

Social networks accessed several times per day by internet users in the United States as of January 2018



Source
We are Flint
© Statista 2019

Additional Information:
United States; We are Flint; January 20 to 22, 2018; 2,007 respondents; 18 years and older



Takeaways:

- Facebook still top priority
- Add Instagram & YouTube to your arsenal
- Twitter more important than you think
 - Media are heavy users...monitor for story ideas



What can you do with Social Media?

- Educate the public about what Rotary is and does
- Express your friendship toward your members and others in your community
- Promote your meetings and speakers
- Promote your events and service projects
- Raise money



Educate the Public about Rotary and your Club



Educate the Public about Rotary and your Club



Rotary Club of Arlington Heights

March 22 at 3:45 PM · 🌐

We want to hear from you! Let us know why you joined Rotary and how it has impacted you.

<http://ow.ly/ohwf50IE2S3>



Like



Comment



Share



Rotary Club of McHenry

March 17 at 8:34 AM · 🌐

Join a Rotary Club near you

10 Reasons to Join A Rotary Club

Rotary



The Opportunity to Serve
Leadership Development
Citizenship in the World
Business Development
Continuing Education
Personal Growth
Entertainment
Community
Friendship
Fun

Barrington Breakfast Rotary Club

March 13 at 9:32 PM · 🌐



1

1 Share



Express your friendship toward your members and others in your community



Rotary Club of McHenry

March 27 at 12:54 PM · 🌐

Thank you sponsors [D.C. Cobb's McHenry](#), [Star 105.5 McHenry County](#), [Northwest Herald](#), [McHenry Outdoor Theater - Golden Age Cinemas](#), [McHenry County Living](#), [Visit McHenry County, Illinois](#), [Wolf Wordsmithing](#), and many others. [Blues, Brews & BBQ's](#) Become a sponsor - go to www.mrbbb.com to learn more



Blues, Brews & BBQ's

March 27 at 11:30 AM · 🌐

We are so looking forward to working with premier sponsor [D.C. Cobb's McHenry](#) and our many partners who will help us to spread the word about our fabulous fest ...

[See More](#)



2



Like



Comment



Share



Rotary Club of Evanston

March 10 at 11:10 AM · 🌐

Proud to know him! Our friend and fellow Rotarian [Gene Servillo](#) is to be honored with [The Harbour's](#) Champion of Youth Award at the agency's Lives In Bloom Gala in April. For more information about the event and to buy tickets, see <https://theharbour.org/lib19.html> .



Donna Lee Gulley, Michele Berg and 26 others

1 Comment 1 Share



Promote Your Meetings and Speakers

 **Rotary Club of Winnetka-Northfield** added an event. March 27 at 10:23 AM · 🌐

Come join us for lunch and an interesting presentation by Ward Wilson, a senior fellow at the Federation of American Scientists. He is widely acknowledged as the leading source of pragmatic arguments against nuclear weapons in the world today.



THU, MAR 28
Five Myths About Nuclear Weapons
Community House · Winnetka ✓ Going ▾

 You like Rotary Club of Winnetka-Northfield

17 People Reached **0** Engagements Boost Unavailable

 You and Elizabeth Taylor

 Like Comment 

 Write a comment...    



APR 4 **Lunch with Mayor Steve Hagerty :: April 4**
Public · Hosted by Rotary Club of Evanston

★ Interested ✓ Going Share ▾ ...

 Thursday, April 4, 2019 at 12 PM – 1:15 PM
Next Week · 37–48°F Rain Showers

 Rotary Club of Evanston
1560 Sherman Ave, Evanston, Illinois 60201 Show Map

About **Discussion**

Details

We'll discuss with Evanston Mayor Steve Hagerty what the city and its residents need and what our Rotary club or anyone can do to help.

You're invited to join us for lunch and conversation.

You can skip the lunch or partake of our buffet for \$15.

RSVP: Here and with April Jensen, april.jensen@rotary.org

Things you might not know about Steve:
- Steve grew up in Massachusetts
- He earned his undergrad and grad degrees at Syracuse University
- His firm, Hagerty Consulting, assisted rebuilding efforts after Hurricane Katrina and managed the federal government's public assistance fund after

[See More ▾](#)

Promote your events and service projects



SEP 15 Palatine Oktoberfest

Public · Hosted by Rotary Club of Palatine

★ Interested ✓ Going

🕒 Sep 15, 2017 at 5 PM – Sep 17, 2017 at 6 PM
More than a year ago

📍 Rotary Club of Palatine
2121 N. Plum Grove Rd, Palatine, Illinois 60008

[Show Map](#)

About

Discussion

8 Went · 7 Interested

Share this event with your friends

Details

Authentic German food, music, and beer. Friday 5:00 to midnight, Saturday noon to midnight, and Sunday noon to 6:00. Visit www.palatinerotary.com for details. Family activities Saturday noon to 3:00. This is the main fundraiser for the Rotary Club of Palatine, a 401(c)3 charity. This year's goal is to provide over \$60,000 to local charities! Admission is free!

Causes Kid Friendly

Promote your events and service projects



Rotary Club of Wilmette

March 17 at 10:41 AM · 🌐

Many Rotary Club of Wilmette members and friends joined scores of others packing 100,000 meals for starving people at the Kids Against Hunger event March 16th at the Winnetka Community House.



👍 You, Glenn T. Garlick, Linda Borton and 2 others 1 Share



APR
27

Poker Pub Crawl 2019

Public · Hosted by Rotary Club of Carpentersville Morning and Bandito Barneys Beach Club

★ Interested ✓ Going

➦ Share ⋮

🕒 Saturday, April 27, 2019 at 4 PM – 10 PM

📍 Bandito Barneys Beach Club
10 N River St, East Dundee, Illinois 60118

Show Map

🎟 Tickets by Eventbrite

Online tickets

\$20.00

1 ▼

Sales end on Apr 27 at 6 PM

🔥 334 people are interested

Get Tickets







Raise money

Rotary Club of Winnetka-Northfield • Published by Rich Lalley (7) • 1 min •

Our Rotary Club is raising funds to provide a ShelterBox for the victims of Cyclone Idai. We are \$300 short of our \$1,000 goal. Your donation will save lives!

\$0 raised
Be the first to donate!


[Donate](#)

ShelterBox USA • 5 hrs •

Snapshots from Malawi, where tens of thousands of families have lost their homes and loved ones after Cyclone Idai tore through Southern Africa. Our team on the ground is working hard to empower communities to begin to rebuild their lives and start the road to recovery.

Learn more and donate: shelterboxusa.org/cyclone-idai



Rotary Club of Winnetka-Northfield's fundraiser for ShleterBox
Fundraiser by Rotary Club of Winnetka-Northfield •

[Invite](#)

[Donate](#) [Share](#) [More](#)

\$55 raised of \$300
Raised by 2 people in 3 days

[Post](#) [Photo/Video](#)


Write something...

[Photo/Video](#) [Check in](#) [Feeling/Activity](#) [More](#)

Story [Edit](#)

Want to join us in raising \$1,000 to provide a ShelterBox for victims of Cyclone Idai. We are only \$300 away after donations received at last week's lunch meeting. Your donation will save lives and be a blessing to families who have lost everything.

Rotary Club of Winnetka-Northfield • March 30, 2019



Rich's Birthday Fundraiser for Operation Warm
Fundraiser for Operation Warm • by Rich Lalley •

[Invite](#)

[Donate](#) [Share](#) [More](#)

2 Days Left
Rich reached his birthday goal! You can still donate to show your support.

\$516 / \$500 raised

[Post](#) [Photo/Video](#) [Live Video](#)

Write something...

[Photo/Video](#) [Check in](#) [Feeling/Activity](#) [More](#)

Story [Edit](#)

For my birthday this year, I'm asking for donations to provide more new winter coats and books to Chicago children at Chicago libraries next fall.

My Rotary club (Rotary Club of Winnetka-Northfield) will again be providing children with a "Warm Welcome to the Library" in partnership with Operation Warm and the Chicago Public Library. Your donations will support that campaign.

I've chosen this nonprofit because this campaign means a lot to me, and I hope you'll consider contributing as a way to celebrate my birthday with me. Every little bit will help me reach my goal. \$25 provides another child in need with a new coat and 2 new books for thier at home library.





I wish you could all experience the joy of being with a child, in the library, when they receive the gifts of a new coat and new books. Every time, it shows again that the more you give, the more you get.

Rich Lalley • March 22, 2019

There are No Free Lunches or Free Advertising



Reaching the Public is No Longer Free

<input type="checkbox"/>		Rotary Club of Winnetka-Northfield shared a post.	29	0	Mar 31, 2019 at 2:13 PM
<input type="checkbox"/>		Our Rotary Club is raising funds to provide a ShelterBox for the victims of...	47	2	Mar 30, 2019 at 1:10 PM
<input type="checkbox"/>		As Rotarians, we see a world where people unite and take action to create...	31	2	Mar 30, 2019 at 12:26 PM
<input type="checkbox"/>		Have you heard about the devastation caused by Cyclone Idai? Our Rotary Cl...	214	4	Mar 29, 2019 at 4:24 PM
<input type="checkbox"/>		Come join us for lunch and an interesting presentation by Tish Rudnicki, the newl...	18	0	Mar 29, 2019 at 1:00 PM
<input type="checkbox"/>		Come join us for lunch and an interesting presentation by Ward Wilson, a senior...	18	0	Mar 27, 2019 at 10:23 AM
<input type="checkbox"/>		Today we welcome the Winnetka Music Festival to post us on this year's festival...	62	11	Mar 21, 2019 at 1:06 PM
<input type="checkbox"/>		Come join us for lunch and an update presentation on the 2019 Winnetka Mu...	21	0	Mar 20, 2019 at 9:31 AM
<input type="checkbox"/>		One of the things we love about our annual Kids Against Hunger event is all...	59	14	Mar 18, 2019 at 5:09 PM
<input type="checkbox"/>		Rotarian Heidi Sibert does it again! Chair of the Kids Against Hunger event that fe...	81	14	Mar 18, 2019 at 4:23 PM Barb Martin Tubekis
<input type="checkbox"/>		We send a big thank you to all of our sponsors and groups who contributed...	49	8	Mar 18, 2019 at 9:16 AM
<input type="checkbox"/>		Big thanks to Byline Bank for being with us today! And special thanks to our ow...	133	27	Mar 16, 2019 at 11:55 AM
<input type="checkbox"/>		Big thanks to Wilmette Rotary Club for helping pack 100,000 Kids Against...	255	14	Mar 16, 2019 at 11:24 AM
<input type="checkbox"/>		First pallet complete!	44	3	Mar 16, 2019 at 10:02 AM

Reaching the Public is No Longer Free














































Rich
 Home Create

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Videos You Can Crosspost
Tools
Creator Studio
Sound Collection
Jobs
Job Applications
Branded Content
Posts to Review
Your Posts
Lead Ads Forms
Forms Library
Draft Forms Library
Leads Setup

<input type="checkbox"/>		Wonder what it is like to go on an International Rotary Service trip? Watch	389	16	Mar 27, 2019 at 3:35 PM James Wales
<input type="checkbox"/>		Here's a terrific PETS presentation about Rotary power and Rotary Superheroes.	230	15	Mar 27, 2019 at 8:21 AM Rich Lalley
<input type="checkbox"/>		Rotary District 6440 shared a post.	146	3	Mar 26, 2019 at 5:50 PM Kevin Stevens
<input type="checkbox"/>		Rotary District 6440 shared a post.	163	7	Mar 26, 2019 at 7:49 AM Rich Lalley
<input type="checkbox"/>		#PeopleofAction! Bringing clean water and new friendships to people in Uganda.	270	15	Mar 20, 2019 at 10:09 AM Rich Lalley
<input type="checkbox"/>		An important read for all Rotary leaders.	216	4	Mar 18, 2019 at 11:33 AM Rich Lalley
<input type="checkbox"/>		Congratulations to the Rotary Club of Winnetka-Northfield and all who	166	4	Mar 18, 2019 at 9:24 AM Rich Lalley
<input type="checkbox"/>		Thank You for allowing us to do this.	261	17	Mar 16, 2019 at 9:06 PM James Uszler
<input type="checkbox"/>		Love it when clubs collaborate!	219	8	Mar 16, 2019 at 11:26 AM Rich Lalley
<input type="checkbox"/>		The Winnetka-Northfield Rotary Club needs more people to pack food tomorrow	49	2	Mar 15, 2019 at 12:26 PM Rich Lalley
<input type="checkbox"/>		Great, fun service opportunity for your club next Saturday in Winnetka.	41	0	Mar 9, 2019 at 2:31 PM Rich Lalley
<input type="checkbox"/>		We demoed Zoom for PEs at last	139	4	Mar 8, 2019 at 2:58 PM Rich Lalley

Reaching the Public is No Longer Free

<div>  <input type="text" value="Search"/>  <div>  Suzy Home </div> </div>							
<div> Page Inbox 20+ Events Notifications 99 Insights Publishing To... More ▾ </div>							
<div> Promotions Followers Likes Reach Page Views Page Previews Actions on Page Posts Events Videos Stories People Local Messages </div>	Published	Post	Type	Targeting	Reach	Engagement	
	03/29/2019 10:09 AM	 Evanston Lighthouse Rotary will be at Northlight Theatre			73		7 9
	03/26/2019 11:45 AM	 Our club is proud to work with The Officer and			51		2 6
	03/25/2019 12:18 AM	 Sponsors of Le Tour d'Noir YoFresh Evanston is a			196		22 15
	03/24/2019 10:03 AM	 Our club's core principle is to affect positive change in			88		6 9
	03/18/2019 6:41 AM	Check out our brilliant exchange student Gui			222		33 28
	03/13/2019 6:46 AM	 Amazing memories from our Rotary Youth Leadership			220		24 21
	02/28/2019 4:25 PM	 Patrick Mbullo Owuor, Evanston Lighthouse			80		5 15
	02/25/2019 9:58 AM	 Breakfast meeting guest Dave Davis, Executive			94		6 18
	02/14/2019 10:02 AM	 Fellow Rotarian Xavier Ramey of the Maywood			335		39 34
	02/10/2019 1:02 PM	 Live from Evanston Lighthouse Rotary Club, it's			125		29 19
	02/09/2019 11:10 AM	 This is huge news! Cervical cancer is the leading cause			2K		52 43

It Depends!

- What season it is
- What day of the week it is
- What time of day it is
- How many users you're targeting and who they are
- What locations you're targeting
- What demographics you're targeting
- How relevant your ad is to your target audience
- Overall quality of your ad
- What industry you're in



How Much Does Advertising Cost?

Two Standard Cost Metrics

- Cost per Click (or other action)
- Cost per Thousand Impressions (CPM)

How Much Does a Click Cost on Each Social Network?



How Much Do 1000 Impressions Cost on Each Social Network?



Ask Google!

- <https://www.causevox.com/nonprofit-facebook-ads/>
- <https://www.facebook.com/business/success/categories/non-profits-organizations>
- <https://www.facebook.com/fundraisers/>
- <https://www.wordstream.com/blog/ws/2018/06/18/facebook-ads-for-nonprofits>



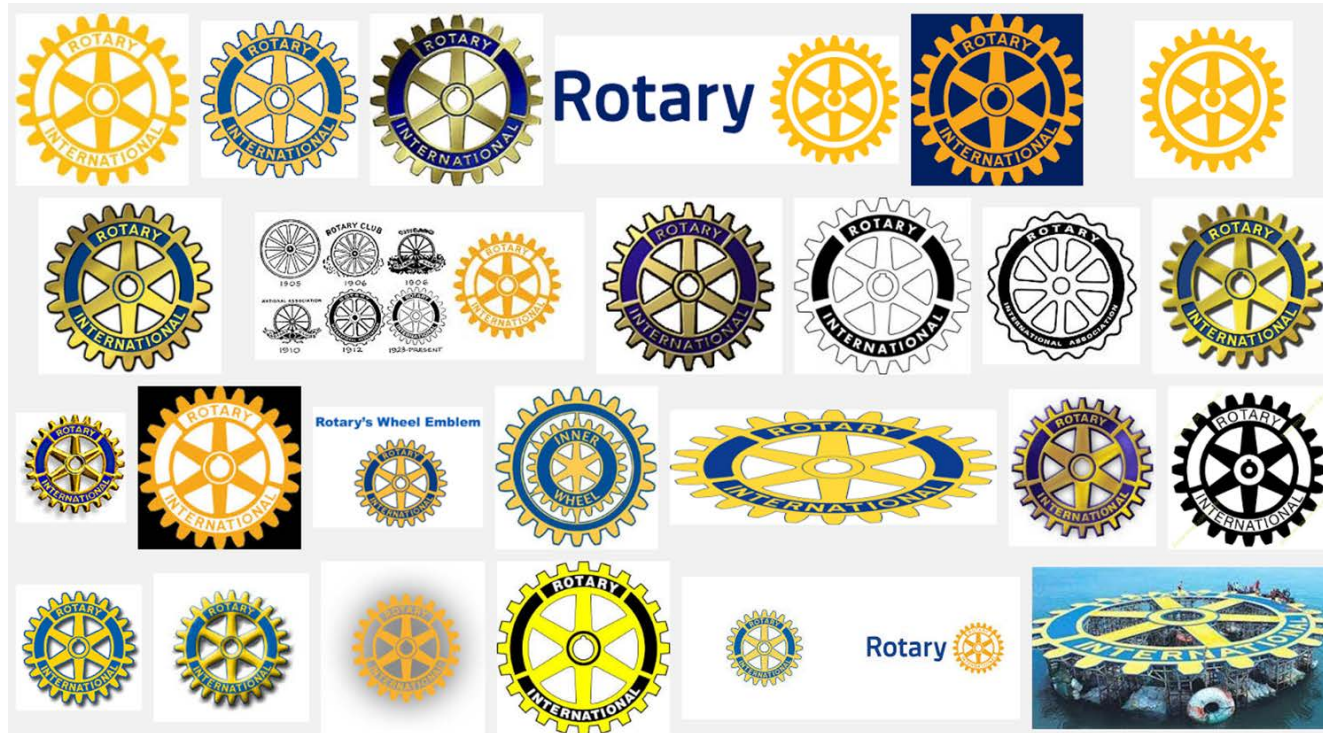
Please Use Contemporary Rotary Branding!

Rotary Should Be a Great Brand Too!



Mercedes-Benz

Rotary Historically



Rotary At the Club Level

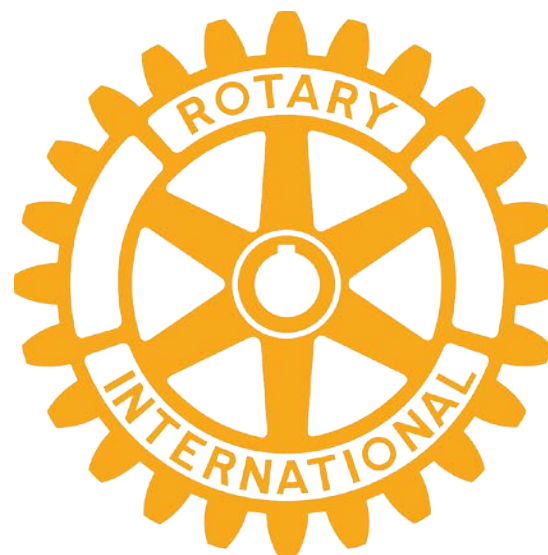


Rotary Club of
International Drive
Orlando





“Masterbrand Signature”



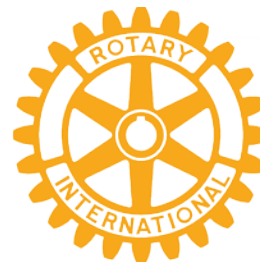
“Mark of Excellence”

Great Brands



Mercedes-Benz

Rotary



Rotary
Club of Ga

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Rotary 
Raleigh Midtown
Meets Mondays
5:30 PM

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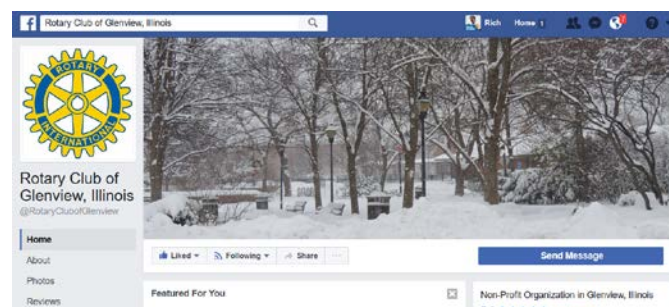
Synergy Across Programs and Platforms



ACTION PLAN

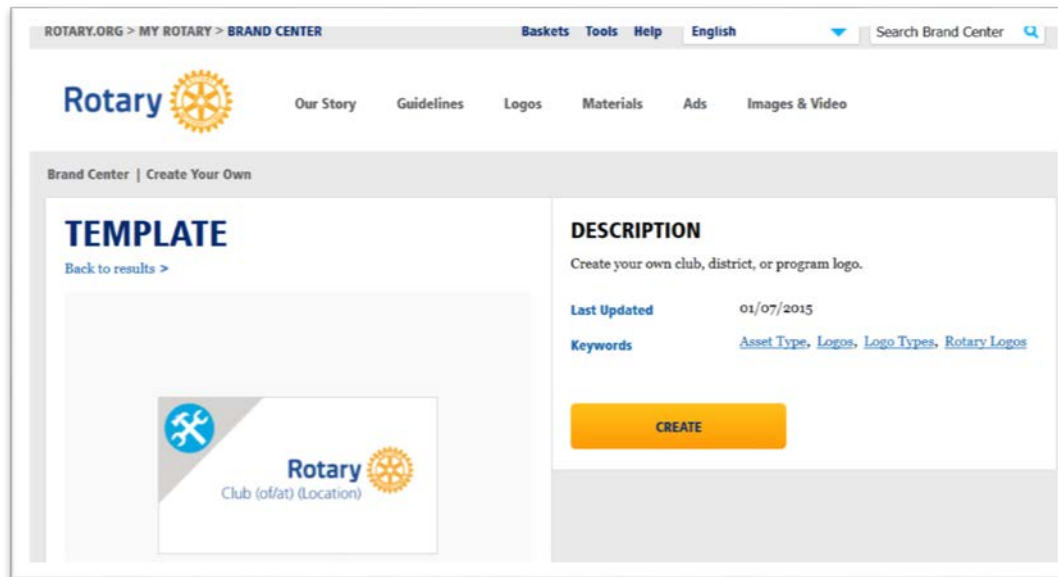
What club logo(s) do you use?

- Website
- Social Media
- Signage
- Invitations
- Letterhead and business cards?
- Anywhere else?



ACTION PLAN

- Update to current graphic standards
- Rotary Brand Center- Logo Creating Tool



ACTION PLAN



Pro Tip: Use PNG file type for transparent background

