

# **Rotary Public Image**

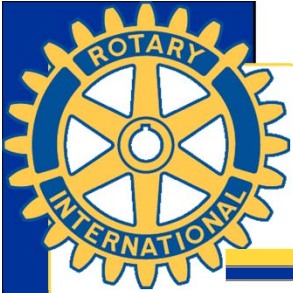
**How is your club perceived?**



# What is Public Image?

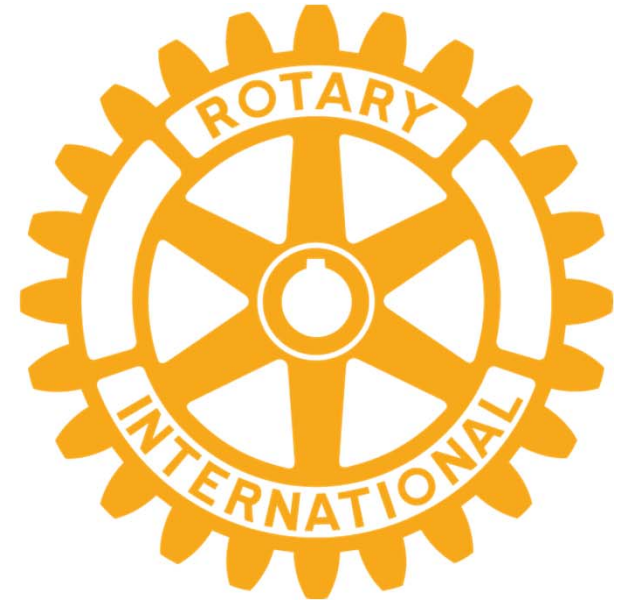
Ie. Public Relations

- Press Releases
- Club Website
- Club Bulletins
- Social Media
- General perception of Rotary by the public



## New Logo

# Rotary





# Why is PR so important?

## Monthly District Dashboard

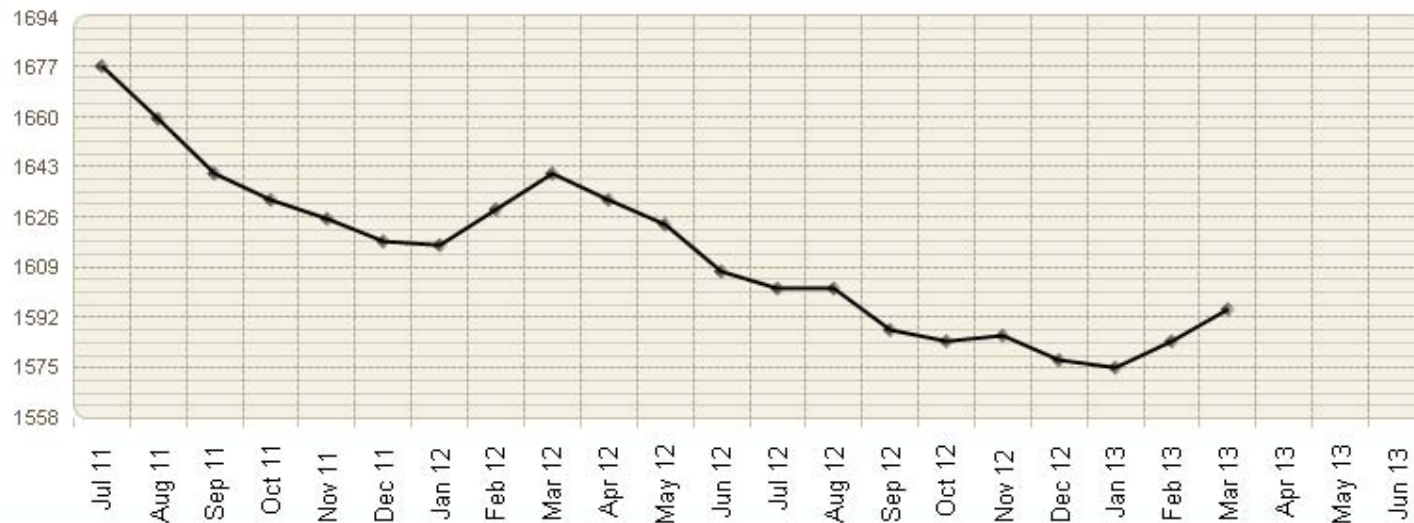
Note: This is a monthly dashboard that regenerates automatically at the end of each month. The totals you see here may not correspond with the c  
You can click on the Refresh icon to queue a regeneration of data for that month, but this will not be instantly visible. Reports below do not include

☒ All ☐ By Area 1 ☐ By Club Amos Display

( March 2013 ) ◀ ▶ ↺

### Membership History Report

March 2013 ◀ ▶





# Key Rotary Messages

- Rotary is an International humanitarian organization
- Rotary's top goal is to eradicate polio worldwide
- Rotary is on the forefront of tackling major humanitarian issues facing the world
- Rotary invests in people to generate sustainable economic growth
- Rotary builds peace and international understanding through education



# WHAT TYPES OF MEDIA?

WHAT TYPES OF MEDIA MIGHT YOU  
CONSIDER FOR YOUR PLAN???



# Traditional Media

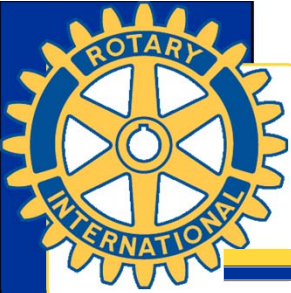


Television, radio,  
and print ads

Billboards

Newspaper  
articles

Radio  
announcements



# Press Releases

Good writing - Inverted Pyramid - The five W's.

- Who? The main focus of your story; a person or group at the center of the story
- What? The event or project with which your club is involved
- Where? The location of the event, including a street address
- When? The time, day, and date of an event, or the time period involved for a person or project
- Why? The reason the event, person, or project is significant to the general public





## Press Releases Continued...

- Create an email list of local media.
- Always bcc your media list.
- Paste Press Release into body of your email.
- Always include your club website and Facebook.
- Include a photo (high rez) whenever possible.
- Include photographer's name.
- Include names of those in the photo.
- Add your press release info to your website and Facebook page.



# Sample Press Release

From: Dan Herbert <danherbert@danherbert.com> Sent: Tue 09/10/2012 7:28 PM  
To: dherbert@cbcollections.com  
Cc: 'metromorning@toronto.cbc.ca'; 'mdineen@centralontariomagazines.com'; 'matt\_tunncliffe@cbc.ca'; 'mark.jill@sympatico.ca'; 'manager@downtownmidland.ca'; 'lyoung@kickfm.com'; 'lois@muskokatoday.com'; 'ldalziel@rci.rogers.com'; 'jstoneev@aol.com'; 'jhill@orilliapacket.com'; 'jday@thespec.com'; 'jday@thespec.com'; 'jack.lynn@ontario.ca'; 'info@ontarioslakecountry.com'; 'info@northsimcoenews.com'; 'info@informationorillia.org'; 'info@connectuscanada.com'; 'hforde@simcoe.com'; 'hereandnow@toronto.cbc.ca'; 'herald@simcoe.com'; 'Heather.Thompson@orilliaradio.rogers.com'; 'freshair@toronto.cbc.ca'; 'frank.allinson@corusent.com'; 'fmatys@simcoe.com';  
Subject: Press Release - Washago Guy Fawkes Night

Message Guy\_Fawkes\_Night.jpg (240 KB)

For Immediate Release

October 10, 2012

## Guy Fawkes Night in Washago

[Washago] The Rotary Club of Washago & Area – Centennial will be hosting its very first Guy Fawkes Night at Centennial Park in Washago. This is a free community event and will feature a large bonfire on the north shore of Lake Couchiching. The event takes place on Saturday, November 3<sup>rd</sup>, 2012 at 6:00 PM and is expected to last for several hours.

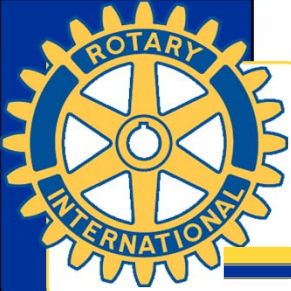
Event organizer Dan Herbert explained "This event is similar to our Summer Solstice River Vigil, in that there is no cost to those who take part. The event is held strictly for the purposes of encouraging community networking and fellowship. All you need is some warm clothes and a lawn chair to enjoy this extraordinary get together."

Guy Fawkes Day has been celebrated in the UK and throughout its present and former colonies for centuries. Guy Fawkes and 12 other British terrorists attempted to blow up and burn down the British House of Parliament on November 5<sup>th</sup>, 1605. However, they were caught before the deed could be committed and Guy Fawkes was executed for his plan.

Since then, Guy Fawkes Day has been remembered and celebrated with the following poem.

Remember, remember, the 5th of November  
The Gunpowder Treason and plot ;  
I know of no reason why Gunpowder Treason  
Should ever be forgot.

So the event is celebrated around the world with bonfires and effigies of Guy Fawkes being lowered into the fire. The Washago Guy Fawkes Night will be no exception. Residents are welcome to bring guests and celebrate Guy Fawkes Day in Washago. Davey Tree of



# Rotary Media Column

Creating a Monthly or Weekly newspaper article.

- Contact your best source.
- Write about Rotary locally and internationally.
- Articulate the success of projects.
- Explain what Rotary is.
- Include a photo.
- Include reference to your club website.



# Social Media

- Social media is one of the most important aspects of good PR.
- An entire other session is available just on this topic!



# Social Media Plans

- Target the appropriate audience
- Follow and share stories
- Foster online relationships
- Appeal to non-Rotarians

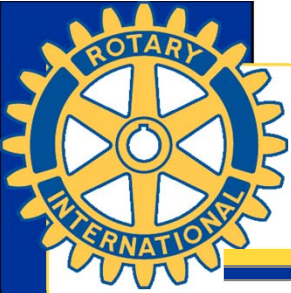




## Discussion Points

- What club or district activities might be newsworthy
- What public relations activities do you budget for in your club?
- How do you plan for the promotion of events in your club?
- Which activities work well? What will you do differently?

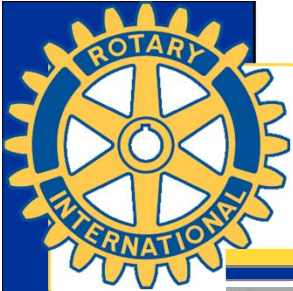




# Club Website

With good Web design, visitors should be able to quickly understand what they are looking at on a Web page without thinking about it:

- Keep it simple.
- Don't direct the site at members.
- Show the fun of fellowship.
- Keep your upcoming speakers up to date.
- Make your bulletin entertaining and informational.
- Easy migration to various committees and programs.



# Club Website continued...

## Mini Calendar

Apr 2013						
S	M	T	W	T	F	S
31	01	02	03	04	05	06
07	08	09	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	01	02	03	04



To become a Website Sponsor, Please click here.

## Club Events

**Paul Harris's Birthday!**  
Apr 19, 2013 01:00 AM - 11:00 PM

**Wild Game Dinner**  
Washago Community Centre  
Apr 27, 2013 06:30 PM

**President's Changeover**

## Welcome to Rotary... Things go better when you're here!



### Service Above Self



Venue Map



Duty Roster



Club Bulletin



District Site

We meet every Wednesday at 7:00 AM and we end at 8:30 Sharp! (705) 689-9263

Washago Community Centre

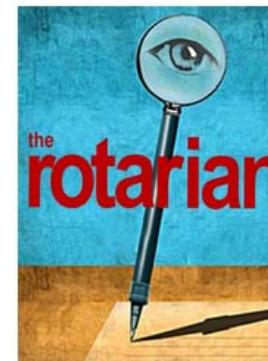
4361 Hamilton Street,  
P.O. Box 634  
Washago, Ontario L0K 2B0  
Canada

Washago - Halfway between Orillia & Gravenhurst, just off Highway 11.  
*Our March 20th meeting is cancelled as we will be joining the two Rotary Clubs in Orillia on March 19th.*

## What's Happening?

### Inter-Club Visit with Barrie-Kempfenfelt

Posted by Dan Herbert



April is Magazine Month

## Upcoming Speakers

Apr 10, 2013

**Club Assembly**  
Director's Reports

Apr 17, 2013

**MusicFest Discussion**  
First Round of Duty Roster and Responsibilities

Apr 24, 2013

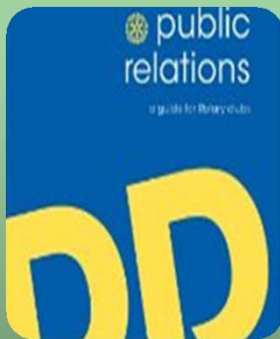




# Key PR Resources



**Rotary Media Center:**  
[www.rotary.org/mediacenter](http://www.rotary.org/mediacenter)



*Effective Public Relations: A Guide for Rotary Clubs*



PR writing  
[www.rotary.org](http://www.rotary.org): Working with media  
Public Image grants



# Use the RI Website

A screenshot of the Rotary International website. The header includes the Rotary International logo, a search bar, and links for "Member Access", "Club Locator", and "Shop". The main navigation bar has tabs for "About Us", "Contribute", "Service and Fellowship", "Students and Youth", "Members", and "Media and News". Below this, a secondary navigation bar lists "New members", "Events", "Running a club", "Running a district", "Training", "Policies and procedures", and "General information". The left sidebar contains a list of links: "Club leadership plan", "Administration", "Public relations" (highlighted with a red circle), "Service projects", "The Rotary Foundation", "Future Vision pilot", "Membership development", "Download resources", and "Rotary Club Central". The main content area is titled "Public relations" (also highlighted with a red circle) and includes a "Print" button and an "E-mail page" button. The "Overview" section states: "Public relations efforts are vital to Rotary's continued growth and service. Creating a positive image for Rotary is the responsibility of every Rotarian, both locally and globally." It continues: "Effective PR campaigns build positive, strong relationships with their audiences. But promoting Rotary's work in the best possible way and sharing your stories effectively with the public and the media are not easy tasks." Below this, it says: "Whether you're new to promoting Rotary or a seasoned PR pro, this section offers useful resources." A bulleted list follows: "Learn to write an effective press release.", "Get tips on working with the media.", "Learn how to use nontraditional and new media tools to promote Rotary.", "Find tips on how to measure the success of your campaign to better prepare for future efforts.", "Download ads, including videos, from Rotary's public image campaigns.", and "Download Rotary key messages and resources (PDF)". At the bottom of the list, it says: "For a complete public relations overview, purchase Effective Public Relations: A Guide for Rotary Clubs." The "Contact us" section at the bottom states: "We welcome your questions, comments, and success stories. Rotary's PR staff can provide general".

ROTARY INTERNATIONAL  
THE ROTARY FOUNDATION

Search

Change font size: a A

Member Access Club Locator Shop

About Us Contribute Service and Fellowship Students and Youth Members Media and News

New members Events Running a club Running a district Training Policies and procedures General information

Club leadership plan  
Administration  
Public relations  
Service projects  
The Rotary Foundation  
Future Vision pilot  
Membership development  
Download resources  
Rotary Club Central

Public relations

Print  
E-mail page

### Overview

Public relations efforts are vital to Rotary's continued growth and service. Creating a positive image for Rotary is the responsibility of every Rotarian, both locally and globally.

Effective PR campaigns build positive, strong relationships with their audiences. But promoting Rotary's work in the best possible way and sharing your stories effectively with the public and the media are not easy tasks.

Whether you're new to promoting Rotary or a seasoned PR pro, this section offers useful resources.

- Learn to write an effective press release.
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### Contact us

We welcome your questions, comments, and success stories. Rotary's PR staff can provide general






# Rotary Brand Central


- <https://brandcenter.rotary.org/en-GB>
- Club logo template
- Acceptable uses of Rotary logo
- Rotary Logo downloads



# Use the District Site...



Rotary International  
District 7010



TIME TO ORDER YEAR-END AWARDS  
**National Award**  
Services, Inc.  
ENTER HERE

[Home](#) | [About Us](#) | [Foundation](#) | [Membership](#) | [PR](#) | [Service Projects](#) | [Club Admin](#) | [New Generations](#) | [Events](#) | [Login](#)

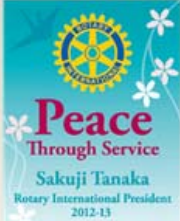
### District Events

**District Leadership Training Weekend (PETS)**  
Clarion Resort Pinewood  
Park - North Bay, Ontario  
Apr 12, 2013 09:00 PM - Apr 14, 2013 01:45 PM

### District Info


- Organization Chart
- Photo Organization Chart
- When/Where Clubs Meet
- Club Directory & Contact
- Map of All District Clubs

### District Links



**Peace Through Service**  
Sakuji Tanaka  
Rotary International President  
2012-13

**District Governor**  
**John Gordon**  
**Welcomes you To District 7010**



[Email DG John](#)

### 2013 Muskoka Rotary Golf Classic


Posted by David Porter

The Rotary clubs of Bracebridge and Gravenhurst are holding a Golf Classic on May 30th. All proceeds are to go to Polio Plus, so this is definitely a great tournament to take part of. More information, along with a registration form, can be found [here](#).

### District New Member Induction

**Goal:** [Click Here](#) **Actual:** [Click Here](#)

To See a Club by Club List  
[Click here.](#)



**2013 District Conference**



# You are the voice of your club.

As PR Chair of your club...

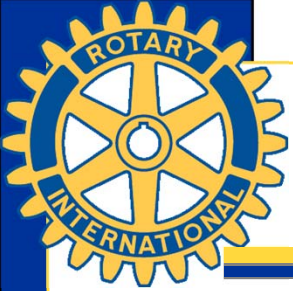
- Always think about your audience.
- Who are you marketing to?
- How is your club perceived by your members?
- How is your club perceived by the Public?
- What can you do to enhance your club's image?
- Will it be beneficial to all concerned?
- Will it attract new members?





# Promote Promote Promote





# Questions

