

Rotary
District 7080



**Public Relations
CLT - 2024**

What do you hope to learn?

Objectives for Today

- **Define “Public Image” (PI)**
- **Discuss why it’s important for all Rotary Clubs to enhance their Public Image**
- **Review ‘best practice’ for Rotary / Rotaract clubs**
- **Highlight PI/PR resources available to clubs**

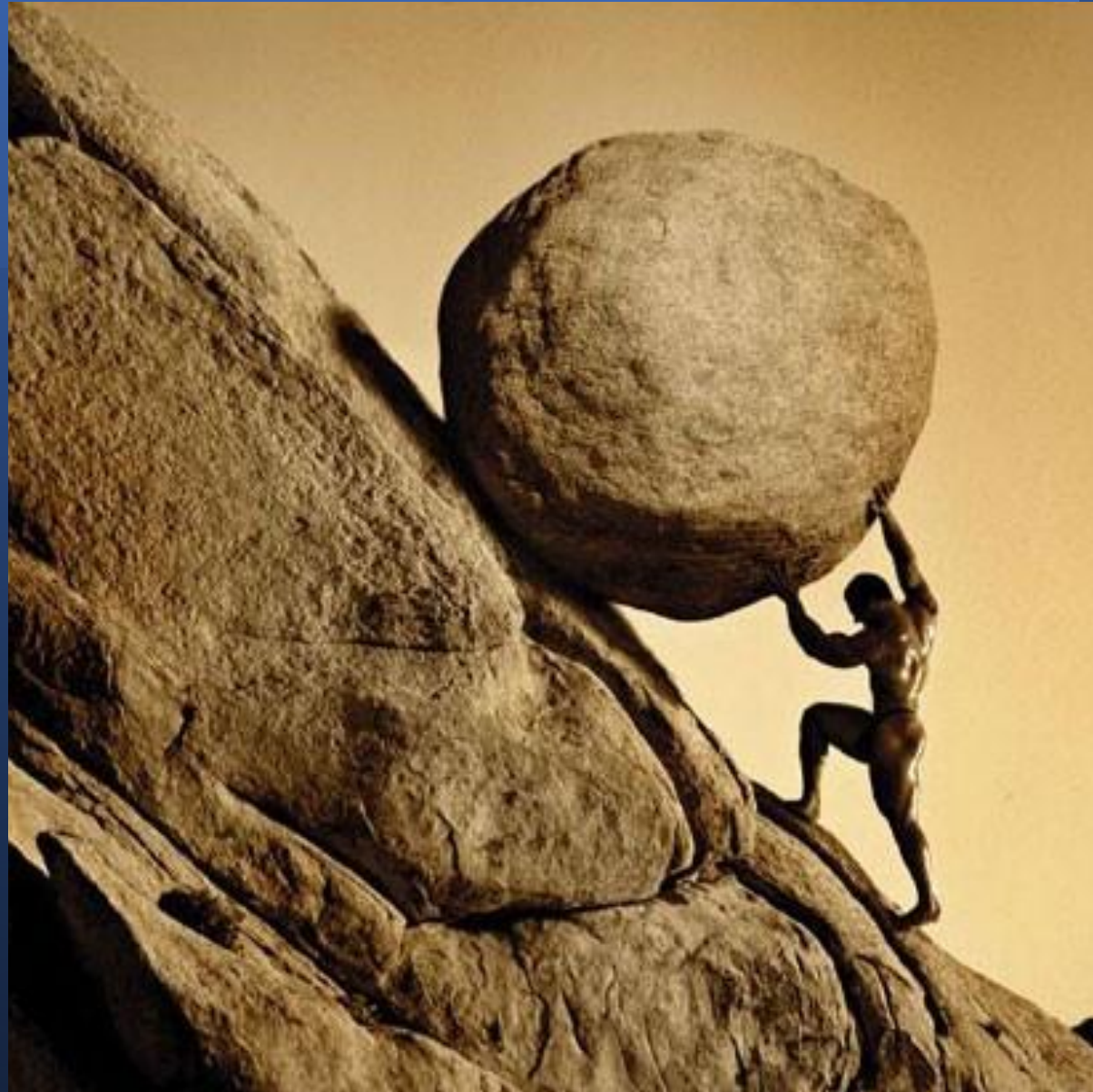


Public Image:

**The opinion that people have
of a person / organization.**

**What perceptions do people have about
Rotary and/or your club?**

The average North American is exposed to 4,000-10,000 ads per day. That's nearly double the number of ads the average person saw in 2007 and over five times as many ads as the average person saw in the 1970.



Public Relations Helps Create Rotary's Public Image

- Explaining what we do, and the impact we make, is essential to enhancing people's understanding and inspiring them to get involved.



Primary Goals of Most Rotary Clubs

- Raise funds for worthy causes
- Execute projects and / or donate funds to strengthen communities
- Establish / Maintain partnerships in the community
- Increase / Maintain membership
- Create a forum for personal relationships and to have fun

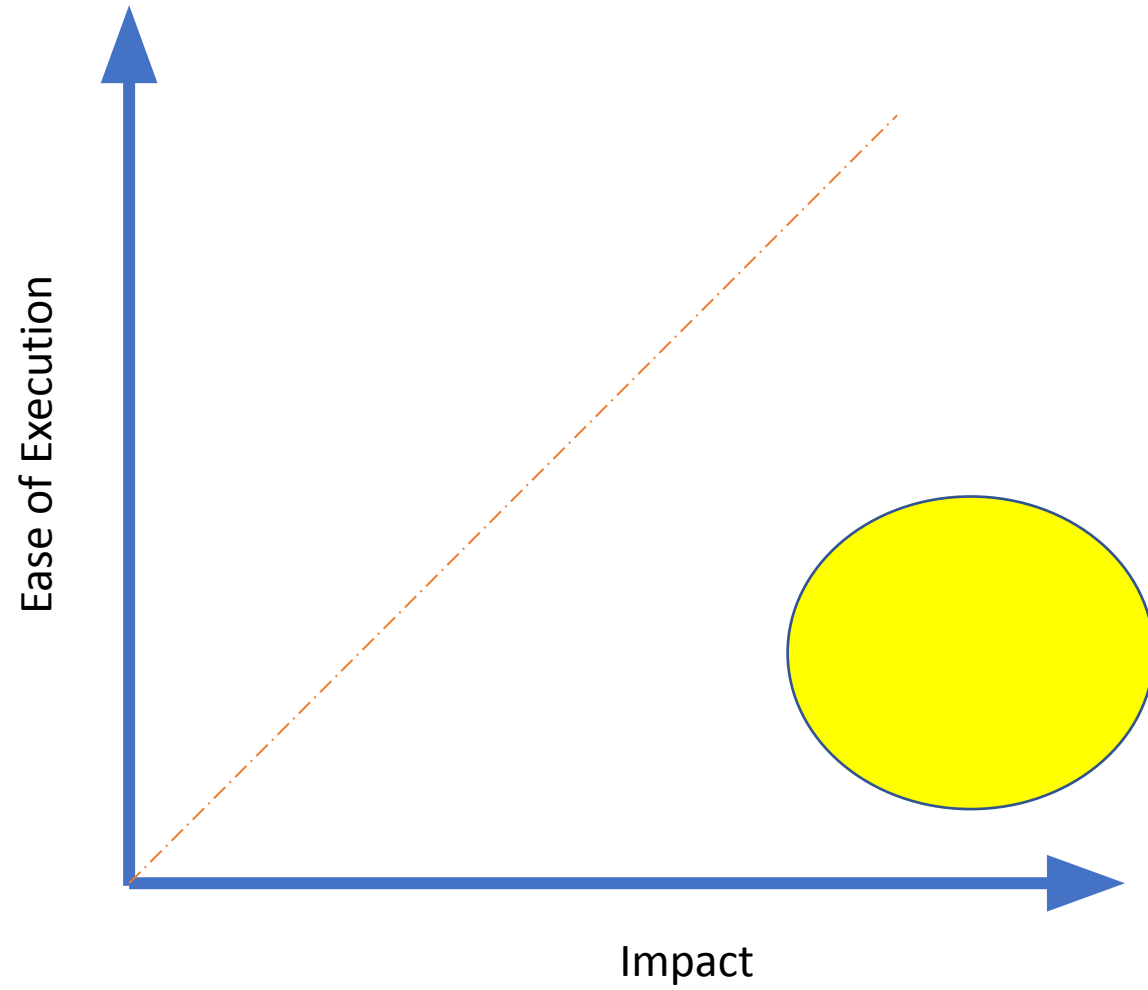


**A positive image
or reputation
makes achieving
ALL these goals
easier.**

**What channels can we use to influence
what people think about
Rotary and/or our clubs?**

Communication Channels:

- Club Website
- FB / IG / LI Page
- YouTube Videos
- TikTok
- Paid Advertisements
- Newspaper Stories
- Radio Stories
- TV Reports
- Event Promotions
- X (Twitter) / Tweets
- Weekly Meetings
- Outdoor Sign
- Posters / Billboards
- Road Signs
- 1 on 1 Conversations
- Brochures
- Online Message Boards (Reddit)
- Celebrity Endorsements
- Influencers
- Service Projects



A hand is holding a yellow ruler vertically against a dark chalkboard. The word "Success" is written vertically in large, white, sans-serif capital letters on the left side of the chalkboard. The ruler is positioned to the right of the word, with the top of the ruler near the top of the word and the bottom near the bottom of the word. The ruler has markings in inches and centimeters.

Success

Ideally each club should have ...

- I. A well designed, up-to-date website**
- II. A current, engaging Facebook Page and Instagram feed**
- III. Members that are bursting to tell others about Rotary**

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LIKE us on FaceBook

Like 251

Site Pages

- Committee Pages
About Our Club
Why join Rotary?
Causes we support
Other Area Rotary Clubs
Contact Us

Waterdown's Oh Canada Ribfest



Join us for the 11th annual Waterdown Oh Canada Ribfest, June 26 thru June 28 2020 in Memorial Park in Waterdown, Ontario.

Visit our site for more details.

Links

Links

Club Information

Welcome



A growing club for a growing community

Wednesdays at 8:00 AM
Symposium Cafe Restaurant
64 Hamilton Street North
Waterdown, ON L8B 0E6
Canada

Currently meeting online through ZOOM. Please contact a member of the club for information on joining a meeting as a guest.

- District Site
Venue Map



Rotary Links

- Rotary International
RI President Home
Rotary Global Rewards
Joining Rotary
Rotary History
Rotary Foundation
For New Members



Enter your email address and the message you want to send.

* fields are required

Name

Input field for Name

Email

Input field for Email

Comments

Text area for Comments

I consent to the collection, storage, and use of my information by Rotary Club of Flamborough AM as described in this Privacy Policy. I understand that I may receive emails, and can opt out at any time.

I'm not a robot checkbox and CAPTCHA image



Rotary Clock Presentation



A growing club for a growing community!

We meet on Wednesdays at 7:30 am at The Symposium Cafe, 64 Hamilton Street North in Waterdown.
Please contact us for information on joining a meeting as a guest.

Club News



Flamborough Connects Senior Volunteer Award

Congratulations to Rotarian Garry Flood for being recognized with the...

Pedal for Polio

World Polio Day first of three groups of cyclists at Queenston Heights Park. The first Dr. Ron Mergl Pedal for Polio Plus fundraiser. attended

[VIEW MORE](#)



Your Club Website:

- Primarily a tool for current members, but it also has a role to play in attracting new members to your club.
 - *Ensure the content on your homepage appeals to an external audience*
- The design and content of your site reflects the professionalism of your club.
 - *Ensure the content is up-to-date and adheres to Rotary's visual identity and branding guidelines*
- About half of most club traffic is generated from a phone or tablet. (52% desktop, 44% mobile, 4% tablet)
 - *Ensure the content and design works well on all screens*



Website Essentials:

- Invitation to get involved in Rotary
- Contact info
- Articles that highlight events and projects
- Calendar of events and meetings
- Overview of Rotary and your own club
- Time and location of meetings
- Links to social media
- Links to District and International website



D7080 Website Re-Design Program

- Open to all Clubs
- Melissa Wells, from Welland Rotary, has redesigned +200 club websites (7080 and beyond)
- The cost for a club to redesign their website is **just \$300+HST.**
- Process:
 - Zoom kick-off meeting between Melissa & Club's web team
 - Club determines communication priorities
 - Melissa completes re-design work as per club's direction
 - Club provides feedback to Melissa
 - Melissa completed tweaks and edits
 - 1 hour Zoom training call with Melissa to review CR's content management system.

<https://www.rotary7080.org/Page/website-re-fresh-amp-training-program>

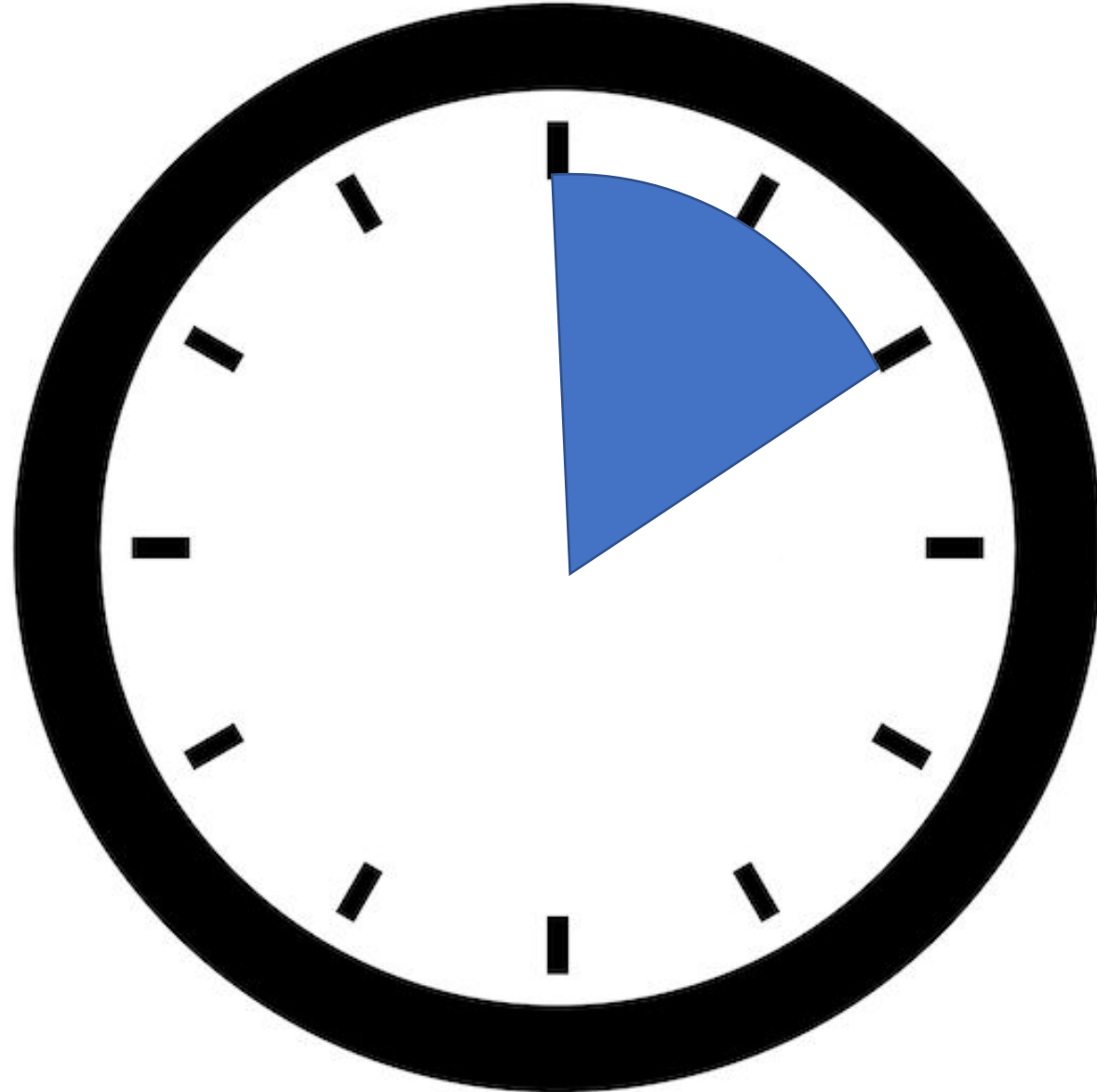
A hand is holding a yellow ruler vertically against a black background. The word "Success" is written vertically in white, bold, sans-serif font. The ruler is marked in inches and centimeters, with the word "inch" visible at the bottom. The hand is positioned at the top of the ruler, holding it steady.

Success

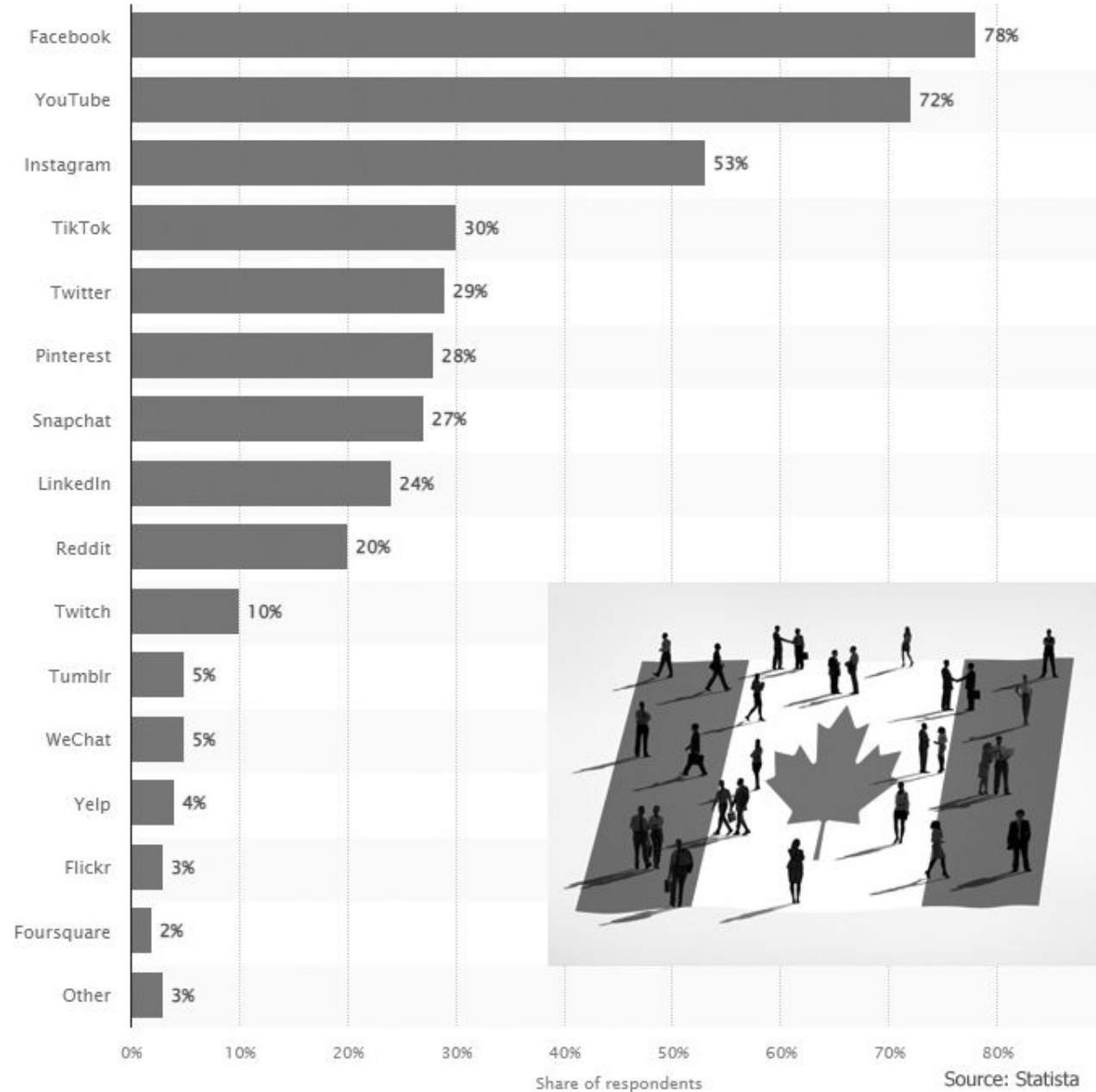
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On average, Canadians spend 2 hours a day on social media platforms



Which Social Media Platforms do you use most regularly?

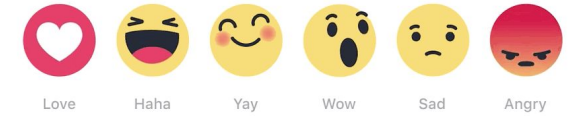


Social Media Post → Best Practice?

Facebook's algorithm favours the following content:

Posts that...

- Generate a strong emotional reaction
- Generate comments / discussion
- Get shared / re-shared
- Come from consistent contributors



Content that has...

- Native video (uploaded directly from file)
- Simple animation (GIFs)
- Images
- Tags



Content Sharing is the Driving Force Behind Social Media

- **7080 District Facebook Page**
www.facebook.com/Rotary7080/
- **7080 Community Facebook Group** **JOIN!**
www.facebook.com/groups/7080Community/
- **Rotary International Facebook Page**
www.facebook.com/rotary/
- **John Hewko FB Page (CEO & General Secretary of RI)**
www.facebook.com/JohnHewko/
- **7070 District Facebook Page**
www.facebook.com/rotary7070/
- **7090 District Facebook Page**
www.facebook.com/RotaryDistrict7090/



More Great Sources of Content & Inspiration

- **Rotary International Brand Centre (Images & Video)**
<https://brandcenter.rotary.org/en-GB>
- **Rotary International – YouTube (video)**
www.youtube.com/user/RotaryInternational
- **7080 Website - Stories**
<https://rotary7080.org/stories>
- **Get the Word Out Now! (Michael Caruso's Hub)**
www.facebook.com/groups/getthewordoutnow/
- **Rotary Club Members: Public Image, Graphics & Ideas Hub**
www.facebook.com/groups/1595163847383932/



What makes a great story?

Someone doing something for a reason!

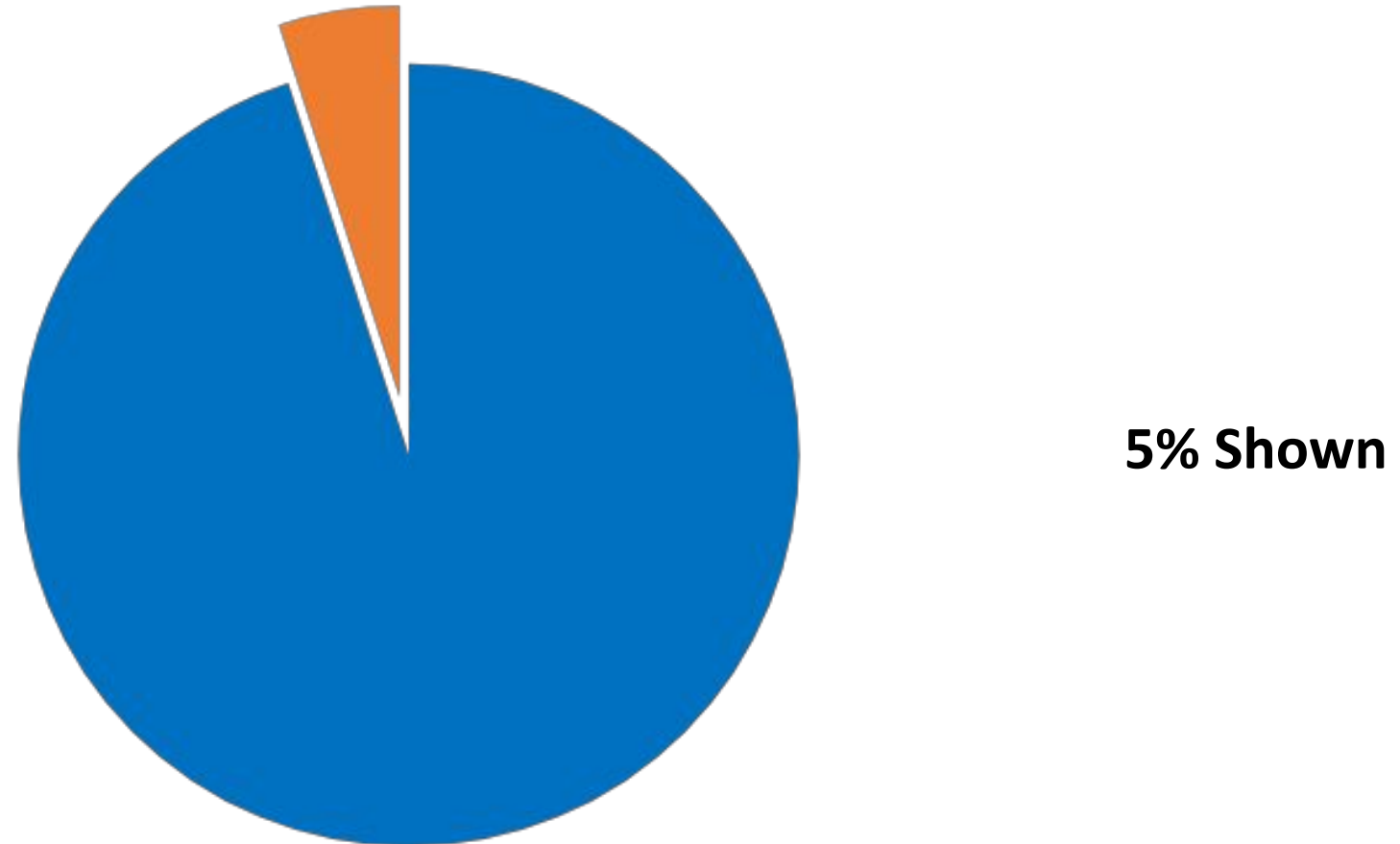
- **Know your local media**



- **Write a press release that journalists want to read**

- **Don't forget to share and follow up**

On average, ONLY 5% of your Club's FB posts will get shown to its Followers (organically).





Don't be Afraid to BOOST Your Great Posts!

-
- It costs as little as little as 2¢ per impression
 - Cost per click is as little as 50¢
 - YOU have total control over your spend and daily budget
 - YOU define the strategy (impressions, clicks, reach, etc..)
 - YOU define your target (e.g. Page followers, FB users in your city, etc.)
 - Everything gets measured & reported so you can improve your efforts

**How much does / should your club
spend on PI each year?**

$$\begin{array}{r} 728 \text{ Clubs in Canada} \\ \times \$3000 \text{ each} \\ \hline = \$2.2 \text{ Million per year} \end{array}$$

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- I. A well designed, up-to-date website
- II. A current, engaging Facebook Page and Instagram feed
- III. Members that are bursting to tell others about Rotary**
 - ...how Rotary and their club is a force for good in this world
 - ...how Rotary has personally impacted their life (for the better)

Rotary = A force for good in this world

Globally

- 1.3 Million Members
- +30,000 Clubs, in 200 countries
- 7 Areas of Focus
- Foundation provides over +\$300M in grants each year
- Highest, Four-Star, charity rating for 11 years running
- On a mission to eradicate Polio, just 2 counties left

Your Club

(RBN Example)

- \$1.7 Million to help those in need in P25Y
- 45 global service project in P25Y
- \$275K to Jo Brant Hospital modernization
- Hundred of one-off donations to local charities in Burlington (Food for Life, ROCK, Salvation Army, etc...)
- Hands-on service projects within Burlington (Christmas Kettle, Planting Trees, Shoreline clean-up, Foodbank, etc...)



PEACEBUILDING AND
CONFLICT PREVENTION



DISEASE PREVENTION
AND TREATMENT



WATER, SANITATION,
AND HYGIENE



MATERNAL AND
CHILD HEALTH



BASIC EDUCATION
AND LITERACY



COMMUNITY ECONOMIC
DEVELOPMENT



ENVIRONMENT

What gets measured gets done.

How can you measure the
success of your Public Image efforts?

Measurable Objectives:

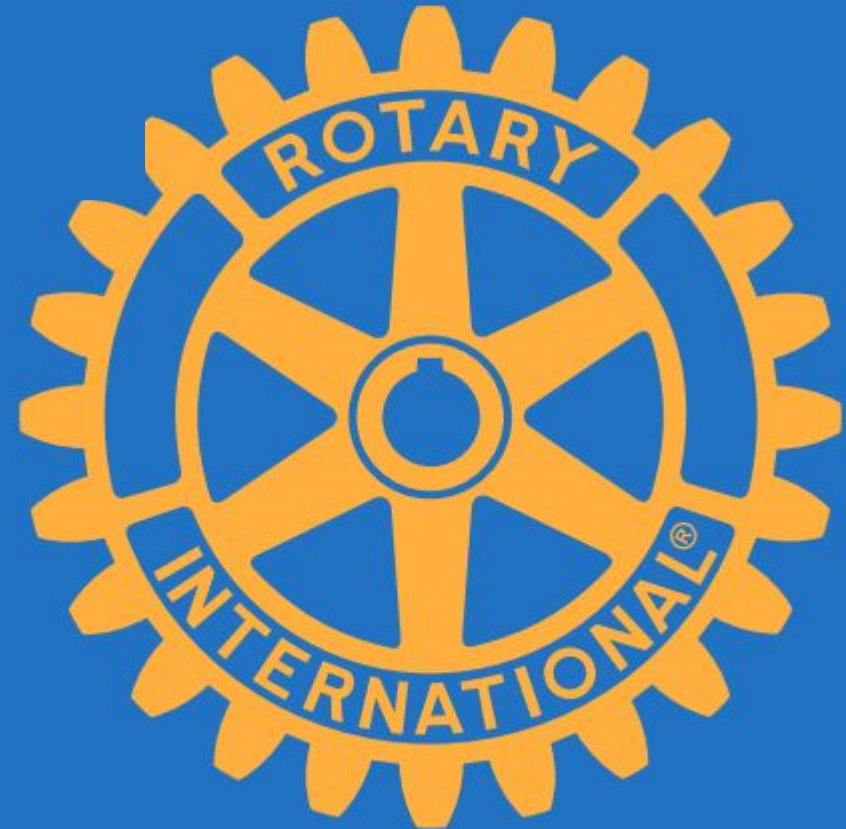
- **Inquiries**
- **Club Visitors**
- **New Members**
- **Page / Post Reach**
- **FB/IG/LI Followers**
- **Page / Post Likes / Comments / Share**
- **Website Visits / Traffic**
- **Story Count (in the press)**
- **Bulletin / Newsletter Reach (outside of club)**




PR Learning Resources

TELL ROTARY'S STORY

VOICE AND VISUAL IDENTITY GUIDELINES




Getting Help with Digital Marketing:




Jerry Potter ✓
@mrjerrypotter • 148K subscribers
Fortunately he didn't lose his job and started sharing what he figured with others on YouTube, founding Five Minute Social Media.




Vanessa Lau ✓
@VanessaLau • 719K subscribers
I make videos that help creators feel good, have fun, do less, and earn ~~more~~ enough. For business inquiries only: ...




Social Media Examiner ✓
@SocialMediaExaminer • 309K subscribers
We believe that with smart marketing you can compete with the largest players in your industry. Social Media Examiner® helps ...



Adam Erhart ✓
@Adamerhartvideo • 402K subscribers
Welcome to the #1 place for business owners, entrepreneurs, and marketers to learn proven marketing strategies to help grow ...



Rick Kettner
@RickKettner • 59.3K subscribers
Rick Kettner has spent the last 22 years as an entrepreneur, founder, and marketer. He is the co-founder of online music ...



Elif Hiz
@elifhiz • 50K subscribers
I help you become a smarter and happier marketer. Marketer, creator, entrepreneur, educator.



Rotary's Brand, Visual Identity and Voice:

Awareness of Rotary is high, but the public's understanding of who we are, what we do, and the value we bring to communities is quite low. It's important that we tell our story in ways that help people everywhere understand what Rotary does, how we're different, and why our work matters. Without this understanding, we can't reach our full potential and bring more people together and improve even more communities worldwide.

Name	Description	Location
Brand Centre Home Page	Rotary International portal that provides tools to make club and district Rotary logos. Also contains a library of images, videos, and promotional materials that can be used to build awareness of Rotary and what we do.	RI website. No log in required https://brandcenter.rotary.org/en-us/
Voice And Visual Identity Guidelines 2019-2020	This guide helps clubs apply our brand look and brand voice to their planned communications.	This will be located on the Zone 28 / 32 website. (I am unable to locate it on the RI website.) Rotary Voice & Visual Identity Guide (PDF)
Rotary Visual Identity at a Glance December 2019	This simple guide helps clubs apply our brand look to their planned communications.	This will be located on the Zone 28 / 32 website. (I am unable to locate it on the RI website.) Rotary Visual Identity at a Glance (PDF)
Visual Identity Guidelines: Rotary's Programs For Young Leaders	This simple guide helps Rotaract and Interact clubs apply our brand look to their planned communications.	This will be located on the Zone 28 / 32 website. (I am unable to locate it on the RI website.) https://rizon30-31.org/wp-content/uploads/2022/06/7618_Visual_Identity_Guidelines_Young_Leaders_ORIGINAL.pdf
What is Rotary? 617-EN—(514)	This resource provides a sample of ideas and phrases that can be used to describe what Rotary is.	This will be located on the Zone 28 / 32 website. (I am unable to locate it on the RI website.) What is Rotary?
Rotary Messaging Guide	This messaging guide provides simple advice for telling Rotary's story in a clear, compelling, and consistent way.	This will be located on the Zone 28 / 32 website. (I am unable to locate it on the RI website.) https://rizon30-31.org/wp-content/uploads/2022/06/976_Messaging_Guide_ORIGINAL.pdf
The Rotary Brand RI Learning Center Course	This course will help you understand Rotary's brand; the benefits of a consistent, recognizable brand; and how you can strengthen Rotary by being a brand champion.	RI website. Log in is required https://learn.rotary.org/members/learn/course/internal/view/elearning/736/the-rotary-brand

Understanding Public Image within Rotary

A strong, positive public image is critical to the success of any organization that requires the support of its community to accomplish its mission. Understanding what how to create and maintain Rotary public image in your community is essential to your club's long terms success.

Name	Description	Location
Building Rotary's Public Image RI Learning Centre Course	Explore the importance of Rotary's public image and your role in not just raising awareness of Rotary but also helping people actually understand us.	RI website. Log in is required https://learn.rotary.org/members/learn/course/669/Building%2520Rotary%25E2%2580%2599s%2520Public%2520Image
Club Public Image Committee Basics RI Learning Centre Course	Learn about your role, how to tell Rotary's story to the public, and ways to effectively promote your club's projects and activities.	RI website. Log in is required https://learn.rotary.org/members/learn/learning_plan/view/5/club-public-image-committee-basics
Public Relations and Your Club RI Learning Centre Course	This course outlines strategies to use media and public relations to gain visibility, increase awareness of club initiatives, and promote your impact in the community.	RI website. Log in is required https://learn.rotary.org/members/learn/course/internal/view/earning/1299/public-relations-and-your-club
Public Image and Communications Webinars	Check out RI's webinar portal to see live webinars planned for the coming months that will cover Public Image and Communications.	RI website. Log in required https://my.rotary.org/en/learning-reference/webinars/upcoming

People of Action

The **People of Action** public image campaign strives to bring the Rotary story to life for those who don't know us. It does this by showing Rotarians as the people of action we are: leaders who work together in communities to inspire, transform, connect, and celebrate what's possible. Individuals who get things done and have a great time working, growing, and learning together.

Name	Description	Location
People of Action Online Hub	This webpage briefly explains what the 'People of Action' campaign is and how it can be applied by clubs to tell their story.	RI website. No log in required https://brandcenter.rotary.org/en-us/our-brand/people-of-action
People Of Action Campaign Guidelines EN-817	This PDF guide explains what the 'People of Action' campaign is and how it can be applied by clubs to tell their story.	This will be located on the Zone 28 / 32 website. (I am unable to locate it on the RI website.) People Of Action Campaign Guidelines (PDF)
People of Action Style Guidelines June 2018	Through inspiring imagery and simple, flexible typography, the People of Action campaign is brought to life through the visual expression of "Together, We." The following guidelines help simplify and streamline the process for creating People of Action communications.	This will be located on the Zone 28 / 32 website. (I am unable to locate it on the RI website.) https://rizon30-31.org/wp-content/uploads/2022/06/16275_People_of_Action_Style_Guide_ORIGINAL.pdf
People of Action Materials	Find People of Action photos and videos that show Rotary members making a difference in our communities. Use templates to create your own powerful People of Action content.	RI website. No log in required https://brandcenter.rotary.org/en-us/people-of-action
Quick Guide to Customizing POA Templates (PDF) July 2018	This guide shows you how to use the People of Action photo editor located in the RI Brand Centre	This will be located on the Zone 28 / 32 website. (I am unable to locate it on the RI website.) https://rizon30-31.org/wp-content/uploads/2022/06/Quick-Guide-to-Customizing-People-of-Action-Templates-July-2018.pdf
People of Action Photo Editor	POAphotos.com is an alternative image editor for the Rotary People of Action Campaign.	https://poaphotos.com/
People of Action Campaign Examples	Review example of how clubs throughout the world have used the People of Action campaign to tell their stories.	This will be located on the Zone 28 / 32 website. (I am unable to locate it on the RI website.) https://rizon30-31.org/wp-content/uploads/2022/06/17454_People_of_Action_Examples_ORIGINAL.pdf

Other Tools & Resources for Public Image Projects

Check out the list below for instructions, ideas and tools to help you build a strong Public Image for your club, and Rotary International.

Name	Description	Location
Quick Start Guide for Club Website <i>September 2016</i>	This guide offers recommended approaches to organize club websites, display the logo and club name, select colors and fonts, and other decisions involved in creating a club website.	This will be located on the Zone 28 / 32 website. (I am unable to locate it on the RI website.) Quick Start Guide for Club Website (PDF)
Quick Start Guide For Club Social Media Pages <i>Jan 2018</i>	Contains guidelines to help clubs build social media pages and keep them up-to-date.	This will be located on the Zone 28 / 32 website. (I am unable to locate it on the RI website.) Quick Start Guide for Social Media (PDF)
Event Planning Guide	This guide includes a planning checklist and resources that clubs can use to ensure their community events build goodwill for Rotary.	This will be located on the Zone 28 / 32 website. (I am unable to locate it on the RI website.) Event Planning Guide
Rotary Voices - Stories of service from around the world	Stories from Rotarians from around the world. A great resource for districts and clubs looking for inspiration and ideas.	Rotary Voices
2023-24 Presidential Theme & Vision	These resources are available for clubs and districts to use for internal communications (Rotarian to Rotarian) that bring focus to the theme for Gordon R. McNally's year as President of Rotary International.	This will be located on the Zone 28 / 32 website. (I am unable to locate it on the RI website.) Read Article Video Logos & Lockups Theme Branding Guidelines
Rotary Channel on Vimeo	Vimeo is a video-sharing website that allows people to view, upload and share videos. Users can choose between Vimeo's free service and a number of paid services aimed at helping organizations control how their videos appear on the Internet.	https://vimeo.com/rotary
Rotary Channel on YouTube	YouTube video-streaming app that allows people to view and share videos. Account owners can also upload their videos to their channel.	https://www.youtube.com/@RotaryInternational
Canva	Canva is a powerful free-to-use online graphic design tool. Use it to create social media posts, presentations, posters, videos, logos and more.	https://www.canva.com/

Effective PR Takes Time!

- Research
- Insights
- Creativity
- Copy writing / Editing
- Photography
- Approvals
- Integration
- Follow-ups
- Relationships
- Measurement

A major
challenge for
most Rotary
clubs!





THANK
YOU

Contact Us

rod.mclachlan@rotary7080.org

jacob.lumgair@rotary7080.org

**Let us know your thoughts!
(Anonymously)**

