# District 7080 Statement of Purpose:

- The District organization exists to support all clubs and to help them operate at their maximum potential. We will achieve this by **inspiring** Rotarians and by serving as a **resource** that enables a network of vibrant clubs to share their members' passion for positive change in communities locally and around the world.

# Strategic Priorities  - D7080 Public Image & Membership

1. Leverage RI's Areas of Focus to attract members and retain existing members. **Place a special focus on the Environment inr 2021-22.**

2. Execute **targeted communications to attract** new members with skills  / passion that can be leveraged by D7080 for membership growth.

3. **Drive the growth and diversity** of membership through new clubs founded on **new membership models**

# Execute Targeted Communications
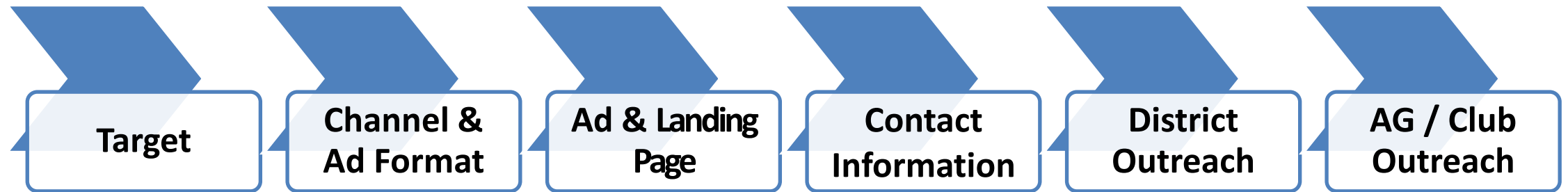
- **Shekhar Mehta: "Each one, bring one"**

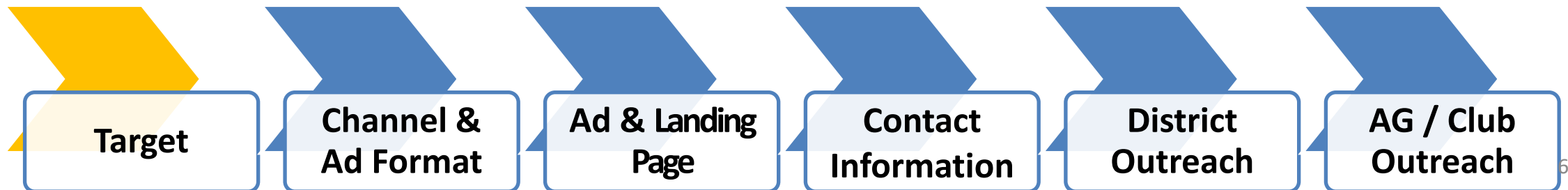- **Targeted ad campaigns on Google and social media channels.**

# New for 2021

- **Executed targeted ad campaigns on Google and social media channels to attract new members to clubs within District 7080.**

| Target | Channel & Ad Format | Ad & Landing Page | Contact Information | District Outreach | AG / Club Outreach |

# Targets

- **People living within the geographic borders of D7080**
- **People with an interest in what Rotary has to offer:**
  - **Community Service and Volunteering**
  - **Protecting the Environment**
  - **International Development Projects**
  - **Youth Leadership**
- **People with the skills that Rotary needs (Test)**

These will be sub-segmented into more defined topics as the program evolves. Other areas may also be added after the program delivers its initial goals.

| Target | Channel & Ad Format | Ad & Landing Page | Contact Information | District Outreach | AG / Club Outreach |

# Channels & Ad Format

- **Google** → AdWords - Search  (Funded through D7080 Google Grant)

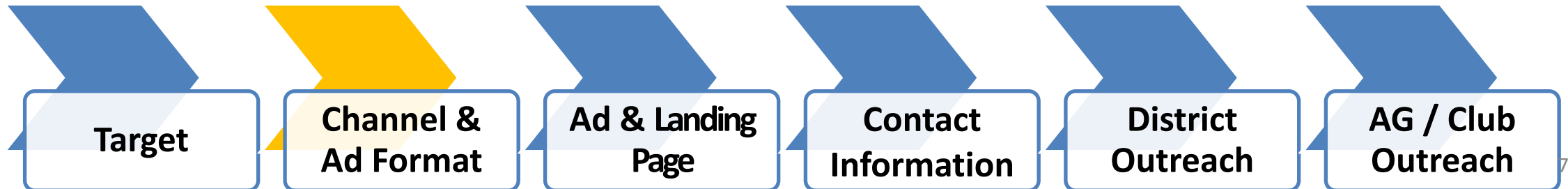- **Google** → Image / Video Display Ads (Paid)

- **Facebook** →  Image / Video Ads via D7080 FB Page  (Paid)

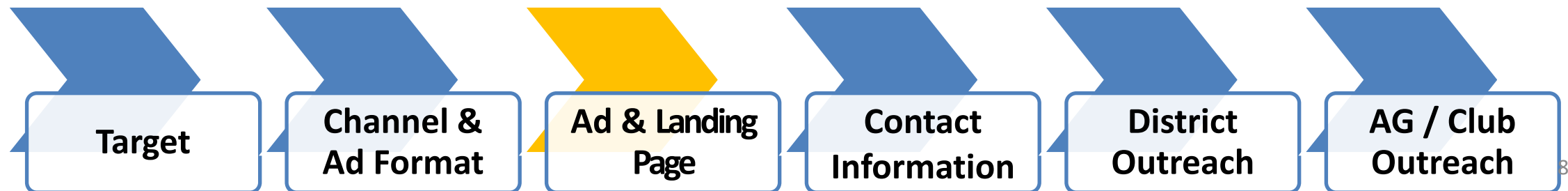- **Instagram** →  Image / Video Ads via D7080 IG Page  (Paid)

- **Linked In** →  Image / Video Ads via D7080 LI Page  (Paid)

| Target | Channel & Ad Format | Ad & Landing Page | Contact Information | District Outreach | AG / Club Outreach |

# Ad & Landing Page

- **Each ad will focus on just one area of interest:**
  - **Community Service and Volunteering**
  - **Protecting the Environment**
  - **International Development Projects**
  - **Youth Leadership**
- **All ads will lead to a landing page that expands on that topic and encourages the target to contact us for more information.**

| Target | Channel & Ad Format | Ad & Landing Page | Contact Information | District Outreach | AG / Club Outreach |

# Example: AdWords & Community Service

## Key Words (Sample)

| | | Keyword ↓ |
|---|---|---|
| ☑ | ● | service projects |
| ☑ | ● | service opportunities near me |
| ☑ | ● | non profit community service |
| ☑ | ● | goodwill community service |
| ☑ | ● | community work |
| ☑ | ● | community service projects |
| ☑ | ● | community service programs |
| ☑ | ● | community service organizations |
| ☑ | ● | community service opportunities near me |
| ☑ | ● | community service opportunities |
| ☑ | ● | community service near me |

## Ads (Sample)

Ad · rotary7080.org/community/service_rotary ▼
**Build Stronger Communities | Opportunities to Help Locally**
Rotarians believe the feeling you get from helping others is the best reward. Plan fundraising events.

Ad · rotary7080.org/community/service_rotary ▼
**Opportunities to Help Locally | Community Service | Hands-on...**
Plan fundraising events. Work with local support agencies.

Ad · rotary7080.org/community/service_rotary ▼
**Hands-on Projects | Opportunities to Help Locally | Rotary | Rotaract**
Rotary gives ordinary people the power to do extraordinary things in their community. Plan fundraising events.

Ad · rotary7080.org/community/service_rotary ▼
**Community Service | Help Local Support Orgs**
Rotarians believe the feeling you get from helping others is the best reward. Rotary gives ordinary people the power to do extraordinary things in their community.

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# Example: Landing Page



**With 1.2 million member worldwide, Rotary is one of the world's largest service organizations. Rotarians believe that serving your community enriches the lives of those we help _and_ those who serve.**

Community service takes on many forms at Rotary, from hands on projects with community partners, to organizing events to raising funds for those in need, to mentoring students. The list goes on. There's sure to be a place for you at Rotary, whatever your interest.

**Speak to a Rotarian to learn more!**

**We've worked in local Canadian communities for over 100 years.
See what our members and our partners have to say about Rotary.**

"Rotary helps me connect with people that share my interests and passion for helping others. It also keeps me plugged into what's happening within my community."

"Rotaract has given me the opportunity to hone my leadership skills and develop and execute fundraising events with the support of my peers. I take pride in knowing I can make a difference to communities, locally and internationally."

"Rotary is a great community partner. Rotarians regularly volunteer to help sort items at our food bank. They volunteer together, and always have fun while getting the job done. It's nice to see the smiles."

Brain Bennett

Alysha Palmer

Laura Oros

https://rotary7080.org/page/lp-g11-community-service/

# Example: Contact Form



Rotary is a volunteer organization with members that are passionate about community service. Please complete the form below and we'll have an experienced member contact you to answer questions about getting involved in community service projects through Rotary. You should hear from us within the next day.

Look for an email confirmation after you complete this form. The confirmation will also included a link to learn more about Rotary.
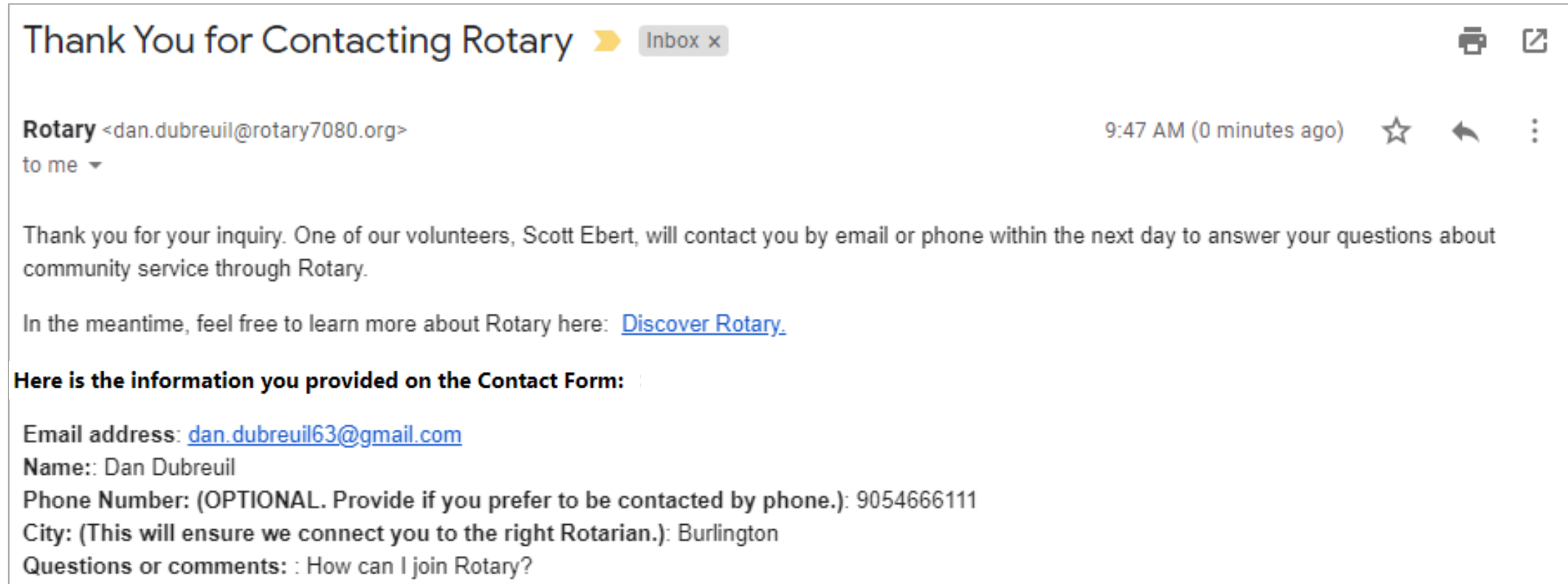
## Let's Talk About Rotary!

* Required

Email *

Your email

Name: *

# Example: Email Confirmation

## Thank You for Contacting Rotary ▶ Inbox ×

**Rotary** <dan.dubreuil@rotary7080.org>
9:47 AM (0 minutes ago)
to me ▾

Thank you for your inquiry. One of our volunteers, Scott Ebert, will contact you by email or phone within the next day to answer your questions about community service through Rotary.

In the meantime, feel free to learn more about Rotary here:   Discover Rotary.

**Here is the information you provided on the Contact Form:**

Email address: dan.dubreuil63@gmail.com
**Name::** Dan Dubreuil
**Phone Number: (OPTIONAL. Provide if you prefer to be contacted by phone.):** 9054666111
**City: (This will ensure we connect you to the right Rotarian.):** Burlington
**Questions or comments: :** How can I join Rotary?

# Discover Rotary



## Discover Rotary

Rotary is a global network of 1.2 million neighbors, friends, leaders, and problem-solvers who see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves.

For more than 110 years, Rotarians have used their passion, energy, and intelligence to take action on sustainable projects to help those in need. From literacy and peace, to water and health, we are always working to better our world.

| **Traditional** | **Alternative** | **Young Adults** |
| --- | --- | --- |
| Traditional clubs are the foundation of | Alternative clubs take many forms. Focus | Rotaract is the most popular type of |

https://rotary7080.org/50042/Page/Show?ClassCode=Page&Slug=lp-w1-discover-rotary

# Example: AdWords & The Environment

**Key Words (Sample)**

| | Keyword ↓ |
|---|---|
| ● | healthy environment |
| ● | environmentally conscious |
| ● | environmentalism |
| ● | environmental sustainability |
| ● | environmental stewardship |
| ● | environmental responsibility |
| ● | environmental protection |
| ● | environmental projects |
| ● | environmental problems |
| ● | environmental pollution |
| ● | environmental organizations |

**Ads (Sample)**

Ad · rotary7080.org/environment/rotary-rotaract ▾

**Environmental Protection | Hands-on Projects | Global Grants**

Protecting the environment is now an area of focus for Rotary International. Leverage Rotary Grants to fund projects that help protect the environment.

Ad · rotary7080.org/environment/rotary-rotaract ▾

**Environment Responsibility | Rotary | Rotaract**

Protecting the environment is a priority for Rotarians around the world. Develop hands-on projects to address environmental issues today, locally and globally.

Ad · rotary7080.org/environment/rotary-rotaract ▾

**Environmentalism | Rotary | Rotaract**

Protecting the environment is a priority for Rotarians around the world. Work on projects that help address environmental issues today.

# Example: Landing Page



Rotary is Committed to Protecting our Environment

Projects and programs that protect the environment are now a key priority for Rotary. Rotarians are tackling environmental issues the way they always do: coming up with projects, using their connections to change policy and planning for the future. Rotarians understand that the whole world is their backyard. See what members are doing now to protect the environment:

**Reforestation of Tropical Forests**
Reforestation can enhance the planet's ability to absorb carbon

https://rotary7080.org/page/lp-g12-environment-1

# Social Media Usage – Canada 2020

## % of Online Adults with an Account

|  | All Online Adults | 18–24 | 25–34 | 35–44 | 45–55 | 55+ |
|---|---|---|---|---|---|---|
| **Facebook** | 83 | 84 | 93 | 88 | 84 | 76 |
| **YouTube** | 64 | 90 | 81 | 76 | 66 | 43 |
| **Instagram** | 51 | 89 | 76 | 59 | 45 | 28 |
| **LinkedIn** | 44 | 35 | 53 | 49 | 47 | 40 |
| **Twitter** | 42 | 65 | 54 | 49 | 43 | 27 |
| **Pinterest** | 40 | 54 | 50 | 44 | 36 | 30 |
| **Snapchat** | 27 | 78 | 49 | 28 | 16 | 6 |
| **Reddit** | 15 | 41 | 30 | 18 | 9 | 3 |
| **TikTok / Douyin** | 15 | 55 | 24 | 17 | 6 | 3 |
| **Tumblr** | 9 | 27 | 17 | 10 | 5 | 3 |

# Example: Facebook & The Environment

**Target**

**Facebook Ad**

- **People living within the borders of D7080**
- **People with an interest in..**
  - **Community Service and Volunteering**
  - **Protecting the Environment**



https://youtu.be/V3VW_LLRON4
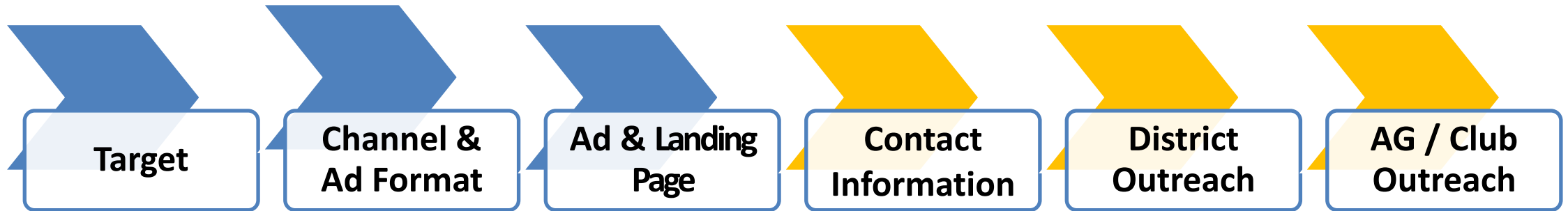
# Example: LinkedIn & Community Service

**Target**

**LinkedIn Ad**

- **People living within the borders of D7080**
- **People with an interest in Community Service and Volunteering**
- **A/B Test**
  - **Young adults looking to develop leadership skills**
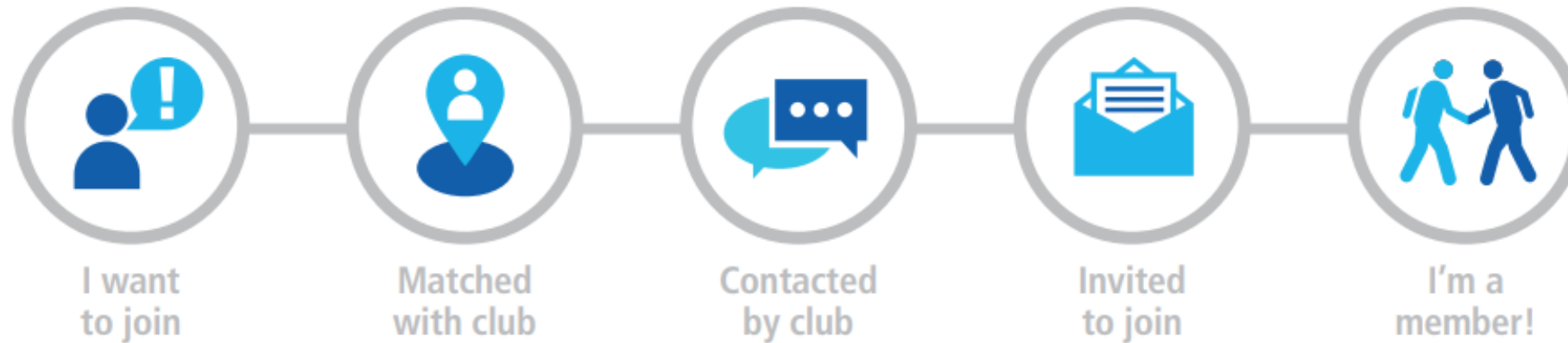  - **Recently retired professionals**

# D7080 PR Efforts – New for 2021

- **The D7080 Membership Committee will handle leads generated by this program in the same way they currently handle leads sent by Rotary International.**

| Target | Channel & Ad Format | Ad & Landing Page | Contact Information | District Outreach | AG / Club Outreach |
|---|---|---|---|---|---|

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# RI MEMBERSHIP LEADS PROGRAM - HERE'S HOW IT WORKS

**A PROSPECTIVE MEMBER'S PATH TO MEMBERSHIP**

I want to join    Matched with club    Contacted by club    Invited to join    I'm a member!

1. A prospective member submits information on Rotary.org.
2. Rotary staff members review & assign it to a district in the candidate's preferred club meeting location.
3. The district governor and district membership chair get an alert about the new lead, where the district membership chair reviews it, and delegates the prospect to a cluster, where the assistant governor assigns to a club.
4. The club's president, secretary, and membership committee chair get an alert to review the lead and take the next steps.
5. The district membership committee and the assistant governor maintain regular contact with the club to offer any assistance they may request.

# Investment

- **The district will be funding ads as follows:**

**Funded with Spending**                      **Funded with Google Grant**

| | | |
|---|---|---|
| **Google Display** | **$1000** | **Google AdWords:  $5000** Estimated |
| **Facebook** | **$2000** | |
| **Instagram** | **$1000** | |
| **LinkedIn** | **$1000** | |
| **Total** | **$5000** | |

# Investment

- **In general, the allocation of district spending will mirror the distribution of population across our Clusters.**

| Cluster | Pop Est (M) | % Split | |
|---|---|---|---|
| Brampton | 603 | 21.4% | |
| Burlington | 206 | 7.3% | |
| Cambridge | 136 | 4.8% | |
| Dufferin / Erin / Caledon | 65 | 2.3% | |
| Guelph / Wellington | 164 | 5.8% | |
| Kitchener / Waterloo | 355 | 12.6% | |
| Mississauga | 828 | 29.4% | |
| North Halton | 161 | 5.7% | |
| Oakville | 211 | 7.5% | |
| Woodstock / Oxford | 88.7 | 3.1% | |
| | 2817.7 | 100.0% | |

# Measurement

- **The following metrics will be captured for all campaigns (or ads) on all channels:**

  – **Reach**

  – **Clicks to Landing Page**

  – **Cost**

  – **Cost / Click**

  – **Leads**

  – **Cost / Lead**

**This data will be collected at an aggregate level across the district.**

**We will track leads by cluster by channel.**

# ROI on Paid Ads

- **We hope to generate 100 to 300 leads through paid social media campaigns:**

**$5000 Investment**

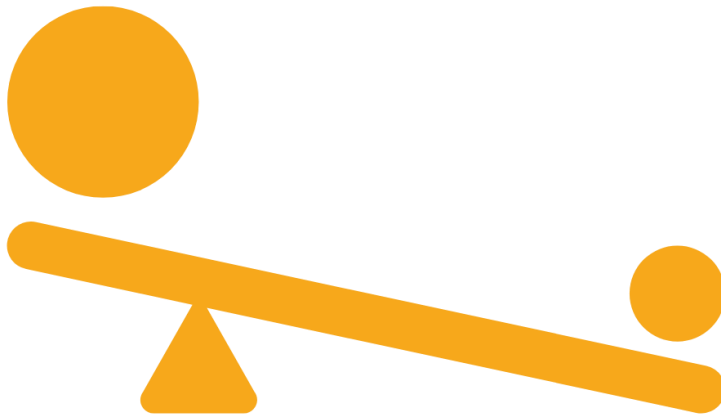**Reach = 200,000 People**

**Clicks = 4,000 People**

**Leads = 100 - 300 People**

**New Members = TBD → Based on Follow-up**

- **Our Google Ad Grant will also generate leads (not included in the above estimate).**

# Investment Opportunity Starting Jan 1, 2022

- Initial results of the GRO Program will be presented on December 2$^{nd}$.
- If the results are positive, Clusters will have the opportunity to fund ad support targeted at people living in their area.

  → Cluster Investment = Cluster Growth

- The 7080 District PR team will manage all elements of each cluster-based program and will report results to key stakeholders that fund the investment.

# How Can You Help?

1. **Follow-up on new leads!**

   – **Find "Best Practice" on D7080 website**

2. **Share D7080 social media Posts**

3. **Send us your important social media Posts so we can share on D7080 (4 x per year)**

4. **Like / Comment on all Posts**

5. **Participate in PR training opportunities**

6. **Participate in PR leadership meetings**

7. **Send stories for D7080 Bulletin**

8. **Encourage members to join D7080 Facebook Group**

# Google AdWords – District 7080
# **Rotary Club Awareness Campaign, by Cluster**

# Rotary Awareness  Campaign

**Objective:**

- **To make it easy for people with knowledge of Rotary or Rotaract to find all the clubs in their area / city.**

# Google Search - Current Situation (Oakville)

rotary oakville

All | Maps | News | Images | Shopping | More | Settings | Tools

About 486,000 results (0.59 seconds)

https://portal.clubrunner.ca › ...

**Home Page | The Rotary Club of Oakville - ClubRunner**

**Oakville Rotary** Relief Fund- collective response to Covid-19. Four local **Rotary** clubs have joined forces to create the **Oakville Rotary** Relief Fund. This fund will ...

You've visited this page 2 times. Last visit: 19/12/20

https://portal.clubrunner.ca › ...

**Home Page | Rotary Club of Oakville Trafalgar - ClubRunner**

At the **Rotary** Club of **Oakville** Trafalgar, we are a diverse group of people of varying ages and from all walks of life—professionals, entrepreneurs, retirees, ...

You've visited this page many times. Last visit: 15/03/21

https://rotary7080.org › clubinfo › oakville-trafalgar

**Oakville Trafalgar (4708) | Rotary District 7080**

Currently meeting via ZOOM. (When Face2Face at Le Dome). 1173 North Service Road East **Oakville**, ON L6H 1A7 Canada. Phone: (289) 813-5540. Email:.

https://www.facebook.com › Pages › Other › Community

**Rotary Club of Oakville Trafalgar - Home | Facebook**

**Rotary** Club of **Oakville** Trafalgar, **Oakville**, Ontario. 260 likes · 19 talking about this. **Oakville** Trafalgar **Rotary** meets weekly at 12:00pm on Thursdays...

https://halton.cioc.ca › record › OAK3523

**Rotary International, Rotary Club of Oakville**

Mailing Address, c/o **Rotary** Club of **Oakville** 30 Normandy Place, Unit 110. **Oakville**, ON L6K 3V2. Physical Access, Fully Accessible - meeting location.

https://halton.cioc.ca › record › OAK0960

**Rotary International, Rotary Club of Oakville Trafalgar**

**Oakville Rotary** Relief Fund for COVID-19. Hours, Meet every Thu at 12 noon at Le Dome Banquet Hall. Areas Served, **Oakville**. Eligibility, Ages: 19 year(s) and ...

**E-Mail:** info@rcot.ca          **Description (Service):** Services altered in ...
**Description and Service Details:** Descriptio...     **Service Categories:** Service Clubs; Speci...

https://oakvillenews.org › oakville-business-news › oak...

**Oakville Rotary Clubs name four new Presidents - Oakville ...**

Jul. 16, 2020 — Four new Presidents have been named to lead **Oakville's Rotary** Clubs for the upcoming 12 months. They are Michael Henry, **Rotary** Club of ...

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# Campaign 1A – Oakville

## Key Words

- Rotary
- Rotary Club
- Rotary Oakville
- Rotary Club Oakville
- Oakville Rotary Clubs
- Rotarian
- 'rotary club near me'

## Negative Key Words

- -'Rotary Club of Oakville'
- -International
- -Trafalgar
- -West
- -Passport
- -South
- -Rotaract
- -Interact
- -Rotex
- -Grant
- -Foundation
- -Canada
- -Global
- -Shelter box
- -USA
- -Ribfest
- -Auction
- -Midnight
- -Madness
- -Golf
- -RYLA
- -Camp
- -Enterprise
- -My rotary
- -Engine
- -Watch
- -Scholarship
- -logo

## Initial Google Ads

Ad · www.rotary7080.org/Rotary/Oakville

**Rotary Clubs in Oakville | Contact Us Today**

Call us to learn more about the 5 Rotary Clubs in Oakville. There are 3 traditional clubs, 1 Passport Club and 1 Rotaract Club in Oakville.

Ad · www.rotary7080.org/Rotary/Oakville

**Rotary Clubs in Oakville | Locations and Meeting Times**

Find a local club that's just right for you! There are 3 traditional Rotary Clubs, 1 Passport Club and 1 Rotaract Club in Oakville.

Ad · www.rotary7080.org/Rotary/Oakville

**Rotary Clubs in Oakville | Email Addresses, Phone Numbers**

Find a local club that's just right for you! Choose from 3 traditional clubs, 1 Passport Club and 1 Rotaract Club in Oakville.

# Rotary

## Rotary and Rotaract Clubs in Oakville

Rotary is a non-religious, non-political organization comprised of over 30 thousand service clubs and 1 million member-volunteers throughout the world. We are committed to making a lasting change through humanitarian projects that help people and build stronger communities. Learn more at **About Rotary.**

Oakville currently has 3 traditional Rotary clubs, 1 Passport club, and 1 Rotaract club.

- Rotary Oakville Trafalgar
- Rotary Oakville West
- Rotary Oakville
- Rotary Passport South
- Halton Rotaract

Please **Email** or **Phone** (905-466-5230) Bent Fink-Jenson to learn more about any of the clubs in Oakville. Contact information for each club is listed below.

### Rotary Oakville Trafalgar:

We raise money to give it all away and have fun doing it! We focus on youth programs and making our community a healthier place to live. We are the only club in Oakville that does Student Exchanges.

| | |
|---|---|
| Meeting time: | Thursday at 12:00 PM, Weekly |
| Typical meeting location: | Le Dome, 1173 North Service Road East, Oakville |
| Current meeting location | Zoom online meeting |
| Key fundraisers: | Oakville Family Ribfest, Rotary Online Auction |
| Key charities and causes: | Acclaim Health, Indigenous Scholarships and Student Education Awards locally |
| Type of club: | Traditional |
| Contact links: | **Email Website Facebook Phone:** 289-813-5540 |

### Rotary Club Oakville West:

RCOW is a small, energetic, diverse group of people whose histories and interests vary broadly except for their passionate desire to enjoy helping Oakville remain an exceptional place to live safely and comfortably. We enjoy lighthearted gatherings when we can.

https://rotary7080.org/page/rotary-in-oakville-club-info/

https://www.rotaryofkw.ca/

# Next Steps - Rotary Awareness  Campaign  (Jul – Aug)

- **District to improve the layout of current landing pages; all will look similar to KW landing page.**

- **Clusters to decide if they want to use the landing page designed by the district.**

  - **If No, the Cluster will develop their own landing page and manage it accordingly.  The district page will direct traffic to the cluster page.**

  - **If YES, the cluster will take responsibility for managing the accuracy of the information on the page.**