GRO

Grow Rotary Online

Program Update & More!

Sep 28, 2021

Rotary District 7080

Tonight's Topics

1. **Initial results of the D7080 GRO Program**

2. **Findings from our recent D7080 club website audit**

3. **Results for our Cluster-Based AdWords Campaign**

4. **For discussion: "What do clubs need from the District PR Committee?"**

A hard copy of this presentation + video of tonight's meeting will be available on the D7080 website starting Sep 29, 2021.

https://rotary7080.org/sitepage/public-relations

Top-2 Strategic Priorities - D7080 Public Image & Membership

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

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

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)**

Channels & Ad Format

- Facebook → Video Ads
- Instagram → Video Ads
- Google → Video Ads
- Linked In → Video Ads (TEST)

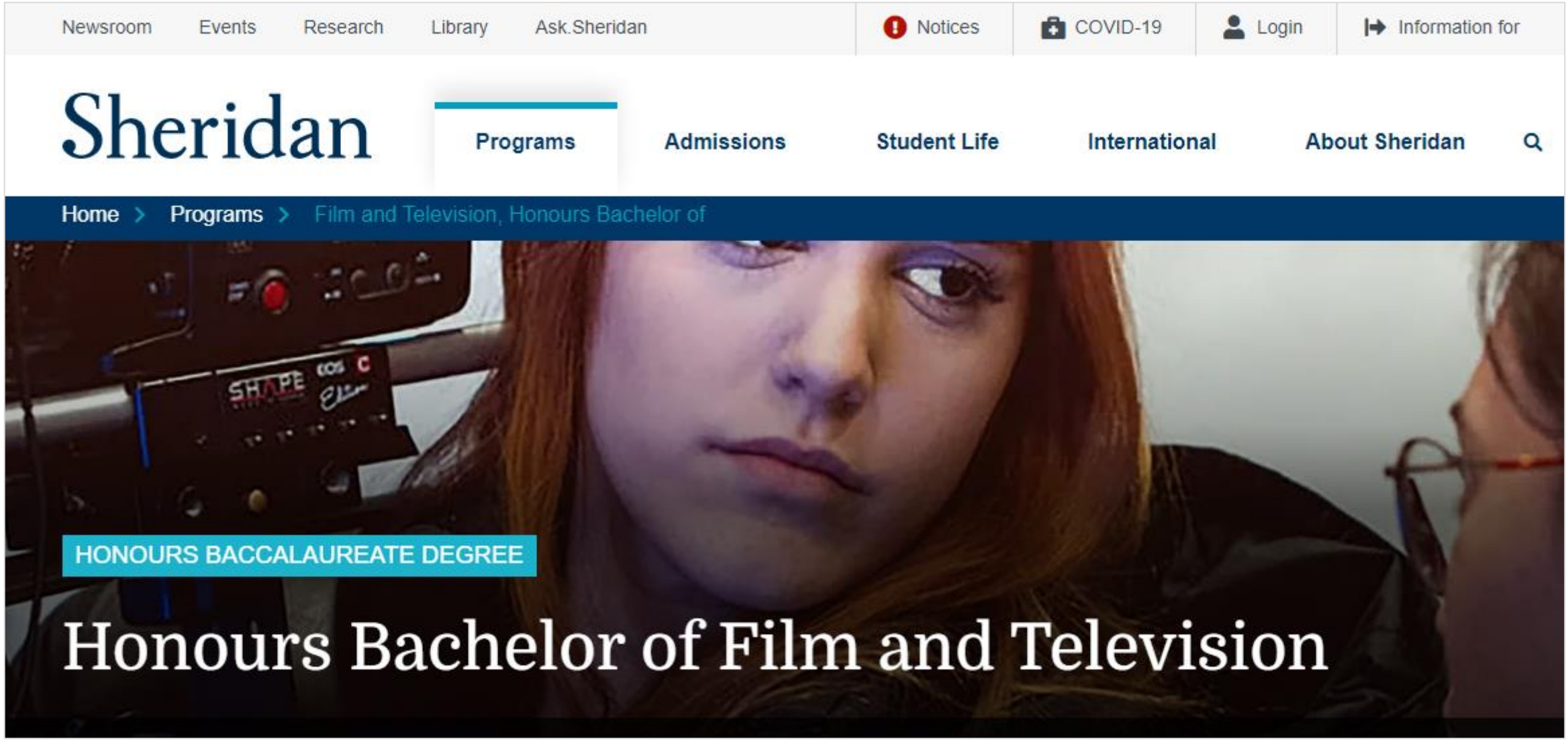
Creative Brief

What do we want them to think and do in response to our ads?

- We want our target to think that Rotary / Rotaract is a vibrant, inclusive organization that unites friendly people with shared values in order to…
  - protect the environment, or
  - help those in need via international development projects, or
  - help those in need, locally, through ‘hands on’ volunteer projects, or
  - develop leadership skills among youth / young adults

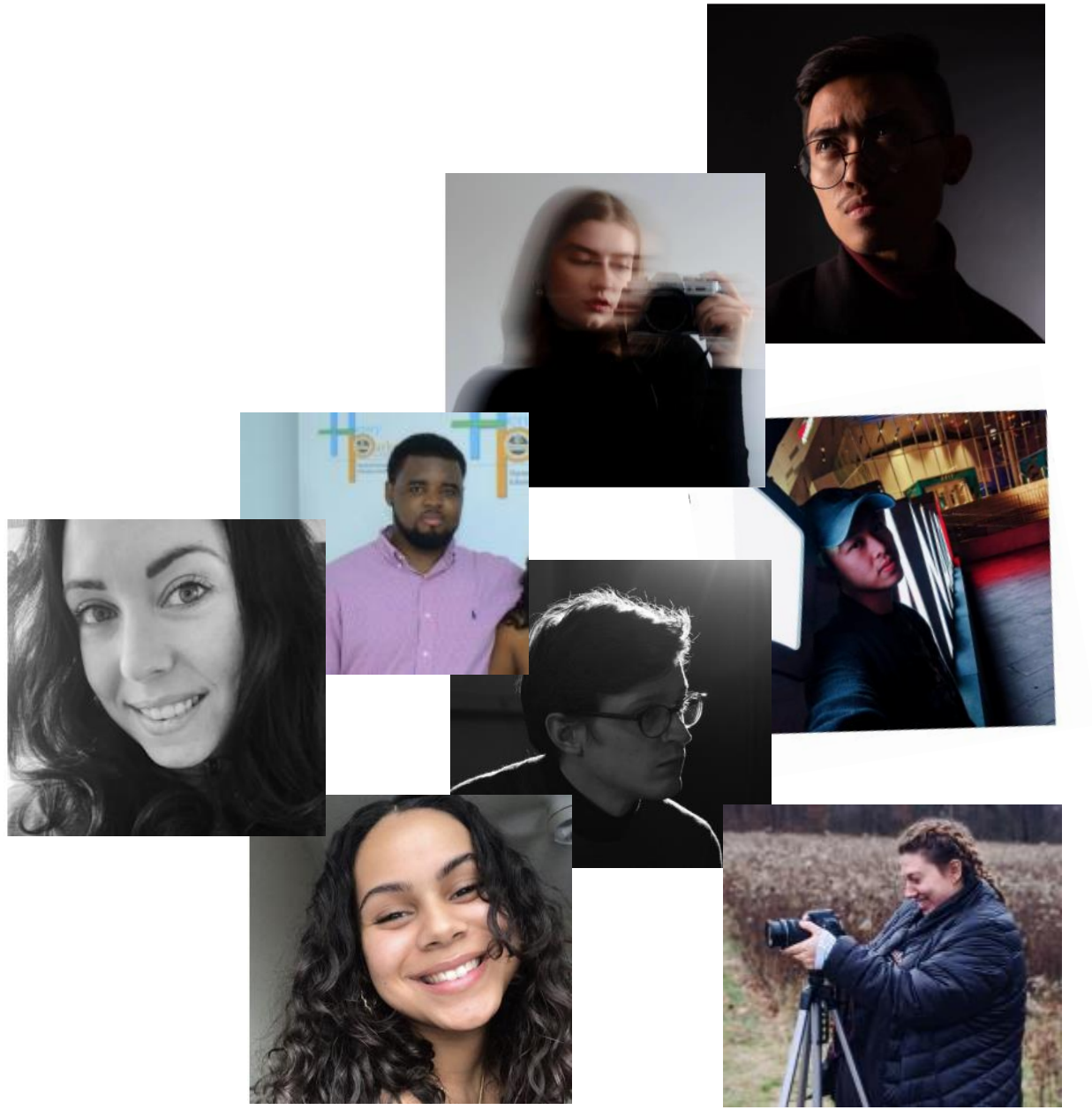
- We want them to contact us for more information

Our Creative Source



Our Talented Team

- John Dela Cruz
- Aly Von Boetticher
- Charles Nguyen-Tu
- Christopher Mcgowan
- Jessica Rao
- Carolyn Dadd
- Javaughn Henry
- Marya Chogal
- Elinor Svoboda



Ads & Landing Pages

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

Video Ads Developed by Sheridan Coop Team

Older Target

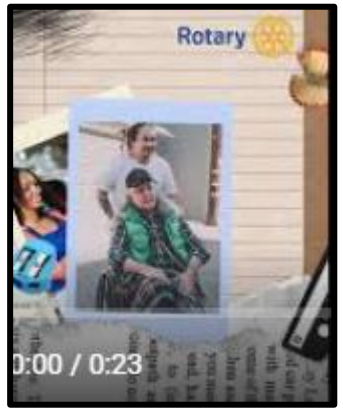
[Ribfest](#)
Volunteering

[Clean-Up 2](#)
Environment

[Comm Garden](#)
Environment

[Guatemala](#)
International Dev'p

Younger Target



[Community](#)
Volunteering

[SA School](#)
Volunteering

[Leadership Opps](#)
Leadership Dev't

[Enviro Repair](#)
Environment

Landing Pages on D7080

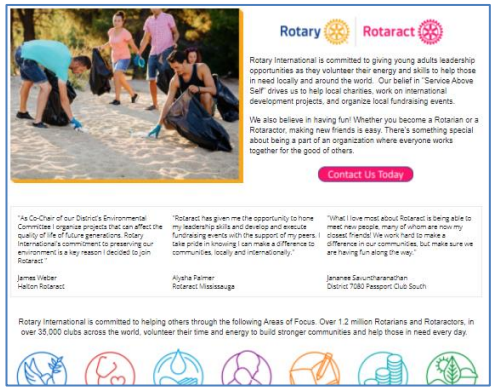
Older Target

[Volunteering]

[Environment]

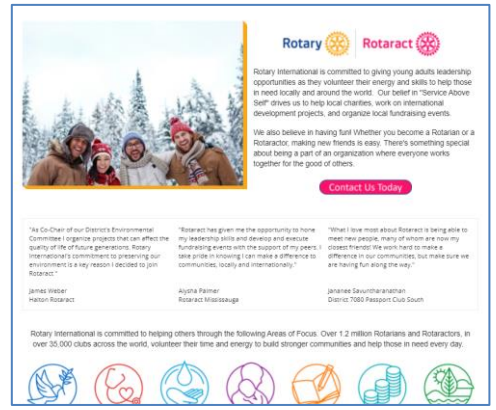
[International Dev'p]

Younger Target



[Volunteering]

[Environment]



[Leadership]

A Sample of Ads

https://www.facebook.com/Rotary7080/

Investment

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

Facebook	**$2000**
Instagram	**$1000**
Google Display	**$1000**
LinkedIn	**$1000**
Total	**$5000**

Program Objectives

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

Reach = 200,000 People

Clicks = 4,000 People

Leads = 100 - 300 People Guestimate

New Members = TBD → Based on Follow-up

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

Results to Date (Sep 5 to Sep 18)

- **Reach and Clicks are on plan, but Leads have NOT materialized.**

	Targets	Actual	Variance
Investment	$5,000	$501	
Reach	200,000	20,244	
Cost per Reach	$0.025	$0.025	$0.000
Clicks	4,000	409	
Cost per Click	$0.800	$0.816	-$0.016
Leads	200	0	
Cost per Lead	$25.00	++	++

Other Findings

- Facebook is generally more cost effective than Instagram (Cost / Click)
- Older target is more likely to click on a given ad

		Target							
Ad	Focus	Age	Interest	Spend	Reach	Cost / Reach	Clicks	Cost / Click	
Ribfest	Volunteering	55-64	Volunteering	$41.74	5631	$0.007	99	$0.422	S
Clean-up 2	Environment	55-64	NA	$10.88	566	$0.019	20	$0.544	S
RI POA	Volunteering	45-64	Volunteering	$34.99	1773	$0.020	50	$0.700	
Enviro Repair	Environment	18-35	Enviro Protection	$34.18	1040	$0.033	30	$1.139	S
Clean-up 2	Environment	55-64	Enviro Protection	$32.52	708	$0.046	27	$1.204	S
Leadership Opps	Leadership Opps	18-35	Leadership Dev	$20.59	1325	$0.016	16	$1.287	S
Garden	Environment	55-64	Enviro Protection	$34.96	651	$0.054	27	$1.295	S
Guatemala	International Dev	55-64	Internatioal Dev'p	$31.35	359	$0.087	21	$1.493	S
SA School	International Dev	18-35	Volunteering	$36.46	618	$0.059	23	$1.585	S
RI POA	Volunteering	45-64	Volunteering	$48.81	2685	$0.018	30	$1.627	
Clean-up 1	Environment	18-35	Enviro Protection	$34.98	956	$0.037	18	$1.943	
Leadership Opps	Leadership Opps	18-35	Leadership Dev	$18.29	253	$0.072	9	$2.032	S
Enviro Repair	Environment	18-35	Enviro Protection	$40.52	2599	$0.016	15	$2.701	S
Clean-up 1	Environment	18-35	Enviro Protection	$23.86	1340	$0.018	8	$2.983	
SA School	International Dev	18-35	Volunteering	$36.68	1453	$0.025	12	$3.057	S
RI POA	Volunteering	45-64	Volunteering	$21.00	981	$0.021	4	$5.250	

Facebook

Instargam

Both FB & IG

Recommended Next Steps

1. Continue to “test” the program (+$500 Investment)
2. Fine-tune ad selection and targeting on FB and IG
3. Execute Google ads to assess cost and impact
4. Offer “Chat” on landing page to help generate leads. (….as time permits)
5. Reassess results in mid November

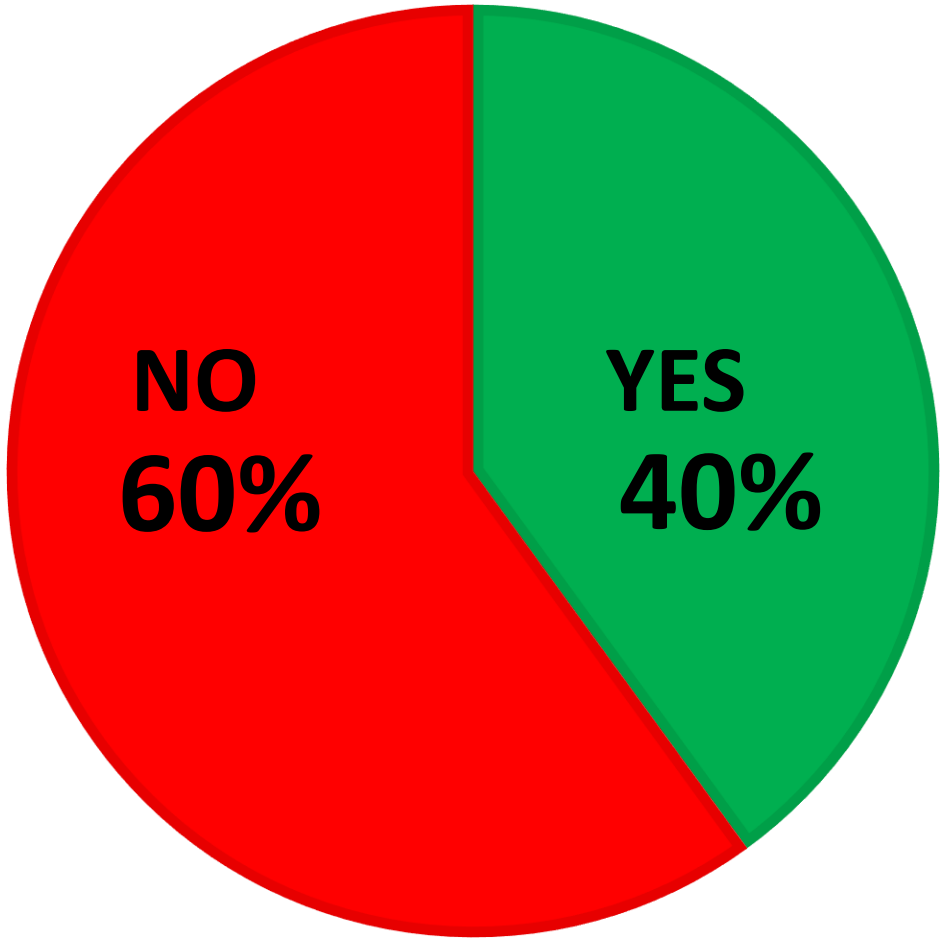
D7080 Website Audit

Objectives

1. To determine if our website actively solicit new memberships
2. To identify if our websites “Walk the Talk”: Rotary = People of Action
3. To monitor adherence to RI’s brand standards
4. To identify links to FB and IG

Key Findings – Invitation to Join on Homepage

- **Only 40% of D7080 Rotary Website explicitly invite prospects to consider joining Rotary on their homepage.**



ROTARY INTERNATIONAL OFFICIAL LICENSEE

New Members Are Always Welcome!

Rotary Burlington North is always on the lookout for new members. If you're interested in helping others and building your community, we'd love to hear from you! Click here to contact Ralph Sprague our club Secretary.

Rotary Burlington North is a passionate group of people with a strong sense of fun and community service. We undertake hands-on projects locally and around the world to improve people's lives. Below are a few examples of our work. Our fundraising activities include the annual Turkey Trot Race and the Rotary Online Auction. We meet Friday's at 7am via Zoom. Please contact us if you'd like to attend a meeting and see what we're all about.

Helping our Neighbours in Need!

Posted on Sep 04, 2021

Julie Cordasco presented a $1,000 cheque on behalf of our club to the Burlington Food Bank. Thank you for all that you do for our community!

Rotary District 7080 Passport Club South

Member Login

Search

Home | Contact Us | About Us | What is Rotary | Get Involved | News & Updates | Calendar | Contact Us

About Our Club

Thursdays at 7:00 PM
Oakville Town Hall
1225 Trafalgar Rd,
4th Thursday Online
Oakville, ON L6H 0H3
Canada

We meet the 2nd Thursday of each month. The meeting is 7:00 to 8:30pm. Guests are welcome! Meetings are currently online.

District Site | Bulletins

Venue Map

Welcome to the District 7080 Passport Club South

Are you an established professional who wants to make positive changes in your community and the world?

Our club members are dedicated people who share a passion for community service and friendship. Becoming a Rotarian connects you with a diverse group who share your drive to give back. Connect with us today to learn how you can join our amazing networking of problem-solvers, leaders and change-makers.

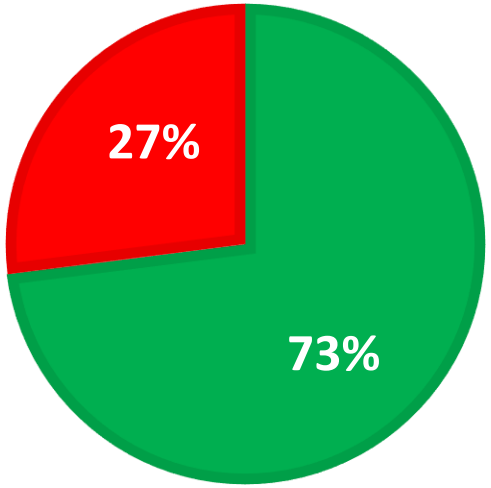
Club News

Oakville Rotary Relief Fund

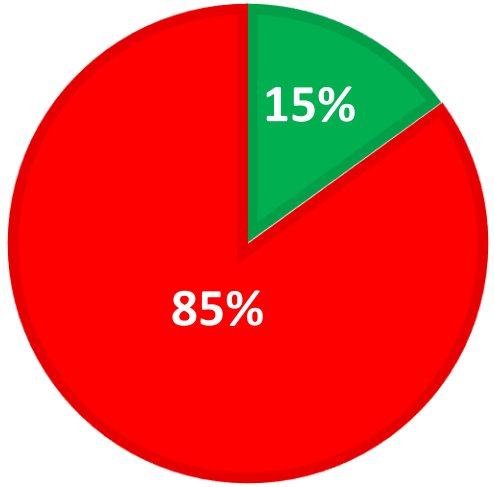
Key Findings – Contact Information on Homepage

- 3 out of 4 sites provide a contact email (or link) on their homepage.
- Very few provide a name or phone number.

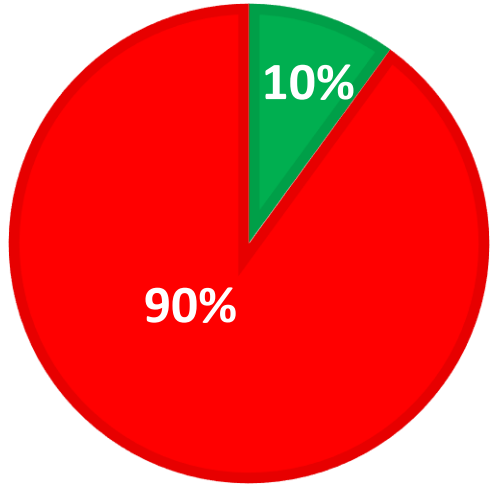
Email



Phone



Name



NO YES

Rotary
Club of Fergus-Elora

Contact Us

Bruce McLeish, Secretary

519-846-5725

bruce.mcleish@gmail.com

Club Mailing Address

P.O. 111, Fergus, ON.

N1M 2W7

Links to Our Social

Welcome to the Home of The Rotary Club of Fergus-Elora

Rotary
Club of Fergus-Elora

Tuesdays at 12:15 PM
Aboyne Hall
Wellington County Museum and Archives
0536 Wellington Road 18
Fergus, ON N1M 2W3
Canada

Phone: (519) 846-5725
Email: bruce.mcleish@gmail.com

Meetings changed to virtual on "Zoom" during Covid-19 Presently 1st and 3rd

Russell-Hampton Co.
Serving All of Your Club Supply Needs

RSS

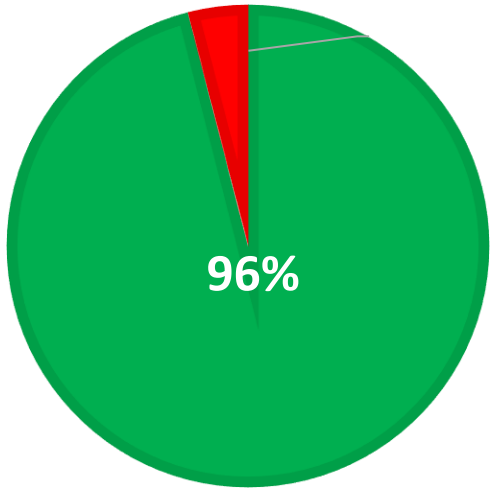
Peace Corps volunteers and Rotary members find meaningful connections

Key Findings - People of Action Examples on Homepage

- **While most clubs have stories on their homepage that demonstrates the work they do, only 1 in 3 have at a current story on their homepage.**

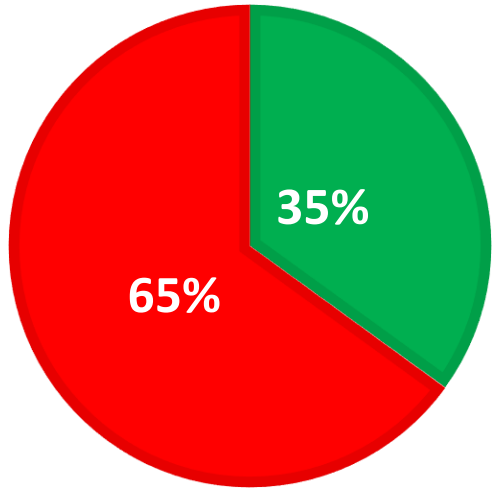
Any POA Stories

(on Homepage)



Current POA Stories

(Within the Past 3 months)



NO YES

Past President
Doug Prince

President-Elect
Andrew Morgan

Secretary
Karen Fast

Treasurer
Don Ogden

Club Services Director
David Kostynyk

Community Services Director
Ed Broeders

Executive Secretary
Karen Fast

Foundation Chair
Frank Macellaio

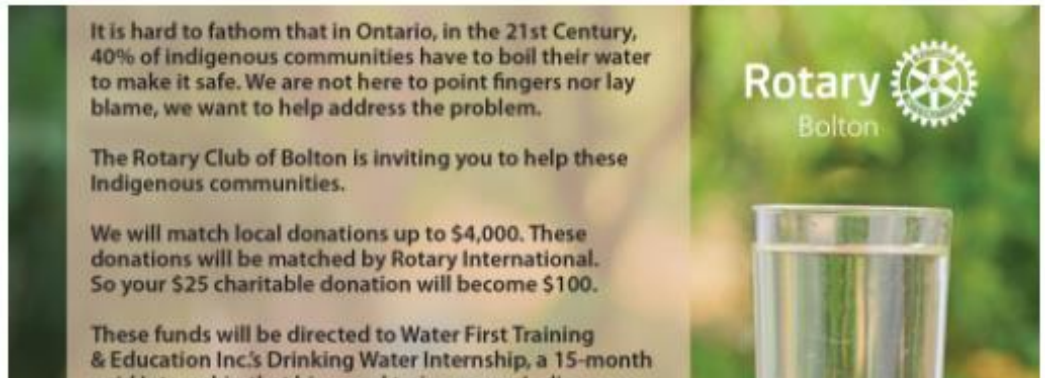
Membership
Don Ogden

Home Page Stories

Water First Update

WATER FIRST We have just reached our goal matching $4,000 in our Water First Project! Thanks to everyone who has donated so far and keep it coming! Donations are still being accepted (they too will be matched) until Oct 1. We would love to exceed this goal and send more Indigenous youth to the water operator internship.

Water First Internship Challenge



Caledon Kid's First

Haunted Hill 5/10 k Walk/Run

Golf Tournament

BE OUR GUEST

Camp Enterprise

Links

Links

Facebook - Bolton Rotary

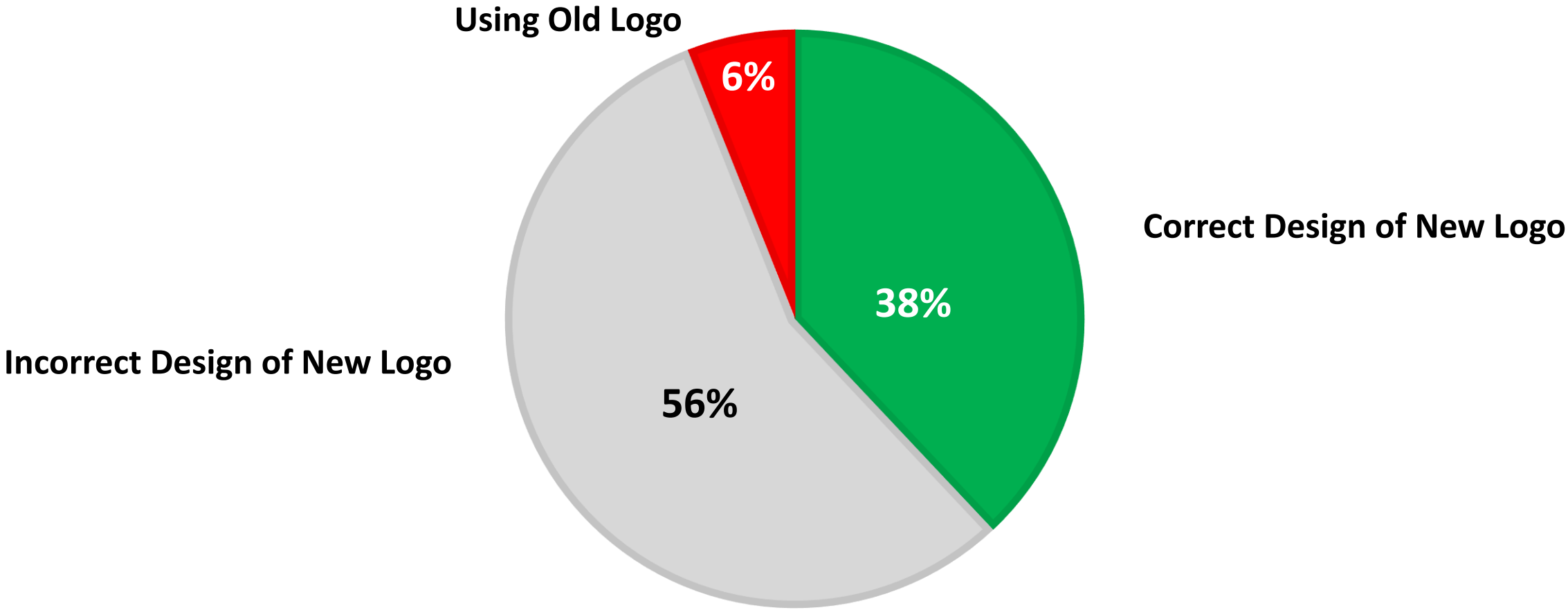
Stuff 4 Your Club

Rotary Club of Palgrave - Sponsored by us

Rotary Club of Brampton - Our sponsor

Key Findings – Correct Rotary Logo for CLUB on Homepage

- **Only 1 in 4 clubs is using the correct Club Logo.**

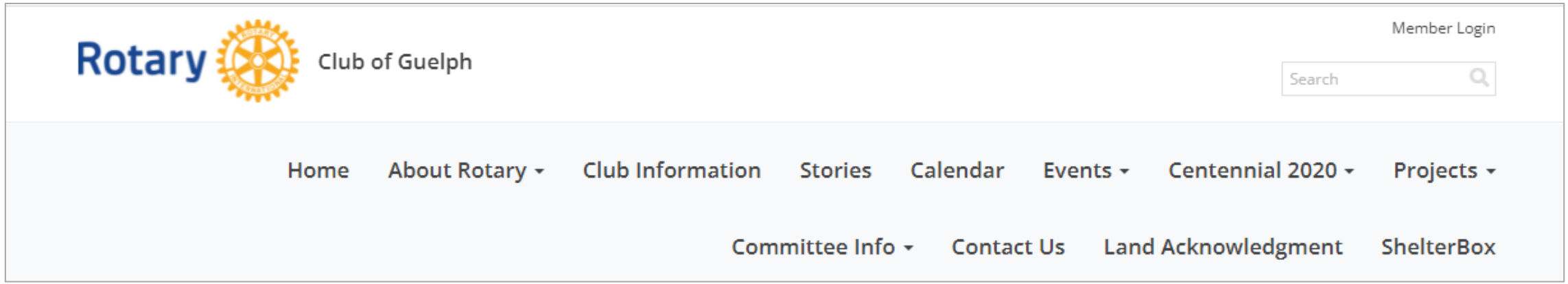


Logos — Signature System

Use the name on your charter or the name your club is known by in your community in your club logo. Because the word "Rotary" is already in the logo, you don't need to repeat it.

The club name, district, and zone always appear on the same side as the wordmark, it should right-align with the "y" in Rotary. The positioning and the size relationship between the wordmark and the wheel can't be altered.

Signature System for Clubs, Districts, and Zones

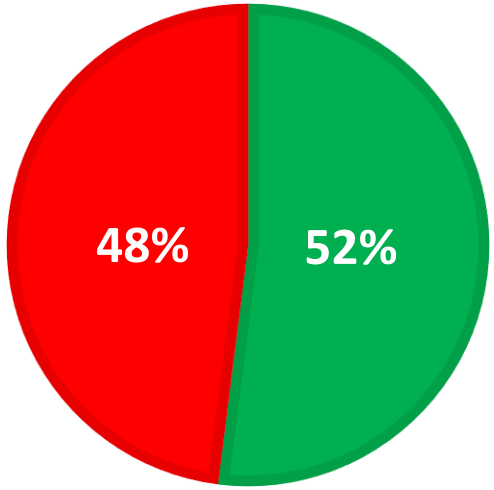

Rotary
Club of Guelph
Member Login
Search
Home
About Rotary
Club Information
Stories
Calendar
Events
Centennial 2020
Projects
Committee Info
Contact Us
Land Acknowledgment
ShelterBox

Search
Member Login
ROTARY
INTERNATIONAL
Centre Wellington Rotary
Home
About Centre Wellington Rotary
Grand Taste
Duck Race
Contact Us

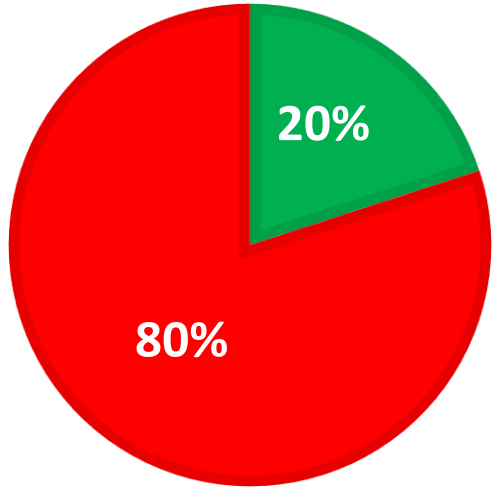
Key Findings – Facebook & Instagram Links on Homepage

- About ½ of our clubs have a link to Facebook on their homepage.
- Only 1 in 5 have a link to Instagram on their homepage.

Facebook



Instagram



NO YES

meeting and see what we're all about.

New Members Are Always Welcome!

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Follow Us:

Weekly Meeting:

Friday 7:00 AM

We currently meet via Zoom.

We welcome visiting

Helping our Neighbours in Need!

Posted on Sep 04, 2021

Julie Cordasco presented a $1,000 cheque on behalf of our club to the Burlington Food Bank. Thank you for all that you do for our community!

Custom Pages

7080 Circle

Rotary Coin, Stamps & Trading Cards Show

RCB Community Charity

September 2021

S	M	T	W	T	F	S
29	30	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

Regular Zoom Meeting

Presentation: Usha Srinivasan (Ryerson Venture Zone Project)

Agenda Participants are:

- National Anthem (TBA).
- Toast to Queen, Canada and Rotary around the World (**Suranji Fernando**).
- Invocation (**Joshua Cherian).**
- Attendance and Greeting (**Stu Field**).
- Upcoming Events and Announcements (**President Amolak**).
- Committee Reports/Notices (TBA).
- Treasurer's Report (**Karen Van Horne**).
- Secretary's Report (**Rita Gayle**).
- Introduction of Guest Speaker (**Uche Okugo**).
- Thank Guest Speaker (**Badar Shamim**)

Russell-Hampton Co.
Click Here for Club & District Trading Banners

Club Information

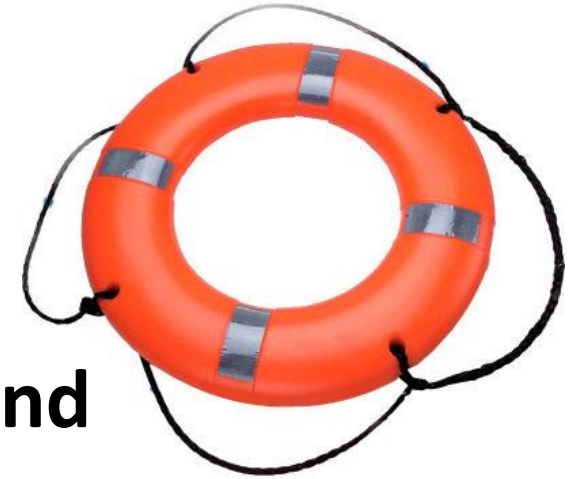
Welcome to the Rotary Club of Brampton

Net / Net

- **Most clubs in D7080 are NOT leveraging the homepage of their website to attract new members, showcase their club's great work and build a strong visual identity for Rotary!**

We're Here to Help!

- **In November I'll offer one-hour sessions to work with D7080 clubs, one-on-one, to improve their homepage.**
  - **Mondays at 9:00AM and 11:00 AM**
  - **Thursdays at 7:00 PM**



- **In order to participate your club rep needs to attend one-hour training webinar on Oct 20th hosted by Club Runner:**
  - https://register.gotowebinar.com/register/1324499611908243468
- **Or, watch this Club Runner training video:**
  - https://www.clubrunnersupport.com/kb/articles/video-website-live-designer-webinar-with-zach-w

We're Here to Help!

- **Zoom Link to book a time with Dan:**
  - https://doodle.com/poll/eg6w5r5cxhke932c?utm_source=poll&utm_medium=link

District 7080
Google Grant AdWords Program

What is a Google Grant?

- This program gives non-profit organizations $10,000 per month in **Google Ads** spend to be used to promote their missions and initiatives on **Google**.com.
- Although the program is very generous, Google mandates high performance standards for all ad campaigns. Google suspends all accounts that do not meet their performance criteria.

Current Objective:

- **To build awareness** of the different Rotary clubs operating within a given clusters in order to alleviate the confusion and hassle of having to visit several club site to learnabout Rotary in a given city.

Example

Rotary and Rotaract Clubs in Oakville

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

Oakville Campaign:

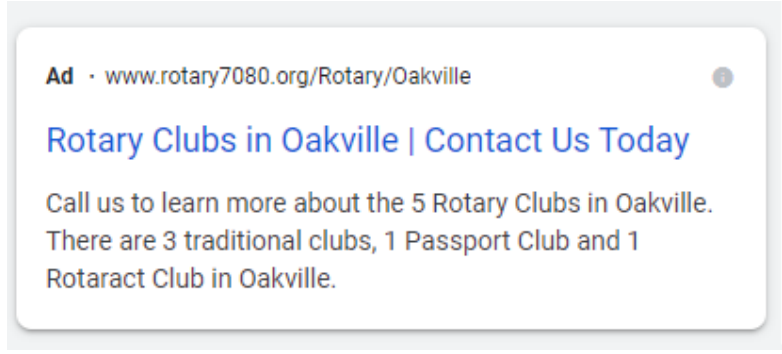
Key Words

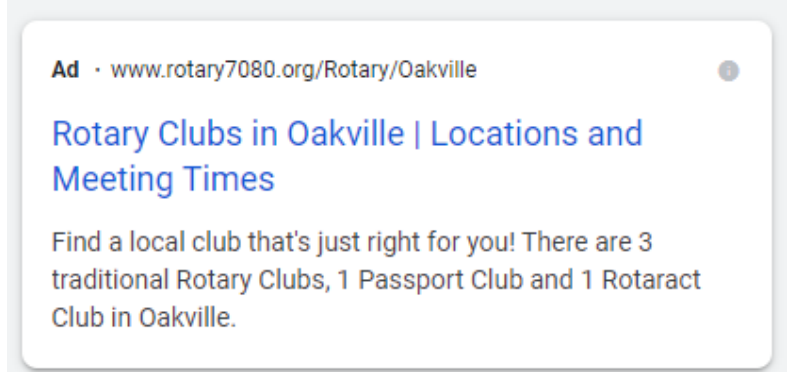
- Rotary
- Rotary Club
- Rotary Oakville
- Rotary Club Oakville
- Oakville Rotary Clubs
- Rotarian
- ‘rotary club near me’

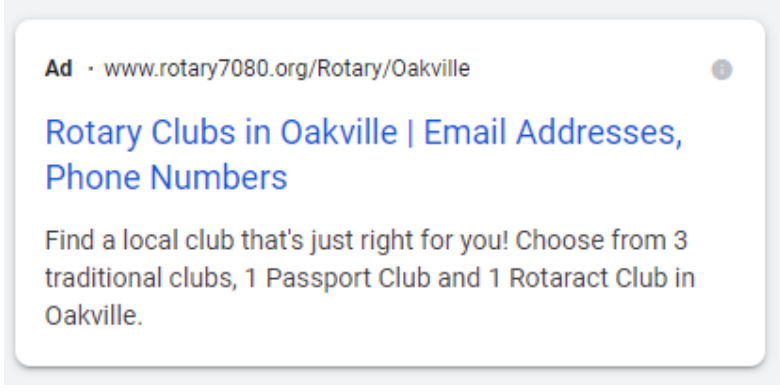
Negative Key Words

- -’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







What role does each of us play?

- District PR:
  - Develop all AdWord campaigns, Ads and Landing Pages
  - Share results / learning with key stakeholders
- Cluster AGs or Cluster PR Committees
  - Review / Edit specified content for all landing pages
  - Be the primary point of contact for all inquires generated by AdWord Ads (email, phone)
- Club PR / Membership
  - Be the secondary point of contact for all inquires generated by AdWord ads (email, phone)
  - Provide specified content for all landing pages

YTD Results – Google AdWords:

- To date the program has generated 490 clicks.
- The Google grant has provided $1882 in free ads.

Campaign	Impr.	Clicks	CTR	Avg. CPC	Tot Cost
Rotary Leads | Oakville	842	152	18.1%	$4.14	$629
Rotary Leads | KW	427	55	12.9%	$3.83	$210
Rotary Leads | Mississ	491	71	14.5%	$5.29	$376
Rotary Leads | Guelph Well	368	50	13.6%	$2.70	$135
Rotary Leads | Cambridge	102	18	17.7%	$2.14	$39
Rotary Leads | Brampton	329	65	19.8%	$3.79	$246
Rotary Leads | Burlington	594	79	13.3%	$3.14	$248
Totals	3153	490	15.5%	$3.84	$1,882

Best Practice!

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

Rotary District 7080

Rotary Clubs in Kitchener-Waterloo

#PeopleOfActionKW

One of Rotary's initiatives is to connect passionate people with diverse perspectives to exchange ideas, forge lifelong friendships, and, above all, take action to change the world. The five Clubs in Kitchener-Waterloo are coming together to connect in the community through acts of service. Our first hands-on

What do you want from the D7080 PR Team?

Quick Poll

MORE or LESS?

1. Training / Coaching - How to use CR to edit club websites
2. Training / Coaching - Rotary Branding
3. Training / Coaching - How to use FB to promote events
4. Training / Coaching - How to use IG to promote events
5. Training / Coaching - FB and IG analytics
6. Training / Coaching - How to develop press releases and work with the press
7. Develop and execute district-wide branding programs (e.g. GRO, Grant)
8. Develop a more effective District 7080 website
9. Develop and publish a more engaging District Bulletin
10. Other

Thank
you