

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


Newsroom Events Research Library Ask.Sheridan

Notices COVID-19 Login Information for

Sheridan

Programs Admissions Student Life International About Sheridan

Home > Programs > Film and Television, Honours Bachelor of

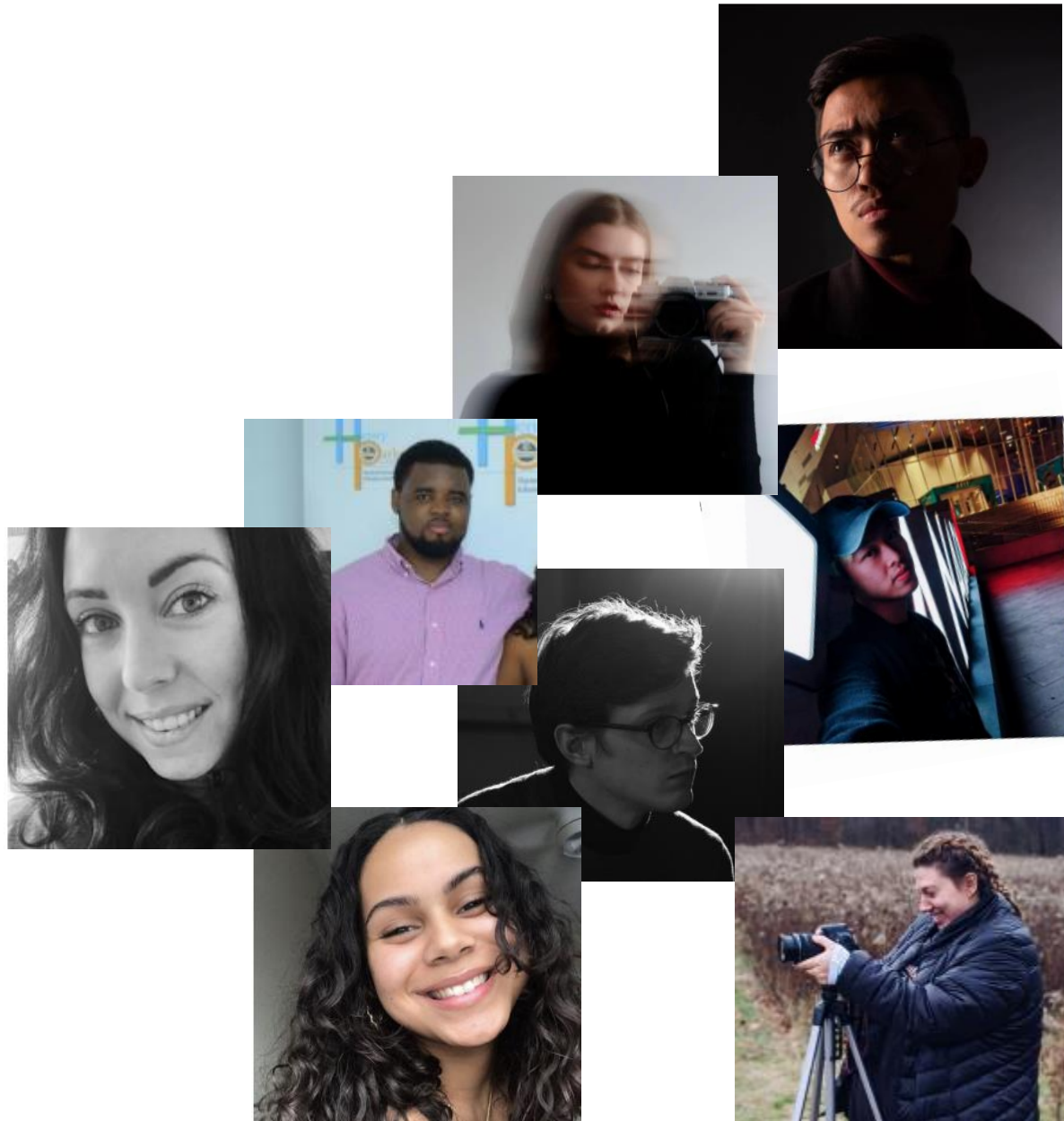


HONOURS BACCALAUREATE DEGREE

Honours Bachelor of Film and Television

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

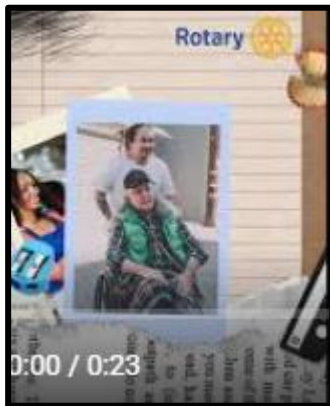


[Comm Garden](#)
Environment



[Guatemala](#)
International Dev'p

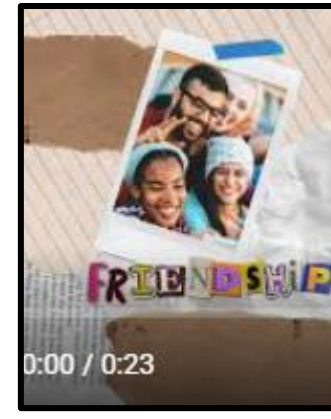
Younger Target



[Community](#)
Volunteering



[SA School](#)
Volunteering




[Leadership Opps](#)
Leadership Dev't



[Enviro Repair](#)
Environment

Landing Pages on D7080

Older Target



With 1.2 million member worldwide, Rotary is one of the world's largest service organizations. Rotarians believe that serving our 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."

Brain Bennett
Rotary Club of Toronto

"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."

Allysha Palmer
Rotaract Mississauga

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


Lucie Orlé
Director, The Salvation Army Burlington Community & Family Services

Today's Rotary reflects the needs of its members. From cause-based clubs, to e-clubs to Rotaract clubs that attract young professionals, Rotary offers community service opportunities that can fit your life.



Volunteering

Younger Target



Rotary International is committed to giving young adults leadership opportunities as they volunteer their energy and skills to help those in need locally and around the world. Our belief in "Service Above Self" drives us to help local charities, work on international development projects, and organize local fundraising events.

We also believe in having fun! Whether you become a Rotarian or a Rotaractor, making new friends is easy. There's something special about being a part of an organization where everyone works together for the good of others.

[Contact Us Today](#)

"As Co-Chair of our District's Environmental Committee, I organize projects that can affect the quality of life of future generations. Rotary International's commitment to preserving our environment is a key reason I decided to join Rotaract."

James Webster
Huron Rotaract


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Allysha Palmer
Rotaract Mississauga

"What I love most about Rotaract is being able to meet new people, many of whom are now my closest friends. We work hard to make a difference in our communities, but make sure we are having fun along the way."

Janeen Savourtharathan
District 7080 Passport Club South

Rotary International is committed to helping others through the following Areas of Focus. Over 1.2 million Rotarians and Rotaractors, in over 35,000 clubs across the world, volunteer their time and energy to build stronger communities and help those in need every day.



Volunteering



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:

Education on Family Planning
Giving women the health care they want and need also benefits



Environment



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[Contact Us Today](#)

Environment



Rotary supports long-lasting clean water, sanitation and hygiene programs to communities in need. When people have access to clean water and sanitation, children stay healthier and attend school more regularly, and mothers can spend less time carrying water and more time helping their families.

Become a Rotarian, become part of the solution.

[Speak to a Rotarian to learn more](#)

The biggest killer of children under the age of FIVE is unsafe water: 1.8 million children die every year. One child will die every 17 seconds and 5000 children will die today.

Rotary helps rural communities build a better future. Our sustainable solutions include:


- Implementing rainwater harvesting
- Building toilets and sanitation systems
- Digging wells and drilling boreholes
- Building dams and gully plugs to recharge aquifers

- Building local capacity, changing behaviour
- Working with NGOs, CBOs to create self sufficiency
- Setting up factories to build slow-sand filters
- Creating opportunities for entrepreneurs in the WASH supply chain

Each year the Rotary Foundation awards millions of dollars in grants to help develop and execute water, sanitation and hygiene projects. These funds are requested by local Rotary clubs, but managed by clubs located in the countries where the projects take place. This ensures that Rotary's



International Dev'p



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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	<hr/> \$5000



Program Objectives

- 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 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.

	<u>Targets</u>	<u>Actual</u>	<u>Variance</u>
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

Ad	Focus	Target		Spend	Reach	Cost / Reach	Clicks	Cost / Click		
		Age	Interest							
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	International 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

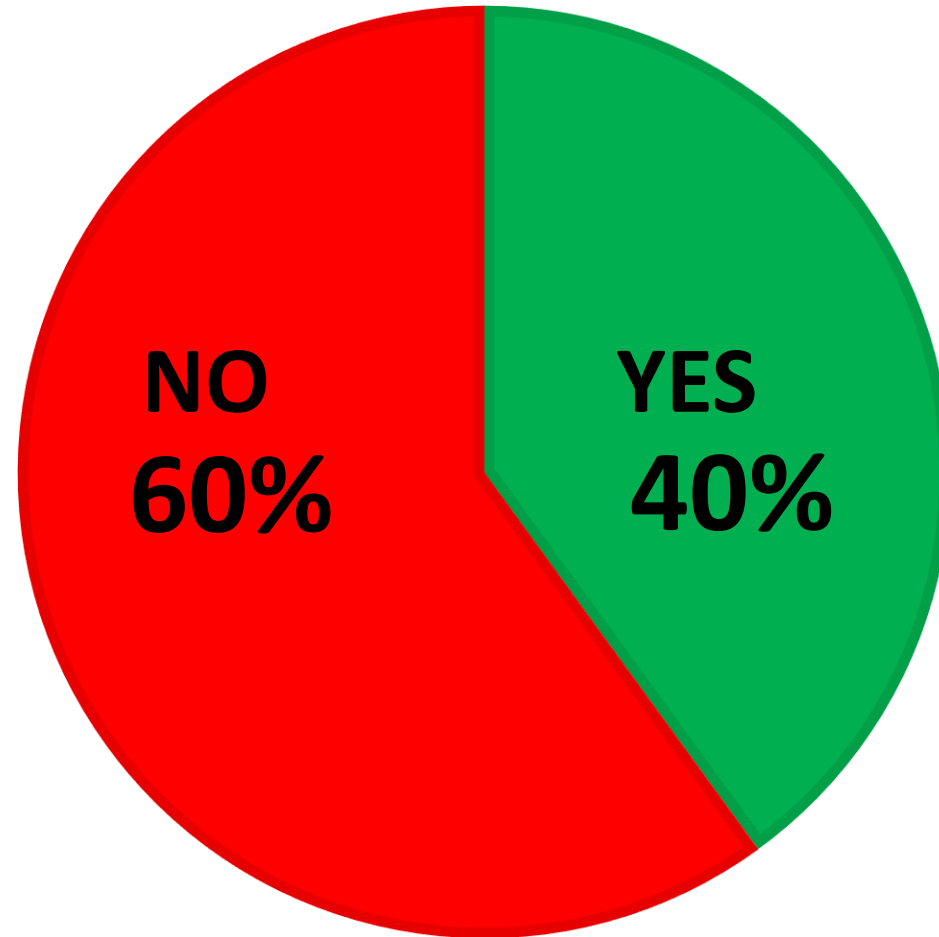


Objectives

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.





New Members Are Always Welcome!

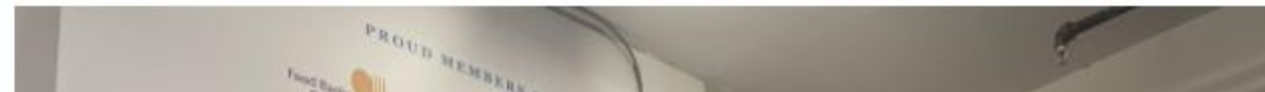
Rotary Burlington North is always on the lookout for new members. If you're interested in helping others and building your community, we'd love to hear from you! Click [here](#) to contact Ralph Sprague our club Secretary.

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!





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](#)

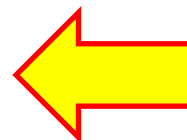
Welcome to the District 7080 Passport Club South

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](#)

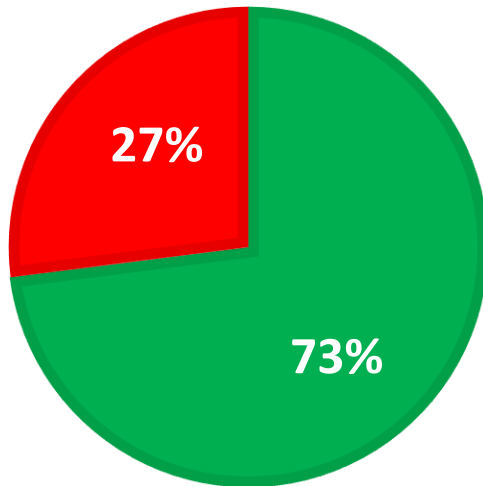
[Oakville Rotary Relief Fund](#)



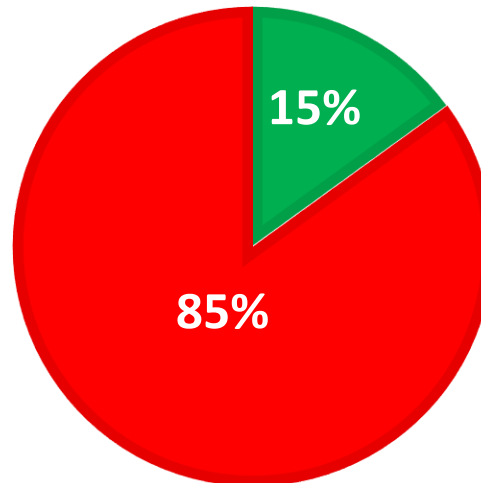
Key Findings – Contact Information on Homepage

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

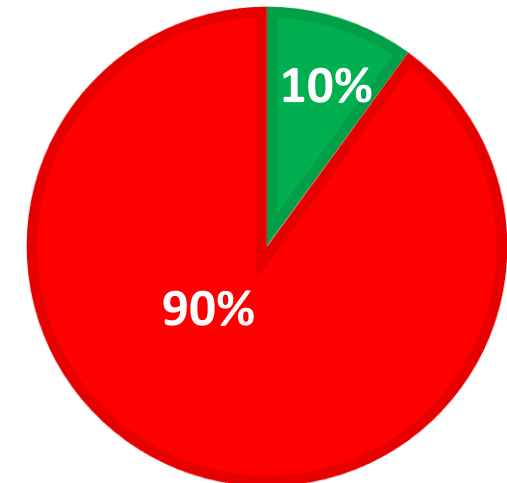
Email



Phone



Name



NO **YES**



Rotary
Club of Fergus-Elora

[Home](#)[Catch The Ace](#)[Stories](#)[Calendar](#)[Donate](#)

Contact Us

Bruce McLeish, Secretary

519-846-5725

bruce.mcleish@gmail.com

Club Mailing Address

P.O. 111, Fergus, ON.

N1M 2W7

Welcome to the Home of The 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



RSS

Peace Corps volunteers and
Rotary members find
meaningful connections



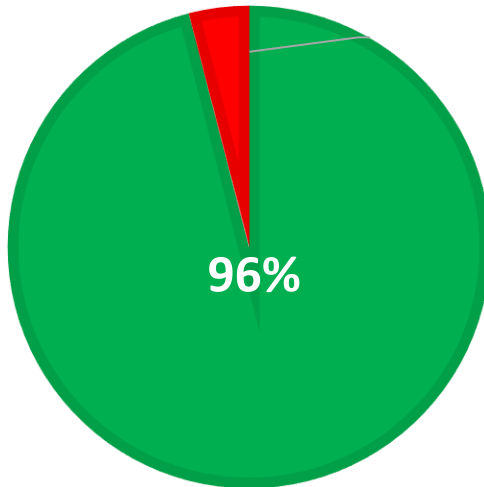
Links to Our Social

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

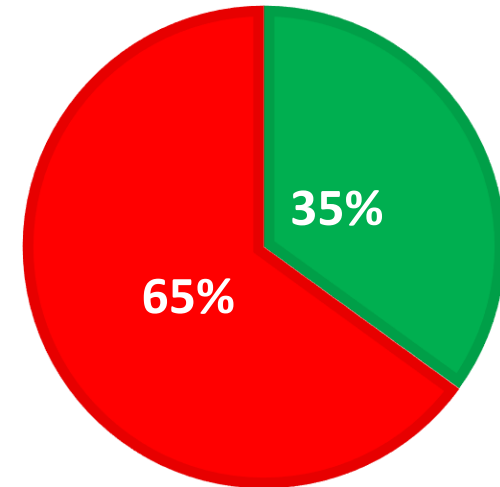
Key Findings - People of Action Examples on Homepage

- 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



Rotary Club of Bolton

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

**W A T E R
F I R S T**

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

It is hard to fathom that in Ontario, in the 21st Century, 40% of indigenous communities have to boil their water to make it safe. We are not here to point fingers nor lay blame, we want to help address the problem.

The Rotary Club of Bolton is inviting you to help these Indigenous communities.

We will match local donations up to \$4,000. These donations will be matched by Rotary International. So your \$25 charitable donation will become \$100.

These funds will be directed to Water First Training & Education Inc.'s Drinking Water Internship, a 15-month

Rotary
Bolton



[Caledon Kid's First](#)

[Haunted Hill 5/10 k Walk/Run](#)

[Golf Tournament](#)

[BE OUR GUEST](#)

[Camp Enterprise](#)

Links

Links

[Facebook - Bolton Rotary](#)

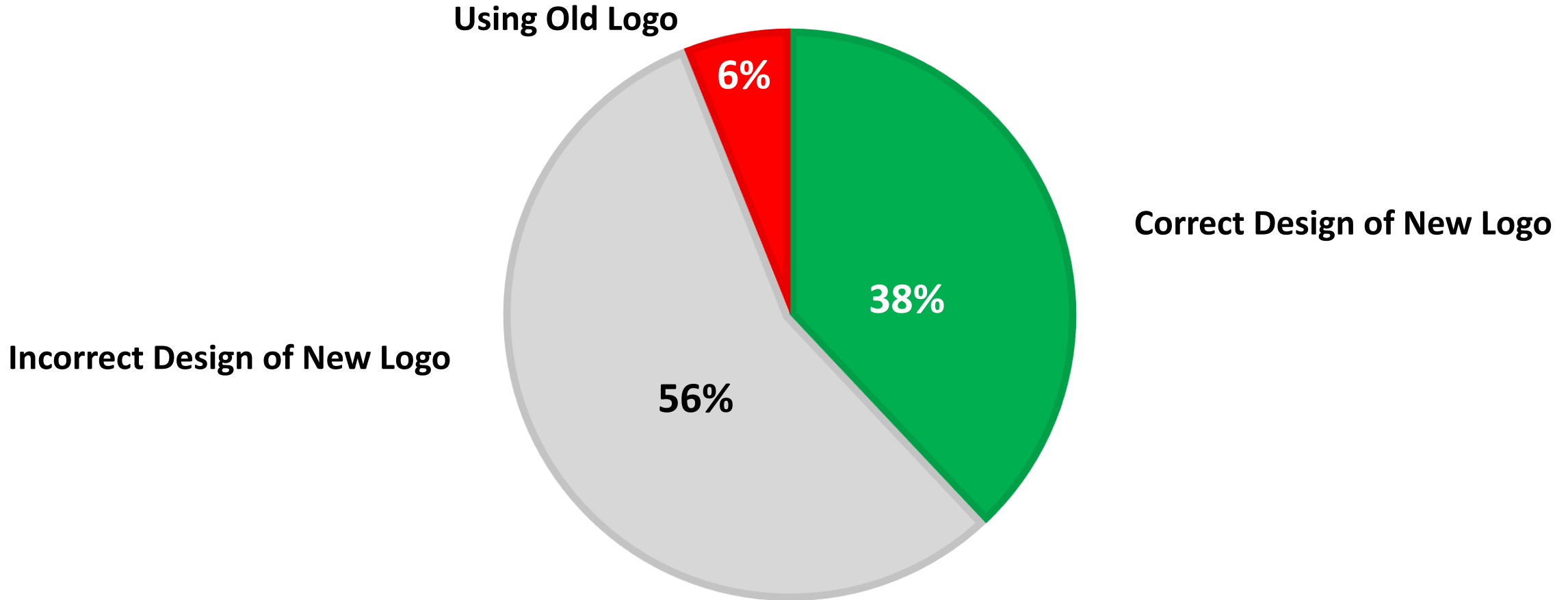
[Stuff 4 Your Club](#)

[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/at] [Location]



Rotary
Club [of/at] [Location]



[Location] Club [of/at]
Rotary



[Location] Club [of/at]
Rotary



[Location]
Rotary
Club



[Location]
Rotary
Club



Rotary
District 1239



Rotary
Zone 33



Rotary
Zones 24 & 32



Rotary
Zones 21b-27



Rotary
District 1239



Rotary
Zone 33



Rotary
Zones 24 & 32



Rotary
Zones 21b-27





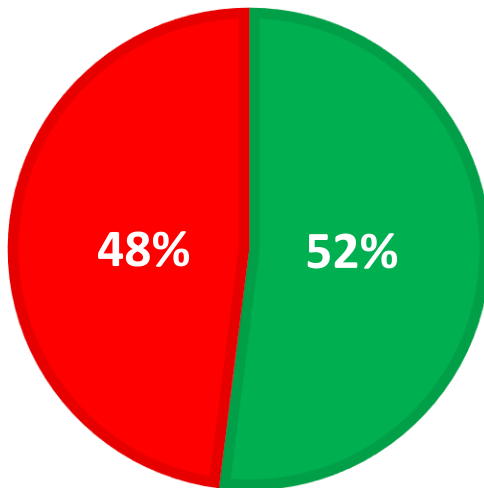
Centre Wellington Rotary



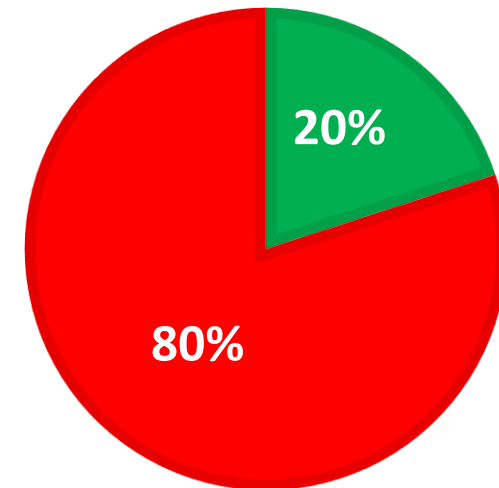
Key Findings – Facebook & Instagram Links on Homepage

- 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**

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.

Follow Us:



Weekly Meeting:

Friday 7:00
AM

We currently
meet via
Zoom.

We welcome
visiting

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!



[Member Login](#)

Rotary

Club of Brampton



SERVE TO CHANGE LIVES

Rotary

[Home](#)[Stories](#)[News](#)[Calendar](#)[FACEBOOK](#)[TWITTER](#)[RIBnROLL](#)[DISTRICT 7080](#)[ROTARY INTERNATIONAL](#)

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



zoom

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 (**Radar Shamim**).



Club Information

Welcome to the Rotary Club of Brampton



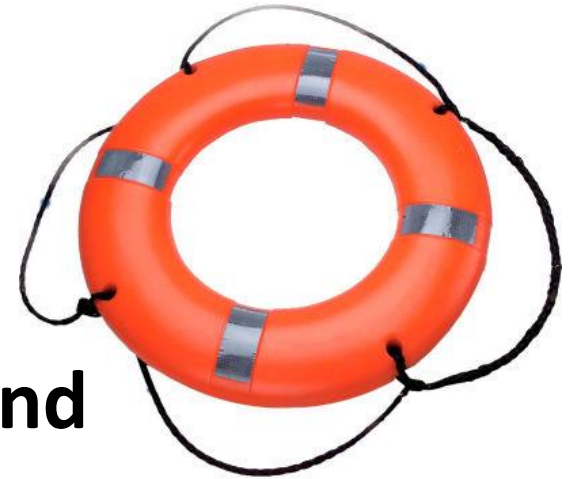
Net / Net

- **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

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.

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 inquiries generated by AdWord Ads (email, phone)
- Club PR / Membership
 - Be the secondary point of contact for all inquiries 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 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