



Public Relations



Role of the District PR Committee:

- The District 7080 PR Committee exists to help clubs build a positive reputation for Rotary within our district, while supporting the vision of Rotary International.



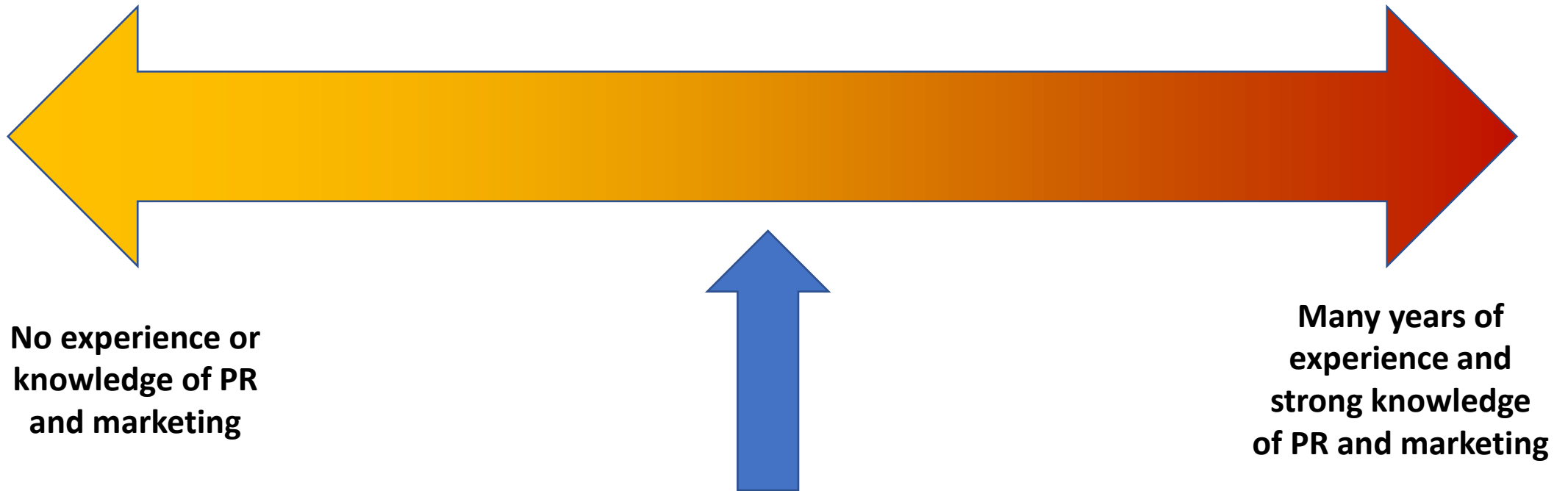
Objectives for Today

- Reinforce the need for PR & marketing programs
- Review 'best practice' for each club
- Highlight PR resources available to clubs & PR Committees
- Review district-level PR programs that can be leveraged by clubs
- Review the power of working in Clusters



Who is this webinar for?

Club members who are responsible for external club communications....





Awareness of Rotary is estimated to be 50% in the USA.
It's likely similar for Canada.

Rotary's Public Image

- Getting people to recognize Rotary's name is only a start
- 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.**

A hand is holding a yellow ruler vertically against a dark chalkboard. The word "Success" is written in large, white, sans-serif capital letters on the chalkboard, positioned to the left of the ruler. The ruler is marked in inches from 1 to 12. The hand is holding the ruler at the 11-inch mark.

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**

A hand is holding a yellow ruler vertically against a dark chalkboard. The word "Success" is written in large, white, sans-serif capital letters on the chalkboard, positioned to the left of the ruler. The ruler is marked in inches and centimeters, with the hand holding it at the top. The word "Success" is partially obscured by the ruler.

Success

Ideally each club should have ...

- I. A well designed, up-to-date website**

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 1/3 of most club traffic is generated from a phone or tablet.
 - *Ensure the content and design works well on all screens*



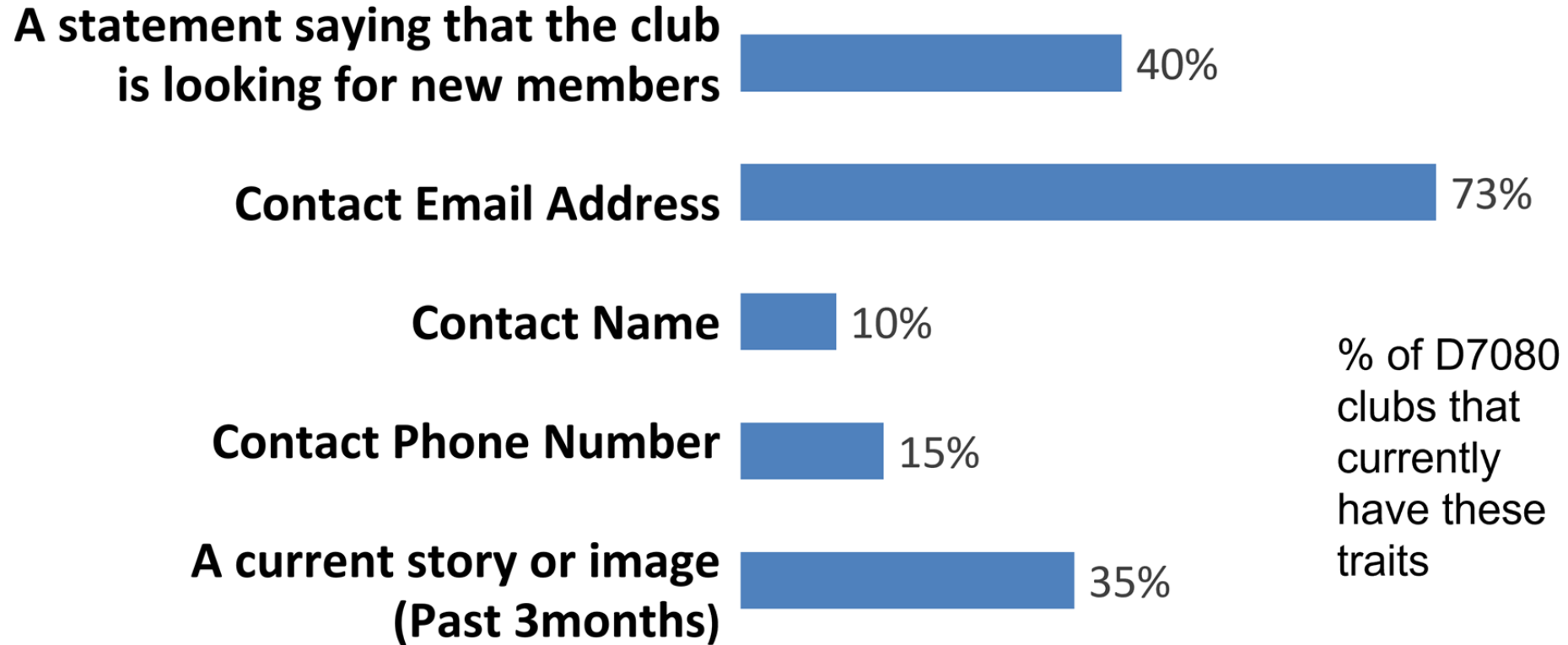
Website Essentials:

- An invitation to get involved in Rotary!
- Contact information
- Articles that highlight events and projects
- Calendar of events & meetings
- An overview of Rotary and your club
- Time and location of meetings
- Links to social media accounts
- Links to District and Global websites



Many clubs are not there yet...

Yes, the homepage has.....



Look for ClubRunner Website Training Webinars:

- <https://site.clubrunner.ca/page/webinars>

DATE & TIME	SESSION FOCUS	DESCRIPTION
April 27 2022 3:00pm EST	Website Live Designer	<p>Get a hands on demonstration of how to configure and customize your site using the Website Designer 3.0.</p> <p><i>Duration: 30 minutes</i></p>
May 18 2022 3:00pm EST	Website Content Management	<p>Please note that this webinar will not cover how to use Website Designer.</p> <p>In this session learn how you can manage website content for your club!</p> <ul style="list-style-type: none">✓ Create, edit, and publish stories, news and links✓ Create, edit, and manage photo albums✓ Add private club documents and public download files✓ Add speakers and upcoming events to the calendar (does not cover event registration and volunteer management)✓ Tips and tricks such as inserting large photos and YouTube videos <p><i>Duration: 45 Minutes</i></p>

D7080 Website Re-Design Program

- Open to all Clubs
- Melissa Wells, from Welland Rotary, has redesigned +80 club websites (7090, 7080, 7070)
- 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>

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. Great
family fun, exciting entertainment
and a wide variety of food and
drinks makes this event the premier
event in the Waterdown community
each year. Don't miss it!

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

Email

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





JOIN US!



WHO WE SUPPORT



VOLUNTEER/DONATE

A hand is holding a yellow ruler vertically against a dark chalkboard. The word "Success" is written in large, white, sans-serif capital letters on the chalkboard, positioned to the left of the ruler. The ruler is marked in inches and centimeters, with the word "inch" visible at the bottom. The hand is holding the ruler at the top, near the 11-inch mark.

Success

Ideally each club should have ...

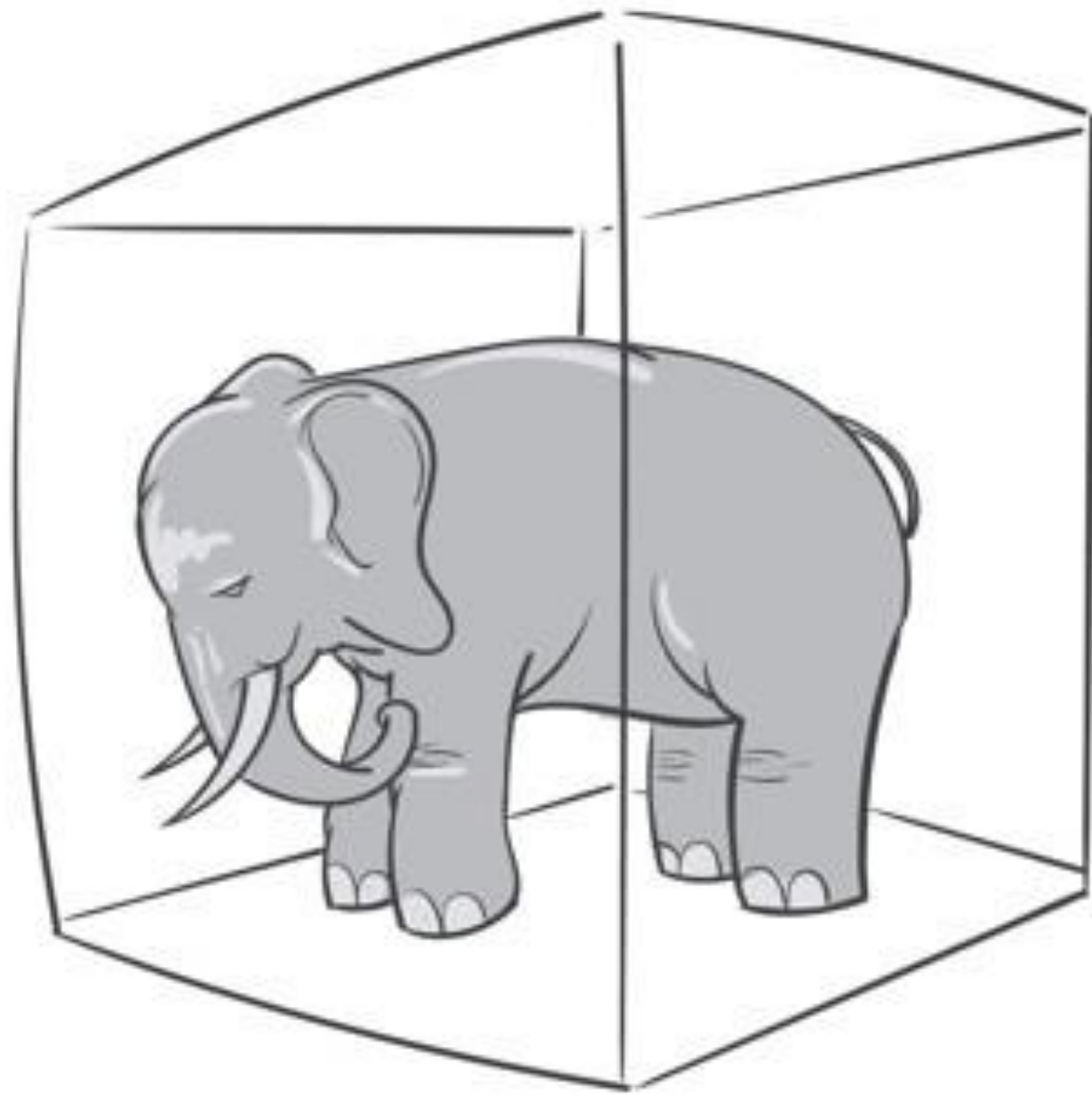
- I. A well designed, up-to-date website
- II. A current, engaging Facebook Page and Instagram feed**

Social Media Usage – Canada 2020

- Facebook and Instagram remain the dominant Social Media platforms in Canada

% 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



Types of Posts That Get Shared Most Often:

- **Breaking news**
- **Heartwarming stories**
- **Practical advice**
- **Behind the scenes content**
- **Serialized stories**



Typical Rotary Content

- **Fundraising event awareness**
- **Fundraising events**
- **Volunteer brigades**
- **Meetings / Speakers**
- **Cheque presentations**

ALWAYS Post with a Purpose

- Who is the target?
- What is the key message you want to communicate to them?
- Why is your target interested in that message?
- What response do you want to generate from that target?

Use this check list for each post to ensure it has a clear purpose!



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, especially those that are +3 minutes long
- Simple animation (GIFs)
- Images
- Tags



Why ADD Instagram to the Mix?

- Somewhat different audiences:
 - Instagram skews young and female
 - Instagram skews heavily to mobile devices /audiences
- The overlap in audiences allows for message reinforcement (a good thing)
- Prevalent hashtag use enables easy discovery of Rotary by IG users
- It's a more positive environment → Rotary *is* a positive organization



Make Your Life Easy:

- Use free accounts at [Buffer](#) or [Hootsuite](#) to post to both FB and IG from a PC.
- Schedule your posts:
 - Late morning on weekdays
 - Post to FB and IG a few days apart from each other (= Reinforcement)
- Use square images / video for both platforms → Not perfect, but good enough
- Use a common message for each channel, but be sure to...
 - Remove URLs for Instagram → They will not work
 - Use correct tags and hashtags → They are different for FB and IG



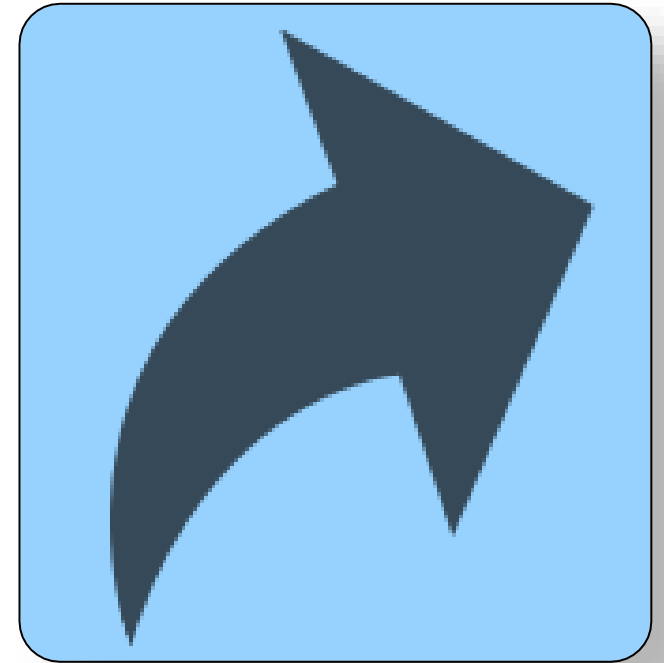
Content Sharing is the Driving Force Behind Social Media

- **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 (General Secretary of RI)**
www.facebook.com/JohnHewko/
- **7070 District Facebook Page**
www.facebook.com/rotary7070/
- **7090 District Facebook Page**
www.facebook.com/RotaryDistrict7090/

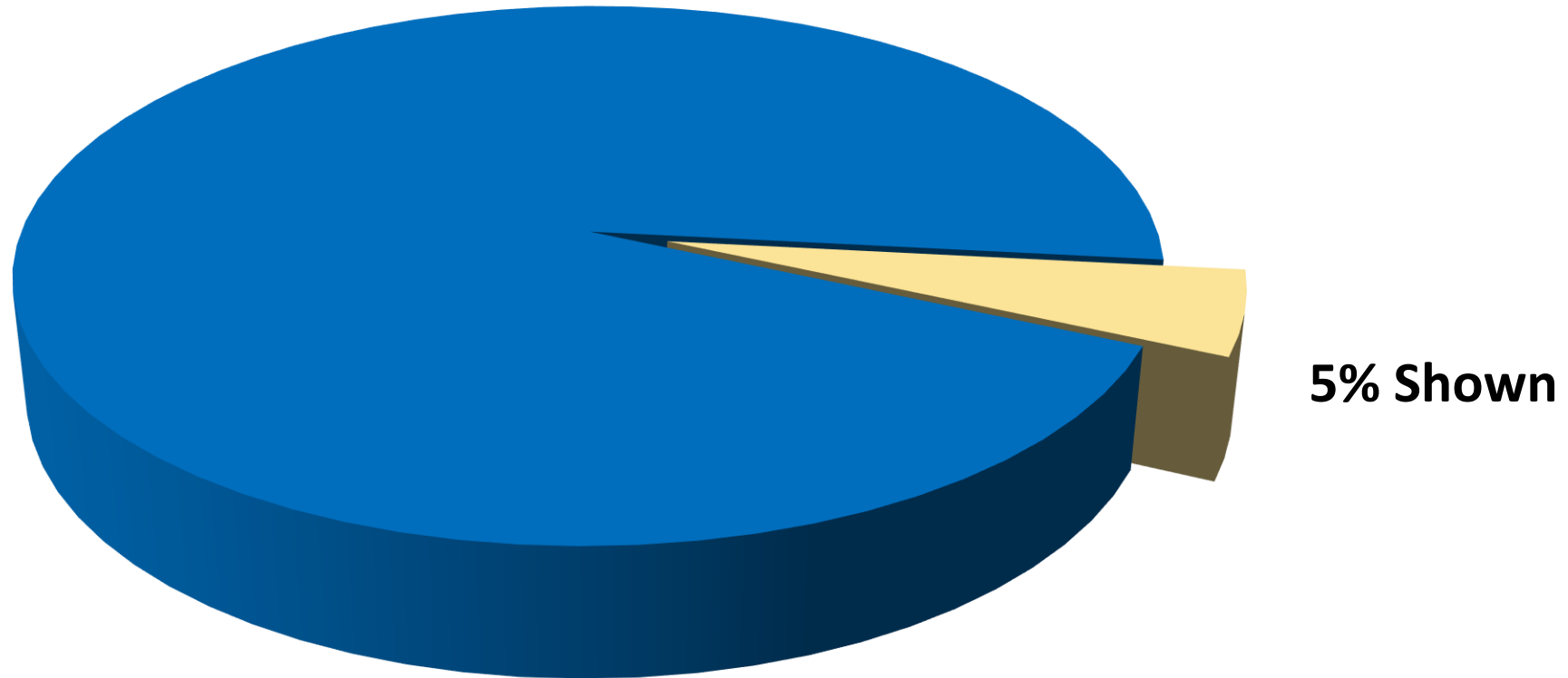


More Great Sources of Content & Inspiration

- **Rotary International Brand Centre (Images & Video)**
<https://brandcenter.rotary.org/en-GB>
- **Rotary International – Vimeo (video)**
<https://vimeo.com/rotary>
- **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/



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

Call me if you need help!



PR Learning Resources

Resources

[Rotary PR Guide \(PDF\)](#) **Must!**

[Quick Start Guide for Social Media \(PDF\)](#) **Must!**

[Quick Start Guide for Club Website \(PDF\)](#)

[Rotary Visual Identity Guide \(PDF\)](#)

[Rotary fact sheet \(PDF\)](#)

[Rotary Videos \(Link\)](#)

[Rotary Voice & Visual Identity Guide \(PDF\)](#) **Must!**

Links

[Rotary Learning Centre \(RI Sign-in Required\)](#) **Must!**

[Rotary Brand Center \(RI Sign-in Required\)](#) **Must!**

[Rotary Club Central \(RI Sign-in Required\)](#)

[Rotary Press Centre](#)

[Rotary Showcase](#)

[Online Tools](#)

[ClubRunner Support](#)



Course Catalogs

Courses by Topic

About Rotary

VIEW

Club Leadership

VIEW

District Leadership

VIEW

General

VIEW

Membership

VIEW

Professional Development

VIEW

Public Image

VIEW

Service

VIEW

The Rotary Foundation

VIEW

Trainer

VIEW

My Rotary Brand Centre

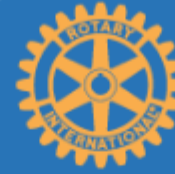


PEOPLE OF ACTION

Get everything you need from Rotary's latest public image campaign.

[LEARN MORE](#)

TELL ROTARY'S STORY
VOICE AND VISUAL
IDENTITY GUIDELINES



GUIDELINES

Apply our messaging and visual guidelines to your communications to tell Rotary's story in a consistent and engaging way.

[LEARN MORE](#)



LOGOS

Download high-resolution logos and Rotary graphics.

[LEARN MORE](#)



MATERIALS

Use our customizable materials to promote your club, projects, and programs.

[LEARN MORE](#)



ADS

Download online, print, outdoor, and radio ads to promote Rotary in your community.

[LEARN MORE](#)



IMAGES & VIDEO

Select images or videos that capture Rotary's essence and reflect our work and our members.

[LEARN MORE](#)

TELL ROTARY'S STORY

VOICE AND VISUAL IDENTITY GUIDELINES



Rotary



OUR VOICE IS...

Smart

THIS MEANS...

We look at problems from different angles and apply our expertise to address social issues in ways others cannot. We are insightful and discerning.

OUR COMMUNICATIONS ARE...

**Knowledgeable
Perceptive
Confident**

Compassionate

Tackling the world's toughest challenges requires empathy. We champion real people and stories that are relatable and universal.

**Thoughtful
Sincere
Engaging**

Persevering

We find lasting solutions to systemic problems at home and abroad. We speak with clarity and conviction.

**Bold
Purposeful
Courageous**

Inspiring

Motivated by the enduring connections and positive change we bring to communities and the world, we encourage others to take action. We convey hope, enthusiasm, and passion.

**Upbeat
Hopeful
Visionary**

An invitation to prospective members to visit a local club...

No “Voice”

Rotary is ordinary people around the world working together to clean the environment, end polio, improve our communities, and accomplish other extraordinary things.

Learn more at rotary.org.

In Rotary’s “Voice”

It’s amazing what we can accomplish when hearts and minds work together. See how leaders from countries, cultures, and occupations around the world are taking action — to enhance health, empower youth, promote peace, and improve their community.

Join leaders at a Rotary club near you

Rotary Zone 34 Public Image Team



<https://www.cognitoforms.com/RotaryZone34/RegisterForThe2022PublicImageBootCamp>

Getting Help with Facebook and Instagram:



<https://www.youtube.com/channel/UC5i1U95Udd4RYblltKRV9-A>

More Help with Facebook

How to Use Facebook – D7080 Webinar 2020

<https://youtu.be/WaBX6VPvw5c>

Powerful Facebook Posts - D7080 Webinar 2020

<https://youtu.be/M841GDghwfE>

Promoting Rotary Through Facebook - D7080 Webinar 2021

<https://www.youtube.com/watch?v=m9L5GoInsoY>

Creative Development Tools



Useful Creation / Editing Tools

1. [Canva.com](https://www.canva.com) online publishing app.

- VERY easy to use (no skill required)
- 60 million images
- Vast library of video clips
- Tailored to creating social media posts
- Brand kit feature
- Free for Non-Profits

<https://www.youtube.com/watch?v=zJSgUx5K6V0&t=29s>

2. PowerPoint 2020 (MS Office 365)

- 100% Flexible / Ad hoc
- Basic photo editing (transparency)
- Basic animation & morphs
- Screen capture videos
- Slide shows (GIF or MP4 format)

<https://www.youtube.com/watch?v=szbFDKVHkOM>

Useful Creation / Editing Tools

3. Windows 10 Video Editor

- Easy to use (no frills)
- Free with Windows 10

4. Audacity Music Editor

- Easy to use (no frills)
- Free for Windows users

5. Snip & Sketch screen grab tool

- Easy to use (no frills)
- Free for Windows users

A hand is holding a yellow ruler vertically against a dark chalkboard. The word "Success" is written in large, white, sans-serif capital letters on the chalkboard, positioned to the left of the ruler. The ruler is marked in inches and centimeters. The hand is holding the ruler at the top, near the 11-inch mark.

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**
 - ...how Rotary and their club is a force for good in this world**
 - ...why they love being a Rotarian / Rotaractor**
 - ...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

Why do I
love being
a Rotarian ?





“Shine A Light on Rotary” Campaign

Goal: Encourage stories about Rotary and Rotarians work and community impact.

- Point system to be tracked via Google Forms
- Select stories to be profiled in District Newsletter and District Events
- Storytelling workshops TBD

Prize: Club with most points @ EO June 2022 will receive \$500 to contribute to a cause of their choice



District 7080 PR Programs That Can Be Leveraged by Clubs

Google Adwords Program



What is a Google Grant?

- The **Google Ad Grants** gives qualified organizations \$10,000 per month in **Google Ads** spend to be used to promote their missions and initiatives on **Google.com**.
- Google mandates high performance standards for all ad campaigns supported by its grants. Google suspends all accounts that do not meet their performance criteria.



The Goal of D7080's Google Grant Campaign:

- **To build awareness** of the different Rotary clubs operating within a given city in order to alleviate the confusion of having to search for this information across several club-operated website.





Hide the nav
Trick



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](#) (905 815 8393) George Vincent to learn more about any of the clubs in Oakville. Contact information for each club is listed below.

Oakville Trafalgar	Oakville West	Oakville	Passport South	Halton Rotaract
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				

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

Google Adword Landing Pages



Rotary and Rotaract in Brampton

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 about [About Rotary](#).



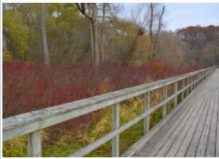
Brampton has 5 traditional Rotary clubs and 1 Rotaract club:


- Rotary Brampton Heart Lake
- Rotary Brampton South
- Rotary Brampton Flower City Central
- Rotary Brampton
- Rotary Bramalea
- Rotaract Brampton

Please [Email](#) or [Phone](#) (416-990-6434) Claude Armstrong to learn more about any of the clubs in Brampton. Contact information for each club is listed below.

Heart Lake	South	Flower City Central	Brampton	Bramalea	Rotaract
Rotary Brampton Heart Lake We are a small but highly active service club and feel more like a family than a club. We have fun and enjoy interesting meetings, along with helping people in our community. Meeting time: Thursday at 7:30 PM, Weekly					

<https://rotary7080.org/page/rotary-in-brampton-club-info/>





Rotary District 7080

Rotary and Rotaract Clubs in Burlington

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](#).




Burlington currently has 4 traditional Rotary clubs and 1 Rotaract club:


- Rotary Burlington North
- Rotary Burlington Lakeshore
- Rotary Club of Burlington
- Rotary Burlington Central
- Halton Rotaract

Please [email](#) Elaine Matthew to learn more about any of the clubs in Burlington. Contact information for each club is listed within the tabs below.

Burlington North	Burlington Lakeshore	Burlington	Burlington Central	Halton Rotaract
Rotary Burlington North				

<https://rotary7080.org/page/rotary-in-burlington-club-info/>





Rotary District 7080

Rotary Clubs in Cambridge

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](#).




Cambridge has 3 Rotary clubs:


- Rotary Cambridge HP (Preston Hespeler)
- Rotary Cambridge Sunrise
- Rotary Cambridge North

Please [Email](#) or [Phone](#) (519-829-1662) Larry Brokenshire to learn more about any of the clubs in Cambridge. Contact information for each club is listed below.

Cambridge HP	Cambridge Sunrise	Cambridge North
Rotary Cambridge Sunrise We have a passion for making a difference in our city and the world. We are leaders who love helping people, especially children and the disadvantaged. We meet to socialize, plan service projects, discuss issues and hear interesting guest speakers.		

<https://rotary7080.org/page/rotary-in-cambridge-club-info/>





Rotary District 7080

Rotary and Rotaract Clubs in Guelph / Wellington

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](#).




Guelph / Wellington has 6 traditional Rotary clubs and 1 Rotaract club:


- Rotary Guelph
- Rotary Guelph South
- Rotary Guelph Trillium
- Rotary Guelph Wellington
- Rotary Centre Wellington Centennial
- Rotary Fergus Elora
- Rotaract Guelph

Please [Email](#) or [Phone](#) (519-829-1662) Darlene Carpenter to learn more about any of the clubs in Guelph or Wellington. Information about each club can be found using the tabs below.

Guelph	Guelph South	Trillium	Wellington	Centre Wellington	Fergus Elora	Rotaract Guelph
--------	--------------	----------	------------	-------------------	--------------	-----------------

<https://rotary7080.org/page/rotary-in-guelph-wellington-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 project is in partnership with [KidsAbility](#) to refurbish and renew the Sensory Garden located at KidsAbility Centre for Child Development in Waterloo, ON.



Our 5 Clubs came together on October 23rd, 2021 to complete the first step of this project! With a lot of hard work, Rotarians completed the first phase of this initiative. In the spring, we plan to add mulch, revitalize the sensory structures, and create an accessible path from one side of the garden to the other! We have also made a commitment to manage the ongoing maintenance of

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





Rotary District 7080

Rotary and Rotaract Clubs in Mississauga

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](#).

Mississauga has 7 traditional Rotary clubs and 1 Rotaract club:

- Rotary Mississauga City Centre
- Rotary Mississauga Dixie
- Rotary Mississauga Malton
- Rotary Mississauga Meadowvale
- Rotary Mississauga Streetsville
- Rotary Mississauga West
- Rotary Club of Mississauga
- Rotaract Mississauga

Please [Email](#) or [Phone](#) (905-855-8761) Betty Jo Parent to learn more about any of the clubs in Mississauga. Contact information for each club can be found in the tabs below.

City Centre	Dixie	Malton	Meadowvale	Streetsville	West	Mississauga	Rotaract
-------------	-------	--------	------------	--------------	------	-------------	----------

<https://rotary7080.org/page/rotary-in-mississauga-club-info/>

Oakville Adword Campaign: Target, Key Words and Ads

Target: People who live in 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

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
 - Fine-tune campaigns to meet Google's performance criteria
 - Share results / learning with key stakeholders
- Cluster AGs or Cluster PR Committees
 - Be the primary point of contact for all inquiries generated by AdWord Ads (email, phone)
 - Update content for their cluster's landing page (ongoing)
- Club PR
 - Provide content for their club's information tab

Google Grant Landing Page





Rotary and Rotaract Clubs in Guelph / Wellington

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](#).


Guelph / Wellington has 6 traditional Rotary clubs and 1 Rotaract club.

- Rotary Guelph
- Rotary Guelph South
- Rotary Guelph Trillium
- Rotary Guelph Wellington
- Rotary Centre Wellington Centennial
- Rotary Fergus Elora
- Rotaract Guelph

Please [Email](#) or [Phone](#) (519-829-1662) Darlene Carpenter to learn more about any of the clubs in Guelph or Wellington. Information about each club can be found using the tabs below.

Guelph	Guelph South	Trillium	Wellington	Centre Wellington	Fergus Elora	Rotaract Guelph
--------	--------------	----------	------------	-------------------	--------------	-----------------

<https://rotary7080.org/page/rotary-in-guelph-wellington-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 project is in partnership with [KidsAbility](#) to refurbish and renew the Sensory Garden located at KidsAbility Centre for Child Development in Waterloo, ON.



Our 5 Clubs came together on October 23rd, 2021 to complete the first step of this project! With a lot of hard work, Rotarians completed the first phase of this initiative. In the spring, we plan to add mulch, revitalize the sensory structures, and create an accessible path from one side of the garden to the other! We have also made a commitment to manage the ongoing maintenance of

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

LTD Results – Google AdWords:

- To date the program has generated +900 clicks.
- The Google grant has provided +\$2500 (US) in free ads.

Campaign	Clicks	Impr.	CTR	Avg. CPC	Cost \$US
Rotary Leads KW	115	853	13.5%	\$ 2.64	304
Rotary Leads Cambridge	31	205	15.1%	\$ 1.73	54
Rotary Leads Burlington	121	895	13.5%	\$ 2.43	294
Rotary Leads Brampton	114	623	18.3%	\$ 2.98	340
Rotary Leads Oakville	281	1,354	20.8%	\$ 2.66	749
Rotary Leads Mississ	161	1,138	14.2%	\$ 3.74	602
Rotary Leads Guelph Well	103	623	16.5%	\$ 2.00	206

District 7080 PR Programs That Can Be Leveraged by Clubs

GRO Program



Top Strategic Priority - D7080 Public Image & Membership

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



Member Recruitment - 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

Channels & Ad Format

 • Facebook → Video Ads

 • Instagram → Video Ads

 • Google → Video Ads

Video Ads Developed by Sheridan Coop Team

Older Target



Ribfest
Volunteering



Clean-Up 2
Environment

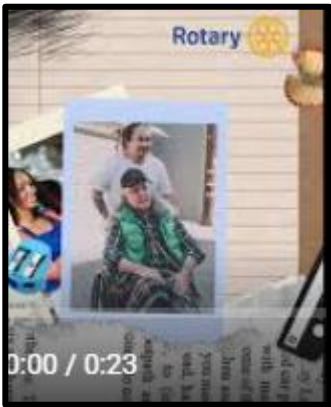


Comm Garden
Environment



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 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."

Brain Bennett
Rotary Club of Toronto

"Rotary 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 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."


Laura Otto
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 Rotary."

James Weber
Hilton Rotaract


"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


"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."

James Savourathanathan
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



Rotary International is Committed to Protecting our Environment

Projects and programs that protect the environment are now a key priority for Rotary. Rotarians and Rotaractors 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:

[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 VASH 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



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 Weber
Hilton Rotaract


"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

"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."

James Savourathanathan
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.



Leadership

Facebook & Instagram - Results to Date (Sep 5, 2021 to Apr 6, 2022)

- Costs are higher than plan and hard leads have NOT materialized.

	<u>Targets</u>	<u>Actual</u>	<u>Variance</u>
Investment	\$5,000	\$2,274	
Reach	200,000	66,900	
Cost per Reach	\$0.025	\$0.034	+\$0.009
Frequency	1.5	3.4	+1.9
Clicks	4,000	1,755	
Cost per Click	\$0.800	\$1.295	+\$0.495
Leads	200	0	
Cost per Lead	\$25.00	++	++

Work as a Cluster to Become More Effective





100 Years

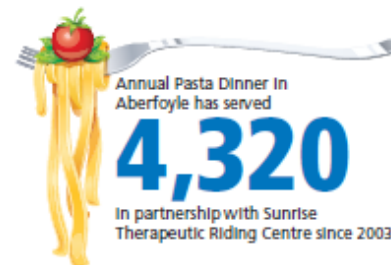
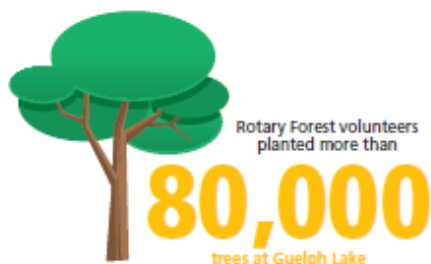
of service above self

Rotary
in Guelph
1920 - 2020

DID YOU KNOW...

Rotary brings together friends, family, and community leaders to create positive, lasting change in our local communities and around the world. Rotary has been in Guelph for 100 years growing from **one club in 1920** to **seven clubs across Guelph, Fergus and Elora today**. Your generosity has supported countless annual events and enabled many significant community projects.

OUR ROTARY CLUBS HAVE CONTRIBUTED OVER \$13.7 MILLION AND MORE THAN 2 MILLION VOLUNTEER HOURS IN SUPPORT OF THE GUELPH, FERGUS AND ELORA COMMUNITIES.



NOT TO MENTION:

- Rotary Support helped make Silvercreek Skate Park A Reality
- Fergus & Elora clubs Supported Community Centre & Aquatic Complex, Splashpads, Accessibility Playgrounds & Parks

- Fergus-Elora Bingos & Catch the Ace Support Emergency Room In new Groves Memorial Hospital
- Rails for Trails - Guelph Lakes Nature Project Habitat For
- Humanity supported in all three Communities

SUPPORTERS OF:

Children's Foundation
Community Food Banks
Evergreen Seniors Centre
Food4Kids Guelph
Guelph General Hospital
Groves Memorial Hospital

Guelph Youth Music Centre
HOPE House
Hopewell
Hospice Wellington
KidsAbility
Playsense

Sheldale Family Gateway
Women in Crisis
Youth Programs
- High School Awards
- Food Insecurity and Poverty
Reduction

- Youth Leadership Development
- Supporting the development of Youth Hubs in Guelph and Wellington County

... and many more

Rotary proudly serves the Guelph, Fergus and Elora communities

We thank you for your support of these initiatives
through generously volunteering your time and your financial support

Happy Holidays from our Rotary Family

JOIN US FOR A MEETING — DURING COVID ALL MEETINGS ARE VIRTUAL

Rotaract Club of Guelph
Tuesdays at 5:30pm
University Centre Room
225
(except last Tuesday of month in Brass Taps)
Guelph, ON

Rotary Club of Centre Wellington
Thursdays at 7:10am
(excluding the 3rd Thursday of the month)
The Gorge Country Kitchen
County Road 7, Elora, ON

Rotary Club of Fergus-Elora
Tuesdays at 12:15pm
Heritage River
25 Wellington Drive
Elora, ON

Rotary Club of Guelph
Fridays at 12:30pm
Italian Canadian Club
135 Ferguson Street
Guelph, ON

Rotary Club of Guelph South
Thursdays at 7:30am
Springfield Golf & Country Club
2054 Gordon Street
Guelph, ON

Rotary Club of Guelph Trillium
Wednesdays at 7:30am
Cutten Fields
190 College Ave East
Guelph, ON

Rotary Club of Guelph Wellington
Mondays at 6:15pm
Guelph Country Club
133 Woodlawn Road East
Guelph, ON

FOR MORE INFORMATION VISIT: rotaryofgw.ca

GUELPH WELLINGTON ROTARY CLUSTER MEDIA CAMPAIGN SUMMARY 2020-2022

Date	Media	Focus	Cost	Results
December 2020	Print Wellington Advertiser Guelph Mercury Tribune	100 Years of Rotary	\$1996.71	Anecdotal Positive Awareness Feedback
June – July 2021	Guelph Today	Duck Race	Shared by 4 Guelph Clubs \$1964.40	.017% Big Box CTR
June 2021	Guelph Today	Tour de Guelph	“	59% CTR
August 2021	Guelph Today	Ribfest Drive-Thru	“	47% Email Banner CTR 35% Big Box CTR
Jan 21 – February 28, 2022	Guelph Today	Rotary Awareness/Membership	“	20% Transform Banner CTR 14% Fighting Hunger Banner CTR
Jan 21 – February 28, 2022	Elora Fergus Today	Rotary Awareness/Membership	“	15%/18%/12% Banners 9% Big Box CTR

Landing Pages – Jan 2022 Cluster Campaign



Rotary is Committed to Protecting our Environment

Projects and programs that protect the environment are now a key priority for Rotary. We address environmental issues the way they always do: coming up with projects, using their community connections, and planning for the future. Rotarians understand that the whole world is their backyard. So they work hard now to protect the environment:



With 1.2 million members 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 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](#)

"Rotaract has been a great opportunity for me to gain a community on campus that is interested and enthusiastic about helping both internationally and locally. It has given me an opportunity to escape from the stress of school while making me feel like I am making a difference."

Eden Saari, Rotaractor

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.

Gateway has been incredibly blessed to have the support of Rotary Clubs from Guelph and Guelph South), Through this wonderful generosity, we have been able to provide nutritious breakfasts, after school activities and leadership opportunities for our students. Thank you enough for all you have done for the community of Onward Willow."

Shelldale Family Gateway

Effective PR Takes Time!

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

A major
challenge for
most Rotary
clubs!

A Few Final Thoughts...



- Be patient. It's a marathon, not a sprint
- Leverage each of the 3 channels (Website / FB / IG)
- Leverage district and RI resources
 - Learning Materials
 - Graphic Assets
 - People
- Stay true to Rotary's brand in ALL you do
- Benchmark, set goals and then measure your success!
- Consider working in clusters to drive scale and efficiency



Questions / Comments?



*THANK
YOU*

Rotary District 7080 How-To Resources

Topic: Promote your Club Event with Members Across the District



Do you have an event that you want to promote to members within the District? The below are the approved and most effective methods by District 7080.

1. Create an Event within your club's ClubRunner website and 'link' it so it also shows on the [District's Events Calendar](#). (See screen grab below.) This calendar is published on the District's website and posted in the District's monthly bulletin.
2. Post your Event within the [District 7080 Facebook Community](#). Note, this is a closed Facebook Group, so you need to join the group before you can do this.
3. Create a Post directly on the [District's Facebook Page](#). We will review your post and then publish it to the page. (Note we limit each club to just 4 posts per year). If you prefer, you can also just email the link to your club's Facebook post to us at: connects@rotary7080.org
4. Tag District 7080 when you post your event to your Club's Instagram account ([@rotarydistrict7080](#)). We'll aim to re-share your post about the event at least once on the District's Instagram account.

Please note, we do not publish articles for upcoming club events in the monthly bulletin. We are happy to publish article about events after they happen to share success stories and 'lessons learned'.

Club members with access to the District's email app in ClubRunner do not have permission to use this tool to promote club events.

Linking Events in ClubRunner

The screenshot shows the 'Create New Event' form in ClubRunner for the Rotary Club of Burlington North. The form includes fields for Event Name, Event Code, Status (Active/Draft), Event Type (General), Start Date & Time, End Date & Time, and a Description. At the bottom, there are checkboxes for various display options. Two red circles highlight the 'Link Event' button in the top navigation bar and the 'Show Event in District Calendar' checkbox in the bottom section.

Rotary Club of Burlington North - www.RotaryBurlingtonNorth.com

Link Event

Create New Event

Create Event

Event Name: [Text Field]

Event Code: [Text Field]

Status: ☒ Active ☐ Draft

Event Type: General

Start Date & Time: [Calendar Picker] Tip: Type X or P to switch AM/PM

End Date & Time: [Calendar Picker] Tip: Type X or P to switch AM/PM. Leave blank if not applicable

Description: [Rich Text Editor]

Show Event in Home page? ☒ Yes ☐ No

Show Event in Calendar? ☒ Yes ☐ No

Show in Events List? ☒ Yes ☐ No

Show Event in Bulletin? ☒ Yes ☐ No

Display Social Media Share Bar? ☒ Yes ☐ No

Show Event in District Calendar? ☒ Yes ☐ No

Show Map? ☒ Yes ☐ No

Cancel Save