

Communications & Public Relations Strategic Plan Summary

March 6, 2018

1. **District Goals for Communications:** Ensure that Every Club...

- Consistently publicizes their activities within their community and beyond.
- Has set goals and posted them on Rotary Club Central.
- Simplify the process of making useful information readily available to Clubs/members.

2. **Primary Components of District Communications Programs**

- District Website
- District Facebook Page
- Club Runner Email System
- Rotary.org, My Rotary and Rotary Club Central
- Club Runner Database
- Community Outreach and Publication

3. **District Website** <http://www.rotarydistrict7210.org/>

The District website is to be used as a resource center for storage and publication of information that is useful to our Clubs and Members, and not for short-term “news” items (which will be posted on the District’s Facebook page). The primary components of the District Website are:

- **Home Page:** with feature articles on major events, and links to the Calendar, Directories, Download Files, Club Leadership Page, and Program Pages for Foundation, Membership, Service and Youth.
- **Calendar:** Clubs should be encouraged to use their own Club Runner Calendar to post their events and share those events (by clicking a box) to the District Calendar.
- **Club Leadership page:** A page for highlighting current resources useful to the Club leaders.
- **Program Pages:** Pages for sharing current resources for Foundation, Membership, Service and Youth Programs.
- **Directories:** Contact information for Clubs, as well as District and Club leadership.
- **Download Files:** Access to a list of files stored on the ClubRunner “cloud” for public or secure access. Note that all important District documentation should be stored here for future access, with the ability to make documents publicly available, or only to those with appropriate access. Preservation of these files is of utmost importance.
- **Member Area:** Access to ClubRunner Administration area, access varies by member role.

4. **District Facebook Page** <https://www.facebook.com/RotaryDistrict7210/>

The District website is to publicize District and Club activities, and to share news items. Clubs should be encouraged to post their activities and news items on their own Facebook page, then “share” them to the District 7210 page. This is also a great place to share timely information from other source’s websites and Facebook pages, including Rotary International and other Rotary Districts, Clubs and Members. A Communications team member should monitor the RI and Club pages, and share appropriate content to the District page.

5. **ClubRunner Email System**

One of the greatest challenges that we’ve faced recently is getting our Club Leaders and Members to open and act upon the many emails that we send them. As a result, we’ve adopted a “less is more” approach intended to limit use of email blasts in the hope of increasing our “open rate”. The District should typically limit its email blasts to members to the following:

- Twice monthly blasts to ALL members; at the beginning of each month for the DG Newsletter, and then again at the month’s approximate mid-point with timely reminders of important activities.
- Weekly blasts to Club Leadership (President, President-Elect, Secretary & Treasurer) and District Executive Team (BoG, AG’s, PD’s) with timely reminders of important activities and links to resources helpful to Club administration.
- Special Event blasts (typically once or twice only per event) to ALL members to focus attention on a single event or opportunity, such as UN Day, Assembly or District Conference registration.

6. Rotary.org, My Rotary and Rotary Club Central <https://my.rotary.org>

Rotary International's website, Rotary.org, represents an incredibly useful tool to Rotary Club members and leaders. A Communications team member should be assigned to monitor the coordination of the Rotary.org database with the ClubRunner database (see below), as well as to provide training and support in the use of My Rotary and Rotary Club Central, including a working knowledge by Club leadership of the following:

- Club Goal Setting and Progress Reporting
- Membership, Foundation and Service Reports
- Presidential Citation Reporting
- Club Administration page for useful resources and reference materials
- Rotary Showcase, Rotary Ideas and Discussion Groups
- Rotary Brand Center to ensure consistent Rotary visual image

7. ClubRunner Database

Because most (but not yet all) of our District's Clubs have "integrated data" between the Rotary International and ClubRunner databases, most of the contact information for Club leaders and members comes from the information that members input onto ClubRunner (it flows upward to RI, but information put into the RI database does NOT flow downward to the CR database). If needed information is missing or incorrect on CR, important emails may not be received by the intended recipient. A Communications team member should be assigned to monitor and maintain the ClubRunner database, while providing training to the leaders/members, including the accuracy of:

- Club Names: Differing Club names between RI and CR databases results in errors.
- Officer Titles: CR allows Clubs to create their own titles, but those may not integrate with RI titles.
- Current/Future Officers: Inaccurate officer list means leaders and their Clubs miss emails/info.
- Member Lists: Rotary International and District dues are based upon current member lists.
- Member Profile information: In addition to accurate email, accurate demographic info is helpful.

8. Printed and Digital Materials

The Communications team is responsible for assisting District and Club leadership in ensuring that all public materials are graphically interesting and consistent with the recent changes in Rotary's brand standards.

9. Raising Awareness of Rotary <https://my.rotary.org/en/learning-reference/learn-topic/public-relations>

The Communications team is responsible for seeking and capitalizing on opportunities to make our Communities aware of the Rotary Clubs in the Hudson Valley, and should proactively work with Clubs on a Regional basis to help raise awareness of Rotary, including through the publication of significant activities and events.