



ROTARY INTERNATIONAL®  
THE ROTARY FOUNDATION®

# Rotary's Public Image

Sharing Rotary's story through  
Public Relations



# Rotary's Approach to PR

- Think Locally, Act locally
- Rotary's strength lies in its 33,000 clubs and 1.2 million members
- Rotary's public image is the responsibility of every single Rotarian



# RI' s Public Relations Division

- Supports Rotary clubs and districts with resources and counsel
- Supports Rotary clubs and districts with Media Relations
- Supports the work of the Public Image Resource Group



# Why tell the Rotary story?

Enhancing Rotary's public image by increasing awareness of its humanitarian work will lead to:

- Membership Growth
- Donations
- Partners



# Public Relations for Membership Development

- Develop a Rotary Web site
- Solicit third-party endorsements of club projects
- Ask the beneficiaries of Rotary service to speak on behalf of your club
- Publicize member participation in club and district activities
- Produce a video of club activity



# Website Builder

Product: ClubRunner for Clubs



Rotary Club of Richmond, BC

Community clubs everywhere are serving a great cause. The hard work and dedication of their members have contributed to the great success of service clubs all over the world. But these dedicated members still find themselves spending hours **administering** club activities, often **repeating** the same work with each event. Time that is much better spent contributing in a meaningful way.

Clubs all over the world are facing challenges in building membership, especially with the younger generation, the future leaders of community service. ClubRunner is simply a tool that helps dedicated people do their job more efficiently and use their valuable time more wisely by streamlining common processes, and centralizing information so that it is at the reach of every single member.

ClubRunner offers all your members the tools to connect, communicate and collaborate.

## Learn more about the main features of ClubRunner:

- [Website Manager](#)
- [Member Directory](#)
- [Message Center](#)
- [Attendance Manager](#)
- [Dues & Billing](#)
- [eBulletin](#)
- [Committees Management](#)
- [Photo Albums](#)
- [Event Calendar & Planner](#)



- [ClubRunner Benefits](#)
- [RI Integration](#)
- [RI-CAS](#)
- [Testimonials](#)
- [Order Now](#)

## Hours of Operation

Monday - Friday  
9 a.m. - 5 p.m. Eastern

[Excluding all Canadian Holidays](#)



**BLOG**  
ClubRunners Blogspot



**EVENTS**  
ClubRunner in a city near you



**COMMUNITY**  
Start a Conversation



Set up your site today  
with our **30 Day**  
Money Back Guarantee



# Membership Development

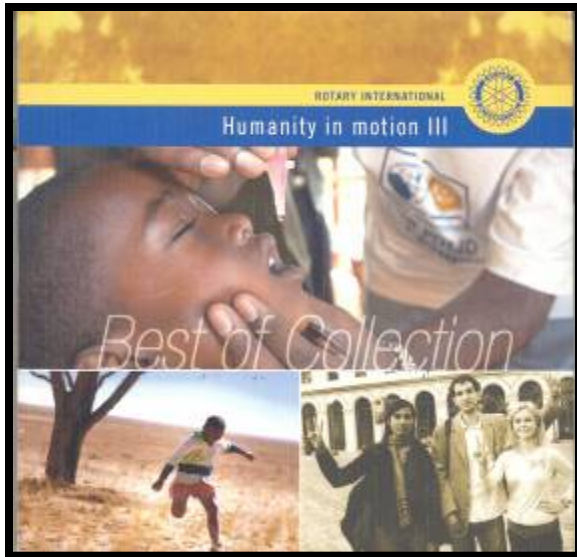
- Promote Rotary's work with and for young people
- Seek opportunities for Rotarians to speak at community events and in schools
- Cite Rotary's International Presence



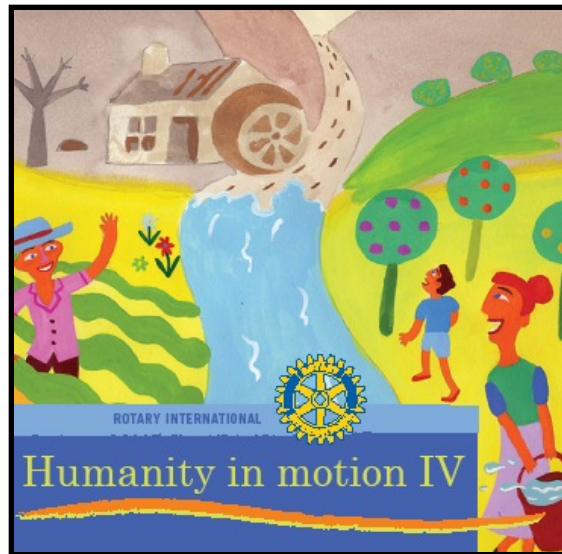




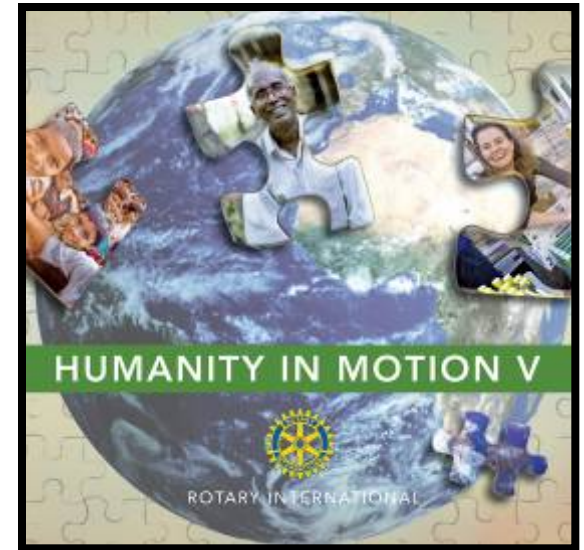
# Humanity in Motion Campaign



2007



2008



2009



# We all want the same thing

And the 1.2 million members of Rotary around the world are making it happen. Rotary's educational programs and scholarships are dedicated solely to promoting peace.

**Together we can  
create a more peaceful world.**



**Rotary. Humanity in motion.**

**Rotary Clubs of Oregon  
and Southwest Washington**

**Rotary District 5100  
[www.district5100.org](http://www.district5100.org)**





# Clean water...basic to life

Rotary's working on it

น้ำสะอาด - พื้นฐานต่อชีวิต

Rotary.

Humanity in motion



[www.rotary.org](http://www.rotary.org)

สโมสรโรตารี ภาค 3330

District 3330 RI

[www.rotary3330.org](http://www.rotary3330.org)





WARNING: UNDER VIDEO SURVEILLANCE

ADSHEL



**Business Owner.  
Father.  
Hunger Fighter.  
Rotarian.**

Want to play a part?

Tel: 0800 4 ROTARY  
[www.rotary.org](http://www.rotary.org)

12 1 2009

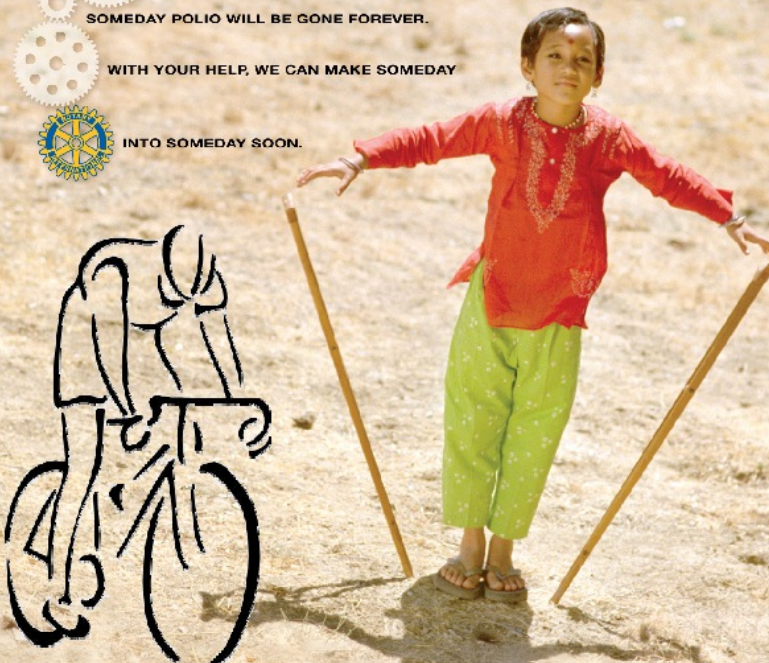




# Sample Customized PSAs


**End Polio Now Bike Ride  
May 9, 2009**

SOMEDAY NO CHILD WILL NEED A POLIO VACCINE.  
SOMEDAY POLIO WILL BE GONE FOREVER.  
WITH YOUR HELP, WE CAN MAKE SOMEDAY  
INTO SOMEDAY SOON.



We are almost there. After twenty years and over two billion vaccinations, Rotary and its partners are on the brink of eradicating polio forever. But we can't finish the job without you. Thanks to a challenge grant from the Bill & Melinda Gates Foundation, your donation will work twice as hard.

**END POLIO NOW**  
Learn how you can help at [rotary.org/endpolio](http://rotary.org/endpolio)

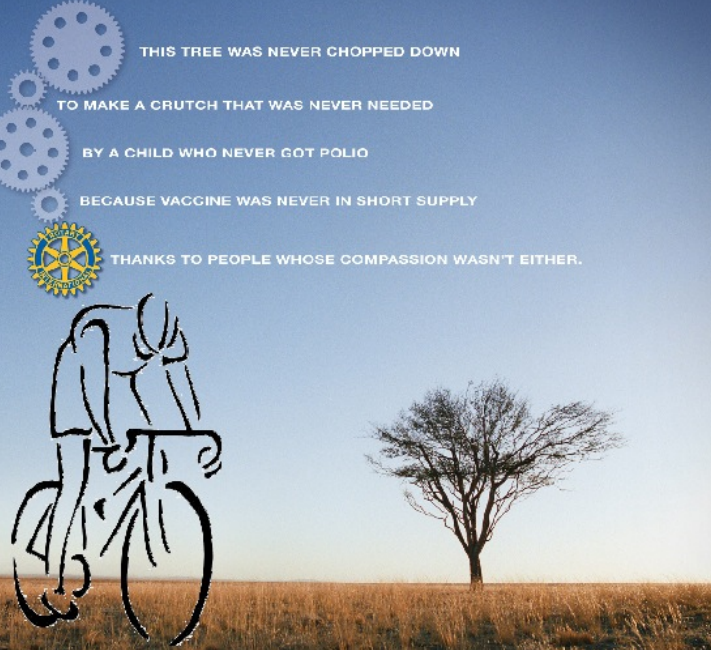


**Rotary.**  
Humanity in motion.

**www.millardrotary.org**


**End Polio Now Bike Ride  
May 9, 2009**

THIS TREE WAS NEVER CHOPPED DOWN  
TO MAKE A CRUTCH THAT WAS NEVER NEEDED  
BY A CHILD WHO NEVER GOT POLIO  
BECAUSE VACCINE WAS NEVER IN SHORT SUPPLY  
THANKS TO PEOPLE WHOSE COMPASSION WASN'T EITHER.



Please help Rotary rid the world of polio forever. Thanks to a challenge grant from the Bill & Melinda Gates Foundation, your donation will work twice as hard.

**END POLIO NOW**  
Learn how you can help at [rotary.org/endpolio](http://rotary.org/endpolio)



**Rotary.**  
Humanity in motion.

**www.millardrotary.org**



# Additional Outreach Resources



Wallet cards  
(419)



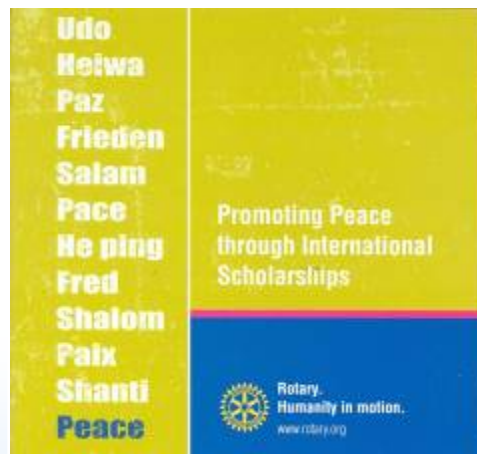
Brochure  
(001)



Postcard



Wallet cards



Brochure  
(610)





# -ROTARY PR TIPS-

18 AUGUST 2009 - EDITED BY JOSEPH LORENZO

## Rotary in the news

Joseph Batory, president-elect of the [Rotary Club of Philadelphia](#), Pennsylvania, USA, shares in a recent op-ed piece for a community newspaper how the 54 Rotary clubs in the Philadelphia area are working at the local and global level. By using some of Rotary's key messages, the piece effectively demonstrates what Rotary is and does - and encourages others to become involved. Consider creating a version for your local media or sharing your comments on the newspaper's Web site. [Read the full piece.](#)

## Tips to promote your humanitarian projects

The newly revised [Promotional Guide for Humanitarian Projects](#) is now available. This guide provides clubs and districts with all the tools they need to promote service projects, including planning strategies, tips on working with the media and using social networking sites, a case study, and sample news release

## Social Media Corner

CONNECT WITH ROTARY ON  
**facebook**

JOIN ROTARY'S NETWORK ON  
**LinkedIn**

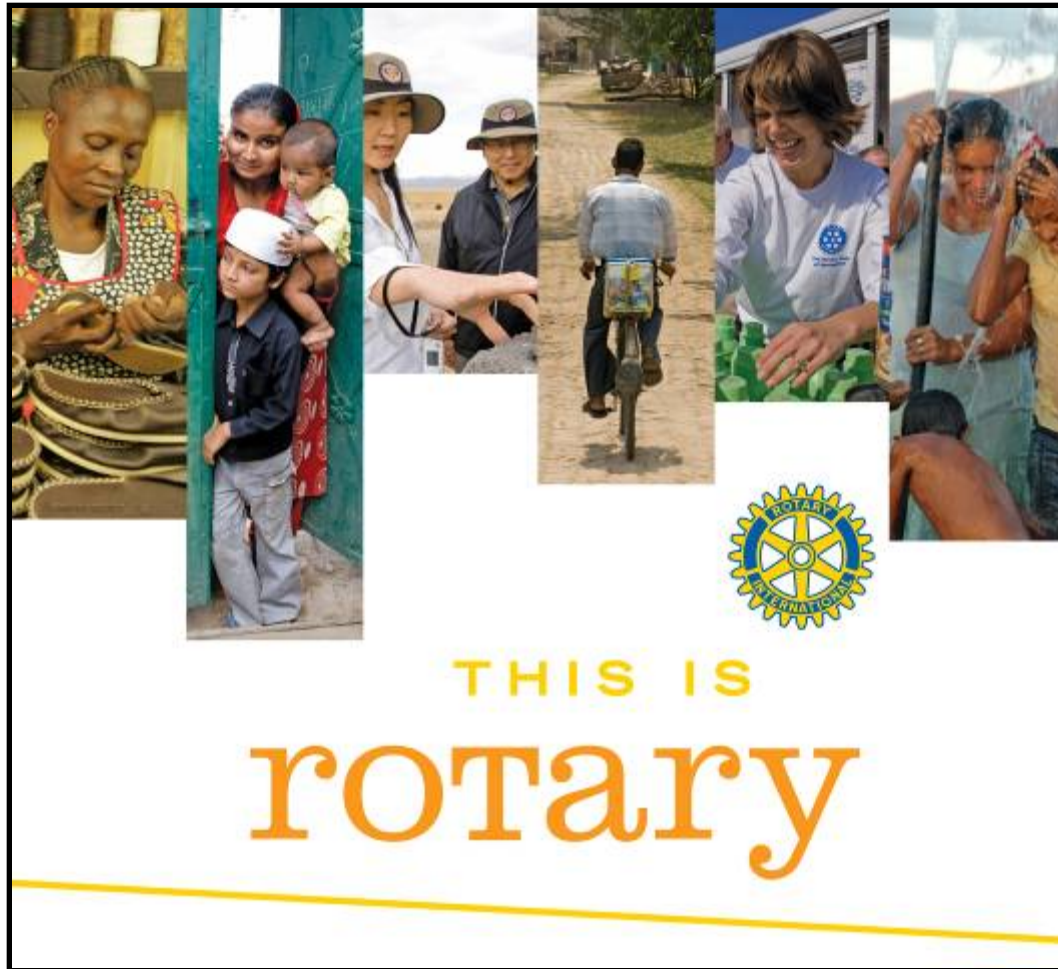
FOLLOW ROTARY TWEETS ON  
**twitter**

WATCH ROTARY VIDEOS AT  
**YouTube**





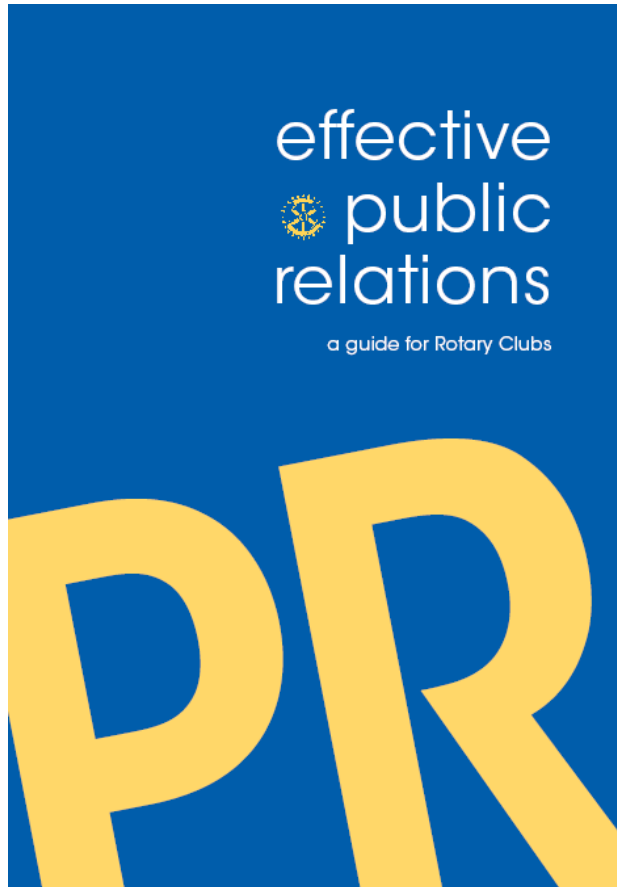
# This is Rotary - DVD







# Training Materials



Training Manual  
(267)



## Media Crisis Handbook



Handbook  
(515)



# Rotary's Social Media Presence

**facebook®**

**You Tube**

**twitter**

**Linked in®**



About Us

Contribute

Service and Fellowship

Students and Youth

Members

Media and News

News

The Rotarian

► Multimedia

Newsletters

More publications

Press center

RVM: The Rotarian Video Magazine

Rotary Images

E-cards

PSAs

Rotary radio

► Social networking

#### Related documents

Read about other Rotary fellowship opportunities

Read *Interactive's* social networking issue

## Social networking



Print



E-mail page

### Rotary and social networking

Rotarians help provide service through fellowship, and social networking is one of the many ways Rotarians are connecting online. Visit Rotary International's official social networking pages and join the conversation.

#### Facebook

See who some of the thousands of fans are on RI's official Facebook page. You'll find links to RI news stories and videos as well as comments and discussions.

[Official Rotary International Facebook page](#)

► [End Polio Now](#)

Join The Rotary Foundation of RI's End Polio Now cause page on Facebook. You can make a

CONNECT WITH ROTARY ON  
**facebook**