[](http://rotary7910.org/page/rotary-district-7910-newsletter-april-4-2017)

**Promote Your Service Projects**

By Laura Spear



Promote your service projects! Watch this [Rotary webinar](https://vimeo.com/95920894) on demand, to learn tips and tricks for  
promoting your service projects.

In this fifth webinar in a series, you will learn about the importance of comparing project outcomes to original goals and how to capitalize on lessons learned, how to evaluate your project and maximize its sustainability, and available Rotary resources to help you  
share your service-project story with the world.

To **view** the **webinar** on Service Projects, [click here](https://vimeo.com/95920894).

**New Rotary logo**

You may have noticed that as of last July 1, we have not distributed any flyers, notices, or announcements that use the old Rotary logo. We want to avoid confusion, build awareness and trust in our Rotary brand, and through consistency, attract new members, donors, and community support.You have pr

You should be doing the same. Use only this "new" Rotary logo and branding.

 To **learn more,** [click here](http://rotary7910.org/sitepage/publicrelations/publicrelationsoverview/) and [click here](http://www.rotary.org/brandcenter).

To **learn more** in **Rotary Voice and Visual Identity Guidelines**, [click here](http://rotary.org/brandcenter).

To**learn more** about **PR** for your club, click on the **Public Relations** section of the**navigation bar** of the [District 7910 website](http://rotary7910.org/).

Laura Spear, chair of District 7910's Public Relations Committee, may be reached at [laura@spear.net](mailto:laura@spear.net).

[](http://youtu.be/R-SKt78vYiM)[Click here](http://youtu.be/R-SKt78vYiM)for an **excellent example** of a **club-event promotional video** by Concord President **Steve Kirk**.

[**Return to April 4 Newsletter**](http://rotary7910.org/page/rotary-district-7910-newsletter-april-4-2017)

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