

Suggested Topics for News Releases and Social Media

2020-2021 edition

Planning ahead for special events and announcements saves time and energy. Consider pre-writing templates or press releases and social media postings for re-occurring events, club announcements, projects, and Rotary International campaigns, including:

- Service projects
- New members
- Special events
- Social events
- Fundraisers
- Grant opportunities
- Scholarship opportunities
- Election and installation of new officers
- Club achievements or awards
- Club sponsorship or support for global projects
- Club volunteer hours
- Total volunteer hours by Rotarians worldwide
- Participation in Rotary Leadership Institute
- New partnerships
- Polio progress and the Bill and Melinda Gates Foundation match
- The Rotary Foundation named as a top charity



Pro Tip: At the end of each press release, you should include information about Rotary and club-specific contact information. For example:

About Rotary International and the Rotary Club of (club name)

[Rotary](#) brings together a global network of volunteer leaders dedicated to tackling the world's most pressing humanitarian challenges. Rotary connects 1.2 million members of more than 35,000 Rotary clubs in over 200 countries and geographical areas. Their work improves lives at both the local and international levels, from those in need in their own communities to working toward a polio-free world. As part of this effort, the Rotary Club of (club name), is taking action to make the world a better place at home and abroad. To learn more, visit [website] or contact [email/phone].

MAKE AN IMPACT IN YOUR LIFETIME. SHARE ROTARY, CHANGE LIVES.

Public Image 101



Rotary

Zone 32

ROTARY ZONE 32 PUBLIC IMAGE

Meet the Team

Dear Rotarian,

The team to which you are about to be introduced is filled with professionals who bring to the table the experience, passion, and capability needed to enhance the public image of Rotary. These professional associates are embraced for their work ethic and marketing skills, but mainly for their devotion to see Rotary grow.

Each member has been handpicked by yours truly, because of their professional background in public imaging and expertise in marketing, branding, and social media outlets.

I encourage you to contact any one of us, to let us help make your Rotary Public Relations goals a success. We are here to engage and assist. We look forward to working with Zone 32 and our counterparts...our leadership teams, which include Membership and Foundation, to let current Rotarians and future members know the incredible work of Rotary.

Yours in service,

Nikki Mederos, PDG, District 7490
Rotary Public Image Coordinator, Zone 32



The Rotary Journey is a series of personal engagement interactions for Rotary members and community partners, ultimately resulting in a commitment to Rotary International and the core value of service that we represent. The Rotary Journey connects members with our communities, on a personal one-to-one basis, and motivates them into action to make the world a better place.

Rotarians, donors, prospective members, and community partners commit their time, money, and resources to attend or actively participate in our community service events, meetings, and fundraisers. Their support is very personal. We need to take the time and the effort to seek out those whom we have supported and partnered with to understand why they wanted to participate.

For example, we can reach out to the parents of the students whom we engaged through our youth programs, the unsung heroes and civic leaders whom we celebrated, club speakers who joined our meetings and shared their knowledge and expertise.

In the end it's about empathy—putting ourselves in their shoes and knowing their passion and motivation. We can manage change and growth by establishing relationships and understanding the needs and desires of each prospective Rotarian, existing Rotarians (new and old), our donors and sponsors, and our business and community partners.

By listening, establishing a relationship, and connecting them to the power, value, and fun of Rotary, we are opening the door to opportunity and engagement.

To learn more about The Rotary Journey, contact Robert Friend, Assistant Rotary Public Image Coordinator.

Meet Robert Friend

Assistant Zone Public Image Coordinator

Home club: Rotary Club of Madison, Connecticut, District 7980

PI specialties: The Rotary Journey, Relationship Marketing, Digital and Social Media, Video Production and Special Events, Fundraising, Sales and Sponsorship, Monetization of Virtual Events, Technology Innovation, Branding and Communications

What he does for fun: Robert likes live theatre and concerts, and he curates art films and documentaries. He enjoys travel, the culinary arts, live sports, and discovering new technology to improve life efficiencies. And, he enjoys family time and hanging out with his wife and three children.





Robert's Rotary moment: Robert's Rotary moment was working on a Global Grant in a remote region of the Dominican Republic. Rotary Clubs from three states and the U.S. Southern Command renovated five schools and delivered fresh water filters to students and their families. The impact was exhilarating and showed him the power of engaging in global partnerships.

Contact Robert

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	robert-friend	None	None

Meet Niurka “Nikki” Mederos

Zone Public Image Coordinator

Home club: Rotary Club of North Hudson, District 7490

PI specialties: Public Relations, Marketing, Presentations, and Communications

What she does for fun: Nikki likes to travel (a lot) and read. She especially likes mysteries and romance.

Nikki's Rotary Moment:

“My Rotary Moment was when 200 Rotarians traveled for a joint





conference to Santo Domingo and gave school supplies to underprivileged children in a poor village. The look of appreciation and joy in those children's faces was inspirational. Rotarians are very special people, who make a difference in someone else's life everyday.”

Contact Nikki

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	Nikki Mederos	None	None

Meet Laura Spear

Assistant Zone Public Image Coordinator

Home club: Rotary Club of Nashoba Valley, District 7910

PI specialties: Branding and the Voice and Visual Identity Guidelines, People of Action campaigns, Writing and Editing, Presentations, and Design tools

What she does for fun: Laura likes to cook, read, chat with her book club, work in her garden and yard, travel, play mah jongg, and volunteer.







Laura's Rotary Moment:

"It wasn't one single 'a-ha' moment. Rather, I was in my final year serving as a Selectman and wanted to continue my community service outside of town government. Therefore, I became a charter member of our Rotary club and served as its second president, not knowing anything about Rotary when I started! I loved the whole experience."

Contact Laura

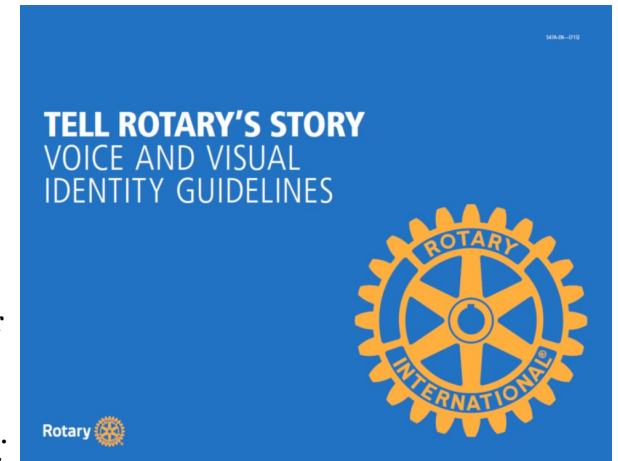
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Branding Overview

Rotary International has voice and visual identify guidelines that are critical in helping your club streamline, upgrade, and unify your public image. You can download a copy from Brand Center for free, or consider printing a copy for your Public Image team. Among the most helpful tools included are guidelines on fonts, color palettes, and images!



People of Action

Did you know that Rotary International's People of Action campaign is customizable, downloadable, and easy to use? You can even add your club's pictures and customize the appropriate image sizes for various social media platforms! Check it out today by visiting www.rotary.org and sign into My Rotary. Click on the Manage tab and then click on Brand Center.



Meet Amy Luckiewicz

Assistant Zone Public Image Coordinator

Home club: Rotary Club of Wakefield, MA, District 7930

PI specialties: Social Media, Writing for Mass Media, Branding, and Dynamic Presentations

What she does for fun: Amy loves to travel, SCUBA dive, and take road trips.

Amy's Rotary Moment:





"While on a water and sanitation mission to Honduras, we were allowed to give some children their polio vaccines. The health worker thanked our group, and the enormity of being a part of a global network to eradicate polio and provide clean water to kids really hit me. These kids had a need that Rotary fulfilled."

Contact Amy

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	Amy Luckiewicz	None	Rotary District 7930

Rotary Public Image Resources

Brand Center

brandcenter.rotary.org or via My Rotary > News and Media > Brand Center

Rotary Images

Brand Center > Images & Video > Images

Press Center

Rotary.org > News and Features > Press Center

Public Relations page

My Rotary > Learning & Reference > Learn by Topic > Public Relations

Rotary Showcase

My Rotary > Take Action > Develop Projects > Rotary Showcase

Rotary Voices

blog.rotary.org

EndPolio.org Resource Center

www.endpolio.org/resource-center

Learning Center

www.rotary.org/learn

Rotary Social Channels

Facebook: www.facebook.com/rotary

Instagram: www.instagram.com/rotaryinternational

Twitter: www.twitter.com/rotary

LinkedIn: www.linkedin.com/company/10422

Vimeo: www.vimeo.com/rotary

YouTube: www.youtube.com/user/RotaryInternational

Here are some tips to maximize your club's social media.

- [illegible]

Assistant Zone Public Image Coordinator

PI specialty: Social Media

Jen spends time with her
nieces and nephews,
watches movies, swims, and
volunteers.

“My passion in Rotary is service to youth, as I have spent my entire career working in higher education and directly with students with disabilities. During the charter celebration of my club’s first Interact Club at County Prep High School in Jersey City, I was inspired by the enthusiasm of the students and impressed by the number of service projects the club accomplished in a single year. After listening to the students’ presentations and interacting with them socially, I turned to one of my fellow Rotarians and said, “This is my Rotary Moment.””



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