



PUBLIC IMAGE MANUAL

January 2016

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Once upon a time . . .

There were two Rotary clubs. They were both really good clubs, with committed members who undertook several very useful projects in their community and contributed to good causes in the world beyond. While attending the Presidents-Elect Training Seminar (PETS), they met and decided to have a drink while waiting for the dinner program to begin.

"How are you doing with membership?" asked the President-elect from Baytown Rotary.

"We're having another great year!" exclaimed the Forestville club President-elect. "We're already up from 36 on July 1st to 42 members, and we have another four ready to join in a couple of weeks. How about you?"

The Baytown Rotarian looked amazed—and then disgusted. "Fuggetaboutit!" he said. "I'm so sick of asking people to join our club that I've just about given up. Every time I ask somebody if they'd like to join Rotary, they say, 'What's Rotary?' For all the things we do for this community! Nobody even knows—or cares—about joining Rotary any more."

"I'm really surprised," said the Forestville Rotarian. "We have actually had three or four members come to *us* asking to join Baytown this year."

So what's the difference between these two Rotary clubs that are just two towns apart from one another?

The answer, I suggest, is PUBLIC IMAGE.

Public Image is the way we present ourselves—our Rotary club, our projects and programs, and one another—to the public in our community. In the above example, both clubs did wonderful work. But one took a passive approach and waited for somebody to ask them what Rotary in Baytown was all about. Meanwhile, the folks over at Forestville were proactive. They didn't wait for somebody to enquire what their Rotary club does, they went out to the community and spread the word!

Public Image covers many aspects. To start with, it can be as simple as always wearing the new pin that clearly says "Rotary" on your lapel. It means making a personal contact with somebody in the local media—and remember, we now have local news in online blogs, Websites, hyper-local news sites such as the 'Patch,' as well as traditional print and broadcast media. It means spreading the word of what your club is doing via blogs, and sharing photos and news stories of you performing community activities in social media.

So whether you choose to promote Rotary on a highway billboard or tell the community who you are and what you do through Pinterest and Facebook, this valuable manual will be your guide.

I thank our highly motivated and deeply committed 2015-16 Public Image team for District 7500 for preparing it. It is the best example of a Public Image "how to" guide that I have seen in the entire Rotary world. So my final word is this: *USE it!* OK, that was two words! But if you skim through this manual and

then file it away, your club will end up more like Baytown than Forestville! Use it, try the different methods, contact the Public Image team for help, or for a program at your club.

But use it!

I hope you will see new results as your community recognizes the wonderful work you are doing through your Rotary club, and want to join you as a result.

Cheers,

David C. Forward
District Governor, 2015-16



INTRODUCTION

The Public Image Committee of Rotary District 7500 has put together this manual to help each club understand the basics of marketing in 2016. There are a few points to remember when reviewing this manual:

- The faster you get started, the better. Everything written here may be completely different in 2017. Things move very fast and change quickly, especially in the Social Media world. What works today may not work tomorrow. Entire websites might disappear, or mobile applications may be purchased by other companies, or a hashtag may become irrelevant. The one thing we know for sure is that digital marketing is here to stay, and it is up to us to keep up with the times. Everything written here was accurate as of December 2015.
- You do not have to do everything. Choose two or three marketing avenues that you think your club could keep up with, and then focus your energy there. Often times, people think they have to be on every social media platform, for example, and then they don't have the time to post regularly. Sometimes, it's better not to have a profile at all, then to have one that you are not updating. We recommend starting with a website, adding a Facebook page, and using printed materials for your live-in-person conversations. If you can do more, that is just icing on the cake. You cannot have TOO MUCH of a public image.
- Work together. Set up social media accounts so that multiple people have access to them. Take turns posting. Do not leave it all up to one person. With printed materials, ask other clubs what has worked for them AND what hasn't worked. Join the discussion on the closed Facebook group we set up for the District, where we can share ideas, questions, successes, and failures among other Rotarians: <https://www.facebook.com/groups/950643898353931/>

Use this manual to help you get started. It is not exhaustive in its scope, but our hope is that we can add to it in future years. If you have suggestions or ideas, please share them with us. And as always, be a gift to the world!

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MARKETING TOOLS

There is no one silver bullet in marketing, not everything works for every situation. Multiple tools are often needed. In addition to social media, TV, radio, etc. print media can be a useful tool. The following few pages will give you some ideas that you can use. This manual will always be a work in progress due to the changing media environment. If your club has been using any marketing tools that you feel work please contact the Public Image Committee to give us your ideas so we can pass them on to other clubs.

There are many valuable resources on the Rotary.org website. There is access to photos, logos, print materials, etc.

How to set up an account on Rotary.org?

Simply use the **Sign In/Register** button, followed by the **Create Account** button. After answering a few questions, you'll receive an email directing you to activate your account. If you need more help, Review the [How To Create a My Rotary Account guide](#). (PDF)

Tip: If you encounter browser issues after using the link provided in the email, try again with one of the recommended browsers (Chrome, Firefox, Safari, or Internet Explorer 9 or 10). From the email, right-click the **Activate your account** link to copy the Web address. Open a new browser window and paste the link into the address bar.

PRESS RELEASES

Press releases are a simple and cost effective way of getting your message out. To learn more about how to create one and distribute it go to <http://www.wikihow.com/Write-a-Press-Release>

ROTARY TRI-FOLD BROCHURE TEMPLATE

To access the template sign in at Rotary.org, click on Manage, Brand Center, Materials, Create Your Own, then Rotary Club Brochure.

It's very easy to put together a brochure with this template. The content is very good and there are places where you just fill in your club information. There is also an event calendar you can fill in or use content pertaining to your club.

There are several choices for each photo but you cannot insert your own.

If you want to start with just a few brochures use glossy tri-fold brochure paper for the cleanest look.

When you decide for sure on what you want you can get them printed in larger quantities for a reasonable price.

OUTSIDE

OUR EVENT CALENDAR



Date

Time

Location

Ereperis sam dolupta que ne sum, non sed
quatis nulparchiti nim vendit, corerciandus este.

Date

Time

Location

Ereperis sam dolupta que ne sum, non sed
quatis nulparchiti nim vendit, corerciandus este.

Date

Time

Location

Ereperis sam dolupta que ne sum, non sed
quatis nulparchiti nim vendit, corerciandus este.



Through **PolioPlus**, Rotary's most ambitious program to date, Rotary has played a leadership role with the World Health Organization, the U.S. Centers for Disease Control and Prevention, and UNICEF in bringing the world to the brink of polio eradication. Rotary's **ENDPOLIONOW** campaign promotes public awareness and fundraising for the program. The Bill & Melinda Gates Foundation has given Rotary \$355 million in challenge grants to support **PolioPlus**, and has pledged up to \$35 million per year more through 2018 for the final push to eradicate the disease worldwide.

Learn more and donate at www.endpolionow.org

GET TO KNOW US

Rotary Club [of/at] [Location]
[Location line 2]

Meeting Thursdays at 7pm
Chicago Cultural Center Café

+1-773-555-5000
hello@rotaryclubsite.org
www.rotaryclubsite.org



www.rotary.org

THE ROTARY EFFECT



ROTARY TRI-FOLD BROCHURE TEMPLATE

(inside)

WE ARE ROTARY

Rotary brings together people like you — from all walks of life — who want to use their expertise for good. People whose sense of responsibility inspires them to give back to their communities. At Rotary, we connect for good — and form lifelong friendships in the process.

Together, we empower youth, improve health, promote peace, and advance our communities in all corners of the globe. With 1.2 million members in 34,000 clubs worldwide, our global community's impact has never been greater — and it continues to grow.

MAKE A DIFFERENCE

Belonging to a Rotary club provides members with an opportunity to give back to their communities and to connect with like-minded leaders and friends.

People join Rotary for many reasons, including community involvement, personal development, professional networking, and camaraderie. But perhaps the most important benefit is the satisfaction you gain from making a real difference in your community and in the world.



OUR CLUB

Our club gives you an opportunity to join leaders to take action on important issues affecting our community, our nation, and the world. We also have a lot of fun — whether we're socializing or working together on service projects.

Members of our Rotary club connect at weekly meetings and learn from business experts, political and civic leaders, and entrepreneurs, who help us stay informed on topics that are relevant to our community.

Together, we make great things happen. We have a structure that focuses on action and positive results.

My experience with our club has been truly valuable. I've made lifelong friends and important connections that have helped me succeed in my business.

— Member name

OUR CURRENT PROJECTS

Our club is committed to making a difference locally. In response to an urgent need, we are focused on projects that help eliminate hunger in our community.

We partner with local organizations to maximize our impact and expand our reach. By supporting these organizations, we help ensure that men, women, and children in our neighborhoods have access to the nutrition that they need.

GET INVOLVED

Learn how you can make a difference. For more information about our projects and our upcoming events, visit www.rotarycluburl.org.



TRI-FOLD BROCHURES

Club brochure (outside)—combination of Rotary International brochure template and club specific information

Sampling of Long Branch Rotary Club's Programs & Activities

700 Holiday food baskets
\$6,000 annually in Scholarships to local high school students
Beach sweeps
Paint Ronald McDonald House
Neighborhood clean-up
Sponsors Monmouth University Rotaract
Fundraiser for the House of Friendship School for the Handicapped is Tiro's Brazil
Supports local food bank
Conversion of the unused Ice House at Monmouth University into an art gallery

OUR CURRENT PROJECTS

Our club is committed to making a difference locally. In response to an urgent need, we are focused on projects that help eliminate hunger in our community. We partner with local organizations to maximize our impact and expand our reach. By supporting these organizations, we help ensure that men, women, and children in our neighborhoods have access to the nutrition that they need. We have also started a Challenger Soccer League for special needs kids. This will be expanding to other sports as well.

GET INVOLVED

Learn how you can make a difference. For more information about our projects and our upcoming events, visit www.longbranchrotary.org.



Through **PolioPlus**, Rotary's most ambitious program to date, Rotary has played a leadership role with the World Health Organization, the U.S. Centers for Disease Control and Prevention, and UNICEF in bringing the world to the brink of polio eradication. Rotary's **ENDPOLIONOW** campaign promotes public awareness and fundraising for the program. The Bill & Melinda Gates Foundation has given Rotary \$355 million in challenge grants to support **PolioPlus**, and has pledged \$35 million per year more through 2018 for the final push to eradicate the disease worldwide. Learn more and donate at www.endpolionow.org

GET TO KNOW US:

Meeting Fridays 12:15 pm
Rooney's Oceanfront Restaurant
100 Ocean Ave
Long Branch, NJ

Rotary Club of Greater Long Branch
P.O. Box 3094

Long Branch, NJ 07740
Ph. (641) 715-3900 ext. 716992
www.longbranchrotary.org



THE ROTARY CLUB OF GREATER LONG BRANCH



Join us to take action in communities,
like yours, around the world.

"SERVICE ABOVE SELF"



This brochure was done using Microsoft Publisher. The logos and some photos were downloaded from Rotary.org. It's good to use some of your club's photos as well. The QR code links to a 4 minute video, "This is Rotary—Rotary International" which gives a very good idea of what Rotary is. Google "free QR codes. The inside of the brochure is on the next page. Doing your brochure this way takes a little work and some patience but pays off by having something that represents your club as well as Rotary International.

ROTARIAN MAGAZINE



Use the Rotarian, it's a great tool, well written and full of great information. It gives an excellent look into Rotary.

Use Avery 8163 2" x 4" shipping labels for your club's contact information. Place it over the club members mailing address (you can also black out the address with a marker first).

Either give club members the labels to affix and take to their doctors', lawyers', dentists' waiting rooms or have them bring the most recent issues to a meeting and have a volunteer distribute them around town to professional offices.

CLUB THANK YOU CARDS / ROTARY TENT CARDS

FRONT



“Service Above Self”



Thank you for supporting
**THE ROTARY CLUB
OF GREATER
LONG BRANCH**

Part of a Global Network of
Community Volunteers


BACK

Rotary 

For info: 641-715-3900 ext.
716992 or
www.longbranchrotary.org

 Join us to take action in communities,
like yours, around the world 

FRONT

Rotary 

BACK

SEE US IN ACTION

 ROTARY.ORG	 blog.rotary.org
 facebook.com/rotary	 twitter.com/rotary
 vimeo.com/rotary	 rotaryinternational

419-EN—(1113)

INSIDE



**ROTARY BRINGS TOGETHER LEADERS
WHO STEP FORWARD TO TAKE ON
SOME OF THE TOUGHEST CHALLENGES
IN THEIR COMMUNITIES.**

**AS A ROTARY MEMBER,
YOU CAN:**

JOIN LEADERS from all continents, cultures, and occupations

EXCHANGE IDEAS and form lifelong friendships

TAKE ACTION to create positive change in our communities

GET INVOLVED AT ROTARY.ORG

Thank you cards can be printed on Avery 8876 two-side printable clean edge business cards.

The Rotary logos can be downloaded from the Rotary.org site. You can Google the Facebook and Twitter logos.

You can use the thank you cards by themselves or place them in the Rotary tent card and hand them out at any events you have.

Rotary tent cards (419-EN) can be ordered on the RI site.

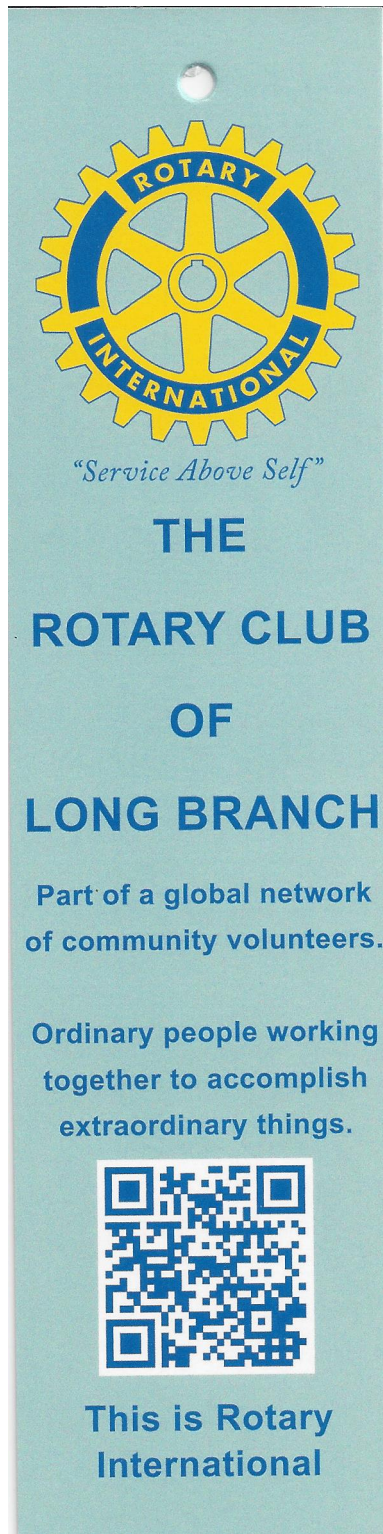
MEETING VENUE AS MARKETING TOOL

Clubs meeting in restaurants or other locations frequented by the public have a built in audience. Purchase a "Rotary Meets Here " plaque and attach a business card holder. Keep it filled with the Rotary tent cards (419-EN—(1113) \$4.00 for a pack of 50 on Rotary.org) with your club card inserted. Ask if the plaque can be placed near the entrance of the business where customers entering or waiting for a table will have access to the information.



BOOKMARKS

FRONT



Bookmarks can be placed in local libraries or in books if you have a book program. The librarians love them and they go very fast. They can hold quite a bit of information, giving the reader a good idea of what Rotary is. You can use a QR code to link the reader to a Rotary video. We linked it to "This is Rotary—Rotary International.

A ribbon can be put through the hole at the top to dress it up.

BACK



COLUMN IN LOCAL PAPER

Many local papers are looking for content. Ask if you can do a column every week, every other week or once a month, whatever is easiest to do consistently. When you have events, support the publication by purchasing advertising. This is a way for the people in your area to hear about Rotary and the contributions it makes to the community on a regular basis.

Rotary Challenger Soccer League kicks off in city

On a bright sunny September Saturday afternoon in Manahasset Creek Park, the Club's soccer league for special needs children got under way.

Thirteen children of various ages and abilities came out for an opportunity to play soccer. Each child had a volunteer "buddy" on the field next to them to help them play and two volunteer coaches put the children through kicking and dribbling drills.

"Thanks to this league, these kids get to play sports just like typical kids do and it goes a long way towards making them feel normal, healthy and active," said one parent.

Volunteers included girls from the Long Branch and Shore Regional soccer teams, Rotarians, parents and former coaches and players.

Amy Zambrano, owner of Amy's Yogabilities (amysyogabilities.com) conducted a 20-minute Yoga class at the end of each game for the players, volunteers and coaches which was a huge hit.

The league runs each Saturday from noon until approximately 1:15 p.m. at Manahasset Creek Park on the turf fields thru Saturday October 31. Children ages 7 to 21 are invited to play and each child has a volunteer buddy to assist them.

The cost of the league is \$20 and includes a t-shirt and trophy. For more information or to sign up to play or volunteer, as more volunteers are needed, please visit: rotarychallengerleague.com

Please join us at our next meeting

The next meeting of our club will be Friday, October 9 at noon, at the beautiful Rooney's Oceanfront Restaurant in Long Branch.

Want to attend? Simply give us a call at (641) 715-3900 Ext #716992 to make a reservation or pay \$20 lunch fee at the door. For more information, visit us at www.longbranchrotary.org

Wondering what Rotary International and the Rotary Club of Long Branch is all about? Rotary's 1.2 million members worldwide believe that helping to change the world starts with a personal commitment to "Service Above Self." In more than 34,000 clubs worldwide, you'll find members volunteering in communities at home and abroad to support education and job training, provide clean water, combat hunger, improve health and sanitation, and eradicate polio.

ROTARY ROUND UP

By Mike Ciavolino



Amy enjoys herself just as much as the kids and their parents.



AMY'S ARMY — Amy Zambrano, owner of Amy's Yogabilities leads the group in post-game Yoga.



GET YOUR KICKS! — Children play soccer in the new Rotary Club Challenger Soccer League in Long Branch

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Next Season



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- ~ Bag storage
- ~ GINN Handicap System
- ~ New Membership Categories



Download our membership application today www.suneaglesgolf.com



STREET SIGNS



In addition to letting people know "Rotary meets at Smith's Diner Tuesday 1:15" and since many people don't know what Rotary is, street sign riders can be a useful way of giving the general public a hint of what Rotary does and the ability to get further information about a local club as in the sign rider below.

With club information so readily available on the Internet visiting Rotarians have easy access to location and other meeting information ahead of time.



Custom sign riders can be ordered through your local sign company or:

National Awards 4 U—www.clubsupplies.com

Russell Hampton & Co.—www.bestsupplies.com