



An Image Worth Sharing

Your Club's Public Relations Plan

Public Relations and Public Image

Public Relations:

Informs the community about your club activities, events and services ... builds awareness and credibility

Public Image:

What your club stands for and how you are perceived... your clubs image in the community

Effective Public Relations

What are the benefits of an effective public relations plan for your Club?

- ⚙️ Enhance the club's public image
- ⚙️ Gain support and resources for projects
- ⚙️ Build links with other community organizations
- ⚙️ Attract qualified members
- ⚙️ Recognize Rotary members for their contribution to the community
- ⚙️ Correct misconceptions about the club and Rotary



Your Club's PR Plan – 7 Steps for an Effective Plan

Step 1: Get Your PR Committee in Place

- First Step: PR Committee Chair
- Who would you ask to be on your PR Committee?

Step 2: Evaluate What you are Doing Now

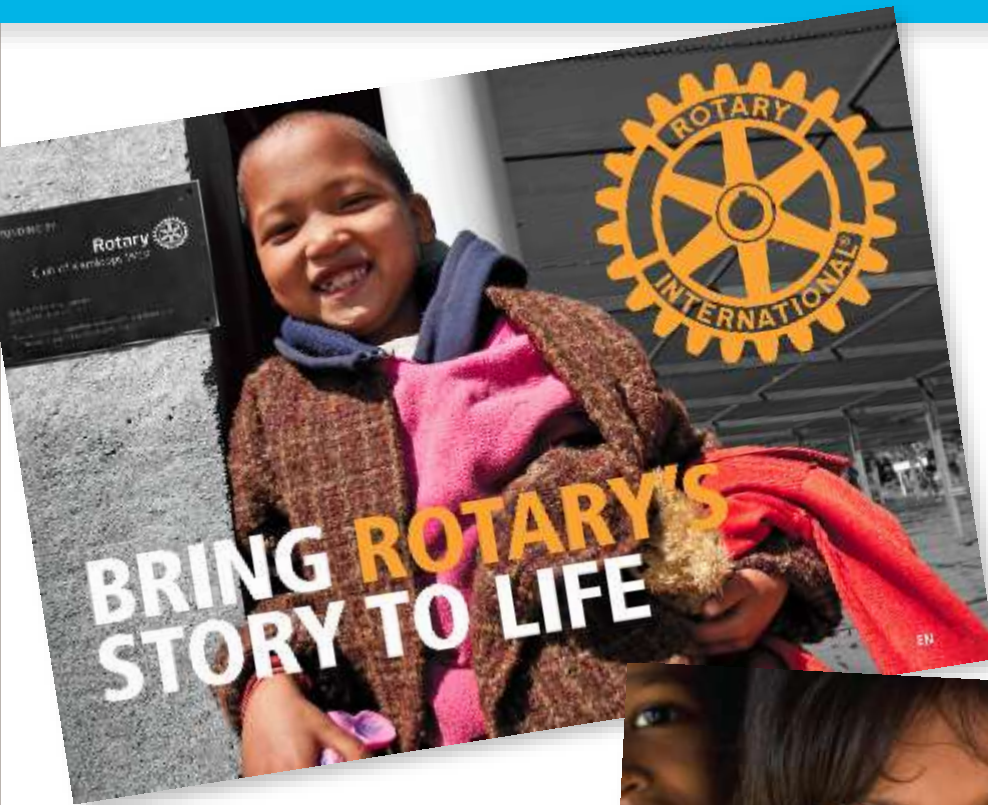
Do your current efforts reflect the image you want?

- **Who should do the evaluation?**
 - ☛ A small group of Rotarians and non-Rotarians
- **What should you evaluate?**
 - ☛ Clubs website
 - ☛ Brochures, other materials and media
 - ☛ Review past news releases
- **Are you using the new Rotary identity?**

Step 3: Building your Campaign

- ⚙️ What is your goal?
- ⚙️ Identify your target audiences....who are they?
- ⚙️ Identify your key message or story.... Polio Day, your clubs signature event
- ⚙️ What are the five W's of a news release?
- ⚙️ What is more compelling? ... an event or service?
- ⚙️ Include photos, audio or video

TELL COMPELLING STORIES WITH CONSISTENT MESSAGES



- Real people, real stories
- Tug the heartstrings
- Focus on the WHY, not the HOW
- Define your impact



CHANGE LIVES THROUGH ROTARY

Rotary clubs serve communities around the world, each with unique concerns and needs.

Generous support from friends like you funds local and international projects.

Help Rotary change lives. **MAKE YOUR GIFT TODAY.**



Rotary 

TAKE ACTION:
www.rotary.org/give

Step 4: Call to Action

What could you use as a Call to Action?

- ⦿ Exciting community service project
- ⦿ Prestigious speaker
- ⦿ After hours social
- ⦿ Like us on Facebook
- ⦿ Other?



Step 5: Funding and Resources

Resources to support your club's PR:

- 🌀 Human capital can be more impactful than financial
- 🌀 Club budget line item for PR
- 🌀 Partner with other organizations
- 🌀 Use of social media



Step 6: PR Tactics and Tools

What media outlets can you target?

- ⦿ Newspaper articles and ads
- ⦿ Business journals
- ⦿ Local TV/Radio ads and announcements
- ⦿ Billboards
- ⦿ Club and members social media
- ⦿ You Tube
- ⦿ Your website and newsletter
- ⦿ Community Blogs



Step 7: Develop your PR Calendar

Your PR calendar:

- ⚙️ Your events and service projects for the year
- ⚙️ World Polio Day October 24th
- ⚙️ Rotary's anniversary February 23rd
- ⚙️ Transition of leadership
- ⚙️ Rotarians at Work Day
- ⚙️ Rotary Day

Sample PR Calendar

*“Effective Public Relations –
A Guide for Rotary Clubs” #257-EN*





BANG THE DRUM AND DON'T STOP

Public Relations Resources

Resources

- ⚙ District, Zone and RI Resources
- ⚙ The Club Public Relations Committee Manual
- ⚙ Effective Public Relations: A Guide for Rotary Clubs
- ⚙ Rotary PR Tips newsletter
- ⚙ Rotary's Brand and Media Centers
- ⚙ Tell Rotary's Story: Voice and Visual Identity Guidelines

WELCOME TO THE BRAND CENTER

Strengthen Rotary's image by delivering a clear and compelling message that conveys what we do and how people can engage with us.

[LEARN MORE](#)



Join Leaders. Exchange Ideas. Take Action.



GUIDELINES



LOGOS



MATERIALS

OUR VOICE AND VISUAL IDENTITY

Rotary IDENTITY AT A GLANCE

Overview

Our identity at a glance contains the basic elements in our visual system: our logos, color palette, typography, iconography, and information graphic styles, along with photography style and suggested subject matter and messaging ideas. Each element is designed to work in harmony with the others, while providing flexibility within a framework. When combined, they clearly convey our active leadership, our pioneering spirit, and our compassion. Please use this condensed guide in conjunction with the full guidelines available at www.rotary.org.

What logo formats do I use for:

| Word | Web | Sign or Print |
|------------------|------|---------------|
| Wednesday | 100% | 100% |
| Sevenscore | 100% | 100% |
| Word One (Print) | 100% | 100% |
| PowerHouse | 100% | 100% |
| Empire | 100% | 100% |
| Web's Best | 100% | 100% |
| Labels/Books | 100% | 100% |

Logos

Macintosh Signature



Mark of Excellence



Single Page Logo Usage Example



Multiple Example (frontback)



Application System for Clubs, Districts, Zones, and Projects



Typography

Licensed Option - Fonts for purchase

Primary
FRUTIGER BLACK CONDENSED
ALL CAPS FOR HEADLINES
Frutiger for subheads,
secondary text,
infographics, and signage

Secondary
Baskerville for body text, secondary
heads, captions, and collaterals

Free Option -
When Frutiger and Baskerville are not
available or are cost-prohibitive

Primary
OPEN SANS CONDENSED
FOR HEADLINES
FOR HEADLINES

Secondary
Clearface for body text,
secondary heads, etc.

Imagery

Illustration, Taking Action for Community



Illustration: Leading and Inspiring Action



Metaphorical



Member Pin



Colors



Download the guidelines



Create your own club logo



Use templates as a starting point



Use images to inspire your own photos

THE END RESULT

