

PROMOTING ROTARY'S PUBLIC IMAGE



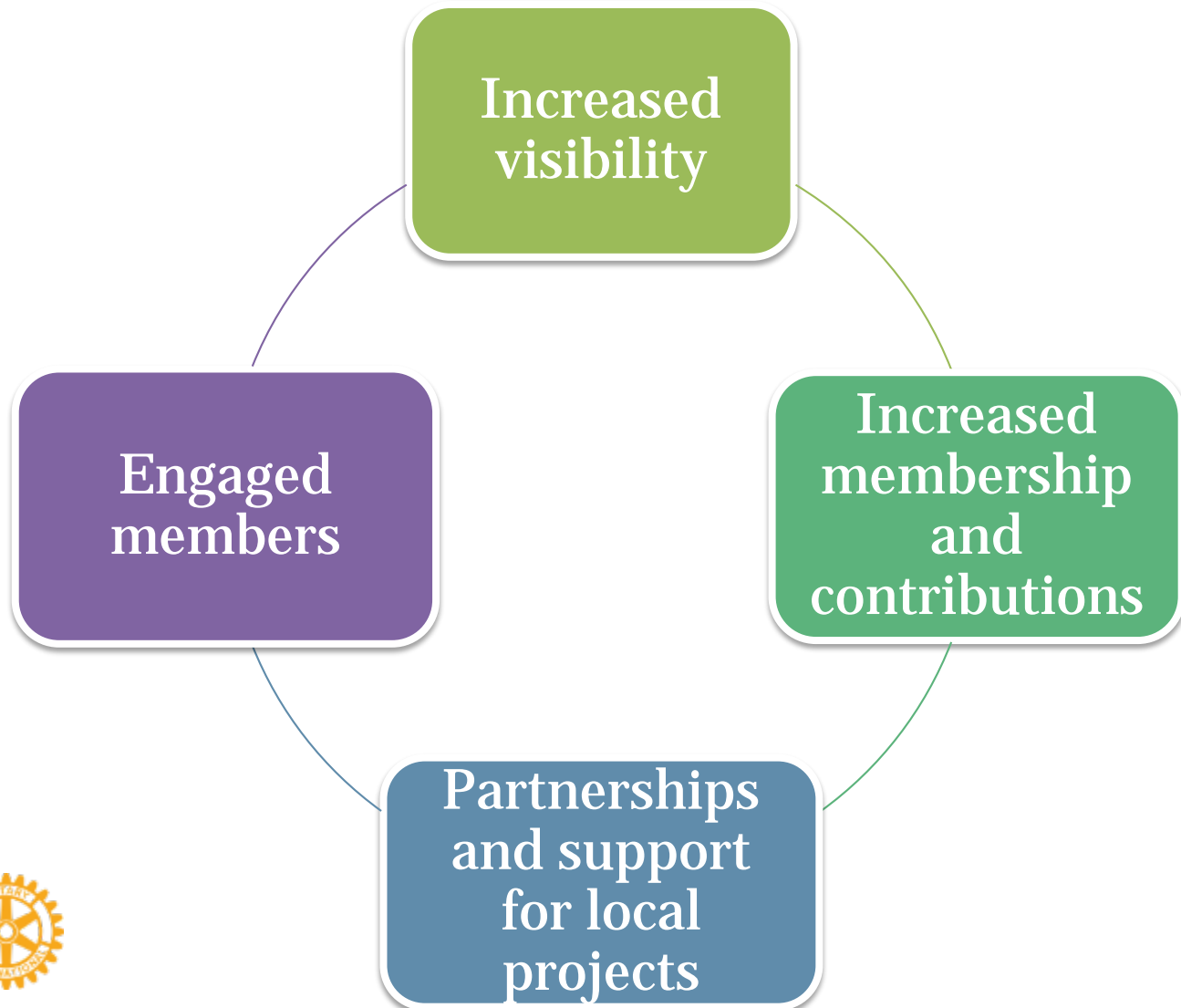
Regional Membership
Conference
August 2017



Our Aim

- Understand the newest market research findings that inspired Rotary's latest messaging and public image campaign
- Use the new public image resources to enhance your communications efforts

BENEFITS OF PUBLIC IMAGE



PUBLIC IMAGE RESEARCH FINDINGS

- 75% of respondents are **aware** of Rotary
- 35% are **unfamiliar** with any Rotary program
- 41% are **familiar** with local clubs
- Members are “**not like me**”

PUBLIC IMAGE RESEARCH FINDINGS

- We are attractive to **purpose seekers**
- Individuals engage with us because of **local impact**
- Members stay for **relationships** and **shared values**

PEOPLE OF ACTION

[About Rotary](#)

[Get Involved](#)

[Our Causes](#)

[Our Programs](#)

[News & Features](#)

[For Members](#)



People of Action

Rotary is where neighbors, friends, and problem-solvers share ideas, join leaders,
and take action to create lasting change.

NEW AND ENHANCED RESOURCES

Messaging Guide

- Helps tell Rotary's story and engage audiences



Additional resources:

- Event Planning Guide

CREATE YOUR OWN TOOLKIT

- Up-to-date facts and figures
- Sample promotional channels
- Suggested timelines
- Key messages
- Sample posts
- Graphics
- Infographics
- Videos
- Templates



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EVENT RESOURCES

Available at www.endpolio.org/worldpolioday

Rotary has created assets and templates for you to leverage for your event. Available resources include:

World Polio Day Toolkit:

- Sample press release
- Outreach guide
- Sample letter to the editor
- Social media messages
- Social media graphics

Event resources:

- Sample invitation
- World Polio Day signage
- Banner designs
- Donation box sign
- Button designs
- Coaster template
- Tent cards for tables

If you need any help getting started, we are available to assist.

Contact polioplus@rotary.org

SELECTING A PUBLIC IMAGE COMMITTEE

Professional
background

Relationships
with media
professionals

Effectively
conveys the
essence of
Rotary

Excellent
speaking,
presentation,
and writing skills

Knowledge of
media and
communications

Thorough
knowledge
of club and
district activities

MAXIMIZE YOUR ONLINE PRESENCE

- Is Your contact information easy to find?
- Is it free of Rotary jargon?
- Are there pictures?
- Are these pictures evidenciary?
- Are there distinct sections for members and nonmembers?
- Do you refresh your content regularly?



MEASURE The IMPACT

- Greater recognition?
- Less confusion about what Rotary is and does?
- Increased opportunities to talk about Rotary?
- It is easier to tell the Rotary story?
- You have stronger relationships with local media?



Public Image
Australia (Z8)

KEY RESOURCES



- Brand Centre
- Press Centre
- Public Relations page

Making a difference

Rotarians are improving lives in communities around the world every day through thousands of service projects. Browse projects to explore the good work that Rotary clubs are doing locally and globally. Share your own with the Rotary community and your Facebook friends.

SHOWCASE HIGHLIGHTS



1. 장학금전달 2. 경기케어센터 시계교체 및 간식봉사 3. 국수봉사

관내 어려운가정의 학생(고등학생)을 선정하여 장학금전달

Project location Korea, Republic of

Project category Community
Vocational
Economic and community development

- RPIC
- Rotary Showcase



RESOURCES

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Club & District Support RISPPPO
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