

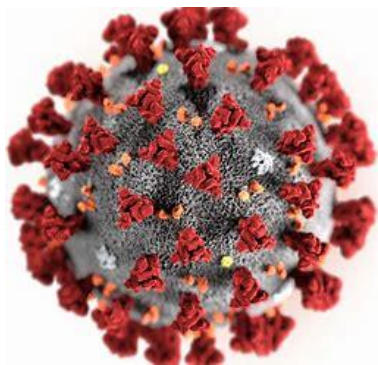
# Public Image Newsletter

Connecting and Inspiring!

Volume 2 Issue 5 March 2020



## Will Rotary as we know it be changed forever?



***We are certainly in uncharted waters as the Rotary world comes to grip with the affect that Caronavirus is having on our Clubs and our activities.***

In line with the lockdowns being imposed by Federal and State Governments in an attempt to slow the spread of the deadly virus Clubs have either suspended their meetings for the time being or opted to communicate via electronic means such as Zoom, Skype and Go-To Meetings. Regular events and service projects have been put on hold or cancelled which means the Club's visibility in the community is diminished. This, in turn, is impacting on our Public Image.

So what can we do to maintain a positive public image?

Social media provides an ideal way to keep the club at the forefront. Now, when members are less engaged in service and fundraising projects, is an ideal time to concentrate on ensuring our social media presence is maximised. Not only is social media an ideal tool to

keep in touch with club members and keep them engaged, it is also an important way to let the community know of the projects and programs your Club is involved in. Assistant Public Image Coordinator, Evan Burrell's column on Page 4 gives some examples of the type of things you can cover in your posts to achieve this.

Now is also a good time to check our compliance with Rotary International's visual branding standards, and make any necessary adjustments. Are you using the correct logo on your website and Facebook pages? Is your logo personalised with your club or district details? Are all old RI themes removed from your website? Is your website current? My research indicates that almost half the clubs in Australia are not compliant with the standards required. So, there's still work to be done! If you are not sure what logo to use or need assistance in developing a new one, my team and I are very happy to help.

An important component of Public Image is consistency and clarity of our message. One way to achieve this is to ensure we **always** use the correct branding.

***I'd like all members to adopt the policy of not sharing / liking or responding to any Facebook post that doesn't have the correct branding. Bulletin and Website editors are asked not to publish photos of club members or club events where the banners / merchandise in the photo are not compliant. This will help in achieving the public image we desire.***

## President-Elect Holder Knaack - on Improving Rotary's Public Image



RI President-Elect Holger Knaack being quizzed on Rotary's Public Image

**Q: How can we tell others about Rotary and improve our image in the world?**

A: It takes a long time, or a lot of money, to change your image in this world. Two things are Important: You have to know it takes time, and then you have to be honest. It's not because of marketing reasons we have to change. We have to tell a true story of why we are doing things. To really be a part of Rotary, you have to be proud of the organisation, and we have to be proud of our work. Not about what you are doing. That's selfish.

*For the full interview with President Elect Holger Knaack refer to The Rotarian, March 2020*



If you missed the Webinar on Branding Rotary held on Thursday, 5th March, you can access the recording by clicking on the link below:

[Click here](#)

# Public Image Seminar

A very successful Seminar for District Public Image Chairs was held at the Stamford Airport Hotel on Sunday, 9th February. It was attended by 25 Rotarians from all over Australia and included presentations by Andrew Best, Head of Club & District Support at the RI Office in Parramatta, Assistant Public Image Coordinator, Evan Burrell, (pictured below) and D9455 Public Image Chair, Jess Karlsson.

The seminar was interactive and participants were able to explore the RI Brand Centre to create personalised logos and People of Action campaign advertisements. Topics covered included Branding Rotary, Social Media for Success and Developing Public Facing Messages.



# LET'S ALL BECOME VISUALLY BRAND COMPLIANT BY 30 JUNE 2020

The 2019-20 Board of Directors has requested that all **districts** comply with Rotary's visual brand standards by 30 June 2020. I am suggesting that this is a goal that **ALL CLUBS** should be aiming for as well. ***This means that Club websites and Facebook Pages display the correct logo.*** Once this is achieved, we can move on to other promotional material and merchandise! The Voice and Visual Identity Guideline gives clear specifications for the correct design of the logo to be used by Clubs and Districts. The logo should be 'personalized' with the club or district name/number and all club logos should include the word "club". The correct type font (Frutiger) and layout/alignment of the Club/District details are detailed in the Guide. However, by using the template in The Brand Centre to create all logos your club uses you will automatically comply with the RI standards.

I often see publicity material or social media posts from clubs and districts that display the Masterbrand signature (the word 'Rotary' alongside the Rotary Wheel). This logo **should not** be used by Clubs as it depicts an event / announcement etc that has been organized by Rotary International. An example of when the Masterbrand signature is used is the Australia New Zealand Conference—an official event of Rotary International! Your fundraiser/service project is not a Rotary International project, therefore should not use the Masterbrand signature.



## Logos Signature System for Clubs

We have created special signature systems that allow you to identify your club on all your communications materials.

The Rotary club signature comprises the Masterbrand Signature plus the club name. This signature system should be used instead of the Masterbrand Signature on club-level communications.

Use the name on your charter or the name your club is known by in your community in your club logo. Because the word "Rotary" is already in the logo, you don't need to repeat it. For example, the Rotary Club of Evanston, Illinois, USA, would add only "Club of Evanston" below the Masterbrand Signature.

The club name always appears on the same side as the wordmark, it should right-align with the "y" in Rotary. The positioning and the size relationship between the wordmark and the wheel can't be altered.

You can use either the Masterbrand Signature or the Masterbrand Signature Simplified when you create your district or zone logo. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embroidered.

Find templates for creating your district or zone logo in the Brand Center, [rotary.org/brandcenter](http://rotary.org/brandcenter).

### Signature System — Clubs

Club logo — BELOW



Club logo — ABOVE



Club logo — ABOVE and BELOW



Club logo — EXAMPLE



**To download the guidelines visit the RI Brand Centre at [rotary.org](http://rotary.org)**





# Social Media: Content is KING!

Recently I ran a very successful social media workshop for some self-proclaimed social media novices. Some of the topics covered were “How to set up a Rotary club Facebook page” and “Branding yourself and the club on Facebook”.

But the biggest question asked of me on the day, and certainly asked of me most often, is what sort of social media content do I post? And how do we make it go viral! This is a very important question in today’s social media world where content, as Bill Gates put it back in 1996, is KING!

So, to help you out and make sure you never run out of ideas, here are some suggestions for content you can post on your Facebook page.

1. Showcase members: Highlight your

club members on your page with a “Member of the month” initiative. It gives your members a chance at 15 minutes of fame by featuring the fantastic work they do for your club. You could also wish your club members a happy birthday or acknowledge another significant event. This type of post will personalise your presence on social media.

2. Club photos: Take photos of your happy club members engaged in a service project or enjoying an interesting guest speaker at the meeting.

3. Questions: Pose simple questions that your fans can answer quickly. Something like, “Why are you a Rotarian?”

4. A day in the life post: Give a recap of a typical day in the life of one of your members at their place of work, or living the high life of retirement.

5. Share the news: Link to a popular news story about Rotary. The *My Rotary* and the *Rotary Down Under* website and

Facebook pages have a lot of current and interesting stories about the various activities Rotary clubs and Rotarians are doing.

6. Take a trip down memory lane: A new social media tradition is to share something from the past on a Thursday or a Friday, titled appropriately enough as #ThrowbackThursday and #FlashbackFriday, so share photos of your club history or your very first service project.

7. Updates: Tell your Facebook fans about upcoming guest speakers, exciting club projects or other events that have been planned, or even update them on a successful event that’s just happened.

To receive the maximum amount of engagement from your audience by delivering the right content will see your club lead the way in the Rotary social media revolution!

**Evan Burrell, Assistant Public Image Coordinator**

## Companies are redesigning their logos to reflect Social Distancing

Source: Channel 9 website



**Should Rotary follow suit**

# Communicating with Members during Social Isolation

Reprinted with permission from D9685 DGE, Dave Clark

*If your clubs are thinking of doing virtual meeting here are some links that might be of some help.*

*Please Remember it is so important to keep in contact with all your members as this will be the biggest threat to Rotary membership that we have ever seen. We are predicting that at least 20% of your membership will decide not to return after this is all over especially if no one has kept them informed.*

*The District team is here to help if you need it.*

## Interim Virtual Meetings

Please consider the creative use of technology to host “virtual meeting” experiences for your members until you can resume in-person meetings and events. Below are a few ideas and favorite tools for virtual meetings. Each suggestion includes links to helpful how-to guides and/or other information to assist you in navigating these tools.

**Highly Interactive Tools** – There are many free and paid options for hosting virtual meetings. Chances are someone in your club already has a pro version of one of these for their business, but there are also lots of great no-cost options that include basic features. Many of these programs are offering reduced fees and no-cost extended trials during this time.

**Zoom Basic Free** | <https://www.youtube.com/watch?v=-2pq4l1urXA>

**GoTo Meeting Free** | <https://support.goto.com/meeting>

**Google Hangout Free** | <https://support.google.com/hangouts/answer/3115553?co=GENIE.Platform%3DDesktop&hl=en>

**Less Interactive** – There are other tools that are still incredibly useful and may be the perfect fit, but don’t require that everyone log in at a specific time, which could be the perfect level of flexibility for your club. The suggestions below range from social media tools to project management and communication tools.

**Facebook Live** | <https://blog.hubspot.com/marketing/facebook-live-guide>

**Instagram TV** | <https://www.youtube.com/watch?v=EaRxgAW9mUY>

**Basecamp** | <https://basecamp.com/>

**Slack** | <https://slack.com/>

## Tips for hosting a “Virtual Meeting”

- Consider shortening the length of the virtual meeting to make it more feasible for members to “tune in.”
  - Do keep your fellowship activities if they can easily migrate online (for example, “getting to know you” activities, interesting speakers, and happy bucks/dollars)
  - Avoid taking up “video time” with elements of your meeting that would be better shared in writing such as basic announcements or upcoming dates to note – consider sending those in a follow-up email once the virtual meeting concludes
  - check out Rotary resources on virtual meetings
- o <https://www.rotary.org/en/how-take-your-club-online>
  - o <https://my.rotary.org/en/learning-reference/learn-topic/onli>



# Polio campaign joins fight against Coronavirus

**Dear Senior Leaders,**

Our world has never faced a health crisis like the current COVID-19 pandemic but there are strong similarities with the Polio outbreak in various countries in the first half of the 20<sup>th</sup> century!

Thus, it is appropriate that the World Health Organisation advises that Polio eradication staff are now supporting the COVID-19 response.

Using the vast infrastructure developed to identify the poliovirus and deliver vaccination campaigns, the polio eradication program is pitching in to protect the vulnerable from COVID-19, especially in pandemic countries. From Pakistan to Nigeria, the program is drawing on years of experience fighting outbreaks to support governments as they respond to the new virus!

Currently, the Polio team is providing assistance across Pakistan, with a special focus on strengthening surveillance and awareness. Working side by side with Government officials, the Polio team has managed to train over 280 surveillance officers in COVID-19 surveillance in three weeks.

In Afghanistan, community volunteers who work for the Polio program to report children with acute flaccid paralysis (AFP) are delivering messages on hand washing to reduce the spread of COVID-19, in addition to Polio.

In Ogun and Lagos states in Nigeria, two cases of COVID-19 have been detected and over 50 polio program medical staff are working flat out to mitigate further spread.

## **POLIO FUND RAISING FOCUS**

Friends, our END POLIO TEAM is striving to focus on fund raising in the last three months of the 2019/20 Rotary year. We all acknowledge that COVID-19 has made the task of making budget this Rotary year extremely difficult – especially in Australian Districts where the impact of drought, bushfires and floods have already pushed communities to the brink of collapse.

Many Rotary Clubs have suspended activities until the new virus is beaten, allowing people to go back to work and life to return to a semblance of normality.

RI Past Director Noel Trevaskis advised yesterday that whilst some District Conferences were held early, a devastating number of 16 Conferences across Australia and New Zealand have been cancelled thus crippling District and Club programs.

I have been asked to respectfully suggest that a focus on giving from District Designated Funds may be our best chance

of achieving annual goals via the Bill and Melinda Gates Foundation's 2 to 1 offer and World Fund's 1:1 grants. A 'Countdown to History' DDF donation form is attached for simply donation.

Briefly, our fundraising goals for the year remain unchanged –

- Encourage all clubs in New Zealand and Australia to donate \$1,500 to END POLIO NOW.
- Encourage all Districts to allocate 20% of annual DDF – which may be the best option for leaders given the restriction of movement and meetings at present.
- Continue the search for major donors.
- Continue to promote Rotary and public awareness at every opportunity.

The planned END POLIO NOW Coordinators Conference at the beginning of March was cancelled but I have a 'Conference Call' with senior leaders in Evanston tomorrow night to plan for the completion of this Rotary year, along with the beginning of the 2020/2021 year.

## **CASE FIGURES AT MARCH 20, 2020**

32 WPV1 cases – (30 in Pakistan and 2 in Afghanistan). Also, 76 WPV1 positive environmental samples collected – 72 in Pakistan and four in Afghanistan.

37 cVDPV cases – along with 30 cVDPV2 positive environmental samples collected.

## **THANK YOU**

Thank you for all you are doing in these most difficult times, and remember to check the two attached files – one is the RI [DDF transfer form](#): and the other a very interesting article by the Chair of the International PolioPlus Committee, RI Past Vice President Mike McGovern. [Click here](#)

Remember, please take care and observe all the COVID-19 rules in place for general protection. The safety of you and your families must be your primary consideration.

Your friend in Rotary service,

**Bob**

PDG Bob Aitken AM JP  
RI END POLIO NOW Coordinator, Zone 8,  
2018/21





# Zone 8 2019-20 Public Image Video Clip Competition is now open

The aim of the competition is to increase awareness of the People of Action campaign launched by Rotary International in 2017 to help clubs and districts tell their Rotary stories in a compelling and consistent way. It is hoped that by creating a video, Clubs will consciously think about their whole public image efforts and will then have a vehicle

**Closing Date now 30th June**

## competition guidelines



### WHO CAN ENTER?

Any Rotary, Rotaract or Interact Club in Zone 8

### WHAT & HOW?

Videos must be filmed in-house using i-phone, i-pad or video camera, specifically for the competition

Must be a maximum of 2 minutes

Must depict club members as "People of Action" and illustrate how Rotary 'Connects the World' during 2019-20

Must illustrate use of correct Rotary branding

Closing date for entries is 31 May 2020.

Entries should be saved to a Dropbox and the link forwarded to RPIC PDG Gina Growden via email: [gina.growden@bigpond.com](mailto:gina.growden@bigpond.com) by 31 May 2020.

The winning entries will be shown at the 2020 Aust NZ Conference in Alice Springs in September 2020 .

### MORE INFORMATION

Contact Rotary Public Image Coordinator:  
PDG Gina Growden on Mob: 0412 128 106 or  
Email: [gina.growden@bigpond.com](mailto:gina.growden@bigpond.com)

### What the Judges are looking for

The judges of the video competition are the Zone 8 Public Image team (ie Rotary Public Image Coordinator & Assistants).

In selecting the winners, the judges take special notice of involvement by club members, and how much enjoyment they have gained through participating in the video; illustration of the RI theme (ie Rotary Connects the world); the use of correct Rotary logos throughout the video; whether or not the video has been produced specifically for the competition, and the length of the video.

We encourage clubs to seek tips from professionals, but to make the video themselves.

The winning video will be shown at the ANZ Conference in Alice Springs In September 2020 and a Certificate will be presented to the successful club (if possible) during the conference.

**For more information contact Rotary Public Image Coordinator, Gina Growden on [gina.growden@bigpond.com](mailto:gina.growden@bigpond.com) or by mob: 0412 128 106.**





# Making Use of Resources

***It is now easier than ever to strengthen Rotary's image in your community with the materials and resources available in the Brand Centre and the Learning Centre on Rotary.org.***

Here are five reasons you should use the Brand Centre:

1. You can create your own club and district logos featuring Rotary's Masterbrand signature and see your edits in real time
2. You can develop professional-looking PowerPoint presentations, press releases and newsletters that incorporate Rotary's visual identity. Templates can be customised as much—or as little—as you want.
3. You can find guidelines for using Rotary's logos and creating People of Action Campaign advertisement, and answers to frequently asked questions about Rotary's visual identity. For example did you know that free fonts are available along with the commercially licensed options?
4. You can upload and store the materials and logos you create for future use by creating a basket. Use the Quick Share function to email your basket and share your new materials with members.
5. You can download broadcast-quality public service announcements, videos and images to help tell Rotary's story. You can achieve first-class results without hiring a designer or purchasing expensive software.

## **Promoting Rotary's public image**

How can clubs help expand their community's awareness of Rotary's work and impact? Two new public image courses in the Learning Centre will help new members learn about Rotary's public image strategy, and provide fresh ideas for any member about building new connections.

The courses are:

**The Rotary Brand** – Provides a foundation for defining our brand and why it matters for Rotary

**Building Rotary's Public Image** – Teaches the importance of public image and offers strategies you can use to increase your community's understanding of Rotary

Encourage your clubs to discuss public image strategies from these courses at upcoming events to support their membership goals.

***Visit the Learning Centre at [rotary.org](https://rotary.org)***

***Anyone with a My Rotary account can take a free course in the Learning Centre.***



## **Contact us:**

This newsletter is produced bi-monthly by the Zone 8 Public Image team.

Please distribute to your friends/colleagues who may be interested in receiving a copy.

**Contributions are welcome** (approx. 300 words) plus photos. Please forward to: [gina.growden@bigpond.com](mailto:gina.growden@bigpond.com)

Mob: 0412 128 106