



MAXIMIZING YOUR ROTARY BRAND

Creating Compelling, Consistent Messaging

PART I

**BRAND
MATTERS**

BRAND MESSAGING



WHAT'S YOUR STORY?

What makes your club unique?



THE EDUCATION CLUB!

TOP 50+
Abilene Southwest
Rotary 



PEACE AND CONFLICT
PREVENTION/RESOLUTION



DISEASE PREVENTION AND
TREATMENT



WATER AND SANITATION



MATERNAL AND CHILD HEALTH



BASIC EDUCATION AND LITERACY



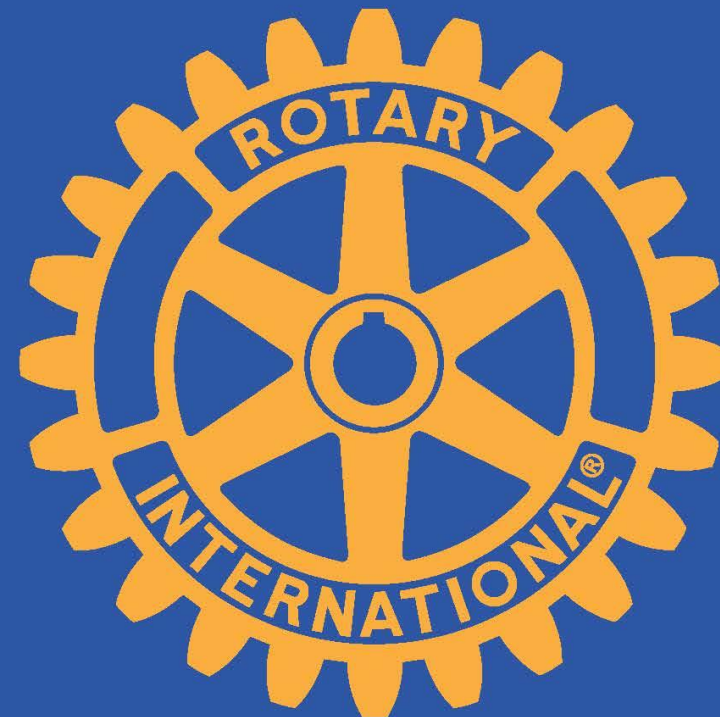
ECONOMIC AND COMMUNITY
DEVELOPMENT

6 AREAS OF FOCUS



HOW DO YOU TELL YOUR STORY?

Rotary Messaging Guide

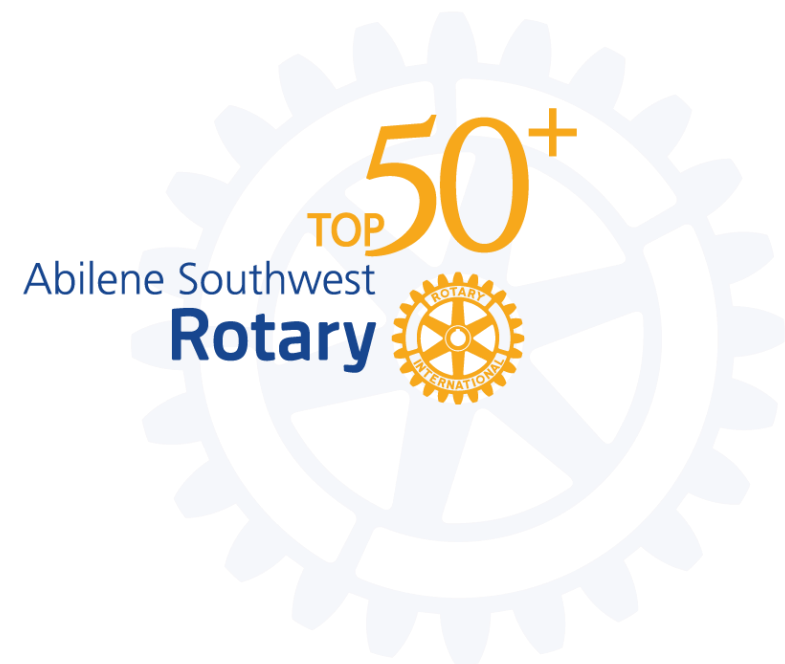


MESSAGING GUIDE



Club?
District?
Public?

AUDIENCE



AUDIENCE

EREY

JARGON

Knowledgeable

Perceptive

Confident

SMART

BUT NOT

Obscure

Disconnected

Arrogant

SMART

Thoughtful
Sincere
Engaging

COMPASSIONATE

BUT NOT

Lofty

Sentimental

Weak

COMPASSIONATE

Bold
Purposeful
Courageous

PERSEVERING

BUT NOT

Reckless

Closed-minded

Stubborn

PERSEVERING

Upbeat
Hopeful
Visionary

INSPIRING

BUT NOT

Hyper

Zealous

Impractical

PERSEVERING

Primary Message
Secondary Message
Evidence

**EFFECTIVE
MESSAGING**
