



MAXIMIZING YOUR ROTARY BRAND

Creating Compelling, Consistent Messaging

PART II

Primary Message
Secondary Message
Evidence

**EFFECTIVE
MESSAGING**



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TEXT & VISUALS

Everything is part of the message.
What story are you telling?

Abilene Southwest
Rotary



ROTARY COMMUNICATIONS CHECKLIST

Our Essence?

Does it explain what Rotary is, who Rotarians are, and our distinctive approach to community challenges?

Our Voice?

Does the language capture Rotary's distinguishing characteristics (smart, compassionate, persevering, and inspiring)?

Our Impact?

Does it shift focus from *what* we do to *why* it matters?

Drive Action?

Is the call to action clear for the audience?
Is the call to action compelling for the audience?

<https://bit.ly/ripi123>

BREAKOUT GROUP ANALYSIS

Our Essence?

Does it explain what Rotary is, who Rotarians are, and our distinctive approach to community challenges?

Our Voice?

Does the language capture Rotary's distinguishing characteristics (smart, compassionate, persevering, and inspiring)?

Our Impact?

Does it shift focus from *what we do* to *why it matters*?

Drive Action?

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WHO CAN HELP YOU TELL YOUR STORY?

You craft the message.
Look for help to get it out.



LOCAL MEDIA

Television, Print, Digital, Radio



SOCIAL MEDIA

Facebook, Twitter, TikTok,
Whatever's Next

ACTION STEPS

Download Rotary Messaging Guide
Identify what makes your club unique
Unify that identity with Rotary's brand
Tell your club and your community



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