2022 Vibrant Club Workshop Public Image Session I

Identify Your Club's Vision (that aligns with clubs values)

- The very 1st Rotary Club Central Public Image Goal is "Does your club have an up-to-date strategic plan?"
- Elements of a Strategic Plan & Tools to assess
  - Rotary Club Health Check
  - Member Satisfaction Survey
- Brainstorm the Vision of your club
  - Club SWOT analysis
  - What do community members know about what your club does?
    - Is the club doing projects members are interested in doing?
  - What do club members want the club to be known for?
  - Define clubs vision and communicate with club members
    - Communicate for member buy-in all its various forms
      - From the President or strat plan committee
      - Newsletters
      - Email
      - Text
      - Phone
      - Snail mail
    - Monitor Club member engagement
      - Participation
      - Guests
      - Financial Support (TRF & Club Projects)
    - Define a communication plan for external communications
- Strategic Plan should culminate with a written yearly Action Plan for each of its goals
- Identify a campaign that aligns with this vision.
  - Ex: Fundraiser, Event, Service Project (past, present or future)
  - What are we doing?
  - How are we doing it?
 - What will be the impact when we have done it?

Back to the Basics — Public Image Snapshot

- Internal Club Communications
  - Rotary Training of members
    - At meetings
    - Via newsletters
  - Communicating club activities
    - At meetings
    - Via newsletters

- External Communications
  - Social Media
  - Newsletters to club guests and friends
  - Encourage members to promote to friends
    - Via personal SM
    - Orally with friends, local non-profits etc
- Promotion
  - Club events and fundraisers
  - Rotary milestones
  - Via SM, free and paid publicity
- Identify what is considered the foundational elements of a public image strategy or game plan:
  - Website
  - Press Release
  - Social Media Channels (Facebook/Instagram)

Branding Overview

- How to level up your club branding and align with Rotary International:
  - https://my.rotary.org/ > member center > brand center
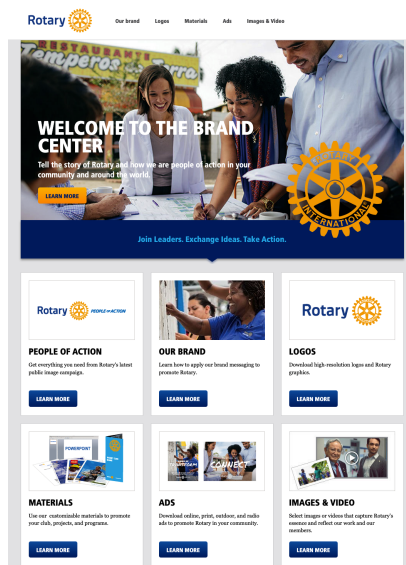
- Club Brand
  - Logo (create from the brand center)
  - Brand persona
  - Target audience
  - Campaigns
    - Each service project or event develop it's own theme

Q&A - Session I

Take 10 minutes to review and discuss the question with your table mates. Identify possible causes and potential solutions. Agree on a resolution goal, Identify action steps and timeline for a 2 minute report out to the entire group.

Table Top Questions for Discussion:

- Table 1.   Your club does not have an up-to-date strategic plan, steps club leaders should take are? What should club leaders do?
- Table 2   Getting volunteers to work at club events is difficult for your club, options for engaging members are?
- Table 3   Your BOD has developed a strategic plan, annual goals and action steps for the current year, how would you communicate so that every member knows and is engaged?
- Table 4   Your BOD has developed a strategic plan, annual goals and action steps for the current year, how would you communicate and engage the community?
- Table 5   Your club members are not enthusiastic about promoting Rotary to their friends and neighbors. What techniques would you use to engage as many members as possible in the task of promoting Rotary, your club and your club projects?
- Table 6   Your Club social media communications tends to reside with only the public image chair. What management techniques would you use to engage more members in Social Media posts.
- Table 7   Your club is planning to host your legacy annual fundraiser that your club is well known for in the community. What steps should your club take to assure promotional materials and techniques are fresh, exciting and utilizing current Rotary branding.
- Table 8   Your club is wanting to come up with a new fundraiser - what steps will you take to help come up with ideas and what are ways you could engage club membership?
- Table 9   Your club needs to come up with a public image strategy, what would your club include?
- Table 10   Your club needs a brand refresh, what steps would you take to identify what changes are needed and how to move forward?

2022 Vibrant Club Workshop Public ImageSession II.

- Clubrunner - Accessing the Tools
  - Website
  - Events
    a. Registration
    b. Event Volunteers
    c. Event Payment
    d. Event Invitation
  - Volunteer module (including non-members)
  - Bulletin "newsletter" - subscribe to non-members, use for guests and public at large
  - Member engagement via participation points
  - Membership Success Module
  - Donation Module
- Internal Communications with members
  a. Newsletter
    i. Coming events
    ii. Speakers
    iii. Stories
    iv. Member commitments
  b. Website
    i. Events, speakers and stories appear both on website and in newsletters as you choose
    ii. Promote Rotary
      1. RSS and info from District website
  c. Email module
    i. Use ClubRunner email for club business
    ii. Use ClubRunner email to communicate with members
    iii. Monitor status of emails to assess communication effectiveness
    iv. Use ClubRunner email to promote club volunteers
    v. Use ClubRunner email to promote registration for events
    vi. Use ClubRunner email for communication between club committees
    vii. Use ClubRunner email to communicate with terminated members-inactive
- External Communication
  a. Define external communication Strategy
    i. What
    ii. Where
    iii. When
    iv. By whom
    v. Set goal and measure success
      1. Keep in mind that everyone has a preferred method of communication
  b. Website
    i. Maintain weekly with speakers, events and stories

      ii.   Display future events and speakers(4 to 6 weeks)

      iii. Stories meaningful to a non-Rotarian community member highlight impact

  c. Newsletter

      i.   Use module to promote club events to club contacts

         1. Guests

         2. Volunteers

         3. Other contacts club may have

  d. Social Media

      i.   Posts meaningful to non Rotary community member via ClubRunner

      ii.   ClubRunner Speakers and Events can be pushed and shared to:

         1. Club Social Media accounts

         2. Member personal Social Media

  e. Email module

      i.   Create community contact lists

      ii.   Periodically communicate events, speakers etc to those in contacts list

      iii. Invite participation in events

      iv. Invite members to volunteer

- Other Tools for your Public Image Strategy
  a. Facebook
  b. Instagram
  c. Youtube
  d. LinkedIn
  e. Other???
- Define your audience
  a. Posts that are eye catching
  b. Posts that are meaningful to a non Rotarian
  c. Economic use of works
  d. Include a call-to-action - examples
     i.   Buy ticket - click to event payment page
     ii.   Click to website Donate page or use the SM donate function
     iii. Click to club website for into on club
     iv. Click to club membership success module
     v.   Click to event page for more info about event
  e. Use Rotary Graphic Materials, Ads, Images and Video's
- What to post
  a. Club Event
  b. Info about club
  c. Info about upcoming speaker
  d. Info about featured members
  e. Info about Rotary from District website or Social Media
  f. Info about Rotary from Rotary.org or Rotary Social Media
  g. Testimonials for Rotarians
- Frequency of posts

Q&A - Session II

Take 10 minutes to review and discuss the question with your table mates. Identify possible causes and potential solutions. Agree on a resolution goal, Identify action steps and timeline for a 2 minute report out to the entire group.

Table Top Questions for Discussion:

- Table 1.   Your club uses ClubRunner, what steps should club leadership take to assure every member is aware of your clubs action plan for the current year?
- Table 2   Your club wants to improve it's community impact through a new service project. What tools would you use to promote the project to your members?
- Table 3   Your club wants to improve it's community impact through a new service project. What tools would you use to promote the project to your Community?
- Table 4   Your clubs website is boring and not kept up-to-date. What steps should club leaders take to assure your clubs website reflects the vibrancy of your club and how should will the website be kept up-to-date on an ongoing basis
- Table 5   RI President Jennifer Jones has identified "member care" as one of her primary initiatives to engage and retain members. Using technology offered by ClubRunner and Social Media tools, what should a club do to assure its members are happy, engaged and effective?
- Table 6   Your clubs social media platforms are boring and not kept up-to-date. What steps should club leaders take to assure your clubs their social media reflects the vibrancy of your club and how should social media be kept up-to-date on an ongoing basis
- Table 7   As a club leader, you have been asked to develop a club recognition program to recognize its most effective members. What tools would you use to track member engagement worthy of recognition? How would you implement the recognition program
- Table 8   Your club wants to increase engagement from members, what are some things you could do and what tools in Clubrunner could you use to help achieve this?
- Table 9   Your club wants to increase community member involved ie non-members to help build awareness about Rotary. What are some ways that you can do this and what are some of the tools available that can help you?
- Table 10   The club has not had a newsletter in some time but you're wanting to use this as a tool to increase membership communication, what type of content can you include in the newsletters?