



TOGETHER, WE

CONNECT



VIBRANT CLUB WORKSHOP

**PUBLIC IMAGE SESSION
AUGUST 2022**

Identify Your Club's Vision



Your Club's Vision

KEY TALKING POINTS

- “Does your club have an up-to-date strategic plan?”
 - Rotary Club Health Check
 - Member Satisfaction Survey
- Brainstorm The Vision
 - SWOT, Community Assessment, Club Brand Persona



Rotary Learning Center - myrotary.org
District Website - rotary5790.org (*public image tab*)



Identify a Campaign That
Aligns with The Vision



Back To The Basics

PUBLIC IMAGE SNAPSHOT



Back To The Basics

PUBLIC IMAGE SNAPSHOT

- Internal Club Communication
 - Rotary Training of Members
 - Communicating Club Activities
- External Club Communication
 - Social Media
 - Website
 - Newsletters
 - Club Members Sharing

- Promotion
 - Club events and fundraisers
 - Rotary milestones
 - Via SM, free and paid publicity



Identify what is considered foundational elements of your club's public image strategy (website, social media, press releases etc.)



Club Branding

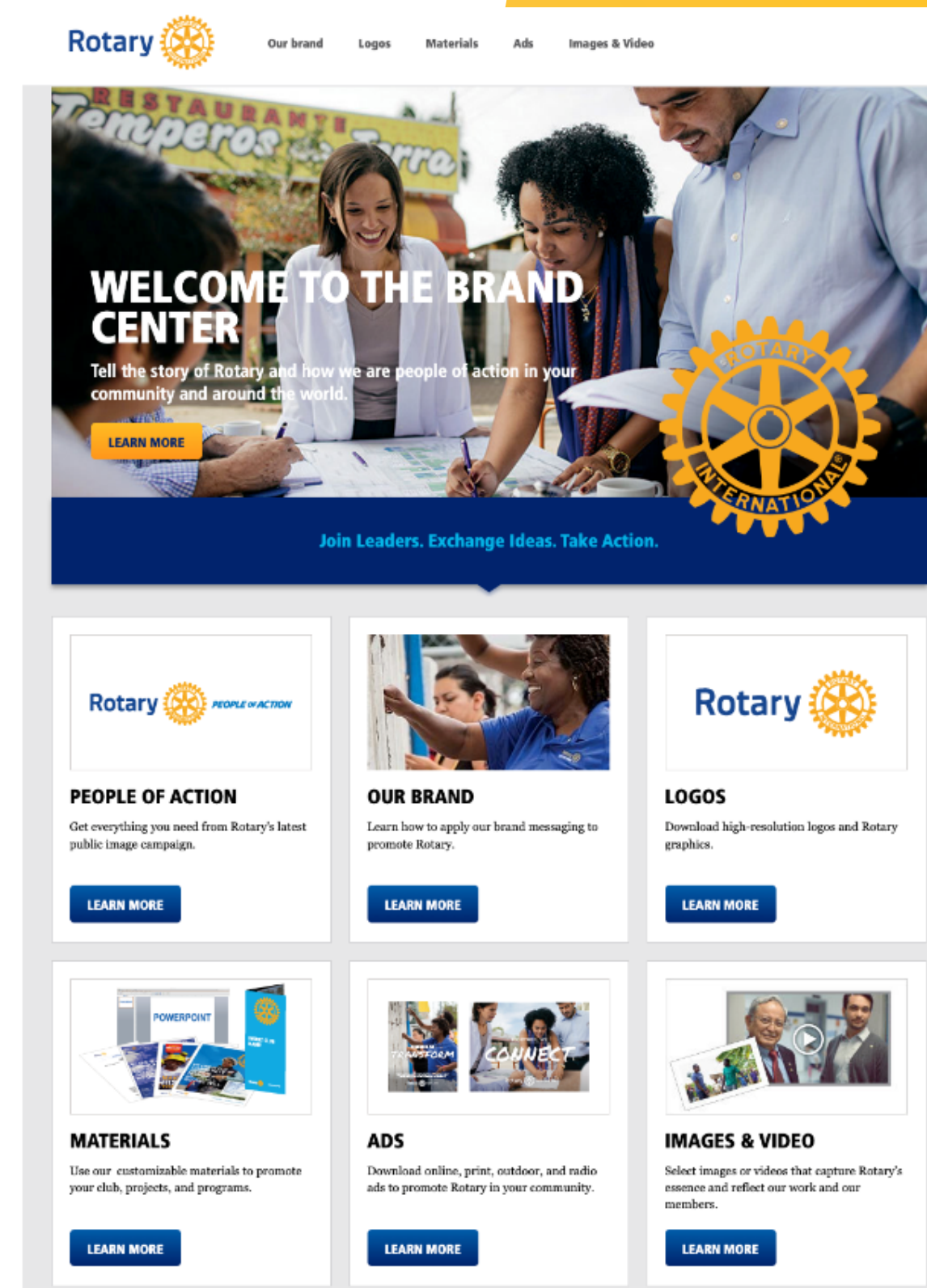
LEVEL UP



Club Branding

LEVEL UP

- Rotary Brand Center — My Rotary
 - Templates & Materials
 - Images and Themes
 - Logo
- Club Brand
 - Brand Persona
 - Target Audience
 - Campaigns



Q&A



TABLE TOPIC

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?

Clubrunner

ACCESSING THE TOOLS



Clubrunner

ACCESSING THE TOOLS

- Website
- Events
 - Registration
 - Event Volunteers
 - Event Invitation
 - Event Payment
- Volunteer Module
- Bulletin "newsletter"
- Participation Points
- Member Success Module
- Donation Module



Clubrunner

ACCESSING THE TOOLS

- Internal Communication with Members
 - Newsletter
 - Website
 - Email Module
- External Communication
 - Strategy
 - Website
 - Newsletter
 - Social Media
 - Email Module



Define your audience, what to post and frequency of posts.

Q&A



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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 its 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 its 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?