



Rotary

TEMPLATE: DISTRICT COMMUNICATIONS STRATEGY

Rotary's impact in communities around the world is strengthened by its public image – the consistent voice and visual identity that underscores the character of Rotary's brand.

To best fit your district's unique set of challenges and opportunities, use the guide below to inform a customized district communications strategy.

Three Pillars of Communications

Communication strategies are supported by three fundamental pillars: public relations, marketing, and social media.

Public Relations

- The way we engage with external stakeholders – using our message, voice, and visual identity – defines how Rotary is perceived by our partners and the public.
- Positive public relations help our organization grow and drive change in the world.
- Engagement over a wide range of media using clear messaging and compelling visuals helps Rotarians receive recognition for the work they continue to accomplish.

Marketing

- Rather than engaging when an opportunity presents itself, marketing is proactive and dynamic outreach.
- Competition thrives even among service organizations, and Rotarians must be prepared to actively share Rotary's story and value with non-Rotarian audiences.
- To foster a strong perception of Rotary, Rotarians must lead as brand ambassadors by offering a consistent visual identity in print and digital media.

Social Media

- More audiences are using social media platforms to find out about events, stories, causes, and community activity in their area and globally.
- Social media users are a younger group that Rotary is continuously looking to engage.
- By being active on Facebook, Twitter, Instagram, or other social media platforms, organizations can become better connected to the communities they serve.

Resources

The resources below can be found in the [Brand Center](#) on MyRotary:

- [Voice and Visual Identity Guide](#)
- [Messaging Guide](#)
- [Quick Start Guide for Club Websites](#)
- [Event Planning Guide](#)
- [Event Banners \(Promotional Resources\)](#)
- [Club Brochure Template](#)
- [District Public Image Seminar Guide](#)

Communications Action Planning

Use the template below to structure your goals and make a plan for reaching them.

Goal: Secure media mentions of activity in your district.	
Tactic: Get to know reporters in your area.	Action steps: <ol style="list-style-type: none">1. Identify key local and regional publications.2. Approach journalists strategically. Make sure to only present reporters with stories that fit their publication and topic they cover.3. Engage media in club events: for example, invite a journalist to participate in an event or serve as master of ceremonies. Person responsible: District public image chairs (DPICs) or District governors. Timeline: Cultivating and maintaining relationships is a long-term process. Before the start of your term, be sure to consult your predecessor for any information on past relationships, media placements, or opportunities for growth.
Goal:	
Tactic:	Action steps: Person responsible: Timeline:
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