



District Services Team Presentation

Summary Information

District Service Mission

The District Services Team mission is to assist District 5790 Leadership and it's Clubs to be vibrant service organizations that are well known within their communities through training, data management and member support.

District Services Team Members – John Pokorny, Director

Public Relations Coordinator– Dan Taylor

Webmaster– Bob Troyer

Public Image, Marketing and Social Media Coordinator – Randi Skinner

Social Media/Marketing – Valerie Landry

Fund Raiser Support Coordinator– Ann Pape

Information Management Coordinator – Ben Mullikan

Squeaky Wheel Coordinator - Diana Saleh

Story Publication Coordinators - Karen Bulloch – West & Allison Peterson – East (Tarrant, Denton & Wichita Counties

District Website Site Page Coordinator - Craig Martin

District Awards Coordinator - Marilyn Pokorny

District and Club Member Data Coordinator - Kathryn Rotter

Speakers Bureau Coordinator - Derrick Kinney

Primary Goals for 2016-2017

24 Media Placements by Clubs throughout District 5790 – Public Image Training for Clubs

50% increase in Club on-line presence via website & Social Media – 85% of all Clubs using RI Brand Tools

On-line Club Awards Recognition Process – New on-line District Directory

Increase participation in effective use of Rotary Club Central

Our Team Will...

Provide training both at District Assembly, at Area Governor Round Tables and via Go-to-Meeting – Available training will include Public Relations, Public Image/Marketing, Club Brand Development and Messaging, Website Utilization, Club Secretary Admin Functions, Clubrunner Website management

Provide a full playbook of Public Relations and Public Image ideas for clubs to use to improve their communities awareness of their clubs contributions

Provide and playbook of file links to download Public Image and on-line media tools on the District 5790 Website

Provide a Fund Raiser Data Base on the District 5790 Website

Provide an updated Speakers Bureau List of Speakers

Provide an on-line list of news media contacts in the District 5790 area sorted by club area

Provide an on-line club awards recognition submittal process

How can District 5790 Rotary Club Presidents help the District Services Team Succeed?

- Make sure your club executive team information is updated in Clubrunner for 2016-2017 Rotary year. Update your clubs Clubrunner website or the district website if your club does not have a website.
 - President, President Elect, Vice President, Treasurer, Secretary, Foundation Chair and each Avenue of Service Chair.
 - Work with your secretary to assure member profiles are up-to-date including e-mail
- Promptly respond to the survey you will receive regarding your clubs fund raisers, service projects etc.
 - Please provide as much information requested as possible but do not delay completing survey for lack of information, simply provide contact info of person who does know
 - Team member will follow up with your designated contact
- Notify Karen Bullock (krbullo@yahoo.com) or Allison Patterson (allison@cover-tek.com) whenever your club has an article or story in the news media. Please send them a link to the story or a copy. This applies to all forms of news media (print, internet, radio, TV etc). If your club is on east side of district (Tarrant, Denton & Wichita Counties) notify Allison. All others notify Karen.
- Call or e-mail a team member whenever you have a question an idea or a comment, we will be glad to serve your needs. Our contact information is on the district website under 16-17 contacts

