ROTARY PUBLIC IMAGE COORDINATORS

Zone 24 West
Sean Hogan, RPI C
Ken Miller
Assistant RPI C

Zone 24 East
Tanya Wolff, RPI C
Guy Bissonnette, Carrie Jones, Brian Thompson
Assistant RPI CS

Zone 32
Dan Ceglia, RPI C
LEARNING OBJECTIVES

• Identify your audience
• Determine the message and content
• Format & delivery of the message
• Create or refine an external communication plan
EXTERNAL COMMUNICATION

Are You Communicating Effectively?

Audience - Content - Format

Who?  What?  How?
AudiencE

Who Do You Need To Talk To?

Potential Members & General Public
What’s Your Message?

Inform: What is Rotary
Invite: Join Rotary
Involve: Youth
Support: Fundraiser
Promote: Event
MESSAGE

Never Heard of Rotary

Know Name Only

Some Familiarity
Rotary

Unites leaders
To exchange ideas
And take action
Rotary

Local impact

With friends

Taking action
Compelling story
Avoiding “Rotary” speak
Consistent visuals
WE ARE ROTARIANS

Smart
Compassionate
Perservering
Inspiring
How Do You Talk To Them?
www.rotary.org/brandcenter
Welcome to Rotary International Zones 24 & 32

www.rotaryzones24-32.org

Rotary Public Image Coordinators (RPICs) have expertise in the fields of public relations, journalism, or communications.

We can help you:
- Increase recognition of Rotary's humanitarian work by sharing the Rotary story
- Help club and district leaders share Rotary's successes with the community and local media
- Consult and provide guidance on public image funding ideas

Your RPIC is a key volunteer resource for your district. RPICs serve as a vital link between Rotarians at the club, district, and global levels, and between Rotarians and Rotary staff. We:
Discussion Groups
My Rotary under Exchange Ideas

Rotary Ideas
ideas.rotary.org

Rotary Showcase
My Rotary under Take Action
RESOURCES HANDOUT

Rotary International Resources at www.rotary.org

Shop Rotary: www.shop.rotary.org
A great resource for low cost (some free) resources such as booklets, books, brochures, training manuals, videos, certificates/awards, kits, forms and much more.

Rotary Brand Center: www.rotary.org/brandcenter
Access to images, videos, and "This Close" advertisements. You can download templates for PowerPoint, letterhead, business cards, news releases, and club newsletters. You can create a customizable club brochure and flyers. And much more.

Rotary Showcase: www.rotary.org/showcase
Browse projects to explore the good work of Rotary and globally. Share your own and find stories of your friends.

Rotary Grants: www.rotary.grants
A variety of resources for planning, finding, and applying for grants.

Exchange Programs: www.rotary.org/exchange
Contact our office for information on starting a program, finding a sponsor, managing activities, connect with a sponsor, and the variety of global perspectives that is Rotary.

Blog - Great Ideas To Share: www.greatideastoshare.com
A blog by Coordinators posting stories and resources for Rotary members.

Rotary Zones 24 & 32 Website - Resources Section: www.rotaryzones24-32.org
A collection of publications for download, as well as links to useful websites, divided into three sections (note: reference numbers are provided as well if you wish to do a Google search instead)

Membership Publications
- Be A Vibrant Club (245-EN)
- Lead Your Club: Membership (245-EN)

Public Image
- Tell Rotary's Story: Voice & Visual Guidelines (547A-EN)
- Media Crisis Handbook (505-EN) [Note - this publication is being revised]
- Lead Your Public Relations Committee (226-EN)
- Effective Public Relations (257-EN)
- Youth Programs: Visual Identity Guidelines (547H-EN)
Communicate as it happens
Promote District events
Share pictures and stories about service projects and fundraising events
Get support for projects and events
Tip: Grab attention with the subject line and first paragraph.

What do members want to hear?

Keep it brief - short articles with links to the full story.

Use existing Rotary content.

Use pictures and videos!
Solo Planning
DEVELOPING A PLAN

small groups
LEARNING OBJECTIVES

- Identify your audience
- Determine the message and content
- Format & delivery of the message
- Create or refine an external communication plan