ROVARY 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

• **Plan** how you will use communications strategies to achieve your public image goals

• **Consider** how to create and implement both an internal and external communications plan for your district

• **Use** the public image resources available to enhance your communications efforts
How we can help you and your District:

Assist with public image goals

Training at all levels

Provide resources
helpful tips

Pick your District Chair

Help your District Chair build a District Committee

Train your members and clubs
BENEFITS OF GOOD COMMUNICATIONS

- Increased visibility
- Engaged members
- Increased membership and contributions
- Partnerships and support for local projects
Target Audience

1. Rotary members
2. Potential members
3. General Public
Survey questions:

1. Why did you **JOIN** Rotary?

2. What is the main reason you **STAY** with Rotary?
Why Join Rotary?

- **Positively Impact my Community** ~36%
- **Friendship** ~30%
- **Networking** ~19%
- **Recognition** ~4%
- **Training** ~3%
- **Global Impact** ~8%
WHY STAY?

siegel + gale – Why Stay in Rotary?

Positively Impact my Community 
~36%

Global Impact ~15%
Training ~4%
Recognition ~2%
Networking ~5%

Friendship ~38%
Key Points: Siegel + Gale Study

1. Local Community Impact

2. Friends and Contacts
TELL YOUR ROTARY STORY

Rotary

STRENGTHENING ROTARY | 12
Unites leaders
To exchange ideas
And take action
Local impact
With friends
Taking action
TELL YOUR ROTARY STORY

Rotary

Compelling story
Avoiding “Rotary” speak
Consistent visuals
TELL YOUR ROTARY STORY

WE ARE ROTARIANS

Smart
Compassionate
Perservering
Inspiring
YOU are the Rotary brand

• *Rotary’s brand isn’t a logo*

• *It’s our members*
TELL YOUR ROTARY STORY
Welcome to Rotary International Zones 24 & 32

Rotary's promise to the children of the world is about to come true.

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 Rotary is doing, worldwide and globally. Share your own club projects and invite friends to learn more.

Rotary Exchange:
Contact with outstanding people from all over the world. Starting a new Rotary exchange relationship is easy. Find more about the variety of global perspectives that is Rotary Exchange.

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: Member (245-EN)
Member ID Update (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 (547II-EN)
### YOUR DISTRICT CHAIR / COMMITTEE

<table>
<thead>
<tr>
<th>Professional background in journalism or public relations</th>
<th>Has relationships with journalists or the ability to cultivate them</th>
<th>Can effectively convey the essence of Rotary to an external, non-Rotarian audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent speaking, presentation, and writing skills</td>
<td>Knowledge of media relations, the news industry, and electronic and social media</td>
<td>A good news sense and understanding of the kinds of stories that interest local or regional media</td>
</tr>
<tr>
<td>Thorough knowledge of club and district activities</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Rotarian Mike Reddington (mikered@shaw.ca) will design, run and provide results. All you have to do is promote it!
1. Awareness of new logo & branding but not in depth knowledge or use of Rotary resources.

2. High interest in training & information – especially to use for websites, Facebook and club projects, fundraisers & events.
3. Interest in multi-club public image projects and building public relations plan.


5. Over 120 potential volunteers identified.
Facebook & Social Media
ClubRunner & websites
Marketing & Strategic Planning
Discuss and develop a plan to promote Rotary's Public Image
REPORT BACK TO GROUP

Rotary Feedback
MEASURE IMPACT

• Did membership and contributions, or interest in them, increase?
• Are current members more engaged?
• Does your Facebook page have more followers?
• Does your website get more views?
• Has event attendance increased?
• **Plan** how you will use communications strategies to achieve your public image goals

• **Consider** how to create and implement both an internal and external communications plan for your district

• **Use** the public image resources available to enhance your communications efforts
TELL YOUR ROTARY STORY

TELL YOUR Rotary STORY