Rotary International Zone 8 Public Image

# PUBLIC IMAGE NEWSLETTER

Connecting and Inspiring!

Volume 3 Issue 6, May 2021

Zone 8 Rotary Public Image

# We've come a long way

It has been a great privilege and an honour for me to have been able to serve as Rotary Public Image Coordinator (RPIC) for Zone 8 during the past three years. I have thoroughly enjoyed the experience and have certainly learnt a lot about public image, and about Rotary, in the process. It is very hard to believe my term is almost up with just a few short weeks to go!

Those of you who have been reading my bi-monthly Public Image Newsletters and monthly columns in the RDU magazine will realise that my approach to the RPIC role, right from the start, has been a 'back to basics' one. My belief was (and still is) that we needed to get the basic things—such as correct branding, and telling our Rotary stories– right before worrying about the big picture. I didn't feel that it was my responsibility to organise national/zone-wide publicity campaigns—even if there was sufficient budget to run these—but rather to support and equip Rotarians and Clubs with the tools to carry out their own public relations campaigns in their local communities, if they wished to do so.

It so happened that Rotary in Australia benefited from some nation-wide publicity during this period anyway! Shortly after taking on the role, the media finally took notice of the drought which had been devastating much of our country for several years. Channel 9's Today Show publicised the plight of our farmers and then, in conjunction with Rotary, ran a national television fundraising appeal which raised over $10 million to help those desperately in need.

The following year bushfires ravished huge areas of the continent, again creating extensive Australian and overseas media attention with local Rotary Clubs and Districts organising a wide variety of events and programs to support those affected.

And then COVID arrived, turning Rotary as we knew it on it's head. This forced isolation, however, created a great opportunity for Clubs to reassess their operating procedures and gave many time to update their websites and social media accounts and revitalise their publicity material in line with recommendations from RI.

The 100th anniversary of the chartering of the first clubs in Australia and New Zealand, celebrated in April this year, provided many opportunities for showcasing Rotary. From baton relays; Rotary Peace poles in schools; commemorative plaques in parks and playgrounds, the numerous way in which Rotarians celebrated this momentous occasion was mind blowing. All great projects for raising our public image!

I congratulate all of you on the way you have taken on board the suggestions and changes, especially in regards to branding, that have stresses to you in recent years. I really do believe awareness of Rotary, and the need for raising our public image and strengthening our brand is much higher now than it was when I began my role in 2018. We really have come a long way!

I am extremely grateful for the support of my Assistant Coordinators over the past three years and sincerely thank my mentors, Past RI Director Noel Trevaskis and Past Governor, Bob Aitken for their regular words of encouragement and their ongoing belief in me.

Finally, I wish PDG Sarita McLean a successful three years as the incoming Zone 8 Public Image Coordinator and hope that she enjoys the role as much as I have.

***PDG Gina Growden RPIC 2018-2021***

Rotary

# EMBRACING THE LOGO

**Together we can unite Rotary**

# One Voice Every Club

**A message from Rotary International President, Holger Knaack, and President Elect Shekhar Mehta**

Rotary's logos mean so much to us. They're the visual representation of our identity and values, and they instantly convey who we are. Those of us who've been with Rotary for many years have even seen the evolution of that logo. Repeated and consistent use of our logos builds global recognition of what we do. That's why we all wear our Rotary pins so proudly!

Over the next several months, we'll ask Rotary, Rotaract, and Interact clubs to update their logos to align with our brand standards. This means using the template in the Brand Center to create a club logo and then using it consistently, like on club websites, social media accounts, and signage, to name a few.

As a leader and brand ambassador, you lead by example when you use Rotary's logos properly in your district publications. You can also support our efforts by addressing branding during virtual club visits, challenging incoming club leaders to update their club logos, or encouraging district public image chairs and committees to contact clubs to offer hands-on assistance

We understand that updating a logo might not seem to be a very high priority, especially during a pandemic. But look at it this way: With so many of our clubs supporting their communities during this health crisis, consistently using a unified brand signals to the public — including potential members and donors — that local clubs are supporting the community and those clubs are part of the global Rotary network. It establishes trust in our organization and our members.

Resources are available in the Brand Center and Learning Center, plus you can work with your regional or district public image coordinator for guidance and support.

When every club uses the same visual identity, it builds awareness of who we are and the impact that we make around the world as people of action. Thank you for joining our effort to make the Rotary brand stronger than ever.

**Holger Knaack, 2020-21 President,**
**Rotary International**

**Shekhar Mehta 2021-22 President,**
**Rotary International**

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# Being compliant applies to more than just websites

## *Does your club letterhead display the compliant (personalised) Rotary logo?*

I recently received an official letter (on Club letterhead) inviting me to a function being organised by a club which will be attended by a prominent local dignitary. To my dismay, the logo on the letterhead was not correct—consisting of a stand-alone Rotary wheel.

The following day I received another invitation—also on official letterhead—inviting me to a club's significant anniversary celebration which, again, was to be attended by high profile local identities. Again, the logo on the invitation was incorrect.

Both clubs have the correct branding on their websites!

Whilst adoption of correct branding on Club websites has improved dramatically in the past three years (in my district over 80% of clubs now have compliant branding on their website landing page compared with just 47% when I started as Public Image Coordinator), it seems that this compliance doesn't always follow through to other publicity material—including letterheads—being produced by clubs.

One of the most frustrating things I've experienced in my role is clubs that persist on 'doing their own thing' in regards to branding despite having had presentations to their club members on the importance of correct branding, attending district training, receiving regular information about raising our public image, and having been provided with compliant logos for their club's use— especially when those clubs are vibrant, successful clubs with the resources to do it right!

I ran into a member of one such club recently at a local shopping centre and he was proudly wearing his new club polo shirt as he was on his way to meet with members of his committee to plan an upcoming event being organised by the club. Unfortunately, the logo on the shirt was not quite compliant (close, but not quite right!) —the club name did not align with the word 'Rotary' as required. He actually asked me how I liked their new shirt and was taken aback when I told him that it was good, but not great, as it was not really compliant! I then asked him why the club didn't use the logo I'd sent them. His answer was that one of the members who took on the task of organising the new shirts was new to the club and was a graphic artist, so did his own thing!

Another club I presented to recently took Umbridge at my suggestion that 8 years after the 'new' logo had been introduced was sufficient time for clubs to have upgraded their club merchandise including polo shirts and banners. A response from one of the members was they couldn't condone discarding a 'perfectly good' shirt and contributing to our landfill problems (especially as one of our areas of focus is now the environment!) just because it was eight years old and the logo on it was out of date. I could have gone into listing alternatives for old polo shirts other than landfill, but decided against it!

And then there was the club that questioned me at length about how their new marquee they were investing in for their Centenary of Rotary In Australia project should be branded to comply with Rotary's guidelines. During the discussions I explained the importance of compliant branding and the need for all publicity material produced by clubs to be correct, and stressed that consistency and clarity of our message is paramount in raising our public image. (Which meant using the same logo on all material) I also provided a number of compliant logos for them to choose from. The marquee turned out exactly as expected, but imagine my disappointment when I saw a Facebook post following the event with an old banner (with the blue and gold logo) prominently displayed next to the new marquee! Obviously my message fell short!

"Does it really matter"?, I hear you ask.

Probably not—in the scheme of things! But it's not really helping our cause!

And I don't have such a problem with clubs using old banners which are costly to replace (even though they've had 8 years to budget for it). But so often the material displaying the wrong logo is new, and can be readily produced in-house—at little or no cost. **And its so easy to get it right!** To me, there is no excuse for this.

Few would argue that a major contributor to the success of most – if not all – large, multinational organisation is the way they religiously protect their brand, and always display a consistent logo. A strong brand promotes trust, reliability and dependability and the key to establishing the desired relationship with their customers is the clarity and consistency of the organisation's message.

Rotary deserves to have a brand equal to successful multi-nationals, but to achieve this we need to be unified in our voice, be clear and consistent in our messaging and 'not mess with our logo'.

***PDG Gina Growden, Zone 8 Rotary Public Image Coordinator, 2018-2021***

# Connecting with the Media

***Angela Stavrogiannopoulos***

In a previous Public Image newsletter, I shared an article about how you can generate positive media coverage and the several factors that can determine whether a journalist will be keen on your story.

I thought it would be a great time to share with you a recent story my team and I developed and pitched to various media outlets that had positive results.

**Story**

On World Health Day (7 April) Julie Dockrill of Timaru was named one of six *Rotary People of Action: Champions of Health* for her effort to address Maternal and Infant Health Education in Mongolia.

For the past eight years Julie Dockrill has been a driver on the revolutionary Maternal and Infant Health Education program in Mongolia. Julie was one of five Midwifes who have created a training curriculum to "Train the Trainer" which the Mongolian Ministry of Health have now introduced as 'best practice' nationally. As well as training for the medical professionals, and university students, there is training for all expectant mothers in even the most remote areas in Mongolia.

Dockrill and the team spent thousands of hours creating manuals and training programs and numerous trips over to Mongolia to implement the programs.

The Mongolian Ministry of Health have adopted Dockrill's curriculum training program as part of a nationwide initiative and have released statistics that mortality and morbidity rates have decreased by 60% and 55% respectively since the project commenced in-country in 2013.

**How and why it worked?**

Now, this is a great achievement well-worth sharing with Rotarians as well as the public so we can increase the community's understanding of Rotary and the work we do.

As I previously mentioned, the challenge is to package and present stories in a way that will get them covered by media. There a several factors that can determine whether a journalist will be keen on a story and Julie's story ticked most of them.

**News hook:** The clear reason for telling this story at this time was that the *Rotary People of Action: Champions of Health* were announced on World Health Day.

**Timeliness:** The announcement just occurred.

**Proximity:** The story was pitched to NZ-based media as well as Julie's home town local newspapers**.**

**Prominence:** News that involves public figures, celebrities and dignities. This was the only one we didn't include.

**Human interest:** News that prompts sympathy or emotional response.

**Consequence:** The news was about the result of a project that has significant impact.

**Visually compelling:** We had attention grabbing images from Julie's trips that convey story as well as great head shots of Julie.

**Data**: We had relevant statistics and research that can support the story.

**Outcome**

It was a fantastic story to be working on and there was a lot of media interest.

Julie was interviewed by radio and several newspapers resulting in six local and national people of action pieces of coverage. I've also shared Julie's story across social and through Rotary's networks.

Coverage was achieved via the below outlets with a reach of more than 800,000 readers.

*Lizzie Oakes for Radio Star*
*Stuff.co.nz*
*Timaru Herald*
*The Timaru Courier*
*The Ashburton Courier*
*Ashburton Guardian*

For further information on how to contact your local media please contact me at angela.stavro@rotary.org

# MOUNTAINS ROTARY CLUBS CELEBRATE CENTENARY IN STYLE ON GLENBROOK PARK

Rotarians, partners, families and friends gathered at Glenbrook Park on Saturday to greet the arrival of Rotary's big red Centenary bus and take part in a day of celebration to mark 100 years of Rotary in Australia.

Dozens of people gathered in COVID safe conditions for a memorable flag raising ceremony at 10 am – followed by the arrival of the colourful double decker bus clad in Rotary colours at 11 am.

Rotary Past Governor Bob Aitken AM was emcee for the day and welcomed Rotary Club presidents and members from as far afield as Blackheath, Katoomba, Central Blue Mountains, Springwood and Lower Blue Mountains.

Special guests included Blue Mountains Mayor Mark Greenhill, and Rotary senior leaders in District Governor Dave Clark, District Governor Elect Lindsay May and his wife Tania, and President of Lower Blue Mountains Rotary Michele Ellery.

All heaped praise on Rotary's colourful history and achievements throughout the mountains, along with its enormous contribution to communities around the world.

Fun and friendship was the order of the day with family groups enjoying the traditional Rotary fare of sausage sandwiches for the princely sum of a gold coin donation – and hand clapping music from the popular Lower Mountains band 'Jerrah and Friends'.

Lower Blue Mountains Rotary's major sponsor Blaxland Tiles and Bathrooms proved a big hit once again provided novel birthday gifts of stress balls and bags of sweets much to the delight of dozens of children.

Along with the arrival of the Big Red Bus piloted by Springwood Rotarian Norm Kitto was Rotary's answer to Wonder Woman, Past Governor Jennifer Scott from Central Blue Mountains Club, and her support team, who chalked up a 100 kms 'marathon' to highlight Rotary's 100 years!

In an amazing endurance feat given her tender years, Jennifer covered 27 kms from Mount Victoria to Wentworth Falls on day 1, then 27 kms from Wentworth Falls to Springwood on day 2, and a further 24 kms to Glenbrook on day 3 – before she ran out of mountain! Never one to half do things, Jennifer backed up to complete 12kms on Friday and 20 kms Saturday to complete the 100 km Rotary Centenary marathon.

***PDG Bob Aitken AM Rotary Club of Lower Blue Mountains***

# Be Brand Aware

***Evan Burrell  Assistant Public Image Coordinator***

Have you ever noticed that some business focus less on selling their product or service, and more on building a positive awareness and perception of who and what they are? This is known as brand awareness, and it is an immensely powerful marketing tool. Why? Because people who are ready to perhaps make a purchase or even a donation, they will inevitably turn to the brand that readily comes to mind first.

### What Is Brand Awareness?

Brand awareness refers someone's ability to identify familiar aspects of a business/organisation. This may mean recalling a slogan e.g "Service Above Self" or recognizing a logo like the Rotary wheel or remembering a marketing message like Rotarians are "People of Action". But the brand is not just the logo, its who we are as an organisation and who we are as individual Rotarians and what we do and how we do it. That is the brand of Rotary! And this is extremely important because with proper brand awareness it means we can build upon the feelings and beliefs people have about us, and then use that to reinforce the positive image of Rotary to reach an audience of potential new members. When these prospective new members are driving down the road and see our logo on a street sign or see us out in the community working on a local project, they will instantly connect that with Rotary, and if they do then we have achieved strong brand awareness.

Brand awareness is critical to the success of our clubs and Rotary in general. When people are aware of our brand and our logo, we will "sell" more. People are more likely to donate to our causes, buy a sizzling sausage from us or even click on our club websites or give a "like" to one of our social media posts from a brand they are aware of.

Building brand awareness does not happen overnight though, you need to have the right marketing tools. Thankfully on rotary.org under brand centre tab you can find a lot of marketing materials to help you on your way. It has the correct logos, banner templates, 30sec video clips on Rotary and so much more. These materials are easy to use and easy to recognise to the general public and they are all uniquely ours.

Once you have your marketing tools in place, start marketing across multiple channels, and create a consistent message across them all. Choose platforms with the potential to reach a lot of people, eg social media or community newspapers.

As people develop shorter and shorter attention spans, building brand awareness around Rotary is going to become even more important to the success of your club.

## Getting Your Club Name in the Media

**Are you often frustrated and disappointed that your Club doesn't get appropriate recognition from the media for events that you run?  This is one of the common complaints I get from Rotarians when they read about or see a television interview about the project they've spent months working on, only to have Rotary's involvement completely ignored or brushed over by the journalists covering the event.**

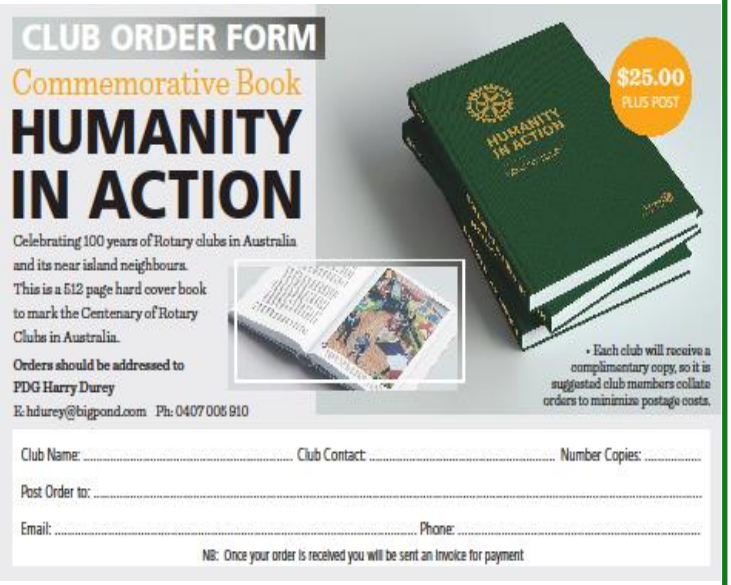
**One way to maximise the chance of getting your club name mentioned  or noticed is to ensure that the event is well branded —with clear and consistent signage (and naturally, with compliant club logos!) that would be noticed in a photograph or video of the event, even if the Club name is not spelt out by the journalist.**

**Having all Club members participating in the event wearing identical Club polo shirts (ie, the same style, and the same colour) is also an important part of that branding.**

**It is also a good idea to ensure that if you or your nominated  spokesperson for the event, when agreeing to be interviewed about the project, insists that the interview takes place in front of a pull-up banner strategically placed to show the club logo.**

# HUMANITY IN ACTION – THE PERFECT CHANGEOVER GIFT!

Club Presidents are reminded that there are still ample stocks of 'Humanity in Action' – the beautifully bound record of Australian Rotary's first 100 years – available to make the perfect end of Rotary year changeover gift for deserving Rotarians.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This is a 512 page hard cover book to mark the Centenary of Rotary Clubs in Australia.
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Club Name: ..... Club Contact: ..... Number Copies: .....
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Many District Governors have already purchased large supplies of the acclaimed book for gifts at District changeovers.

Just $25 plus postage,

This is not your standard text dominated history book. This 512 page volume is 'choc a block' with an accurate record of all Rotary senior leaders, amazing Rotary adventure stories, 30 pages of colourful images and captions, and fascinating 'grabs' of unique tales from Rotary's past. Click here to download the order form.

# Be a Brand Ambassador for Rotary

## 3 things you can do as a brand ambassador

**The Rotary logo is pretty powerful. It's part of our brand and one of the most important assets we have, which is why it's essential that we use it properly and consistently. And "we" means all of us — members, program participants, and RI staff.**

**As a Rotary leader, you're in a position to help others understand why Rotary's brand is important and how we can strengthen our brand together.**

**Here are three ways you can be a brand ambassador in your Club / District:**

1. **Lead by example. When you use the Rotary logo and club logos properly, others will, too.**

2. **Speak up. If you see Rotary's logo being used improperly or a club logo that doesn't follow brand guidelines, say something. Remember, it's not about telling people they're wrong but offering guidance on making improvements.**

3. **Share resources. Encourage members to visit the Brand Center to download logos and promotional materials. Invite them to take the Our Logo: Representing Rotary course. Share blog posts and articles about Rotary's brand to keep the topic on members' minds.**

**Using the Rotary logo is one of the many ways we tell Rotary's story. The more voices we have telling our story, the greater our impact will be.**

# Your Checklist for a Compliant Club Logo

- Does it incorporate our official Masterbrand signature logo (ie the word "Rotary" alongside the Rotary Wheel?
- Does it include your Club name? (either above or below the word 'Rotary')
- Are all text details to the left of the wheel?
- Is the word "Rotary" centred with the wheel?
- Is the last letter of the club name in line with the 'y' in 'Rotary'?
- Does it include the word 'Club'?
- Is it separate from other graphics? (ie seashells, ocean waves, mountains etc).
- Is it a 'lock-up 'logo—ie with a vertical line to the right of the wheel? These are reserved for partners and sponsors of Rotary and **should not** be used for club logos.
- Are the club details in the correct font type, size, position, in upper & lower case, and correct spacing?
- Was the template in the brand centre at rotary.org used to create the logo? **The best way to ensure compliance is by using the template to create all your logos!**

***The Rotary wheel (or Mark of Excellence) should not be used on its own.***

***The use of the signature logo without the club name implies that the event/ project is a Rotary International one as distinct from a club-run one***

***All club details must be left of the wheel and the word 'Rotary' Centred with the wheel. The Club name needs to align correctly with the word 'Rotary' - can be either above or below 'Rotary'.***

***Other graphics must be kept clear of the signature logo.***

***Rotary International asks that clubs <u>don't use</u> lock up logos for their club logo.***

***Refer to the Voice and Visual Identity Guidelines for recommended fonts, colours and other style requirements. <u>Click here to download the Guide</u>***