

Public Image Newsletter

Connecting and Inspiring!

Volume 2 Issue 6 May 2020



Do we need Rotary Police?



To my mind Past Rotary International President, Ron Burton will forever be remembered for two things. Firstly his statement that there is no such thing as Rotary Police, and secondly his demonstration that Rotary's bible—the Manual of Procedure—is not a rigid book by flexing it vigorously during a presentation to incoming District Governors at the Penrith Zone Institute in 2016. The message was clear: although there were guidelines to how Rotary should be run, clubs and districts have permission to include some flexibility in how they implement those rules and regulations whilst going about their Rotary business.

Unfortunately, this flexibility has often been liberally applied to our public image, and in particular to our use of the Rotary logo which, I believe, has been detrimental to us achieving the public image we strive for.

I'm still not sure if it's through ignorance or a 'near enough is good enough' attitude which results in clubs and districts continuing to use outdated or non-compliant logos when promoting their events or service projects.

If it is through ignorance then it's you—the club & district leaders (who are the main readers of this newsletter!)—who have failed in your roles. You haven't educated your members properly! You are the ones who need to take responsibility for ensuring that your clubs and your districts are using the correct branding at all times. You are the ones who have the influence to ensure that your club and district merchandise is up to the required standards. Every time a Facebook post, an event flyer, a club or district website is viewed displaying the old or a non-compliant logo, or your club

members are seen at a Rotary fundraiser or service project wearing club polo shirts and name badges with a old, outdated logo, our public image is weakened.

And if it's through apathy, it's still your responsibility. As a club or district leader you need to ensure that all material that emanates from your club or district is correct!

Rotarians have been known to criticise me and my public image team for not organising a nation-wide event that will 'put Rotary on the map' and raise our public image to the level they desire. I've always advocated that we need to get the basics right before we even contemplate such an event—if we could ever afford to run one! In my experience achieving the basics is still a long way off!

So maybe we do need Rotary Police so we can 'encourage' recalcitrant Rotarians to do the right thing. Maybe then our public image will really start to improve!

PDG Gina Growden
Rotary Public Image Coordinator
2018-2021

Bushfire Relief Update

Rotarians all across Australia have been profoundly saddened and touched by the bushfires that ravaged our country over the past summer claiming lives, destroying many homes and decimating thousands of hectares of bushland.

The response from Rotarians around the nation, and indeed the world, has been overwhelming, with donations and offers of assistance being received from Rotarians and Friends from near and far.

A national bushfire response appeal—the Rotary Australia Relief Fund - was established by the current District Governors under the RAWCS (Rotary Australia World Community Services) umbrella, with a small committee of Governors determining how the money raised would be distributed.

District Governor from D9520, Tim Klar, advised that to date just under \$1.6 million has been donated to the appeal with all but approximately \$200,000 of the funds being distributed. Distributions have gone to Area RABS (Rotary Australia Benevolent Society) funds set up by the Local District Governors.

Local Rotary Disaster Response teams and Bushfire Recovery Committees have been established and have provided bushfire appeal grants for Clubs wanting to support their local communities.

Projects include provision of shipping containers and caravans for emergency housing and secure storage, fencing, fodder and pellet feed, generators, air purifiers, books and stationery for school children.

The Appeal is ongoing and tax deductible donations can be made by visiting the RAWCS website: <https://donations.rawcs.com.au/68-2019-20>



New Communications & Public Relations Specialist Joins Rotary's Parramatta Office

Angela Stavrogiannopoulos is Rotary International's Senior Coordinator – Communications and Public Relations.

Angela is a communications professional combining more than nine years of experience.

Angela comes to Rotary from Verve PR in Sydney where she was a Senior Account Executive for the past seven years working across a diverse range of clients in government, travel, consumer and in particular Not For Profit organisations.

Prior to Verve PR, Angela worked as a Publicist at Little Marketing Group covering not only PR but also working on marketing activities such as SEO, blog writing, sponsorship and working with creative teams.

Angela's new role is diverse and covers all communications and media engagement. She will offer support in localising and implementing regional marketing campaigns, provide counsel, create tailored communications and branding strategies that increase Rotary's impact.

With a passion for meeting new people, story-telling and promoting purpose-built initiatives, Angela is excited to join Rotary. She will be reaching out in the coming weeks to learn about each district and promote the amazing work Rotary does in the region.

You can reach Angela at angela.stavro@rotary.org or call 0402 934 129.

Polio: Goal within Grasp, but Help is Needed

Friends,

In these difficult times, I write to share a powerful message from RI Past President, TRF Trustee and Countdown to History Chair John Germ in relation to the last minute 'dash' to achieve our annual END POLIO NOW goal of US\$50 Million!

As you all know, we have an amazing END POLIO NOW partner in the Bill and Melinda Gates Foundation and our \$50 million will become \$150m when we achieve this goal – vital funding in these times of COVID-19 health crisis.

Please take time to read the following message from John Germ carefully. The figures contained therein relating to personal and Rotary club support for the Polio campaign are rather frightening.

I have enjoyed chatting with many of you as I have done a Polio 'ring around' in the past week. Our END POLIO TEAM appreciates the harsh conditions that have hit all clubs and Districts in 2019/20. We have reeled from drought and bushfires to floods and a measles epidemic in Samoa but still find a way forward.

Please request your District TRF teams to ensure there is no uncommitted DDF left in your District accounts – and urge your clubs to strive to find \$1,500 for Polio before the end of June.

John Germ captures the urgency of this year's fundraising in the attachment above.

Again, thank you for your tireless, dedicated service,

Best wishes,

Bob

PDG Bob Aitken AM JP

RI END POLIO NOW Coordinator, Zone 8, 2018/21

Dear District Governors and Rotary senior leaders ...

This is a critical period in our polio eradication campaign. Due to the COVID-19 situation around the world we are experiencing a shortfall especially in our cash contributions. With half of May and June to go, we need to raise US\$16 million to reach our US\$50 million goal. For each US\$1 million we miss the goal by we miss US\$2 million from the Gates Foundation match. We do not want to leave any of the Gates Match on the table.

There is still time to achieve our goal, but we need your help:

Each Rotarian should be part of achieving a polio free world. Did you know that our records show only 9% of Rotarians have given to Polio. Yes, some clubs give on behalf of their members so that number is probably low. However, what if for example 25% of Rotarians have given to polio, that would mean 900,000 Rotarians have not given to polio eradication. What if these Rotarians each gave a US\$10 gift? This would be an additional US\$9 million. Please encourage Rotarians in your area to make a contribution to polio eradication.

Each Club should be part of Rotary's efforts to eradicate polio. Did you know that only 45% of Clubs have given to Polio this Rotary Year? What if half of the remaining clubs each gave US\$1,500? This would be an additional US\$14.5 million. Please encourage clubs in your region to consider making a contribution to polio eradication.

Each District should be part of eradicating polio. We have Districts in your Region that have more than US\$100,000 in unallocated DDF according to Rotary's records. The enclosed report provides an update that includes the 20% DDF goal, the DDF committed for polio, and the uncommitted and available DDF. We have an anonymous donor who will match US\$0.50 on the US\$1.00 for any District that has committed or commits 20% DDF and gives an additional US\$50,000 DDF to PolioPlus by June 25, 2020, up to US\$1 million.

For example, a district that has already committed their 20% and donates an



additional US\$50,000 would be matched by the donor with US\$25,000, The World Fund with US\$50,000 and The Gates Foundation with US\$250,000. The total available to support polio eradication will be US\$375,000. **That's a 7.5 to 1 match!**

Will you encourage Districts that have a sizable DDF balance to reach their 20% goal and then accept our donors challenge of giving an additional US\$50,000 dollars? A crystal will be presented to the District Governor (or representative) at the Rotary Convention in Taiwan during a general session. **This is the simplest way to ensure that we reach our goal of US\$50 million.** A DDF contribution form is enclosed for your use.

It is critical that we keep our promise to the children of the world to eradicate polio. The eradication of polio is Rotary's program of the highest priority. We can do this together!

Call me with any questions and thanks for your assistance.

**John F. Germ, PRIP
Trustee TRF
Countdown to History Chair**

**Copy
President Mark Maloney
Trustee Chair Gary C.K. Huang**





For the cost of a cup of coffee: How to win with Facebook advertising

There are only a few things \$5 will buy now days: an overpriced cup of coffee at your local café? Maybe a six-inch sub from that sandwich shop? Or it could buy some advertising that could revamp your entire Rotary club's PR game plan and help you dominate social media!

Facebook ads and boosting your posts aren't just good for exposure of your Rotary club, they can represent a fantastic opportunity to promote your club to attract people who would be unreachable through the traditional channels.

If you want to know why you should spend a little bit of money on your club Facebook page by using advertising, here's why.

You can use it to promote your membership recruitment efforts or attract more people to attend your club events like the fun runs the sausage sizzles or the community markets.

You can specifically target your ads or a

post with a wide range of criteria, including location, age, sex, education, work history and interests. Your campaign can be as specific as targeting only men over 50 who have an interest in golf near the Birdsville track or as broad as anyone living in Australia or New Zealand who "likes" music and graduated from university.

Facebook's targeting mechanism makes it so easy to find the right people. What's more, by targeting only those people who are likely to be living in your neighbouring suburbs that have an interest in your local community, you effectively focus on just those highly-interested people.

The Facebook advertising platform charges only on a pay-per-click basis, so you're not throwing money out the window on uninterested people. You'll only be charged if someone takes the initiative to click on your post or responds to your ad to explore the opportunity further. So, basically if your club has a fantastic story to tell it is your job to captivate your audience with that story. Having a compelling image will also help to catch the Facebook users' eye and that is your initial chance to

pitch to a potential audience about your club successes.

One of the most powerful functions of having a Facebook ad or boosting a post is to drive traffic to your club's Facebook page. If met with engaging and relevant content this traffic can be converted into those beautiful page likes. In turn, those individual page likes become your own Rotary club fan community.

As fans, they will receive updates from your club page, including notifications of what your club is up to in the community, making them the ideal promoters for your club.

The gist is that advertising with Facebook gives your club the chance to put the world's largest social network to work for you!

So the next time you pull out \$5 from your wallet, stop and think that this \$5 can help take your club's Facebook advertising strategy to new dizzy heights.

Evan Burrell

**Assistant Public Image Coordinator
2018-21**

CELEBRATING 100 YEARS OF ROTARY IN AUSTRALIA & NEW ZEALAND: BATON RELAY

The R100 Baton Relay is an event across Australia & New Zealand to celebrate 100 years of Rotary working in our communities. R100 Baton Relay will run throughout Australia, State by State, District by District, Club by Club.

Our vision is to have every club participate and involve their communities, to bring local colour and culture, to own their celebration of 100 years of Rotary service with the R100 Baton. Imagine Rotarians, local personalities, Councillors, community leaders, community groups, and everyday people around Australia & New Zealand carrying the baton of

service, and passing it forward.

What's in it for your Club?

R100 Baton Relay provides opportunity to showcase Rotary in your community. Planning a celebration that actively engages multiple parts of the community is an ideal way to attract new members.

An event that embraces all of your community will develop the understanding of community service to young people, and build the path for multigenerational clubs.

Your event is a fun way to expand your club's social network and build healthy and diverse fellowship.

The R100 Centenary Baton is now available!

PP Linda & DGE Mark Humphries have designed a baton, sourced a manufacturer and created a website and Facebook site to promote the use of the baton. This is a great initiative.

You can find out more at <https://www.r100baton.com>
<https://www.facebook.com/R100baton>



Relating to the Media



With COVID-19 restrictions likely to be eased considerably over the coming months, now is an opportune time to plan how your club will promote its upcoming projects and programs. Whilst more and more clubs are using social media to advertise their events, it's important not to ignore traditional media as a means of telling your Rotary stories. Journalists are interested in your stories, and are keen to publish them, but are busy

people so you need to make it easy for them to use your articles.

As business and professional leaders who have a passion for taking action to improve communities at home and abroad, Rotary members offer journalists a unique viewpoint, along with access to people and information they want to cover. You can get your club's activities the media attention they deserve by submitting well-written, relevant, and compelling media pitches. Consider the following when you're developing your pitch for your media contacts:

- **News hook:** Does your story relate to current events, trends, or observances? For instance, stories about how your club responded to a natural disaster or how it's celebrating World Polio Day make good news hooks.
- **Timeliness:** News about upcoming, ongoing, or recently completed club events or projects.
- **Proximity:** News that pertains to issues, people, or events in the community that the

media coverage would reach.

- **Prominence:** News that involves local public figures, including elected officials, business leaders, and media personalities.

- **Human interest:** News that elicits an emotional response.

For example, stories about families who benefited from your club's food project or homeless children who attend a school your club helped build.

- **Visually compelling:** Dramatic, action-oriented images that visually tell your story. For example, images of children drinking clean water from a well your club built or a member vaccinating a child against polio.

- **Supporting data:** Statistics and research that support your story and demonstrate your project's impact on the community.

NEWS RELEASE

The purpose of a news release, also called a press release, is to get the media to report on an organization and to seek additional information.

Write a news release to promote a specific club event, accomplishment, or significant activity, such as a service project or dedication.

Give the key details: who, what, where, when, and why. Reporters want to know the basics right away. For instance, if you're promoting an event, include the following in your news release:

- Event host and attendees
- Topic and purpose (and why it's important)
- Date and time
- Location and registration information
- Contact information

News releases should be one page and written in the third person.

Creative and compelling openings draw interest in your event, but you want your first sentence to be concise and direct. Sample news releases are available for downloading from the **Brand Centre** at www.rotary.org.

TELLING OUR ROTARY STORIES

We need to speak in One Voice

For more than 100 years Rotary has united leaders who are committed to using their expertise to take action and improve communities. Awareness of Rotary is high, but public understanding of who we are, what we do, and the value we bring to communities is low. It's important that we tell our stories in ways that help people everywhere understand what Rotary does, how we are different, and why our work matters. Without this understanding, we can't reach our full potential and bring more people together and improve even more communities worldwide.



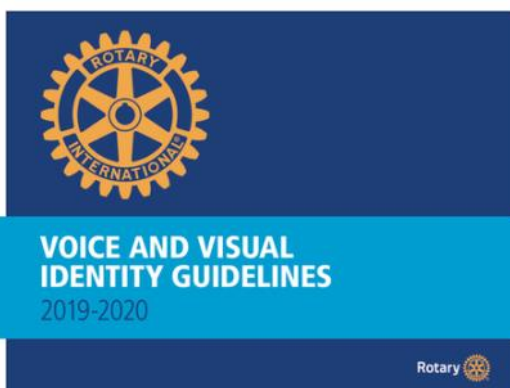
No other organisation is quite like Rotary. By using our unique voice consistently in all our messaging, we can ensure that our communications reflect our distinct character.

If we speak, write and design in one voice, our communications will sound, read, and look unmistakably like Rotary. This will give our audiences a better understanding of who we are. Together, we can show the world we're people of action.

Rotary as a Brand

A brand is more than a logo. Rotary's brand is much bigger than its wheel. It's a perception: it's how others think about us, not just how we see ourselves.

When we talk about the Rotary brand, we're talking about the basic qualities and goals that unite all Rotary clubs and districts – it's what we offer people who partner with us, join a club, or participate in our programs and projects. Our brand reflects our identity, our vision, and our essence, as well as our values. It represents our unique culture and our approach to creating lasting, positive change.



The Voice and Visual Identity Guidelines will assist Rotarians speak in 'One Voice'.

To download the guidelines visit the RI Brand Centre at [rotary.org](https://www.rotary.org)

Spreading the Rotary Message Community Radio

In a climate of ever expanding social media platforms that are available to us, radio is often the forgotten vehicle that Rotarians can use to tell the world about what we do and what we stand for—and in the process, raise our public image.

Our public image is determined by how we are perceived in our local community, and despite not having the large audiences of their commercial cousins, Community Radio is a very effective way of telling the local community our Rotary stories. Often these radio stations are prepared for Rotary to have a regular weekly time slot enabling local clubs to show-case their projects and to interview interesting speakers, helping to spread the word of the great work Rotary does in connecting communities and changing lives.

Ian Stuart has been running a weekly community radio program, "Rotary Matters", on Sydney's North Shore for many years, and is happy to talk with Rotarians who are interested in establishing a similar program in their local community and would like more information about how to go about it. Below is a recent interview Ian conducted as part of his weekly Rotary Matters program.

0416 138 860
Ian.Stuart@optusnet.com.au

Rotary Matters

**Community radio on Triple H 100.1 FM,
Fridays at 3 pm**

Getting soap to Manus Island to fight Covid 19

As the coronavirus makes it way around the world, Lynne Shori is determined to stop it spreading to Manus Island. While we may know how to do this, it's a different story in a developing world where the information and resources available to us simply don't exist. One of these, of course, is soap. And this is where Lynne is stepping up by spearheading a campaign to provide soap through village elders to the villagers of Manus along with an education campaign on the importance of hand washing. Another inspiring story of Service Above Self.

Here is an edited version of Ian's chat with Lynne Shori, recorded on Zoom.

<https://soundcloud.com/user-410080704/manus-island-soap-project-lynne-shori-26-may-2021?fbclid=IwARONkGORZTMUatCcZrFNdH7P1ewLTlZl2br41dJGu48kGhZy5iE9VE7QbDs>

IS YOUR DISTRICT AND/OR CLUB COMPLIANT?

Deadline: 30th June 2020

As mentioned in the last Public Image News, Rotary International has requested that all Districts are compliant by displaying the correct logo on their websites, Facebook pages and other promotional material by 30th June 2020.

Having just completed a survey of all clubs in my own district (9685) for a presentation at the District Assembly, which showed about half the clubs in the District had a non-compliant logo on their website, I believe that clubs should also strive to meet that 30th June deadline. Whilst very few clubs in my district still displayed the old blue and gold logo, the interpretation of what is an allowable logo was quite amazing! Many of the clubs were not aware their logo didn't comply!

The permitted logo for **Districts** (and Zones) is quite specific:



The **Club logo**, however, has a little more flexibility and can have the name of the club above or below the word "Rotary".



My mantra is "If you can't create the logo you want using the template in the Brand Centre, it's not compliant!" If you need advice, or want to check that your logo is acceptable, I and my team are here to help.

Refer to the Voice and Visual Identity Guidelines in the Brand Centre for more information.

Public Image Coordinator Team members:

Gina Growden (NSW & ACT) Mob: 0412 128 106,
Email: gina.growden@bigpond.com

Melodie Kevan (WA & SA) Mob: 0417 930 660,
Email: melodie.kevan@inet.net.au

Julie Mason (Vic & Tas) Mob: 0402 324 093,
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Evan Burrell (social media) Mob 0404 061 981,
Email: evanburrell@bigpond.com



Zone 8 2019-20 Public Image Video Clip Competition is now open

The aim of the competition is to increase awareness of the People of Action campaign launched by Rotary International in 2017 to help clubs and districts tell their Rotary stories in a compelling and consistent way. It is hoped that by creating a video, Clubs will consciously think about their whole public image efforts and will then have a vehicle

competition guidelines

WHO CAN ENTER?

Any Rotary, Rotaract or Interact Club in Zone 8

WHAT & HOW?

Videos must be filmed in-house using i-phone, i-pad or video camera, specifically for the competition

Must be a maximum of 2 minutes

Must depict club members as "People of Action" and illustrate how Rotary 'Connects the World' during 2019-20

Must illustrate use of correct Rotary branding

Closing date for entries is 31 May 2020.

Entries should be saved to a Dropbox and the link forwarded to RPIC PDG Gina Growden via email: gina.growden@bigpond.com by 31 May 2020.

The winning entries will be shown at the 2020 Aust NZ Conference in Alice Springs in September 2020.

MORE INFORMATION

What the Judges are looking for

The judges of the video competition are the Zone 8 Public Image team (ie Rotary Public Image Coordinator & Assistants).

In selecting the winners, the judges take special notice of involvement by club members, and how much enjoyment they have gained through participating in the video; illustration of the RI theme (ie Rotary Connects the world); the use of correct Rotary logos throughout the video; whether or not the video has been produced specifically for the competition, and the length of the video.

We encourage clubs to seek tips from professionals, but to make the video themselves.

The winning video will be shown at the ANZ Conference in Alice Springs In September 2020 and a Certificate will be presented to the successful club (if possible) during the conference.

For more information contact Rotary Public Image Coordinator, Gina Growden on gina.growden@bigpond.com or by mob: 0412 128 106.



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Email: gina.growden@bigpond.com