

THE ROTARY LEADERSHIP INSTITUTE COURSE

The Rotary Leadership Institute {RLI} is a world wide interactive learning and development course that continues to gain support and provide valuable experiences that help build confidence, enhance understandings about Rotary, change attitudes and behaviours and empower Rotarians.

During our 4 part course, participants will meet and team with other Rotarians from a broad range of Rotary groups and be involved in a variety of facilitated discussions and relevant tasks. Importantly, they will explore and acquire an up to date view of Rotary and the roles and responsibilities of all Rotarians and be encouraged to consider the future beyond Rotary, to dream big, innovate and take on leadership positions in their clubs and beyond.

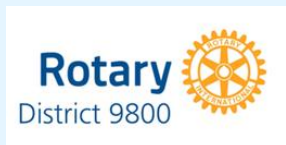


www.rotaryleadershipinstitute.org



Part 4 Priority: Enhancing Public Image and Awareness

This is a time to reflect upon the importance of telling our stories and ensuring that the image and brand of Rotary continues to have meaning, relevance and appeal to future generations.



Our Promise to Each Other

- ❖ One person speaks at a time
- ❖ Share your experiences
- ❖ Respect the ideas, opinions and learning styles of others
- ❖ Maintain a focus on the topic
- ❖ Provide feedback in a constructive manner
- ❖ Enjoy each other's company and HAVE FUN!

Today we will SOT times 3: (Start on Time, Stay on Time, Stop on Time)

Creating and projecting a more meaningful, unified, memorable and energised image of Rotary

During Part 4, we will be focussing on:

- ❖ The Importance of Brand and Image
- ❖ Creating and Projecting our Image
- ❖ The use of People, Projects, Events, words and images to tell our stories
- ❖ Membership Growth and Development
- ❖ The use of Technology
- ❖ Going Public!

The Importance of Brand and Image

- ❖ How important is Brand and Image?
- ❖ What does Rotary stand for and why does it matter?
- ❖ How relevant is the People of Action campaign?
 - ❖ What do imagine when you hear Rotary?
 - ❖ What do you imagine when you hear Apple?
 - ❖ Compare
 - ❖ Why you should care about Rotary branding

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Creating and projecting a more meaningful, unified, memorable and energised image of Rotary

- ❖ Why is it time for us to continue to refresh the image of Rotary?
- ❖ What can we do to get started?
- ❖ What do you know of the People of Action campaign?
 - ❖ <https://www.rotary.org/en/help-launch-new-global-ad-campaign-people-action>

Creating and projecting a more meaningful, unified, memorable and energised image of Rotary

Rotary International has conducted several campaigns aimed at promoting and refreshing our image. Each has sought to:

- ❖ Define the essence of Rotary
- ❖ Identify how Rotary is different
- ❖ Bring our values to life
- ❖ Establish our voice
- ❖ Clarify how we present
- ❖ Refresh our visual identity

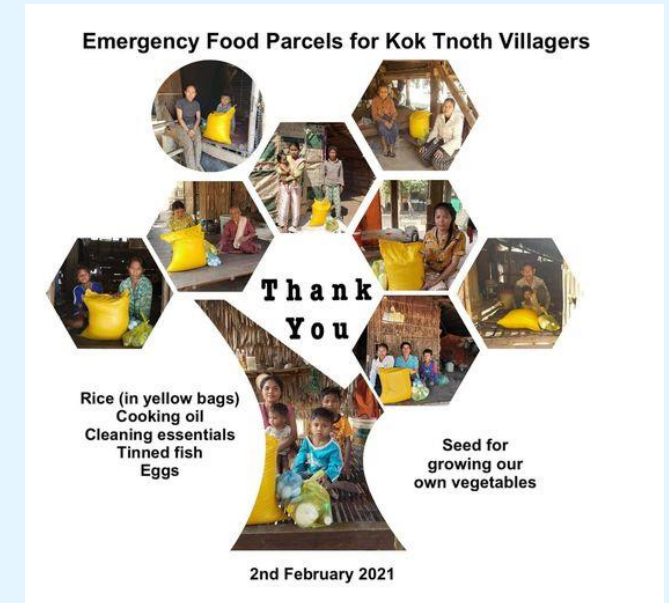


“Through using a unified Rotary image and message we’re not just enhancing our reputation, we’re elevating the entire Rotary experience.”



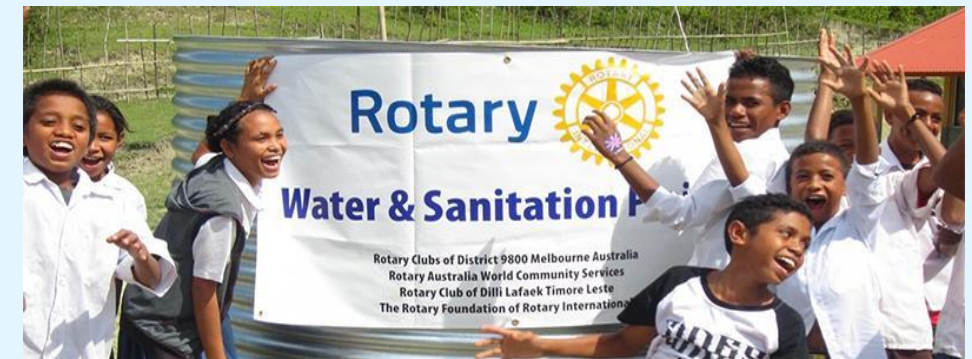
Water and sanitation,
World of Difference,
Cambodia.

Emergency food supplies Cambodia



Medical supplies
for Moyo
Hospital Uganda

WASH projects in Timor Leste through the Timor Leste Consortium of clubs



Which aspects of what we are and what we do, should we project?

How can we best convey who we are and what we do at our own club?

- ❖ What is our essence/ what does Rotary stand for?
- ❖ How is Rotary different?
- ❖ What values will we bring to life?
- ❖ What images will we use to represent us?
- ❖ How will we unify our visual identity?



Telling Our Stories

- ❖ Telling our stories
- ❖ Using the best media
- ❖ Sharing and celebrating our success
- ❖ Identifying Club Ambassadors
- ❖ Selecting Club Champions



Telling Our Stories - which stories are worth telling?

- ❖ What media will we use ?
- ❖ Who is our audience?
- ❖ What values will we demonstrate?
- ❖ What genre/vocabulary will we use?
- ❖ What tone/mood will be conveyed?
- ❖ What images will we use to supplement the text?
- ❖ Who will be your storyteller/s?

What Makes a Good Story?

It's amazing what can be accomplished when ideas are acted upon, hearts and minds come together and leaders call upon their Rotarians and others to tackle issues in their own community and beyond.



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Planning for Storytelling

- ❖ Media
- ❖ Audience
- ❖ Genre or vocabulary
- ❖ Selecting the best image/s
- ❖ Who will be your storytellers?

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Video: Bernadette Schwartz

CCARLS 6-step Story Structure
by Bernadette Schwerdt



Oral Presentations

What makes public presentations effective, engaging, informative and inspirational?

- ❖ speaker – presence, body language, timing, attitude
- ❖ value, words and visuals / images
- ❖ venue and atmosphere
- ❖ relationship between the speaker and the audience

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Oral Presentations



Public Speaking

The 9 elements to consider:

- ❖ purpose
- ❖ speaker
- ❖ audience
- ❖ time / timing
- ❖ topic/ content
- ❖ strategies
- ❖ voice - style, tone, pace, volume
- ❖ desired outcomes



2 stars ... and a wish!



2 positive comments and wish for the future of Rotary.



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What can you tell us about Rotary?



Using Technology

What technology could/should we use in Rotary?
What are the benefits and possible problems?



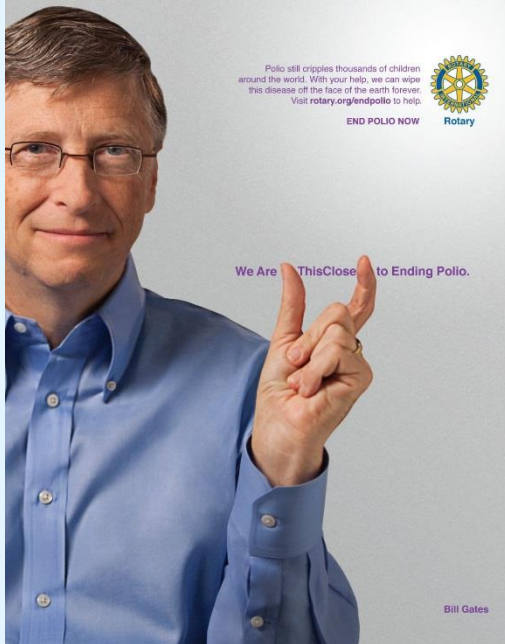
My Rotary
Brand Centre Templates

Zoom, Skype,
Go to Meeting

YouTube

Club website

Going Public with Advertising



Going Public – Choosing your Images



Club Ambassadors

"Time flies when you're having fun"

- Himanshu Kaushik

"I love the friendship that working together on projects and socialising provides. Joining Rotary was the best decision I have made in my professional life."

This is Rotary.

Rotary
Club of Essendon North
essendonnorthrotary.org.au



"Making life long friends, serving others, growing personally and creatively helping build a better community and world."

Richard Lawrence - RC Essendon



Rotary opened doors I never knew existed! Its programs led me to lead a youth enrichment program, become a peace ambassador in Japan and volunteer in Cambodia. These programs opened my eyes to the phenomenal work Rotary does locally and globally, leaving no race, age or gender behind. The people in it are a gift to humankind and it's a privilege to be part of an organisation that genuinely cares in making a difference.

Kat John.

Rotary Club of
Melbourne Park



"Being a Rotarian, the world has become really small."

- Belinda Grieve

"I have always loved travelling and I work in education. Through Rotary's Group Study Exchange program, my eyes opened to the endless possibilities for helping those less fortunate. Joining a conventional Rotary Club was hard, as I'm always on the move. That's why the E-Club of Melbourne is a perfect fit - I want to give back and our meetings are online - with Club Members across Melbourne and across the globe. Every week, the world becomes a much smaller place."

Like Belinda, you can join the Rotary E-Club of Melbourne to make a difference. Join the conversation by visiting rotaryclubofmelbourne.org.au.

This is Rotary.

Rotary
e-Club of Melbourne
rotaryclubofmelbourne.org.au



Enhancing Public Image and awareness: Rotary International – the Brand Centre



Check out the *My Rotary Brand Centre* and *Tell Rotary's Stories – Voice and Visual Identity Guidelines for Rotarians*.

You must be signed into My Rotary to access the Brand Centre.

My Rotary: the Brand Centre

People of Action

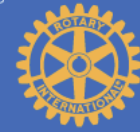


PEOPLE OF ACTION

Get everything you need from Rotary's latest public image campaign.

[LEARN MORE](#)

TELL ROTARY'S STORY
VOICE AND VISUAL
IDENTITY GUIDELINES



GUIDELINES

Apply our messaging and visual guidelines to your communications to tell Rotary's story in a consistent and engaging way.

[LEARN MORE](#)



LOGOS

Download high-resolution logos and Rotary graphics.

[LEARN MORE](#)



MATERIALS

Use our customizable materials to promote your club, projects, and programs.

[LEARN MORE](#)



ADS

Download online, print, outdoor, and radio ads to promote Rotary in your community.

[LEARN MORE](#)



IMAGES & VIDEO

Select images or videos that capture Rotary's essence and reflect our work and our members.

[LEARN MORE](#)

Voice and Visual Identity Guidelines

Logos

Ads

Images and video



One of the most important responsibilities of all Rotarians is to value, protect and maintain the integrity of the Rotary image and brand.



You have now completed Part 4.

The RLI Course provides time for us all to learn and develop with other Rotarians, engage in facilitated discussions and meaningful tasks that will further our Rotary understandings, change our attitudes and behaviours, enhance our skills and enlighten, inspire and empower us.

Growing and Strengthening Clubs Part 1 – My Rotary Club

The History of Rotary
Predicting the future of Rotary
Forward Thinking, Healthy, Vibrant and Innovative Clubs
Reviewing the state of your club
Creating a Vision – Club Vision
Making Plans – Strategic Planning

Focussing and Increasing Humanitarian Service

Part 3 – The Foundation and Service Projects
Avenues of Service
The Rotary Foundation – donating and accessing funds
Planning and Implementing successful Humanitarian Projects
Sharing the load - Forging Partnerships and working with others
(Global Grants, Rotary Connects)

Growing & Strengthening Clubs Part 2 – Members, Teams & Leaders

Structure of Rotary - what sort of leaders do we need?
Leaders, leadership and Succession Planning
Caring about your team – Appreciative Leadership Strategies, Soft Skills, Encouraging Interdependence Effective , caring and Interdependent Teams
Aspirations –What sort of leader would you like to be?

Enhancing Public Image and Awareness

Part 4 – Sharing and Promoting what we do
Going Public - Telling our Stories
Using technology – Using social media, crowd funding
Creating and projecting an image
Growing Awareness of Rotary

Congratulations on Completing the 4 Part Rotary Leadership Institute

