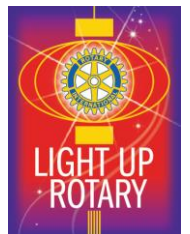


ROTARY'S NEW VOICE



The story so far

What we've done

Based on extensive global research, we:

Defined our essence

to identify how Rotary is different from other organizations

Brought our values to life

to ensure our actions support our words

Established our voice

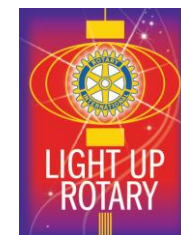
to reflect our distinct character

Clarified how we present

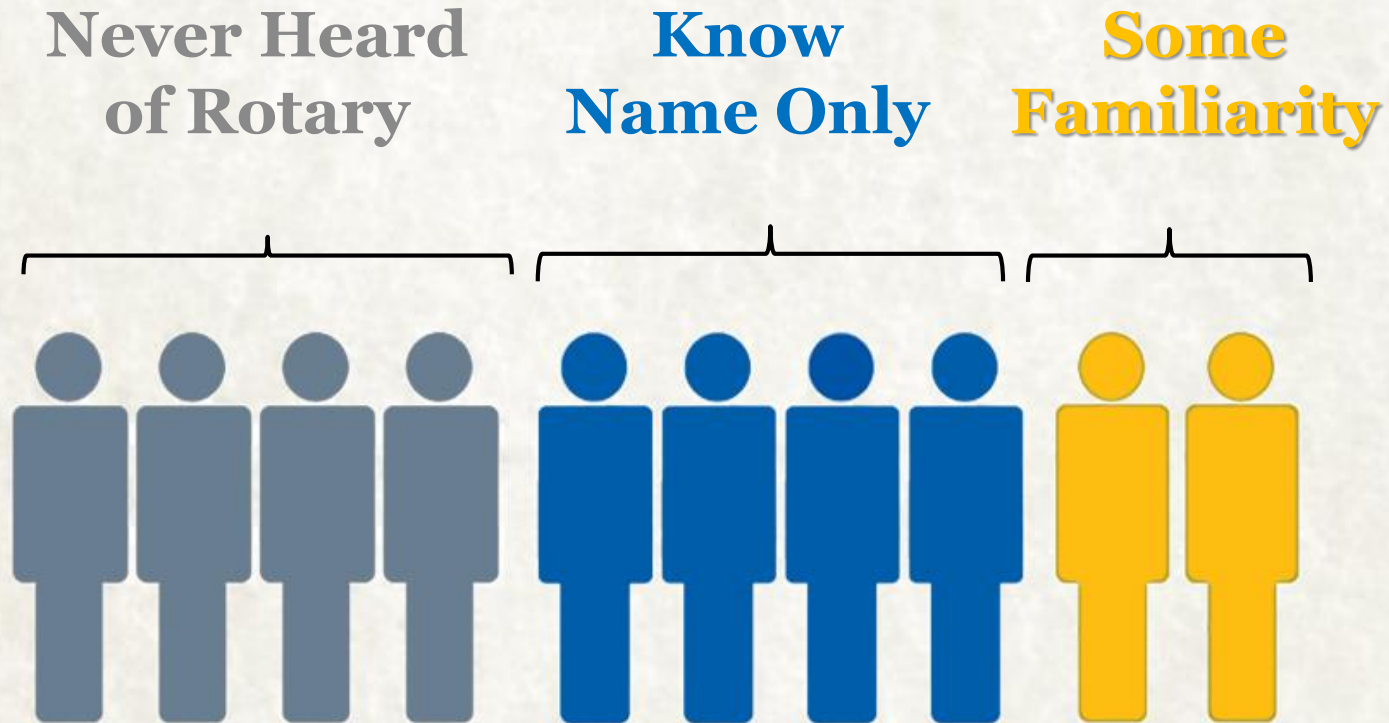
our offerings so people understand what we do and how they can engage

Refreshed our visual identity

to energize our look and feel while celebrating our heritage



SURVEYS SHOW

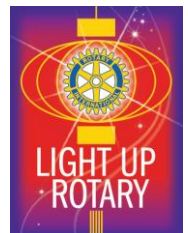


STRENGTHENING ROTARY



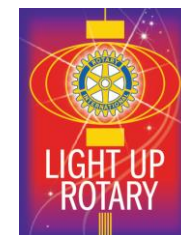
IT'S **HARDER** TO REACH
OUR FULL POTENTIAL

Not earning full credit for our
good work



STRENGTHENING ROTARY

- **Capture our most relevant points of difference**
- **Ensure our actions support our words**
- **Reflect our distinct character**
- **Help people understand what we do and how to engage**
- **Energize our look and feel while celebrating our heritage**



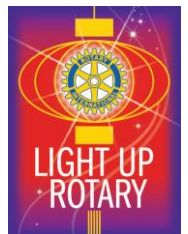
RESEARCH: WHY WE JOIN, WHY WE STAY

Why did you initially **join Rotary?**

- **To positively impact my community**
 - **Friendship & Fellowship**
-

Why do you **stay with Rotary?**

- **To positively impact my community**
- **Friendship & Fellowship**

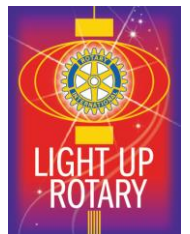


RESEARCH: IMPLICATIONS

- Responsible leaders
- Connections
- Community impact on a global scale



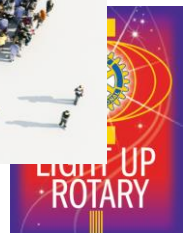
WHAT IS ROTARY?



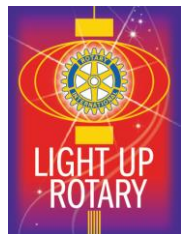
- **JOIN LEADERS**
- **EXCHANGE IDEAS**
- **TAKE ACTION**

STRATEGY: OUR VOICE

- SMART
- COMPASSIONATE
- PERSEVERING
- INSPIRING

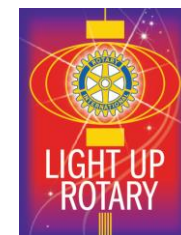


WHAT'S THE POINT

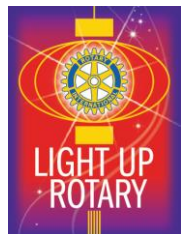


What's the point?

- increases (and retains) membership,
- grows financial support,
- provides channels for action within the community
- provides influence
- reputation and crisis mitigation



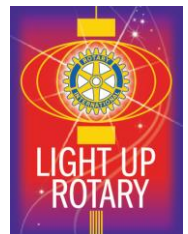
WHAT IS PUBLIC RELATIONS



What is PR?

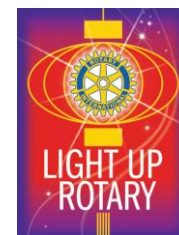
“...a program of action to earn public understanding and acceptance.” Edward Louis Bernays

(T)he practice of managing communication between an organisation and its publics.



What is PR?

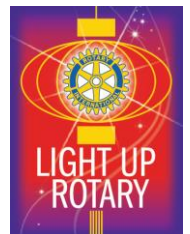
- Process
- Relationships
- Understanding & acceptance
- Analysing trends
- Consequences
- Communication
- Organisations and publics



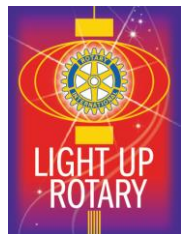
- **Financial** public relations – providing information mainly to business reporters
- **Consumer/lifestyle** public relations – gaining publicity for a particular product or service, rather than using advertising
- **Crisis** public relations – responding to negative accusations or information
- **Industry** relations – providing information to trade bodies
- **Government** relations – engaging government departments to influence policymaking
- **Community** relations – gaining publicity for events and fund-raising and maintaining the “franchise”

PR Activities

- Publicity **events**, pseudo-events, photo ops or publicity stunts
- **Speeches** to constituent groups and professional organizations; receptions; seminars, and other events; personal appearances
- **Talk show** circuit: a public relations spokesperson, or the client, "does the circuit" by being interviewed on television and radio talk shows with audiences that the client wishes to reach
- Books and other **writings**
- Collateral **literature**, both offline and online
- **Direct** communication (carrying messages directly to audiences, rather than via the mass media) with, for example, printed or email newsletters
- **Blogs**
- **Social media** and social networks

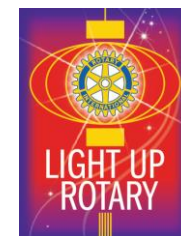


WHY “DO” PUBLIC RELATIONS



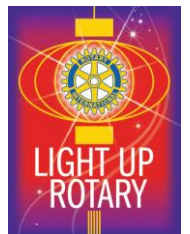
Why “do” PR

- cost effective marketing
- most logical way to market Rotary
- uses publicity in a wide variety of media that does not necessitate payment
- offers a legitimacy that advertising does not



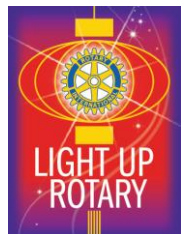
Benefits of PR

- It builds visibility, familiarity, trust, and awareness
- It conveys a positive impression that shapes attitudes and perceptions
- Greater awareness of your organisation
- Build reputation
- Protect your reputation – crisis management
- PR is an affordable way to gain media exposure

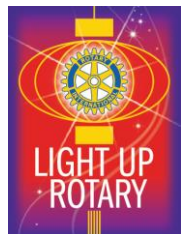


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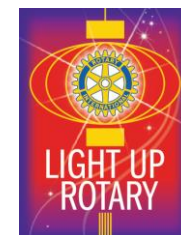


MESSAGING GUIDELINES



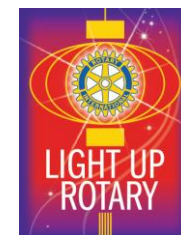
Framing our message

Rotarians are responsible leaders — both socially and ethically	Define leadership by mindset and approach, not labels or titles
Connecting has and always will be the driving force behind Rotary	Highlight connections and communities, not the individual
It's not just about global impact — we impact communities on a global scale	Clarify the type of impact Rotary makes (i.e., community impact scaled globally; lasting change)



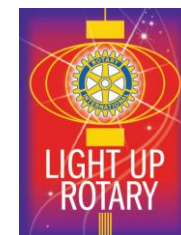
Bringing our values to life

OUR VALUES	HOW WE LIVE OUR VALUES
FELLOWSHIP and Global Understanding	We build lifelong relationships
Ethics and INTEGRITY	We honour our commitments
DIVERSITY	We connect diverse perspectives
Vocational Expertise, SERVICE and LEADERSHIP	We apply our leadership and expertise to solve social issues



OUR VOICE

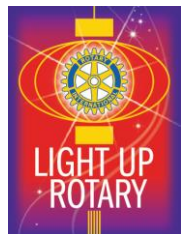
OUR VOICE IS ...	THIS MEANS ...	OUR COMMUNICATIONS ARE ...
Smart	We look at problems from different angles and apply our expertise to address social issues in ways others cannot. We are insightful and discerning.	Knowledgeable Perceptive Confident
Compassionate	Tackling the world's toughest challenges requires empathy. We champion real people and stories that are relatable and universal.	Thoughtful Sincere Engaging
Persevering	We find lasting solutions to systemic problems at home and abroad. We speak with clarity and conviction.	Bold Purposeful Courageous
Inspiring	Motivated by the enduring connections and positive change we bring to communities and the world, we encourage others to take action. We convey hope, enthusiasm and passion.	Upbeat Hopeful Visionary



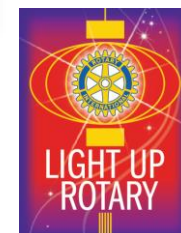
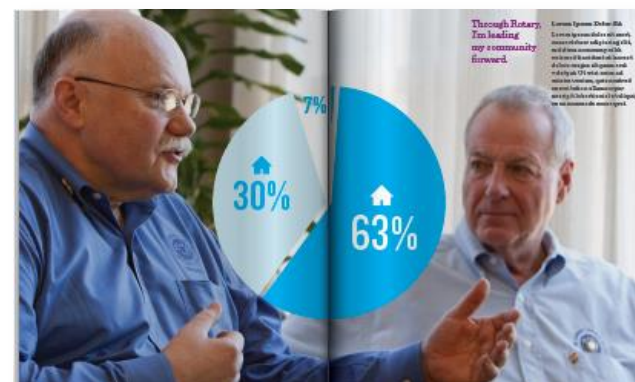
ESSENCE AND ORGANISING PRINCIPLES

Organizing Principle	JOIN LEADERS		EXCHANGE IDEAS			TAKE ACTION	
Sub-categories	Emerging Leaders	Leaders	Shared Interests	Cultural Exchange	Global Understanding	Local	Global
Definition	Connect with leaders from all continents, cultures and occupations		Discover and celebrate diverse perspectives			Create positive change in our communities	
Engagement Level	JOIN LEADERS is the entry point. This is where Rotary, Rotaract, and Interact clubs live.		EXCHANGE IDEAS is the next level of engagement. It encompasses events and programs where people come together to discover shared interests, connect diverse perspectives, and foster global understanding.			TAKE ACTION encompasses service-related activities for highly engaged Rotarians, partners, and volunteers at both the local and global levels.	
Key Examples	Rotary Clubs Rotaract Clubs Interact Clubs RYLA		International Convention Youth Exchanges Shared Interest Fellowships Peace Fellowships			Club-level service projects PolioPlus Rotary Action Groups Rotary Community Corp	

IMPLEMENTATION



IMPLEMENTATION



IMPLEMENTATION



**NO ONE IN OUR
COMMUNITY
SHOULD GO
HUNGRY.
WITH OUR HELP,
NO ONE WILL.**

**Rotary
Food Drive**

All residents can give by placing non-perishable food at their doors.

Pick-up begins at 10:00 a.m. Saturday, October 6th.

Pre-packaged bags of items are available at the local IGA in varying dollar amounts.

Volunteers will check every front door in your town.

Rotary Club [of/at] [Location] RETH

TAKE ACTION: www.rotary.org



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IMPLEMENTATION



Radio spots

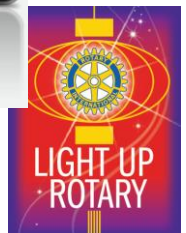


Jonathon Welsh



Bev Brock

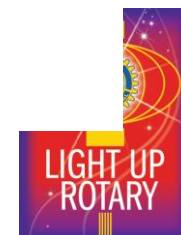
DIGITAL IMPLEMENTATION



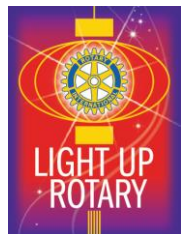
Rotary 
Club [of/at] [Location]

[Location]
Rotary
Club 

[Location] Club [of/at]
Rotary 

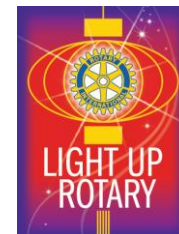


IN SUMMARY



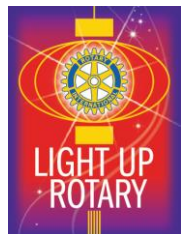
THE END RESULTS—WHAT ARE WE ACHIEVING?

- Increased understanding of Rotary
- Increased membership
- Increased impact in communities
- Increased donor support
- Increased partnerships

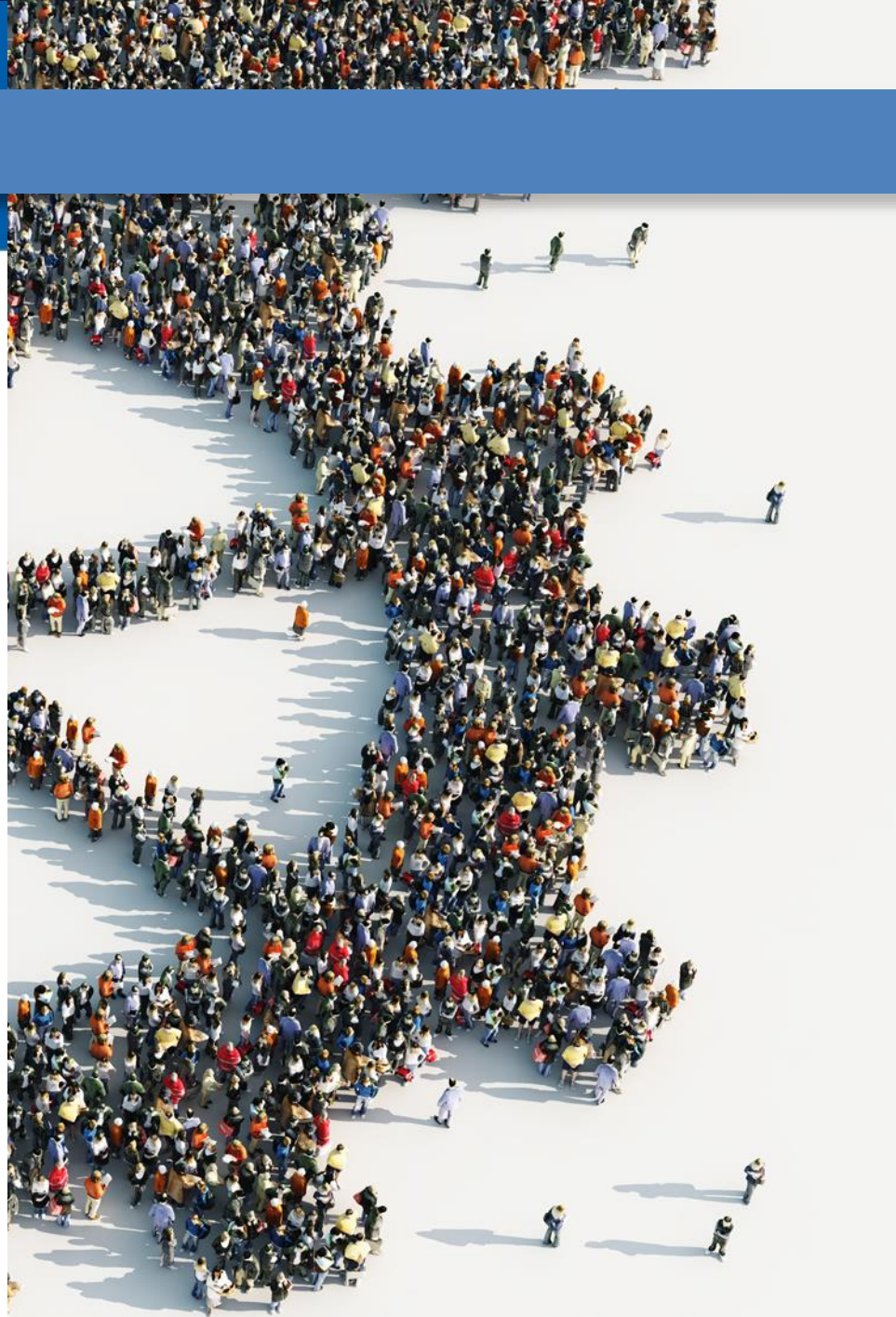


Summary

- Good idea
- Process not an event
- Many disciplines – ours community PR
- Range of activities
- Benefits numerous



BE A ROTARY CHAMPION



SOCIAL MEDIA

