

PUBLIC IMAGE NEWSLETTER

Connecting and Inspiring!

Volume 3 Issue 1 July 2020



A New Year provides many Opportunities

In keeping with our new International Theme: Rotary Opens Opportunities, the start of a new Rotary year is always an opportune time for all of us to re-assess how we do the things we do in Rotary. Covid-19 means that many of us are staying home more, have more time available and can tackle all those issues that have been shelved in the 'when I've got time' basket!

Now is an ideal opportunity for developing a Public Image plan for the 2020-21 Rotary Year. As you all know, without a plan there is little chance of achieving any significant results. Public Image is a vital component of everything we do in Rotary and a plan that is written down and adopted by all members of the club and has clear and achievable goals will ensure that positive outcomes are reached.

An effective public relations plan for your club will:

- Enhance the club's public image
- Gain support and resources for projects
- Build links with other community organisations

- Attract qualified members
- Recognise Rotary members for their contribution to the community
- Correct misconceptions about the club and Rotary.

Now is also an ideal time to look at your club branding and make appropriate changes to ensure that you comply with Rotary International's standard. Regardless of whether or not you 'like' the compliant Rotary logo (it's not 'new' any longer after 7 years! Who calls their 7-year-old car a "new car"?), the decision to change to the logo was made by the Rotary International Board back in 2013, and as Rotarians it is our responsibility to abide by that decision and to make sure that we comply. Does your website display the compliant logo and have all, outdated International themes been replaced by the current 2020-21 theme: Rotary Opens Opportunities? Now is a good time to make those changes.

Now is also the time to do an audit on your club merchandise—are your banners up to date—if not, order new ones; are your club polo shirts and

name badges displaying the correct logo—if not, order new ones—and destroy the old ones—they keep reappearing if you don't!

AND DON'T FORGET THE ROADSIDE SIGNS! An old, rusty, dilapidated roadside sign does nothing to project the public image we want. If these need updating, do it now!

There is also the opportunity now to concentrate on your social media. Get your website and Facebook page up to date and make sure that you regularly maintain them. Ensure they depict your club how you want to be depicted! If you don't have the expertise in your club, talk to a Rotaract club or university student who may be willing to help.

The important thing is to act now! Once Covid restrictions are lifted life will get too busy again, and the changes will never be implemented—and our public image will suffer!



WORLD POLIO DAY: OCTOBER 24TH

WHAT ARE YOUR PLANS?

World Polio Day is fast approaching and Clubs and Districts are urged to plan now to hold a special community event to raise awareness of our ongoing battle to free the world of this horrible disease. Of course, we are aware of the impact that the current pandemic is having on our ability to fundraise or carry out projects in our community. However, there are still ways we can commemorate this important day whilst remaining Covid safe. **Here are just a few ideas about how your club can participate in this day.**

- Join the Train Ride to End Polio—at this stage the annual train ride organised by Mark Anderson from the Rotary Office in Parramatta in conjunction with his son, Dave, is still expected to go ahead. Details will be available in the next Public Image Newsletter
- Organise a Film Night at your local Cinema— Details of the special Polio premier film will be announced shortly
- Host a Virtual Dinner Party with your club members and ask that the cost of the dinner they would normally purchase, be donated to Polio
- Hold a Picnic in the Park with Club members, family and friends—Don't forget to wear your End Polio Now T-shirts and display appropriate signage
- Organise a special guest speaker (eg

a past polio patient or someone who has been to a Polio National Immunisation Day) for your club meeting and invite community members to participate

- Educate your members—especially the newer members—on the history of Rotary's involvement in the polio eradication campaign and the role that Australia has played—particularly Past RI President Sir Clem Renouf (who sadly passed away recently). Invite friends and potential members to attend.

Register your event with Rotary International: RI are aiming to gather details of the type of activities planned for World Polio Day from clubs all over the world. [Click here to register your event.](#)



Got a Burning Question about Public Image?

Then—Ask the Panel!

If you have a question about public image that you need explaining, join us for a special Q&A Zoom meeting to get some answers. This will be held on Sunday, 30th August at 1pm AEST.

Representatives from the Zone 8 Public Image team will be available to help answer your questions.

Register your interest by contacting gina.growden@bigpond.com and the link will be forwarded to you.



Congratulations and well done to those Clubs and Districts who participated in the Zone 8 Video Clip competition in the past Rotary Year.

Number of entries was down slightly on last year, no doubt due to Covid-19 and the fact that clubs were not meeting in person for some time, but the judges rated the quality of the entries to be excellent, and it was obvious that a lot of energy and effort (and enthusiasm) went into preparing them.

The aim of the competition was to encourage Clubs and Districts to consider videos as a valuable method of raising our public image, and by entering the competition, they would be creating a great tool for promoting their Club or a particular project in the future.

In judging the entries the panel, who consisted of members of the Public Image Team plus some experienced Rotarians, considered the following things:

- The video showed the members being “People of Action:
- The 2019-20 International theme “Rotary Connects the World” was highlighted
- Rotary International’s Branding standards were adhered to—videos which showed images of club banners with the outdated logo, or with Rotarians wearing club polo shirts with the

wrong logo were immediately disqualified. Unfortunately a couple of excellent videos were discounted because of non-compliant branding!

- The video ran for a maximum of 2 minutes
- The video was prepared ‘in-house’ - on a video camera, i-phone, i-pad or similar. Although clubs were encouraged to see guidance from professionals, the video was not to be produced by a professional /professional organisation.
- The production quality and ‘creativity’ of the video was also considered.

Once again, Past RI Director, Noel Trevaskis, who is convening the upcoming Rotary Australia & New Zealand Conference, which because of Covid will be a virtual conference this year, has agreed that the four finalists will be shown during the conference. This will take place on the weekend of 19-20 September 2020.

The finalists are:

District 9670—MERV Project

Rotary Club of Ashmore—Men’s Shed

Rotary Club of North Hobart: Rotary Connects the World

Brisbane Taylor Bridge: People of Action

AND THE (JOINT) WINNERS :

Rotary Club of North Hobart: Rotary Connects the World

District 9670: MERV Project

Third Prize: Rotary Club of Ashmore—Men’s Shed

Fourth Prize: Rotary Club of Brisbane Taylor Bridge - People of Action



Telling Our Rotary Stories

Liz Courtney Assistant Rotary Public Image Coordinator 2020-21

What is Public Image all about ? We get asked this all the time by Rotarians who haven't been directly involved in marketing.

My answer is that we market our Rotary brand through storytelling and celebrating the outcomes of our projects, the effects they have on our local communities, families or environment. We focus our marketing around Rotary's six now seven, including the Environment, Areas of Focus as everything we become involved in can be connected to these areas.

Over the COVID-19 period many clubs have not been able to run their projects or planned events and they have turned on their creative juices to think outside the square for fundraising opportunities.

Even though many people have felt low over this period, suddenly an email would arrive or a phone conversation would spark an idea.

This happened in my own club when while watching the news on TV a member heard that the Salvation Army Foodbank had been swamped with a 300% increase in people lining up for food parcels. NZ was in strict lockdown mode so after kicking the idea round with several people we came up with a contactless and

painless way to help. Fliers were printed asking people to leave a food can at their letterbox on a day/ time to suit the collector in their own street noting that a local Rotarian would be collecting them. After collecting the cans a thank you flier was left in their letterbox, complete with Rotary logos and contact details. We then took the cans to one collection point where they were sprayed with disinfectant, re-packed and loaded onto a trailer and delivered to the Salvation Army.

What made this little project great was that we collected over 1500 cans, it involved nearly all our members in a quick fire project which was easy and very cost effective. We were able to get Rotary's name and brand into approximately 1000 households. We were helping families in need across our city and surrounds under strict contactless conditions and gave our members a sense of satisfaction that we hadn't just sat back over that time and done nothing !

We took lots of good photos and posted them onto social media platforms and tagged many charitable organisations for greater awareness of Rotary. A story was written up for our District newsletter and other publications. This gave us



Liz Courtney

the opportunity to show the public that Rotarians care about the welfare of others and through the feedback we have had the public thought highly of Rotary.

This is what we really mean by Public Image. Good project, good photos, good promotion, raising awareness, and a great outcome. It ticked all of those boxes and **you** can do this too.

Our Public Image team are here to make your job as easy as possible with the most effective use of your time to achieve the greatest results.

Get in touch with Gina Growden gina.growden@bigpond.com

or Liz Courtney lizcourtney.lc@gmail.com for any assistance.

Rotary Feeds International Students



International Students at Universities around Australia have been unexpected victims of Covid-19. Many have been stranded by border closures unable to return to their home countries, have lost their part-time jobs and have being 'doing it tough' during lockdown. Rotary clubs, learning of their predicament, have organised meals for those students who have gone hungry. PDG Di North (picture with black mask) from District 9675 has assisted feeding students from Wollongong University.

She said, "During the COVID-19 pandemic, the Rotary Club of West Wollongong has been helping to feed the international students at the University of Wollongong with thanks to Rotarian Harry Hunt from Hunts Hotel in Liverpool. Harry cooks up the meals for us to distribute. Today I assisted Jim Christensen and Arthur Booth. Other groups provide bread, fruit and vegetables. "

Fundraising under lockdown



Rotary Club of Brisbane Water

Virtual Dog Show Peninsula Pooch Parade

LOCKED DOWN AND BORED?

Have some fun and enter our competition and donate \$5 to help raise money for Australian Rotary Health COVID-19 & Mental Health

visit our website to join in www.virtualdogshow.org

Until 14th August 2020

With Bunnings Barbecues and Rotary Golf Days on hold due to Covid-19, most Clubs are finding their ability to support projects has been severely hampered because their regular fundraising activities have either been postponed or cancelled. No money in means no money out!



However, Rotarians are nothing if not

innovative and we are hearing of a number of novel ways that clubs are using to raise money. These are just some that have come to our attention that you might like to consider for your own club:

- Holding an on-line Trivia Night.
- Donating the money that members have saved by not having to pay for the meal they would be having during their usual face-to-face meeting
- Tap to Donate machine—Organise to have a Point of Sale “Tap to Donate” machine at the check-out counter or registration desk of you local Licensed club or Hotel
- Holding an on-line Silent Auction of a donated painting or piece of art (such as the mosaic pot auctioned for ROMAC)
- Holding a Virtual “Pooch Parade” where people pay a small fee to enter their dog in various categories. Contact Brisbane Water for more information. (Jayne Mote: jayne_mote@bigpond.com)
- Setting up a sewing group and sewing Rotary face masks which can be sold/donated (check with the Rotary Brand Centre for design requirements!).



If you have an interesting or innovative way of raising funds during Covid 19 we'd love to hear from you. Send details to gina.growden@bigpond.com

Create your own virtual meeting background

Use the template in the Brand Centre to create your own club-branded virtual meeting background. It's easy to use and takes a few minutes to create. Go to brandcenter.rotary.com, click on Materials and then Club Resources to find the virtual meeting template, along with all of our Rotary-branded backgrounds.

TEMPLATE FOR CUSTOMIZABLE VIRTUAL MEETING BACKGROUNDS

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Handling a social media crisis



There seems to be a social media crisis or PR nightmare every other week nowadays, and even your Rotary club isn't immune to a potential crisis that can blow out of all proportion. Crisis planning is essential, and an effective crisis plan is based first and foremost on truth, transparency and sincerity. If your club does not have a crisis plan in place, I recommend you implement one as a matter of urgency.

Make sure you or the club leadership can confidently answer these following questions:

- Who will handle your social media accounts in case of a crisis?
- What will that person be authorised to write on social media about the crises?
- Will they need approval for every post?
- What will the messaging be across all the different platforms, i.e. social media, traditional media, other Rotary clubs, etc.?

- Will you have more than one person responding to online posts or offline discussion?
- What social media posts will you proactively put out there to manage it?

Managing the crisis

Here are some ideas for successfully managing a social media crisis.

1. Identify and communicate

If a crisis is identified, urgently inform the club leadership, and give them as much information as you are able to. They may need to seek legal advice or act on the information you give.

2. Acknowledge

Some companies' first response is "yes, we realise something has happened", etc. If you don't have all the answers though, then it is a good idea to seek direction on a proper acknowledgment of the crisis. A proper, well-informed response may stop nonfactual gossip, messages or comments.

3. Respond quickly

A timely response is essential in limiting the reach and potential damage. Be prepared to acknowledge the crisis within a few hours or at least a day; two weeks after the crisis has started is way too late!

4. Manage the situation

If you have posted a response on your club Facebook page, be cautious about removing comments made by members of the public (unless they are offensive, or could be libellous, etc.). To be seen to manipulate the responses can itself result in a backlash.

You never know where a crisis will break, however, if you manage it properly it can be averted.

Evan Burrell
Assistant Public Image Coordinator
2018-21

Are You Up To the Challenge?

A very simple way that all Rotarians can help raise our public image is to always wear your Rotary Lapel Pin. (And yes, your old blue and gold pin is still ok to use!)

The PI Coordinator team issue you a challenge—to wear your pin each day for 30 days. Why not start on 1st August and plan to wear it everyday for the whole month!

Female members can opt to wear earrings in lieu of the pin, if preferred.

The belief is that if you wear it to 30 days straight, you will continue to wear it every day.

Let us know how you get on: gina.growden@bigpond.com





Why is it important to improve Rotary's public image?

- Because just knowing about Rotary often isn't enough to spark people's interest and spur them to get involved.
- When people understand what your club **does** to make the world a better place, they'll be motivated to support your efforts and get involved. Strengthening Rotary's public image in your community will help you attract members, volunteers, partners, and donors.
- Promoting your club's good work in the local news media and on social media can also **engage** current members. Keeping members involved is much easier when they take pride in your club's accomplishments.
- People in the community are more likely to **donate** their time and money when they see the impact of your club's projects. It's also easier to find local partners to work with when they know and trust your club.
- Enhancing your club's public image also helps your club **stand out** from all the other opportunities that members of your community have to donate, volunteer, and get involved.
- As a Rotary member, you are an ambassador for our brand. Because you have direct experience with Rotary, you are in the best position to raise awareness and understanding among those who don't know us.
- Your club's interactions with the community greatly influence how people think about Rotary.
- Help your club build a strong public image in your community:
 - Publicize your projects and activities to influence how your club is perceived.
 - Share stories about how your club's projects affect the lives of people in your community.
 - Present your club as vibrant and your members as people of action.
- **Social Media:** Post photos that reflect your club's diversity. Share news and personal stories about club projects and events. Invite your followers to learn more about your activities by providing links to your club website.
- **Events:** Plan activities that are of interest to your community. Encourage the public to participate in your events to build awareness of and support for your club.
- **Website:** Make sure your website shows up-to-date information about your club and its activities. Use images and videos that feature club members working together, having fun, and making positive changes in the community. Update your website frequently.
- **Partnerships:** Work with local organizations to increase both your visibility and your impact.

Are we Training our Members sufficiently?

In my humble opinion, No!

Back in 2000 when my husband was our District's Youth Director and also District Governor Nominee (and hence learning the ropes for his year as Governor), our District Assembly was a three-day residential program for all



incoming club office-bearers in the district. Over 600 attended. The three day agenda allowed for in-depth coverage of all aspects of the various portfolios and enabled presentations, sharing of ideas and stories, and the ability for clubs to get-together to develop joint projects.

Although the world wide web was in existence at that time, its usage was no-where like it is today. Support material was in folders handed out during the sessions for future reference.

Fast forward 20 years and the situation today is vastly different!

Disregarding the fact that Covid forced many districts to conduct on-line

(virtual) assemblies this year, the trend over the past few years (at least in my district) has been for a one-day assembly starting at 9am and ending around 3.30pm. With compulsory inclusion of topics such as 'Working with Children' and 'Insurance', along with the address by the incoming governor outlining the plans for the year and giving an overview of the RI President's theme and expectations, the amount of time allocated to training the club portfolio chairs has been reduced significantly.

How can you possibly train a Public Image Chair (for example) on the intricacies of branding, telling your Rotary stories, writing publishable press articles, using social media effectively etc etc. in a short 2-hour session?

There is no argument that all the information that club members need in order to carry out their portfolio is available on 'The Web' and is accessible to anyone who wants to find it. The issue is, there is probably too much information available and working out what is accurate and up to date is not always very easy. Nor is finding it!

Again, in my humble opinion, it is too easy for our leaders to say 'it's on the web' and to expect the members to firstly locate it, and secondly read and absorb the information.

The next issue is how well does the Portfolio Chair train his or her team (and, of course, the rest of the club members) on what was learnt during the district training? How many clubs

devote meeting time to allow their Service chairs to present to the club on their plans for the year ahead? Unfortunately, the appropriate information often doesn't filter down to the person who needs it! This is definitely the case with Public Image. For example, whilst the Club President may be aware of the need for Rotary to raise its public image and understand the importance of being diligent about using the RI compliant branding, this information is not always explained clearly to the 'ordinary Rotarian'. In my experience, the importance of compliance—and it's vital role in our public image—is not widely understood.

So, what is the answer?

We need to:

- dedicate more time to training.
- have a dedicated trainer in each club.
- have training sessions in the club on locating and using the resources available on the RI website—particularly the Learning Centre and the Brand Centre—there are a number of excellent on-line courses (such as the Building Rotary's Public Image one pictured), and encourage members to take the course.
- Invite the district public image Chair to address the club—preferably in a workshop situation.
- Ensure that all members attend all appropriate in-person and virtual training sessions organized by the District.

Only then will Rotarians' knowledge approach an acceptable level!

PDG Gina Growden RPIC 2018-21

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