

# WELCOME



- **Panelists will be seen / Attendees will not.**
- **Use the CHAT box to ask questions. The questions will be answered after each section presented.**
- **This Webinar is being recorded and will be available on the district website. ([rotarydistrict7430.org](http://rotarydistrict7430.org))**



# GROW ROTARY

## Telling the Rotary Story!!

May 26, 2020



## D7430 Public Image Team Members:

- Dave Akers – FACEBOOK *People of Action*
- Lou Bottitta – ClubRunner Consultant
- Valerie Deneen – Brand Ambassador
- Amy Sheller – Video Storyteller
- Sharon Rittenhouse – District Administrator



# AGENDA

- Be a Brand Champion
- Social Media / Facebook People of Action Campaign
- Video Stories
- ClubRunner: Platform to Connect
  - (Allentown RC Case Study)

# AGENDA

<https://vimeo.com/145573626>



# Be a Brand Champion!

**Valerie Deneen, Emmaus RC**



# Branding



**Rotary**  
District 7430



# Branding



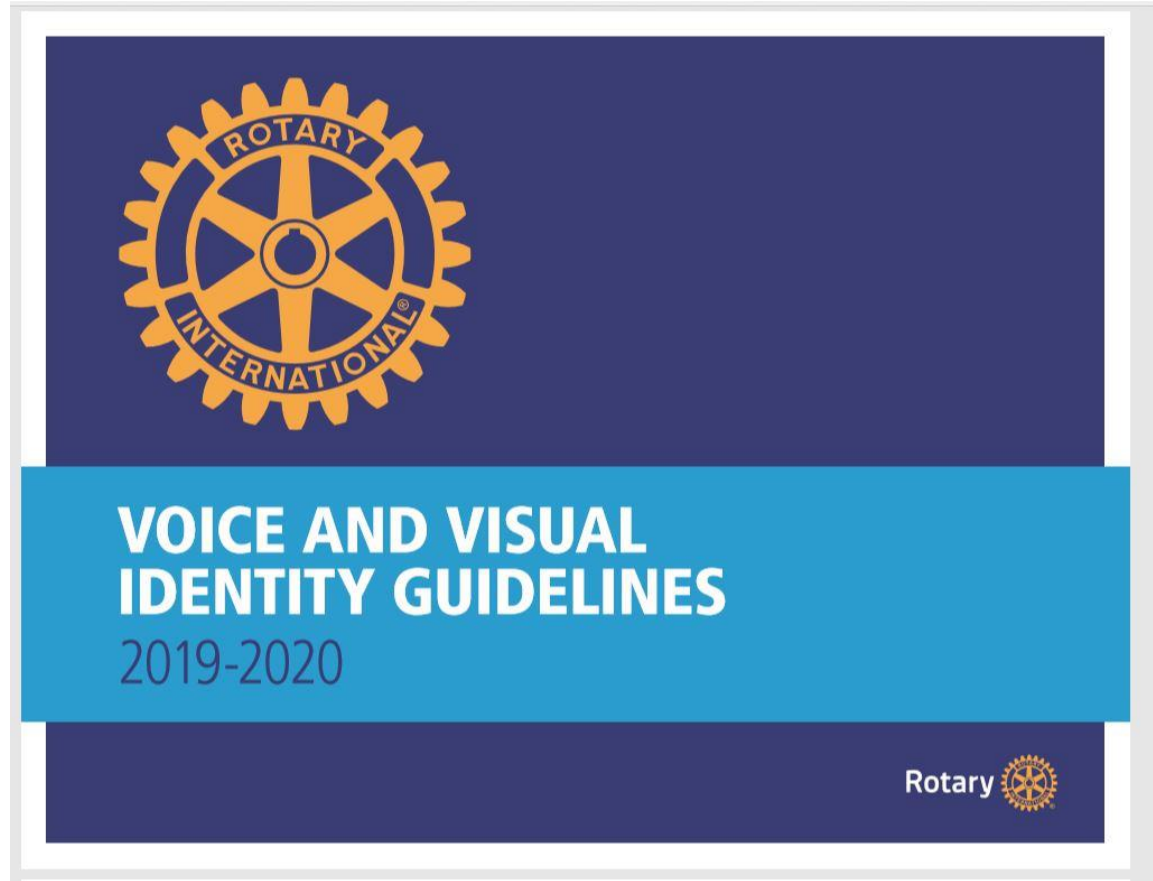
**Rotary**  
Club of Bethlehem  
Morning Star





# Voice & Visual Guidelines

**Publication:  
547A\_EN19 2019-20**



# At a Glance

## Publication: 547B\_EN19

Rotary



### Rotary International

#### Overview

#### Logos

The Masterbrand Signature is our official logo and contains the wheel with the word "Rotary" (Rotary's wheelmark) to the left for visibility and recognition. Our logo can't be altered in any way. The wheel and the wordmark must always appear together. Because the word "Rotary" is a wordmark and not a font, it can't be replaced with a font. Only the colors shown on this page may be used in the logo.

Both the Masterbrand Signature and the Masterbrand Signature Simplified can be used on all print and digital applications. We recommend using the simplified version if the logo will be smaller than 1.25 cm (0.5 inches) or will be embossed.



Clear space is the space surrounding the Masterbrand Signature that needs to remain empty. It is equal to the height of the capital "R" in the Rotary wheelmark.

When using the Mark of Excellence, we encourage you to use the Masterbrand Signature near it for clarity and recognition. The words "Rotary International" must always appear on the wheel.



There is no maximum height for the Mark of Excellence; the minimum size should be approximately the height of the wheel in the nearby Masterbrand Signature (see layout and sizing examples above).

#### Logos — Signature System

Use the name on your charter or the name your club is known by in your community in your club logo. Because the word "Rotary" is already in the logo, you don't need to repeat it.

The club name, district, and zone always appear on the same side as the wheelmark; it should right-align with the "y" in Rotary. The positioning and the size relationship between the wheelmark and the wheel can't be altered.

### Visual Identity at a Glance

A consistent voice and visual identity are essential components of a strong brand. By using the People of Action messaging and design elements in this guide you help build awareness and understanding of Rotary and its impact in the community. Use the guide when producing print or digital content or merchandise. You can find more information in the Voice and Visual Identity Guidelines available on the Brand Center at [rotary.org/brandcenter](http://rotary.org/brandcenter).

#### Masterbrand Signature



#### Masterbrand Signature Simplified



#### Mark of Excellence



#### Signature System for Clubs, Districts, and Zones



#### Logo Lockups

Partners are external organizations that collaborate with Rotary to develop, support, and execute programs and service projects.

To create partnership lockups, follow the guidelines illustrated here. Only one partner may be displayed within the lockup.

The same layout applies for Rotary Fellowships and Rotarian Action Groups.

#### Lockups for Rotary Fellowships, Rotarian Action Groups, Partners, and Programs



### Rotary International

#### Colors

Rotary's official colors are intended to express who we are: smart, compassionate, pioneering, and inspiring leaders. These shades of blue and one of gold are our main colors. To create a unified look and feel, use these colors more often than the other colors in our palette. Use secondary colors sparingly for emphasis or differentiation within a series.

Our colors should not be screened or adjusted. Apply the appropriate formulations listed for each color.

Pantone® colors for print  
CMYK for 4-color process print  
Hexadecimal for web  
RGB for digital

### Visual Identity — Rotary Leadership Colors

#### Primary Color Palette — Rotary Leadership Colors



#### Secondary Color Palettes



#### Typography

To use typography correctly in Rotary branded materials, whether in print or online, refer to both our licensed and free options.

Primary — Use ALL CAPS condensed style for headlines and main navigation. Use other styles (sans using both upper- and lowercase) for secondary headlines and secondary navigation.

Secondary — Use regular style for body text or other identifiers.

Use the free option when licensed options are not available or are cost prohibitive.

#### Licensed options



#### Free options



#### Photography

Our photography focuses on relationships and community impact and should always tell a genuine story. They should be powerful images that inspire and motivate the public and show that Rotary is made up of people of action. Photography that uses a documentary style (meaning that the subjects of the image are not posed) usually accomplishes the best.

Be sure to get signed, written permission from anyone in the photos or videos used for Rotary purposes. For more information or questions, contact [privacy@rotary.org](mailto:privacy@rotary.org).

#### People of Action style



# Voice & Visual Guidelines Assistance

If you have questions about the materials or  
content you are creating contact:

**District 7430 Brand Ambassador**

**Valerie Deneen**

**[valerie@innerchildfun.com](mailto:valerie@innerchildfun.com)**



# Facebook Branding Campaign

David Akers, Spring-Ford RC



# PROGRAM OVERVIEW

## History

Program developed to help improve awareness and public image of Rotary in our area with a goal of attracting more club members.

- Facebook selected due to large user base, demographics and platform
- Program launched on April 1, 2019
- Sponsored by our District through this fiscal year



# PROGRAM OVERVIEW

## History

28 of the clubs in our district participated in the program.

- Professionally developed images / content
- Posted twice per week
- An enhancement of club's regular postings
- Very positive feedback
- Great stories of new members attracted by the program

# PROGRAM OVERVIEW

Founded in 1905, Rotary is an international service organization made up of local business and professional leaders who work to improve our local communities and the world. At the same time, we have fun and make great friends! Interested in learning more? Visit one of our upcoming meetings.

#PeopleOfAction



What is Rotary? We're a bunch of local business owners, professionals and volunteers who have a passion to improve our local communities and to tackle major issues around the world, such as hunger and eradicating polio. We invite you to visit one of our upcoming meetings to find out more!

#PeopleOfAction



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#PeopleOfAction



Do you have a desire to help make your community and the world a better place? Consider joining Rotary. Each club is made up of men and women in your area that get together to have a positive impact. You'll make new friends, participate in some fun events, and feel great about what you're doing. Visit one of our upcoming meetings or events to find out more.  
#PeopleOfAction





# PROGRAM OVERVIEW

Whether it is a small project in our neighborhood, or a large-scale one in another part of the world, Rotary makes a positive difference. Want to make your community and the world a better place? Consider joining Rotary. Visit us at an upcoming meeting to find out more and to meet some great #PeopleofAction.



Rotary is where neighbors, friends, and problem-solvers share ideas, join leaders, and take action to create lasting change. Have you been looking to join an organization that can affect real change? Take a closer look at Rotary. We invite you to join us at an upcoming meeting or event.



Each day, our members pour their passion, integrity, and intelligence into completing projects that have a lasting impact. We persevere until we deliver real, lasting solutions. Interested in finding out more? Come visit us at one of our upcoming events or meetings. #PeopleofAction



# PROGRAM OVERVIEW

Rotary has more than 1.2 Million members and more than 35,000 clubs worldwide. Together, we see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves. Interested in finding out more? Visit one of our upcoming meetings or events. #PeopleOfAction



ShelterBox became Rotary's Project Partner in Disaster Relief in 2012. Since then, the partnership has helped transform ShelterBox into an internationally recognized disaster relief charity, supporting families with emergency shelter after disaster. Just one of the ways Rotary makes our world a better place. Find out more by visiting one of our upcoming meetings. #PeopleOfAction



Rotary is where neighbors, friends, and problem-solvers share ideas, join leaders, and take action to create lasting change. Join Rotary's 1.2 million neighbors, friends, leaders, and problem-solvers who see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves. Come visit an upcoming meeting to learn more. #PeopleOfAction



# PROGRAM OVERVIEW

Rotary members are helping others in our own communities and around the world every day through thousands of service projects. Want to help us? Learn more by attending one of our upcoming meetings. #PeopleOfAction



Help keep yourself and others safe by washing your hands regularly. We'll Get Through This Together - and then we'll get back to making our communities and the world a better place. #PeopleofAction



Many Rotarians are on the front lines helping us tackle this global crisis. We thank them and all the other first responders, medical professionals and essential employees that are working hard to keep us all safe. #PeopleOfAction





# PROGRAM OVERVIEW

If your New Year's Resolution is to help make the world and your community a better place, consider joining Rotary. Rotary has more than 1.2 Million members and more than 35,000 clubs worldwide. Together, we see a world where people unite and take action to create lasting change – across the globe, in our communities, and in ourselves. Interested in finding out more? Visit one of our upcoming meetings or events. #PeopleofAction



We wish everyone a Happy and Safe 4th of July! Rotarians work every day to make our communities, our great nation and the world a better place. Interested? We invite you to visit one of our upcoming meetings.



We Honor and Remember those who have given the ultimate sacrifice so that we can enjoy our freedom!



# MAKING THE PROGRAM MORE EFFECTIVE

## Club Members Should Like, Comment and Share

- Easy To Do – Takes just a few minutes
- True for both branding and regular club posts
- Allows “friends” of club members to see posts
- Dramatically expands the reach of the FB posts
- This is the “Social” in Social Media

# TAKING THE PROGRAM A STEP FURTHER

## Boosting of Branding Posts to Increase Audience Reach

- Leveraging Facebook's targeting platform
- Geographic and Demographic targeting variables
- Gets Rotary in front of much larger audience
- Dramatically expands the reach of the FB posts
- Will help us attract new members

# ROTARY BRANDING – FY2021

**We're looking to continue, improve and expand the program into this next year.**

- District will no longer cover cost
- Program cost to be shared among participating clubs
- \$35/month or \$420/year
- Will now include at least one boosted post per month
- Continuing minimum of two branded posts per week
- Information will be sent to incoming Club Presidents

# WE NEED YOUR PHOTOS

**Goal is to use as many district club members in branding campaign as possible**

- We need your photos
- Setting up easy-to-use portal for uploading photos
- Using local club members increases interaction levels of posts





# Creating Videos to Tell the Rotary Story

**Amy Sheller, Kutztown RC**

# Visual Storytelling with Video

- Video = Builds Trust, Connection & Engagement



## Why use video?

- Video on **Websites** significantly raises your Search rankings
- Longer engagement converts visitors into ‘customers’ or new members, sponsors or community partners
- Second largest search engine is **YouTube**
- Video is becoming more important on all social media platforms
- Video is the content type that tends to spark the most engagement on **Instagram**
- **Facebook** native videos get further reach than other types of content
- According to Facebook, people are gazing 5X longer at video content than at static content on **Facebook** and **Instagram**.

# Visual Storytelling with Video

## Ideas & Examples

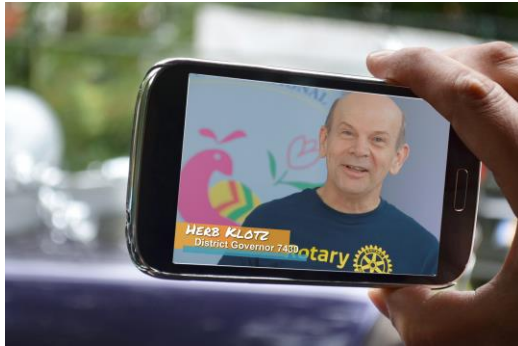
- Highlight your club's culture & personality
- Showcase your members
- Answer commonly asked questions or FAQ
- Promote Fundraisers
- Thank sponsors & donors
  - <https://bit.ly/naturethankyou>
- Go live/stream at a meeting or event
  - Rotary Club of Dallas Livestreams meetings on Facebook
- Host a live Q&A on Facebook Live
- Share videos in email via MailChimp, Constant Contact or Facebook messenger, etc.
- And so many more...



# Visual Storytelling with Video // Tips & Resources

## Filming Tips:

- Content is King
- Audio is incredibly important
  - Film interviews in quiet location
- Look for best lighting
- Horizontal or Vertical???
- Be authentic & have fun!
- Progress over Perfection



## Music Licensing resources:

- [youtube.com/audiolibrary](https://www.youtube.com/audiolibrary)
- [soundstripe.com](https://www.soundstripe.com)
- [Audiojungle.com](https://www.audiojungle.com)

## Stock video & photos:

- [pixabay.com](https://www.pixabay.com)
- [istockphoto.com](https://www.istockphoto.com)

## Other:

- [Animoto.com](https://www.animoto.com) – easy slideshows & marketing motion graphic editing video, templates
- Rotary Brand Center – for RI videos



# Club Runner, Newsletters & Social Media

**Lou Bottitta, Allentown RC**  
**A Case Study**

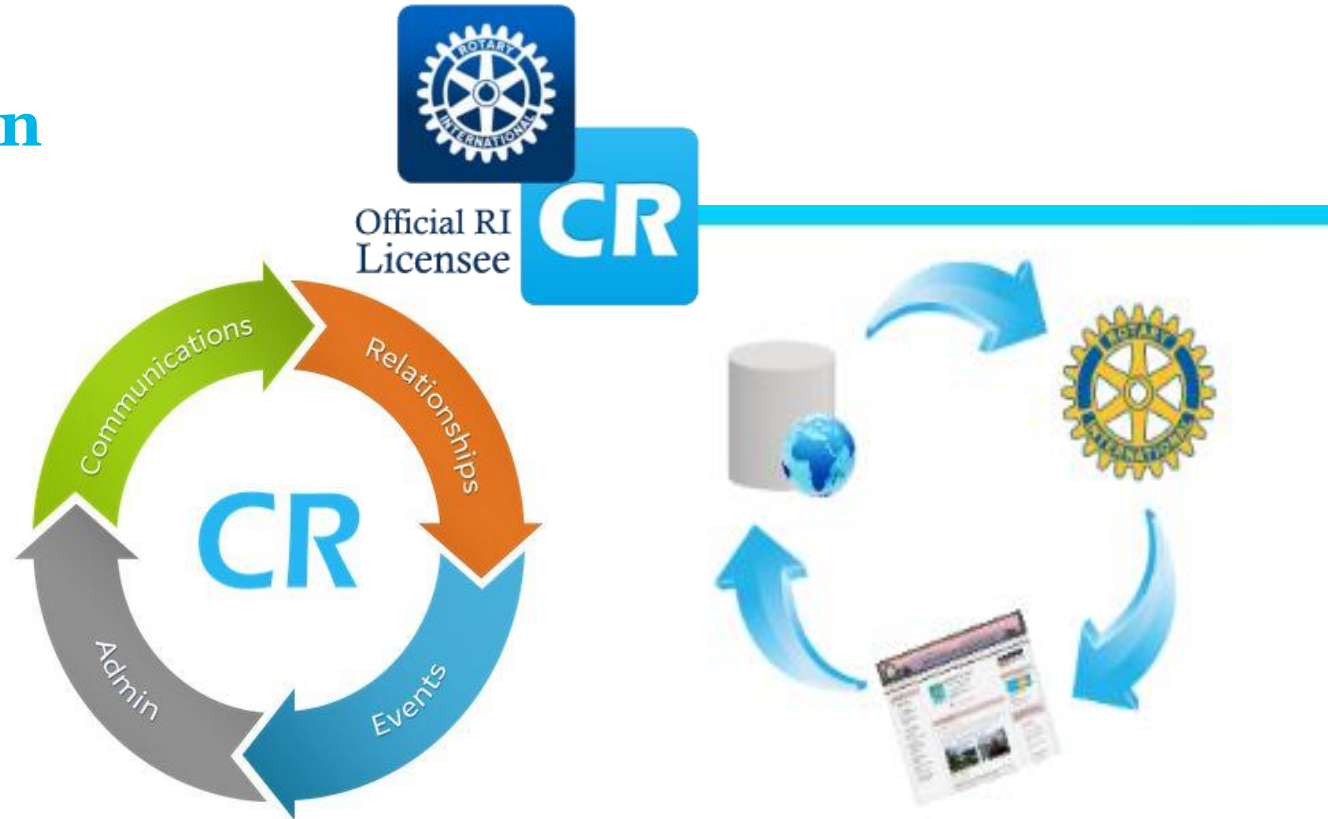
# Club Runner – “ Do it Yourself ” AND MORE ...



# Club Runner Integration

## Key Communication Functions:

- Bulletins
- Web Builder
- Calendars
- E-mail Blasts
- Comm Reports
- Libraries
- Ads





# "The SMILE"

## Allentown Rotary Newsletter Format Club Runner Template

- Heading/Graphics
- Stories
- Speakers Calendar & Links
- Calendar of Events
- Club Officers List
- Ads



### Allentown Rotary Smile, Jan 6, 2020

*We are neighbors, community leaders and global citizens uniting for the common good. With you, we can accomplish even more! - "Allentown Rotary Means Business"*

#### Stories

##### Welcome to 2020

Welcome to the first Allentown Rotary SMILE newsletter of the new decade, and as the graphic above states, "HERE'S FOR FRESH STARTS!"

Here are some recommendations from Club leadership for getting 2020 off to a fresh start:

- If you're a committee member, plan to attend the first meeting of 2020 (see calendar at right). If you

#### Speakers

Mar 13, 2020 12:00 PM

**Chief Glenn Granitz**

The Allentown Police  
Department

Chairperson: Ibi Balog

Invocation:



# “The SMILE” – Interact Story

## One Newsletter Post can have a “Cascade” Effect

### Allentown’s Links

- [Newsletters](#)
- [Facebook](#)
- [Website](#)
- [Instagram](#)



### Dieruff Interact Happenings

Posted by Rachel Stevens

The Dieruff Interact Club has closed out the year co-hosting a successful “Toys for Tots” Drive where over 100 gifts were collected! We’d like to thank The Allentown Rotary Club, Builders Door & Hardware Inc, Cuts & Styles, and the many students and faculty members at Dieruff High School for their generous donations!



The Club enjoyed a holiday party on December 17th, which kicked off with an informative presentation of Camp Neidig by attendant and club member Jahnya Jordan. She shared, with enthusiasm, the fun she had this past summer and the new friends she met while at camp.

Laughter met work- as it always does when this group gathers together. A competitive “candy ball” game closed out our party after a discussion of what events the club would like take on in the new year.

We now have an Instagram account and invite you all to follow us @dieruff\_interact\_club. Junior Alondra Ramirez has taken on the roll of webmaster and is looking forward to keeping the world updated on our happenings!

Happy Holidays and best wishes for the new year from the Husky Pack!



8:00 AM – 9:00 AM

### Program Committee

Ringer's Roost

Apr 14, 2020

12:00 PM – 1:00 PM

### ARC Board Meeting

Senior Center

Apr 14, 2020

5:00 PM – 6:00 PM

[View entire list](#)

More info available at the  
Allentown Rotary Website

[www.AllentownRotary.org/](http://www.AllentownRotary.org/)

Please click on these ads to  
support our local sponsors



Morgan Stanley

The Hoffmeier Romanelli  
Group  
at Morgan Stanley

[Get Started](#)

Strengthen Your Nonprofit

*MMS* Advancement

# Club Runner & Facebook – Highlighting Interact Club

## Allentown Facebook Page

- Linked to Dieruff HS Facebook Page to increase Reach & Engagements; Reach 218
- Linked to Allentown Rotary web page
- Add Hashtags to increase reach of the post



# Interact Story on [www.AllentownRotary.org](http://www.AllentownRotary.org)

## Allentown Web Page

- Social Media sharing icons at bottom of page
- Revenue generating ads appear on website and in newsletter
- Ad Policy approved by our Board – willing to share – link below AD
- Each story has a unique page/URL



A screenshot of the Allentown Rotary website. The top navigation bar includes links for Home, Our Projects, About Us, What is Rotary, Act/Donate, News &amp; Updates, Calendars, and a Contact Us button. A dropdown menu for "What is Rotary" shows options: Join Leaders, Exchange Ideas, and Take Action. The main content area features a story about the Dieruff Interact Club's year-end co-hosting event, including a photo of a student and a group photo. A sidebar on the right promotes the Morgan Stanley The Hoffmeier Romanelli Group at Morgan Stanley, with a "Get Started" button and a link to download a sponsorship guide. At the bottom, a social media sharing bar is circled in red, showing a "Like" button and icons for Facebook, Twitter, LinkedIn, Email, and Print.

# Club Runner – Another Facebook Example

## Service Project

- Linked to Allentown Rescue FB Page – Reach 383
- If Rotarians who are on Facebook are in the photo, link to them too
- @Kati Labuda





# Dictionary Day

## Service Project:

- Linked to ASD Facebook Page
- Carousel of photos (+2) encouraging readers to click for more photos and thereby **Increase Engagement**
- **Highest reach post, over 1K**
- Permission from schools to use student photos



The Rotary Club of Allentown, Pennsylvania

November 13, 2019 · 🌐

There were lots of smiling faces (and some studious looking ones) in these photos of Allentown School District students this morning. Rotary volunteers from our Club donated and distributed over 1,200 dictionaries during the annual Dictionary Day event.



1,039  
People Reached

162  
Engagements

Boost Post

# Calendar Integration



Club of  
Allentown

Lou Bottitta

Home Our Projects ▾ About Us ▾ What is Rotary ▾ Act/Donate ▾ News & Updates ▾ **Calendars ▾**

## Computer Security Forensics



Jun 05, 2020

Tom Yarrish

Computer Security Forensics

Tom is a Career Senior Incident Response Consultant with Cisco in Houston, TX.

He has been an Instructor, of Computer Forensics at Loyola University for several years. Past employers included Precision Castparts Houston and the Chicago Mercantile Exchange (CME) Chicago, IL

Like Be the first of your friends to like this.



Study Biology on a pre-dental track while Batool has an interest in

[Read more...](#)

## A Message from our President-Elect

Posted by Kati Labuda on May 13, 2020

Allentown Rotary President-elect Kati Labuda, submitted the following message for this issue of the SMILE:

As the new Rotary year approaches it will be unique. The world is a different place today as we know it. I am excited and nervous at the challenges and opportunities before us. I ask myself, "what is Rotary?" Rotary has so many meanings to all of us. Rotary is an extension of our families. We have built many friendships and will continue to do so. We also have the ability to help others. While I believe that this is always important, I think it is more important now than ever before. We can help those in our community and also around the world.

Sponsor

Morgan

The Hoff  
Group  
at Morga

Get Sta

Interested in  
Download th  
guide



Service may be different this year. As you all know, Allentown Rotarians have participated in

## Upcoming Events

### Rotary Happy Hour

ZOOM Online Happy Hour  
May 27, 2020  
5:00 PM – 6:00 PM

### Community Service Committee / Virtual

Jun 04, 2020 5:00 PM

### Membership Committee Meeting / VIRTUAL

Jun 09, 2020  
8:00 AM – 9:00 AM

### Program Committee / VIRTUAL

Jun 09, 2020  
12:00 PM – 1:00 PM

### ARC Board Meeting / ZOOM

Jun 09, 2020  
5:00 PM – 6:00 PM

[View entire list](#)

More info available at the  
Allentown Rotary Website

[www.AllentownRotary.org/](http://www.AllentownRotary.org/)

# www.AllentownRotary.org - built with ClubRunner Tools



## Welcome to the Rotary Club of Allentown

Are you an established professional who wants to make positive changes in our community and the world? Allentown Rotarians share a passion for community service, action and fellowship. Joining Allentown Rotary connects you with this diverse group of people enabling you to contribute to our city, develop your leadership skills and make life-long friendships. [Click here for info on Joining Allentown Rotary!](#)

### Club News

#### A Message from our President-Elect

Posted by Kati Labuda on May 13, 2020

Allentown Rotary President-elect Kati Labuda, submitted the following message for this issue of the SMILE:



## Service Above Self

Fridays at noon  
Bell Hall  
612 Hamilton Street  
Allentown, PA 18101  
United States of America

[District Site](#) [Bulletins](#)  
[Venue Map](#)

## Club Executives & Directors

President  
Donald E Wieland

President Elect  
Kati LaBuda

Treasurer-Temporary  
Barbara Bigelow

[Home](#) [Our Projects](#) [About Us](#) [What is Rotary](#) [Act/Donate](#) [News & Updates](#)

[Calendars](#)

[Contact Us](#)

Jun 05, 2020  
Computer Security Forensics

Judy Berberich-Brogan  
Jun 19, 2020 12:00 PM  
Allentown Rotary Grant Awards

[View entire list...](#)

## May 2020

S	M	T	W	T	F	S
26	27	28	29	30	01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	01	02	03	04	05	06

## Upcoming Events

Rotary Happy Hour  
ZOOM Online Happy Hour  
May 27, 2020  
5:00 PM - 6:00 PM



Service may be different this year. As you all know, Allentown Rotarians have participated in many projects in the past, such as Romper Day, The Dictionary Project, Salvation Army Bell Ringing, Good Shepherd Monte Carlo Night, Camp Neidig, Arbor Day tree planting, Meals on Wheels, Allentown Rescue Mission Thanksgiving Solicitation, Habitat for Humanities, Miracle League, and many others. I think we all hope that we return to our normal schedules and routines without any restrictions.

Currently we


[Read more...](#)


## A Heartfelt "Thank You"

Posted by Rosaria Stoops on Apr 29, 2020



# WEBSITE – 3 Years of Bulletins – Powerful Search

[Home](#) [Our Projects ▾](#) [About Us ▾](#) [What is Rotary ▾](#)

[Home](#) [Our Projects ▾](#) [About Us ▾](#) [What is Rotary ▾](#) [Act/Donate ▾](#) [News & Updates ▾](#) [Calendars ▾](#) [Contact Us](#)

## Bulletins for 2020

2019 | 2020 | 2021

### SMILE May 12 - Scholarship Winners; Action Plan

May 12, 2020

### SMILE April 29 - Fighting COVID-19 Locally & Around t

Apr 29, 2020

### SMILE April 23, #FightCovid19 #StayHomeSaveLives

Apr 23, 2020

### SMILE April 15, Volunteer Surge & Blood Drive

Apr 15, 2020

### SMILE April 9, Reflections: Easter & Passover

Apr 03, 2020

### SMILE March 31, Zoom Meetings this Week

Mar 30, 2020

### SMILE March 25, Zoom into April

Mar 25, 2020

### SMILE March 11, President's Message

Mar 10, 2020

### SMILE March 4 - Taking Care of Rotary "PET"s

Mar 04, 2020

Go

### Scholarship Awards - Judy Belaires

Type: Event  
Published: May 04, 2018  
Contact: Judith Belaires 18May2018 Allentown May 18, 2018 12:00 PM – 1:00 PM Bell Hall PA United States

### Scholarship Thank You

Type: Story  
Published: Jun 04, 2019  
Editor's Note: The **Scholarship** strives to follow-up with students who have been awarded **scholarships**, especially when they are about to graduate from college. Nan Yarrish reached out to Stephanie and received this reply: =====Date: Thu, May 30, 2019 at 3:47 PMSubject: Re: Rotary **Scholarship** SuccessTo: Nancy Yarrish Thank you so much for your support and encouragement throughout. I am humbled and blessed to this day by the award from the Rotary Club, that has enabled me to complete my undergraduate education. I will soon be attending Chatham University in

### Scholarship Student Success Story, Derek Reynoso

Type: Story  
Published: Feb 28, 2018  
Posted by Nan Yarrish Christine Oaklander, our Rotary presenter on Feb 23rd, shared a story with us about Derek Reynoso, a 2016 Mullin Scholar. They met because Derek was one of the artists in Art in the Park last year. Christine was impressed enough by the ceramic work Derek did that she not only bought one of his large pieces, she encouraged him to raise his prices! She has also taken on the role of mentor in his life and predicts that he will become a very successful artist. He already has quite a display of ceramic **vases**, 2-D and 3-D work, sculptures, raw stoneware and charcoal drawings on

### 2018 Mullin Scholarship Winner for Allentown Rotary

Type: Story  
Published: May 18, 2018  
Posted by Frank Whelan on May 18, 2018 ALLENTOWN ROTARY AWARDS ROGER AND LOUISA MULLIN **SCHOLARSHIP** FOR 2018 TO DIERUFF STUDENT A lot of people who have achieved success in later life tend to forget how difficult the struggle was. Roger Mullin did not. As CEO of Mack Trucks, he had achieved a place in 20th century corporate America that many would envy. But he wanted to make it easier for others. And he decided to do it through the Allentown Rotary Club Foundation. So, in 1988 he created the Roger and Louisa Mullin **Scholarship**. "Kids with talent should get what they deserve,"





# GRAPHICS

## Facebook Group

- Public Image, Graphics & Ideas Hub



### Rotary Club Members: Public Image, Graphics & Ideas Hub

Rotary clubs are meeting online via Zoom or streaming their meetings on Facebook. The Rotary Club of Mt Lawley is creating a list of online Rotary club meetings happening around the world so that you can "visit" other clubs. To add information on your online club meetings and to access the database, please take a short moment to fill out... See More

A graphic with a light blue background featuring various travel-related items like a passport, a boarding pass, a suitcase, and a key. The text reads: "Visit a Rotary club anywhere in the world from the comfort of your own home". Below this, it says: "Add your club to the list of clubs meeting online - and you may get an interstate or international visitor at your next meeting!". At the bottom, there is a link: "bit.ly/addmyonlinemeeting".

199

46 Comments 129 Shares



IT'S NOT ABOUT HAVING TIME, IT'S ABOUT MAKING TIME



ISN'T IT TIME YOU JOINED ROTARY?

BE SOMEONE WHO CAN MAKE A DIFFERENCE

















FIND OUT MORE: ROTARY.ORG

# CR Libraries

## Photos for ARC HomePage Carousel

Drag and drop photos to change their sequence.

Upload Photos

Thumbnails	Title	Description	Created By	Created On	Actions
			Lou Bottitta	Jul 05, 2018	
			Lou Bottitta	Jul 05, 2018	
			Lou Bottitta	Jul 04, 2018	
			Lou Bottitta	Oct 10, 2018	
			Lou Bottitta	Jul 04, 2018	
			Lou Bottitta	Jul 04, 2018	
			Lou Bottitta	Jul 05, 2018	
			Lou Bottitta	Mar 09, 2018	



Website Designer Website Content

Home Page Content

Home Page Content

Getting Started

## Stories for Home Page

Click on the Story Library Link below to access all of your stories, or click on one of the other links to access the stories for a specific section of your website or bulletin.











Go to: Story Library Stories Widget Stories List Page Custom Page Stories Bulletin Stories

Preview

Add Stories from the Story Library

Create New Story

Drag and drop story titles to change their sequence.

Title	Author	Date	Status	Actions
<input type="checkbox"/> A Message from our President-Elect	Kati Labuda	May 13, 2020		
<input type="checkbox"/> A Heartfelt "Thank You"	Rosaria Stoops	Apr 29, 2020		
<input type="checkbox"/> Covid-19 Appeal for Help Feeding the Needy from Across the Globe		Apr 23, 2020		
<input type="checkbox"/> At History's Edge with Former Secret Service Agent, Joe Petro	Frank Whelan	Feb 22, 2020		
<input type="checkbox"/> Peace and Conflict Prevention/Resolution Month		Feb 03, 2020		
<input type="checkbox"/> Dieruff Interact Happenings	Rachel Stevens	Jan 05, 2020		
<input type="checkbox"/> Miracle League - "Surrounded by Gentle Innocence"	Lisa Luciano	Oct 08, 2019		
<input type="checkbox"/> Habitat Thank You	Lou Bottitta	Jul 22, 2019		
<div> </div>				

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# THANK YOU! QUESTIONS?

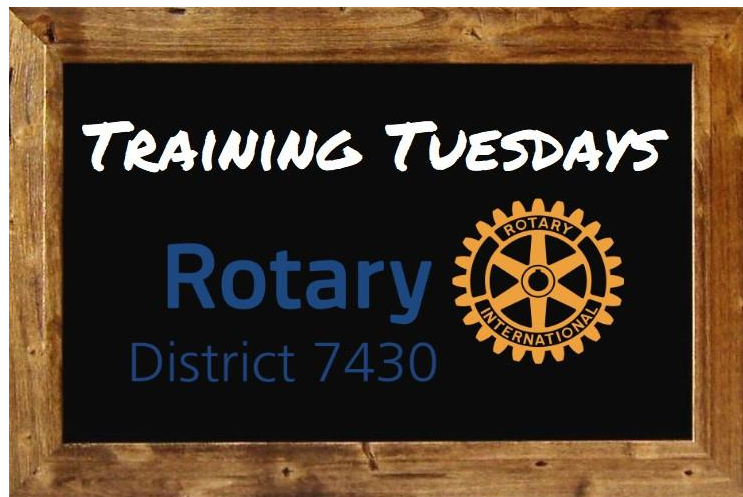
**[Lou@BottittaTeam.com](mailto:Lou@BottittaTeam.com)**

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June 2, 2020 GROW ROTARY: The Power of The Rotary Foundation

***ADDED TOPIC***

June 9, 2020 GROW ROTARY: Transforming Fundraising in our Virtual Rotary World



# Thank you!!

