



# Grow Rotary: Telling the Rotary story

## Allentown Rotary – Club Runner: Newsletters, Social Media & Web Tools

Lou Bottitta, May 26, 2020

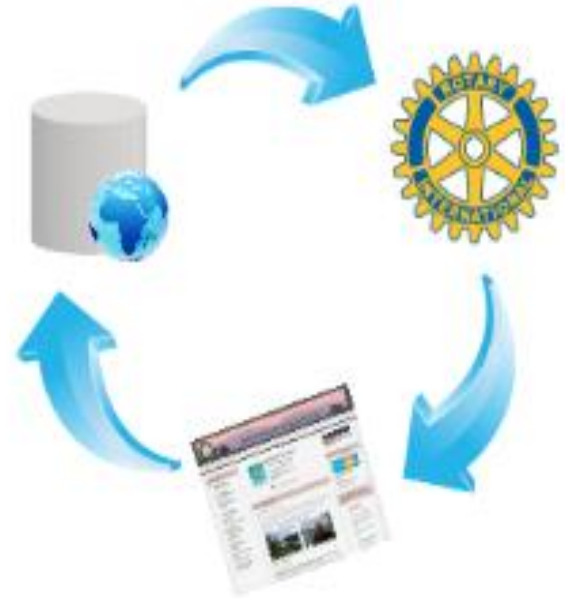
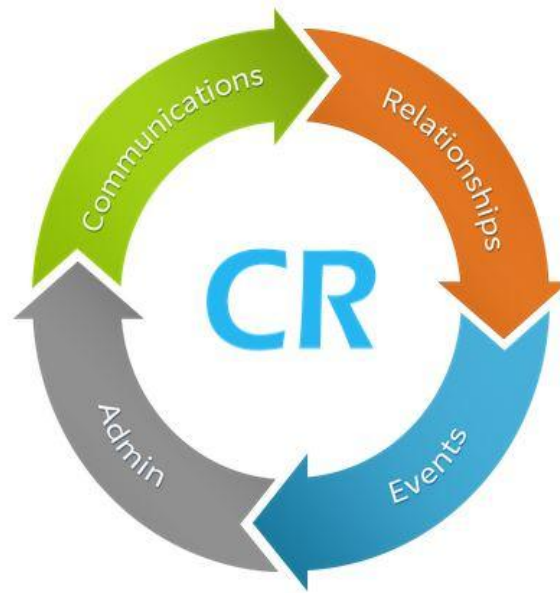


Rotary

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



# Club Runner Integration



# "The SMILE"

## Allentown Rotary Newsletter Format Club Runner Template

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



The Allentown Rotary Club

Chartered 1914



**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
- 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



The screenshot shows the website for Allentown Rotary, specifically the Interact Club page. The navigation bar includes links for Home, Our Projects, About Us, What is Rotary, Act/Donate, News & Updates, Calendars, and a Contact Us button. A dropdown menu for "What is Rotary" is open, showing options: Join Leaders, Exchange Ideas, and Take Action. The main content area features text about the club's activities, including a holiday party and a "candy ball" game. There is a photo of a student looking at a display board. A sidebar on the right promotes "Morgan Stanley" and "The Hoffmeier Romanelli Group" with a "Get Started" button. At the bottom, there is a social media sharing section with a "Like" button and icons for Facebook, Twitter, LinkedIn, Email, and Pinterest.

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

Join Leaders  
Exchange Ideas  
Take Action

The Dieruff Interact Club has closed out the year co-hosting a "Gifts" Drive where over 100 gifts were collected! We'd like to thank The Allentown Rotary Club, Build students and faculty members at Dieruff High School for their

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Morgan Stanley

The Hoffmeier Romanelli Group  
at Morgan Stanley

Get Started

Interested in being a sponsor?  
Download the website sponsorship guide

Like Be the first of your friends to like this.

f t in e p

# Club Runner – Another Facebook Example

## Service Project

- Linked to Allentown Rescue FB Page
- 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.



Rotary



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.

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The Hoff  
Group  
at Morga

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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/)



# 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



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](http://ROTARY.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 Wiand

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

# 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	<input type="button" value="v"/>
			Lou Bottitta	Jul 05, 2018	<input type="button" value="v"/>
			Lou Bottitta	Jul 04, 2018	<input type="button" value="v"/>
			Lou Bottitta	Oct 10, 2018	<input type="button" value="v"/>
			Lou Bottitta	Jul 04, 2018	<input type="button" value="v"/>
			Lou Bottitta	Jul 04, 2018	<input type="button" value="v"/>
			Lou Bottitta	Jul 05, 2018	<input type="button" value="v"/>
			Lou Bottitta	Mar 09, 2018	<input type="button" value="v"/>



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="button" value="v"/>
<input type="checkbox"/> A Heartfelt "Thank You"	Rosaria Stoops	Apr 29, 2020		<input type="button" value="v"/>
<input type="checkbox"/> Covid-19 Appeal for Help Feeding the Needy from Across the Globe		Apr 23, 2020		<input type="button" value="v"/>
<input type="checkbox"/> At History's Edge with Former Secret Service Agent, Joe Petro	Frank Whelan	Feb 22, 2020		<input type="button" value="v"/>
<input type="checkbox"/> Peace and Conflict Prevention/Resolution Month		Feb 03, 2020		<input type="button" value="v"/>
<input type="checkbox"/> Dieruff Interact Happenings	Rachel Stevens	Jan 05, 2020		<input type="button" value="v"/>
<input type="checkbox"/> Miracle League - "Surrounded by Gentle Innocence"	Lisa Luciano	Oct 08, 2019		<input type="button" value="v"/>
<input type="checkbox"/> Habitat Thank You	Lou Bottitta	Jul 22, 2019		<input type="button" value="v"/>
<div><input type="button" value="Check All"/> <input type="button" value="Remove Selected"/></div>				

Go back



# WEBSITE – 3 Years of Bulletins – Powerful Search



Home Our Projects ▾ About Us ▾ What is Rotary ▾

## 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

Rotary



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

Contact Us

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,"

# THANK YOU! QUESTIONS?

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

PDF of this presentation on  
Google Drive at

**[bit.ly/Rotary7430CR](https://bit.ly/Rotary7430CR)**

Google youtube for Club Runner  
Videos on topics like:

- Admin
- Newsletter
- Website, Mobile and MORE!

