

Tool Kit

The Rotary Has Heart Tool Kit for Zone 21B and 27 will be launching in October 2015.

Rotary's Regional Public Image Coordinators will be available to help answer questions regarding the tool kit and help you and your clubs promote events showcasing how Rotary Has Heart!

The Tool Kit will include:

- Rotary Has Heart Logo
- Informational Brochure for Clubs
- Flyers
- Sample News Releases
- Sample Project Ideas
- Official Social Media Links and Hashtags
- Frequently Asked Questions for Clubs

And the Tool Kit will be updated with "After Action" reports from around the Zone showing how Rotary Has Heart!



For More
Information

www.rizoness21-27.org



Calendar

September 2015 - Introduction of Rotary Has Heart at Zone Institute

October 2015 - Program Materials will be available online

November 2015 - Project Development Starts with each Club and District

January 2016 - Provide Initial Plans to District Public Image Chairs and Rotary Public Image Coordinators for assistance in promoting events

January 2016 - June 2016 - Conduct Rotary Has Heart Events in your community!

Start sending "After Action" reports and photos to your District Public Image Chair and Rotary Public Image Coordinator as your event is underway!



Join clubs from across
Zone 21b and Zone 27 in
helping show how much
Rotary Cares this year!

Let us show everyone
in our communities
across the nation that
Rotary Has Heart!



What is Rotary Has Heart?

Rotary Has Heart is the over-arching theme each Rotary Club can use to promote the work being done in their community.

By using a common theme, and common social media, clubs will be able to share their good work with others across the Zone.

Together, we can all help our friends and neighbors see the great work being done each day by thousands of Rotarians in the United States.

You can use an existing program, or develop a new service program to highlight how your club is showing heart in your community.

More suggestions, including possible days to consider for large scale media and publicity, are available in the tool kit!



Why should my club take part in Rotary Has Heart?

There is strength in numbers.

Imagine how hard the fight to end polio would have been had Rotarians across the globe not joined together to build the momentum and funds needed to make this effort work.

For all the good work being done by our Districts and Clubs, most people simply do not know what a Rotary Club is, what a Rotary Club does, and why they should be a part of Rotary. This is a chance to help build better publicity across the entire Rotary Zone by working together to promote the good work we all do each and every day.

We need to talk about what Rotary does, and make sure our local communities know how much our clubs care about our communities.

With over 1,900 clubs in Zone 21B and 27, if we all work together, imagine the impact we can have on promoting the image and work of Rotary!

What is a Rotary Has Heart Project?

This is the beauty of Rotary Has Heart - any project can work! Clubs do not have to spend more money to do a Rotary Has Heart project - all a club has to do is use the Rotary Has Heart tool kit to help promote a program in your community!

The best projects will be those that:

- Engage as many members of your club as possible
- Addresses a community need
- Reflects and incorporates a Rotary Avenue of Service and Focus Area
- Attracts news and you use social media to help promote the event and work the club is doing!
- Uses the Rotary International Brand Guidelines and Logo
- Helps build the community's knowledge of your club!

