PUBLIC IMAGE
Promoting Your Club

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OUR AGENDA

- Branding Basics

- Where and How to Promote Rotary

- Resources & Support

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WHAT IS A "BRAND?"

Definition: A brand is a name, term, design, symbol or any other feature that identifies one's good or service as distinct from those of other sellers.

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BRANDING IS IMPORTANT

- Everything we put out into the world should contribute to the brand
- Anything you post or share or print that isn't branded for Rotary can muddle our message for members and non-members alike
- Being on brand creates a consistent look and message from all clubs
- This includes obvious things like logos, but also colors, fonts and even how we speak about Rotary

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EVERYONE NEEDS TO KNOW

- The primary person to understand every aspect of branding is your public image chair

- Everyone should know some of the basics, like which logo to use, since sometimes committees make their own flyers or members make their own business cards

- As club leaders, you should know the basics and be able to point people towards resources to help them
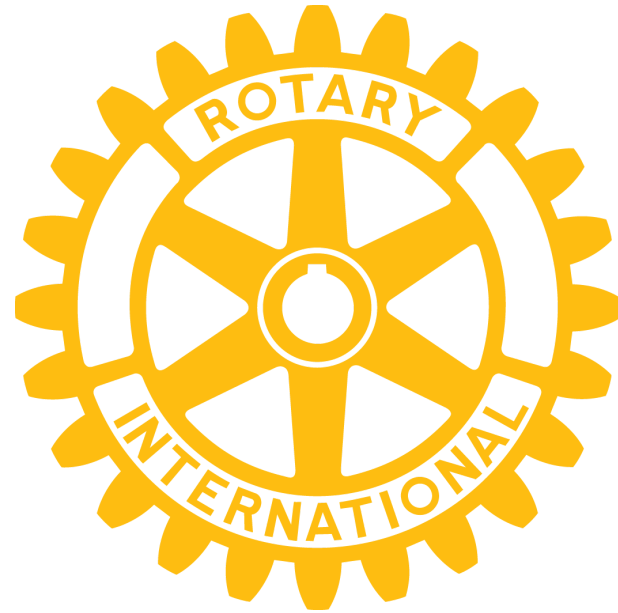
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WHICH IS THE CURRENT ROTARY WHEEL?

A

B
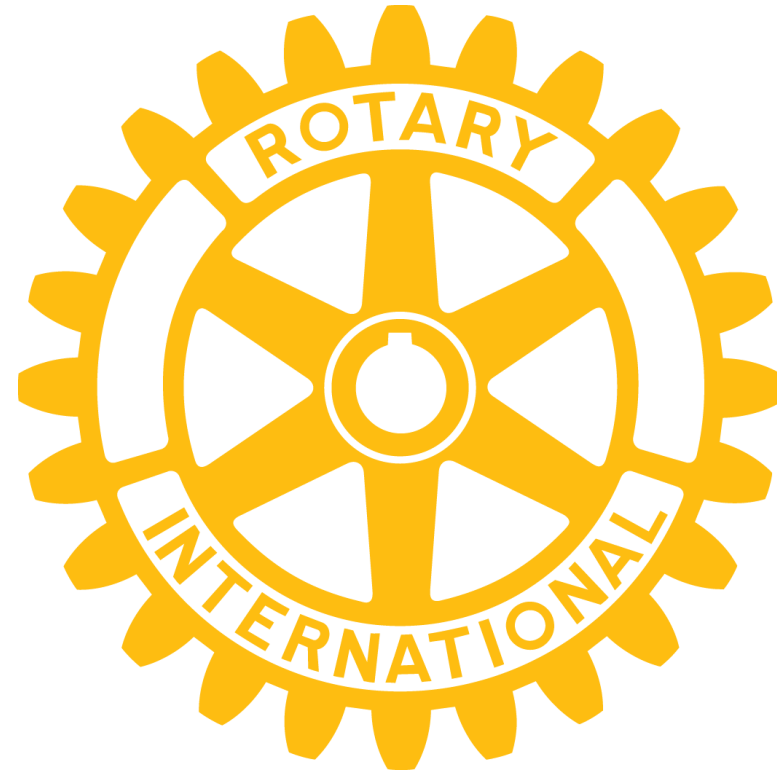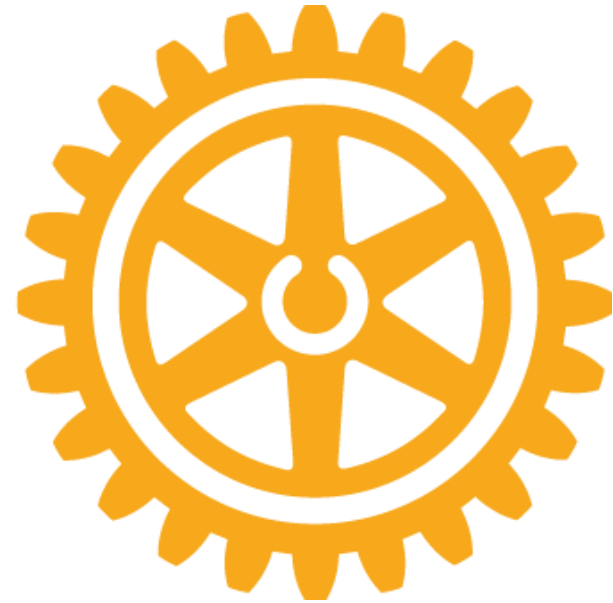
RESOURCES

- Visit the district web site at www.rotary7150.org, under the Resources tab you will find <u>Public Image Tools</u>
- Get the latest news, download logos, access Rotary's branding guidelines and find quick links to resources on Rotary.org
- Brandcenter.Rotary.org (log in with your My Rotary credentials) is where you can make custom logos and People of Action images

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NEVER GOOGLE

Always contact me if you cannot find something you need or you need help with anything

Call, text or email!

WHERE TO PROMOTE YOUR CLUB

- Options for promoting our service programs and activities will vary by community, your media outlets and your club's pool of talent
- Ideally you want to utilize as many avenues as possible
- Social media is the biggest way that people connect and is a great tool because we control our message and it's FREE
- Local media is another great tool, but it can be harder to reach
- Internal communication is key too!

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HOW TO PROMOTE YOUR CLUB

- Post to social media regularly - follow the rule of thirds
- Send a press release or make a connection to local media - be judicious in how often you tap into this resource
- Have great club communications - especially when we are not in person - and communicate in ways that appeal to your members

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POSTING ON SOCIAL MEDIA

- Facebook is a great place to share information about your club's meetings, values and service projects
- Instagram is a great place to showcase images of your club's meetings, values and service projects
- Post consistently - ideally 2-3 times per week a minimum
- Post a variety of information - fun, news and promotion
- Get your club members to share to their personal pages

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REACHING OUT TO LOCAL MEDIA

- Try to make local connections if possible - can be TV, radio, newspaper and even community groups on Facebook
- Think about what is truly newsworthy when reaching out
  - Too many messages can mean you get overlooked
  - Focus your stories on the human interest part
- Consider putting your press release directly in the email message
- Always include a summary about your club and invitation to visit

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CLUB COMMUNICATION MATTERS

- How do your members prefer to communicate about club business? Do that!
- Clubs should have a weekly email with meeting information and announcements
- Weekly email should go to all current *and prospective* members
- Regular (and modern) communication tells potential members you are an organized and efficient club
- You can empower your members to know what's up with your club so they can speak about Rotary well

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RESOURCES & SUPPORT

- <u>Public Image Tools</u> on the district web site
- Your district newsletter
- The Learning Center at rotary.org
- BrandCenter.Rotary.org
- Brand News and Membership e-newsletters from RI

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